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## A STUDY ON QUALITY OF WORK LIFE AT HIDESIGN INDIA PRIVATE LIMITED, PUDUCHERRY



V. Raja<sup>1</sup>, D. Bhavani<sup>2</sup> and V. Ramaprabou<sup>3</sup>

### INTRODUCTION

The term "Quality of Work Life" has appeared in Research Journals and press in USA only in 1970's. The term quality of work life was introduced by Louis Davis. Quality of Working Life can be defined as "The quality of relationship between employees and the total working environment." QWL is a process by which an organization responds to employee needs for developing mechanisms to allow them to share fully in making the decisions that design their lives at work. QWL is "The degree to which members of a work organization are able to satisfy important personnel needs through their experience in the organization" by J Richard and J Loy.

Quality of work life refers to the favorableness or unfavorableness of a job environment for people. It is a subset of the

### Abstract

*This study entitled "A study on Quality of Work Life at Hidesign India Private Limited, Puducherry" was done to develop work environment that are excellent for employees. This study was based on the Descriptive research design and a survey was conducted among 180 employees of Hidesign India Private Limited, who have been selected by using Simple Random Sampling method and data were collected by using questionnaire. The tools for analysis used for this study were Percentage analysis, Chi-Square Test, Rank Correlation Method and Weighted Average Method. The data collected were analyzed manually to examine the Quality of Work Life at Hidesign India Private Limited. It has been identified that the Quality of Work Life at Hidesign India Private Limited is good. The suggestions made by the employees were mostly implemented wherever they were applicable.*

**Keywords :** Quality of work life, productivity, job security, work environment, welfare facilities.

### Short Profile

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quality of life which contains the relationship between employees and their total working environment with human dimension.

Quality of work life is the degree to which members of an organization are able to satisfy their personal needs through their experience in the organization. Its focus is on the problem of creating a human work environment where employees work cooperatively and contributes to organizational objectives. Quality of work life is important for job performance, job satisfaction, labour turnover, labour management relations and

such other factors which play an important part in determining the overall well being of any industrial organization. The quality of work life movement aims at integrating the socio-

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psychological needs of employees. Several experiments indicate that the interest in improving the QWL reflects societal changes. The developments have an influence on the growth of the quality of work life movement; ensure higher productivity and greater job satisfaction.

### 1.1. MEASURING QUALITY OF WORK LIFE

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

1. Adequate and Fair compensation
2. Safe and healthy working conditions
3. Opportunity to develop human capacities
4. Promotion and Career Planning
5. Social integration in the workforce
6. Constitutionalism
7. Work and Quality of Life
8. Social relevance

## 2. REVIEW OF LITERATURE

**2.1. Quality of Work Life – Linkage with Job Satisfaction and Performance, R. Gayathiri et.al., (2013):** The improvement of quality of work life has captured the imagination of managers and researchers alike. A number of researchers have tried to identify the kinds of factors that determine and their effort has resulted in different perspectives (Kahn, 1981; Kalra & Ghosh, 1984). The identification of the measures of quality of life is indeed a difficult task, though there is a sort of common agreement on its concept of employee well being. Evidently there are objective (physical and structural design) factors that provide work place setting and intervening policy factors that affect work processes of employees. As regards the outcome factors the immediate effects on psychology of employees (positive attitudes, commitment, and satisfaction) and ultimate effects on performance of organization are being considered by researchers.

**2.2. Quality of Work Life-An Overview, Dr. A. Jayakumar et.al (2012):** Quality of work life creative awareness of workers is successful. Therefore, Quality of work life is becoming an important human resources issue in all organizations. The Quality of Work Life intends to develop enhance and utilize human resource effectively, to improve Quality of products, services, productivity and reduce cost of production and to satisfy the workers etc., Improved Quality of Work Life leads to improved performance. Performance means not only physical output but also the behavior of the worker. A good Quality of Work Life will not only attract young and new talent but also retain the existing experience talent.

**2.3. A Study on Quality of Work Life of Employees in Textile Industry, P. Rathamani et.al., (2013):** Quality of work life is an environment that promotes and maintains employee satisfaction with an aim to improve working conditions for labors and organizational effectiveness for employers. In QWL organizations, work is meaningful and done in a team arrangement. It plays a radical role on employee work performance and productivity in textile industry. Allowing employees who have knowledge, skill and experience to participate in decision making make them to work enthusiastically and give recognition to them in their work which also promotes cooperation and conflict management, employee commitment, self-efficacy and organizational effectiveness.

**2.4. A Study on Quality of work life among employees in Neyveli Lignite Corporation Limited, Tamilnadu, P. Bhuvaneshwari, (2012):** Research on quality of work life is considered to be more important at the individual and organization level. Quality of work life is considered for both the employees and organization and it is involved with job satisfaction, productivity, job involvement, job enrichment etc. The success of any organization is highly dependent on how it attracts recruits,

motivates, and retains its workforce. There are three distinctive elements of QWL related interventions: (1) a concern about the effect of work on people as well as organizational effectiveness, (2) the idea of worker participation in organizational problem solving and decision making and (3) the creation of reward structures in the workplace which consider innovative ways of rewarding employee input into the work process such as gain sharing, etc. This research highlights some of the small gaps in employee satisfaction towards the company. Quality mission of an organization not only includes the quality of the products but it also includes the quality of work life.

**2.5. Factors Affecting Quality of Work Life: Empirical Evidence from Indian Organizations, Chandranshu Sinha, (2012):** Organizations are continuously looking for new ways of doing business in order to meet the challenges of today's dynamic business environment. Given the amount of time and energy people expend at the workplace, it is important for employees to be satisfied about their life at work. The study undertaken explored the factors of quality of working-life experiences in organizations. The study focused on 100 employees holding middle managerial positions in various organizations. The findings of this research proved that the components identified and the structural relations presented as regards the component, "quality of working life experiences" were suitable. The factors emerging from "quality of working life experiences" also indicate that how they are employed differently to satisfy the various needs of the employees by various organizations, which in turn elicit favorable job-related responses. The factor analysis of the component 'quality of working-life experiences' led to the extraction of 3 factors from various organizations. The three emerging factors were "relationship-sustenance orientation", "futuristic and professional orientation" and "self-deterministic and systemic orientation". The results indicate that these factors have

substantial roles to play in satiating the needs of the employees and how at middle managerial level different aspects are valued and employed for developing a unique and inimitable quality of working life within their socio-technical systems for eliciting favorable job-related responses.

### 3. OBJECTIVES OF THE STUDY

- 1.To assess the Quality of work life among workers
- 2.To identify the factors affecting Quality of work life
- 3.To analyze the level of satisfaction of the employees regarding the Quality of work life
- 4.To analyze the measures adopted by the company to improve the Quality of work life among workers

### 4. RESEARCH METHODOLOGY

The task of data collection begins after research problems have been defined and research design chalked out. The research design is the basic framework or plan for a study that guides the collection of data and analysis of data. In this study, the design used is Descriptive Research type. The main purpose of the descriptive research is description of state of affairs, as it exists at present. Data is the foundation for all organizational culture research. Questionnaires were prepared and informal personal interview has been conducted. Most of the questions were of multiple choices. Proper care was taken to frame the questionnaire in such a manner that it should be easily understood in view of educational level of the employees. In order to test the data, Percentage analysis, Chi-Square Test, Rank Correlation Method and Weighted Average Method were carried out by the researcher.

### 5. RESULTS AND DISCUSSIONS

#### 5.1 Rank Correlation

Table 5.1 Rank Correlation analysis of respondents regarding the Factors Affecting Quality of Work Life

Ratings	Job security		Information about work and duties		Free health checkups		Adequate income and fair compensation	
		R <sub>1</sub>		R <sub>2</sub>		R <sub>3</sub>		R <sub>4</sub>
<b>Strongly Agree</b>	54	2	47	2	64	1	26	4
<b>Agree</b>	55	1	60	1	49	2	35	3
<b>Neutral</b>	36	3	43	3	29	3	53	1
<b>Disagree</b>	20	4	24	4	22	4	48	2
<b>Strongly Disagree</b>	15	5	6	5	16	5	18	5

From the rank correlation, it is evident that the first factor affecting the quality of work life is free health checkups, the second factor is adequate income and fair compensation, third is

information about work and duties and the fourth is job security.

5.2 Weighted Average Method

Table 5.2 Weighted Average method for analyzing the Level of Satisfaction regarding the Quality of Work Life

Pointed weight age	5	4	3	2	1	Total	Avg.	Rank
Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied			
Welfare facility	245	232	153	34	5	669	3.72	1
Medical facility	230	284	78	46	14	652	3.62	2
Canteen facility	90	224	165	40	31	550	3.05	6
Transport facility	175	220	156	42	17	610	3.38	4
Safety measures	235	188	108	90	5	626	3.47	3
Flexible working hours	215	180	138	54	19	606	3.36	5

It can be interpreted from the above table that the respondents have rated first to the welfare activity, second rating is to the medical facility, third rating is to the safety measures,

fourth rating is to the transport facility, fifth rating is to flexible working hours and the final rating is to the canteen facility.

5.3 Weighted Average Method

Table 5.3 Weighted Average method for analyzing the measures adopted by the Company to improve the Quality of Work Life

Pointed weight age	5	4	3	2	1	Total	Avg.	Rank
Factors	Excellent	Good	Satisfied	Poor	Worst			
Quality circle	520	92	129	12	4	757	4.21	1
Work environment	85	280	219	32	4	620	3.44	3
Job security	290	200	159	22	8	679	3.77	2
Chance of growth	150	172	237	44	6	609	3.38	4
Development and encouragement	105	208	186	68	11	578	3.21	5

It can be interpreted from the above table that the respondents have rated first to the quality circle; second rating is to the job security, third rating is to the work environment, fourth rating is to the chance of growth, fifth rating is to development and encouragement.

## 6. FINDINGS FROM THE STUDY

The study reveals that the quality of work life among the employees is good. The respondents have given positive feedback towards the quality of work life of the company. From chi-square analysis, it is inferred that the employees have a good relationship with their co-workers in spite of their age differences. From the rank correlation, it is inferred that free health checkups, adequate income and fair compensation are the factors affecting the quality of work life in Hidesign India Private Limited. It has been identified that the level of satisfaction of the employees towards the quality of work life is good. From the weighted average analysis, the respondents are satisfied on the welfare activities. Similarly, they are satisfied on their medical facility which is provided by the organization. They are also satisfied with the safety measures, transport facility, flexible working hours, and canteen facility. It is found that employee satisfaction is higher which helps to improve the quality of work life. The respondents are satisfied on the performance evaluation practiced in their organization. With the help of weighted average analysis, it has been found out that the respondent's rate their quality circles as excellent, and also state that they feel the job security is good. The respondents have also expressed that the work environment, chance of growth and development and encouragement are satisfied.

## 7. SUGGESTIONS

Safety measures may be improved in the organization so that the worker's safety could be ensured and accidents could be minimized. Better medical facilities with latest equipments

and specialist doctors may be provided for the welfare of the employees. Sufficient training programs can be arranged so that the worker productivity can be improved. Appropriate pay strategies may be evolved to give fair and adequate compensation to the employees. Performance based increments would improve the performance of the workers.

## 8. CONCLUSION

From this study, it is clear that the quality of work life of employees in Hidesign India Private Limited is good. This research highlights some of the small gaps in employee satisfaction towards the company. A happy and healthy employee will give better turnover, make good decisions and positively contribute to organizational goal. An assured good quality of work life will not only attract young and new talents but also retain the existing experience talent. So the company should take utmost care to improve the quality of work life of the employees.

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