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VARIOUS WELFARE MEASURES AND QUALITY OF WORK LIFE AMONG THE WORKERS TOWARDS SIPCOT INDUSTRIS -AN ANALYSIS

Dr. M. Rajarajan

Assistant Professor,

Commerce wing, DDE, Annamalai University,

Annamalainagar-608 002, Tamilnadu,

Mr. M. Vetrivel

Ph.D., Research Scholar,

MS University & Assistant Professor,

PG and Research Department of Commerce,

Sri Vinayaga College of Arts & Science - UPT

ABSTRACT

The SIPCOT industry's plays a vital role in human life. SIPCOT industries are one of the important industries of India for earning Foreign Exchange and giving employment to lakhs of workers .Because of being a highly labor intensive industry it needs to concentrate more in the area of employee welfare. In this study we selected Cuddalore District in Tamilnadu; Quality of work life will have direct and indirect relationship with the economic and social well-being of large portion of population which lies beyond the domain of Industry. This article highlights the various welfare measures and quality of work life among the workers towards SIPCOT industries -an analysis.

KEYWORDS: Various Welfare Measures, Quality of Work Life (QWL,), Employees, Organizations, Quality Circles, Training Developing, Motivating, Employees' Job Satisfaction

INTRODUCTION

The Quality of Work Life (QWL) has assumed increasingly interest and importance in all the countries of the World. It is very significant in the context of commitment to work, motivation and job performance. It is

also means to facilitate the gratification of human needs and goal achievement. Work life naturally means the life of workers, physical and intellectual, in their work environment in office or factory or field-working.

It is evident from history that work has occupied an important place in the life of human beings. How people have thought and felt about the working experience have also been an age old concern for both workers and managers. With the rapidly changing technological, socio-economic, political, and legal environment, effective management of human resources has become a challenging job. Effective utilization of human resources requires better quality of work life by providing adequate financial compensation, good working conditions, suitable opportunities for growth and development, workers' participation in management and by ensuring social justice in the organization.

WELFARE MEASURES

The term' Welfare measures' refers to the facilities provided to employee inside and outside the organization premises such as canteens, rest rooms and recreation facilities, housing and all other services that contribute to the well being of employee and efficiency of workers.

QUALITY OF WORK LIFE

Quality of work Life is a Person's life. It covers a person's feelings about everydimension of work including economic rewards and benefits, security, working condition, Organizational and interpersonal relations and its intrinsic meaning in person's life. Thereforewe can simply say Q.W.L. is a concern not only to improve life at work, but also life outsidework.

REVIEW OF LITERATURE

Lau and Bruce (1998) explained QWL is a dynamic multidimensional construct that currently includes such concepts as job security, reward systems, training and career advancements opportunities, and participation decision making. According to Kalra and Ghosh (1984) studies suggest that, in the Indian context, environmental factors like physical environment, safety and other working conditions and relational factors like work group relations, and labour-management relations are more important with regard to QWL

Report of National Commission on Labour (2002), Government of India, made recommendations in the area of labour welfare measures which include social security, extending the application of the Provident Fund, gratuity and unemployment insurance etc.

According to Walton, (2005) he proposed eight major conceptual categories relating to QWL as (1) adequate and fair compensation, (2) safe and healthy working conditions, (3) immediately opportunity for continued growth and security, (4) Opportunity to use and develophuman capacities, (5) Social integration in the work organization, (6), Constitutionalism in theork organization, (7), Work and total life space and (8), Social relevance of work life. Severalpublished works have addressed the constructs that make up the QWL domain and key elementsof QWL programs.

Rethinam (2008) explained QWL is quite conclusive and best meet the contemporary work environment. The definition was related to meaningful and satisfying work. It includes (i) an opportunity to exercise one's talents and capacities, to face challenges and situations that require independent initiative and self-direction, (ii) an activity thought to be worthwhile by the individuals involved, (iii) an activity in which one understands the role the individual plays in the achievement of some overall goals, and (iv) a sense of taking pride in what one is doing and in doing it well. This issue of meaningful and satisfying work is often merged with discussions of job satisfaction, and believed to be more favorable to QWL.

Christen, M., et al., (2006) "Job Satisfaction, Job Performance, and effort: A reaxamination using agency theory", people spend a significant amount of their time at work for one of two reasons, to do work that is satisfying enough regardless of the monetary rewards, or to earn a sufficient income so it can be spent later

doing something satisfying. There is an extensive body of research in organisational psychology that has considered the role of job satisfaction in the work place.

Madhesh, R (2011) "Quality of Work Life of Select Steel Plant Employees in Tamil Nadu" states that QWL is a complex subject resulting from number of factors and depends upon their numerous dimensions. The most common 11 factors that influence the quality of work life of employees are nature of job, compensation, working conditions, opportunity for growth and development, social integration of work, constitutionalism in the work organization, work and total life space, occupational stress, workers' participation in management, grievance handling, and social relevance of work. One might view a low Quality of Work Life as one in which there is predominantly negative features in the working environment.

Banu., et al., (2012), "A Study on Labour Welfare Measures in Public Sector Transport Corporation", On Labour welfare Measure in Public sector Transport Corporation threw a light on welfare measures followed in public sector Transport Corporation. They analysed the various dimensions of labour welfare measures that are perceived to the labours. They highlighted the perception and level of satisfaction of the labours regarding the various labour welfare measures and the methods to improve the labour welfare schemes in public sector Transport Corporation.

CONCEPT OF QUALITY OF WORK LIFE

Quality of work life is a generic phrase that covers a person's feelings about every dimension of work, including economic rewards and benefits, security, working conditions, organizational and inter-personal relationships and intrinsic meaning in a person's life. It focuses on creating a human work environment where employees work co-operatively and contribute to organizational objectives.

Different expressions have been used to denote quality of work life in different countries. To quote a few, for example, in French speaking nations, the most common expression is 'improvement in working conditions'. In the former socialist economies 'workers' participation' is the term that is widely accepted. In Scandinavia, the concept of quality of work life centers on 'work environment' and 'democratization of work place'. The English concept of 'quality of work life' is understood commonly in all industrialized countries, even if it is sometimes bare.

Quality of work life is a philosophy, a set of principles, which holds that people are the most important resource in the organization as they are trustworthy, responsible and capable of making valuable contribution and they should be treated with dignity and respect. The elements that are relevant to an individual's quality of work life include the task, physical work environment, social environment within the organization, administrative system and relationship between life on and off the job. People conceive of quality of work life as a set of methods, such as autonomous work groups, job enrichment and high involvement aimed at boosting the satisfaction and productivity of workers. It requires employee commitment to the organization and an environment in which this commitment can flourish. Therefore, quality of work life is a comprehensive construct that includes an individual's job related well-being and the extent to which work experiences are rewarding, fulfilling and devoid of stress and other negative personal consequences. The quality of work life means the sum total of values, material and non-material, attained by a worker through his life as a wage or salary earner.

The quality of work life is the working conditions' response to needs and desires of an individual. Cummings and Worley mention that the quality of work life has two meanings. Firstly, it means a good feeling towards work and good mental health experienced from work in terms of incentives, safe working conditions, and growth. Secondly, it means the ways that organizations use to assure the quality of work such as creating the meaning and importance of work responsibility by applying efficient teamwork and management and labour relation systems. For promoting the quality of work life various management strategies such as new designs, quality control circle, and participative management are to be initiated.

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IMPORTANCE OF QUALITY OF WORK LIFE

The quality of work life movement aims at integrating the socio- psychological needs of employees, the structure and process of the organization and the existing socio-cultural milieu. It creates a culture of work commitment in organizations and society at large so as to ensure higher productivity and greater job satisfaction. The quality of work life has an important bearing on the total quality of the people. It leads to a better quality of life of the people and vice versa. Thus, it has been considered a means and at the same times an end in itself. It is an end because the quality of life can be achieved only through the quality of work life. It means the experience gained through work life that helps workers to acquire excellence, high amount of civic competence and better skills which are necessary for the development of manpower.

The benefits of quality of work life have direct effects on increasing job satisfaction, creating feelings of belonging, and reducing rates of change with high productivity. The quality of work life affects the organization in three ways: Firstly, it increases organizational productivity; secondly, it increases work spirit, encouragement and motivation of workers, and lastly, it helps to improve the potent of workers.

SCOPE OF THE STUDY

The scope of labour welfare and quality of work life can be interpreted in different ways by different countries with varying stages of economic developments, political outlook and social philosophy. The scope therefore cannot be limited to facilities within or near the undertaking, nor cannot be so comprehensive as to embrace the whole range of social welfare or social service. It follows therefore that all intramural and extramural welfare activities as well as statutory and non-statutory welfare measures undertaken by the employers, the government, trade unions or voluntary organization falls within the scope of the labour welfare. This research starts with the objective of studying the various welfare measures provided by the SIPCOT industry and its impact on quality of work life among the employees in Cuddalore district.

NEED FOR QUALITY OF WORK LIFE

In current scenario every organization wants more output in comparison of less input, itcan be possible when working employee find its working place comfortable as per the jobrequirement. So it's very important for an organization to make a Quality relationship between itsemployees and working environment. Now-a-days, there is no balance between the family andwork life due to job pressure and conflicting interests and over-socialization that lead to toomuch of interest about the co-workers for satisfaction of their ego, creating problems in the

minds of neighbors.The work-norms impose on workers too much of burden and control by their bosses. Andthe rules are for workers or employees. They have to follow, and the employer has right to layoffthe worker due to marketing and technological factors.The Indian workers and their Unions are now on the defensive. They are now moreinterested in the question of how to retain their jobs than in the question of how to improve their Quality of Life in the work place.It is therefore not difficult to understand why the question of improving Quality of WorkLife has lost its importance in our country.

The Quality of Work Life movement which draws"attention to workers" need for meaningful and satisfying work and for participation in decisionsthat affect their work situation. And work is a major formation experience which cans eitherpromote or limits a man's growth in ways which affect the whole man and which therefore shapehis life outside the job as well as within it.

COMPONENTS OF QUALITY OF WORK LIFE

From the literature survey, following 9 important components of quality of work life were considered for the literature review.

- Work environment

- Organization culture and climate
- Relation and co-operation
- Training and development
- Compensation and Rewards
- Facilities
- Job satisfaction and Job security
- Autonomy of work
- Adequacy of resources

RESEARCH DESIGN

This study describes the factor that leads to the workers welfare measures of SIPCOT industries in Cuddalore district, Tamil Nadu. Here the descriptive research was conducted to find out the information about the factor and to spotlight the areas that need the management's attention. In this study we decided the sampling unit as SIPCOT Companies of Cuddalore district, Tamil Nadu, in that was selected 9 SIPCT units, 56 participants from each unit. Total number of sample participants' is 507. Analysis involved estimating the value of unknown parameters of the population and testing of hypothesis for drawing inferences. Interpretation refers to the task of drawing inferences from the collected facts from an analytical study. Interpretation is essential because the usefulness and utility of research finding lies in the proper interpretation. Statistical data have been represented either in univariate or in bivariate forms to provide a clear depiction of the responses in the most suitable form, besides charts have also been provided to highlight the same. The statistical tools like chi-square, NOVA and percentage analyses are also used.

VARIOUS WELFARE MEASURES AND QUALITY OF WORK LIFE AMONG THE WORKERS -AN ANALYSIS

The following are importance welfare measures and quality of work life such as trade union activities, safety measures, work atmosphere, promotional facilities and welfare measures and recreation facilities.

Table 1: Opinion about Welfare Measures

S.No	Factor	Frequency	Percentage
1	Highly Satisfied	76	15
2	Satisfied	111	22
3	Average	198	39
4	Dissatisfied	41	8
5	Highly dissatisfied	81	16
Total		**507**	**100**

Source: Primary data

From the Table 1 shows that 15 per cent of the employees are highly satisfied with their welfare measures. 22 per cent of the employees are satisfied with their welfare measures. 39 per cent of the employees are average with their welfare measures. 8 per cent of the employees are dissatisfied with their welfare measures. 16 per cent of the employees are highly dissatisfied with their welfare measures.

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Table 2: Opinions about Trade Union Activities

S.No	Factor	Frequency	Percentage
1	Highly Satisfied	81	16
2	Satisfied	122	24
3	Average	167	33
4	Dissatisfied	71	14
5	Highly dissatisfied	66	13
Total		**507**	**100**

Source: Primary data

It is observed from the Table 2 shows that 16 per cent of the employees are highly satisfied with the trade union activities. 24 per cent of the employees are satisfied with the trade union activities, 33 per cent of the employees' areaverage with the trade union activities. 14 per cent of the employees are dissatisfied with the trade unionactivities.13 per cent of the employees are highly dissatisfied with the trade union activities.

Table 3: Opinion about Safety Measures

S.No	Factor	Frequency	Percentage
1	Highly Satisfied	198	39
2	Satisfied	157	31
3	Average	71	14
4	Dissatisfied	51	10
5	Highly dissatisfied	30	6
Total		**507**	**100**

Source: Primary data

It is observed from the Table 3 shows that 39 per cent of the employees are highly satisfied with safety measures provided by the company. 31 per cent of the employees are satisfied with safety measures provided by the company. 14 per cent of the employees are average with safety measures provided by the company.10 per cent of the employees are dissatisfied with safety measures provided by the company. 6 per cent of the employees are highly dissatisfied with safety measures provided by the company.

Table: 4 Opinions about Work Atmosphere

S.No	Factor	Frequency	Percentage
1	Highly Satisfied	91	18
2	Satisfied	182	36
3	Average	127	25
4	Dissatisfied	66	13
5	Highly dissatisfied	41	8
Total		**507**	**100**

Source: Primary data

It is observed from the Table 4 shows that18 per cent of the employees are highly satisfied with work atmosphere. 36 per cent of the employees are satisfied with work atmosphere. 25 per cent of the employees are average with work atmosphere. 13 per cent of the employees are dissatisfied with work atmosphere. 8per cent of the employees are highly dissatisfied with work atmosphere.

Table: 5 Opinions about Promotional Facilities

S.No	Factor	Frequency	Percentage
1	Highly Satisfied	102	20
2	Satisfied	113	22
3	Average	105	21
4	Dissatisfied	96	19
5	Highly dissatisfied	91	18
Total		**507**	**100**

Source: Primary data

The distribution of the respondents based on their opinion about promotional facilities. The results show that 20 per cent of the employees are highly satisfied with promotional facilities.22 per cent of the employees are satisfied with promotional facilities.21 per cent of the employees are average with promotional facilities.19 per cent of the employees are dissatisfied with promotionalfacilities.18 per cent of the employees are highly dissatisfied with promotional facilities.

Table 6: opinion about Welfare Measures and Recreation Facilities

Variables		Welfare	Recreation
Welfare	Pearson's Correlation Sig.(2 tailed) N	1.000 . 507	.917** .000 507
Recreation facilities	Pearson's Correlation Sig.(2 tailed) N	.917** . 507	1.000 .000 507

Source: Computed from Primary data

This correlation table shows there is a significant positive relationship between welfare measures and recreation facilities. The inferred value is 0.917

Table: 7 opinions about Welfare Measures and Medical Facilities

S. No	Factor	Welfare measures	Medical facilities
1	Highly Satisfied	76	154
2	Satisfied	111	36
3	Average	198	162
4	Dissatisfied	41	52
5	Highly dissatisfied	81	101
Total		**507**	**507**

Source: Primary data

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Table 8: Correlation Analysis of Welfare Measures and Medical Facilities

Variables		Welfare	Medical facilities
Welfare	Pearson's Correlation Sig.(2 tailed) N	1.000 . 507	.943** .000 507
Medical facilities	Pearson's Correlation Sig.(2 tailed) N	.943** . 507	1.000 .000 507

Source: Computed from Primary data

This correlation Table 8 shows that there is a significant positive relationship between welfare measures and medical facilities. The inferred value is 0.943.

MEASURING QUALITY OF WORK LIFE

Richard Walton, an American Professor, played a major role in developing the conceptof Quality of Work Life. The eight factors he proposed to measure Quality of Work Life hasmade the task easy worldwide.

- ❖ Adequate and Fair compensation
- ❖ Safe and healthy working conditions
- ❖ Opportunity to develop human capacities
- ❖ Opportunity for career growth
- ❖ Social integration in the workforce
- ❖ Constitutionalism
- ❖ Work and Quality of Life
- ❖ Social relevance

IMPROVEMENT OF QUALITY OF WORK LIFE

The following ten tips are designed to get thinking. They apply as much to the CEO as they do to the front line worker:

- Having a Personal Vision
- Test Out One's Own Personal
- Learn, and Keep On Learning
- Buddy-Up
- Share Your Successes
- Get It off Your Chest
- Find Joy in Being of Service to Others
- Take Time for Breaks
- Try out New Ideas
- Has Fun At Work

SUGGESTIONS

- Employees' participation in decision making with respect to job related matters is not an uncommon phenomenon all over the world. Today this thought serves partly the purpose of motivation and job enrichment, and partly promoting greater democracy in the organization.

- In principle, the Indian employer, believes in and has adopted the policy of equality of opportunity and treatment at work. The company's commitment to equality should be reflected in its policies and programmes.
- The outstanding performance of the employees must be considered at the time of their promotion.
- The excellence of an organization is highly influenced by dynamic employees and use of new methods. In order to develop the creativity of the employees,
- The trade unions and the employee's cooperative societies, which are run by the trade union, have to change their work as more transparent and easily viable to the employees.
- Administration can thick of formulation of a problem solving committee including the employees and administration for the better solution of the welfare problems of the employees.

CONCLUSION

The present article concluded that, the quality of work life plays a vital role in Human Resource Management, QWL creative awareness of workers in successful Organization. QWL in India can be improved through a variety of instrumentalities like education and training, employee communication, union participation, research projects, and appreciation of changing environment. The employees have a few problems with the quality of work life such as inconsistent promotion policy, lack of measures for the improvement of standard of living, inadequate measures for control and reduction of stress, lack of encouragement to experiment with new methods, inadequate counseling, lack of appreciation of the good work of subordinates, lack of top management's understanding of subordinates' problems, injustice and discrimination of employees, absence of strong mechanism for grievance redressal, inadequate training programmes, poor working conditions and lack of employees' participation. To ensure a positive outcome, attention to the factors identified in the suggested framework is important for improved quality of work life. If this study provokes the people concerned to take some positive measures in order to improve them, the researcher will feel amply rewarded.

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