

Quality of Work Life Among Women Employees Working in Textile Mills In Coimbatore District



Management

KEYWORDS : QWL, Textile Mills, Women, etc...

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ABSTRACT

QWL included aspects that have affected the employees' job satisfaction level and work level which has direct impact on the productivity and the life style of the employees. Therefore, the aspects such as working conditions, personal benefits, health benefits, maternity benefits, wages and insurance benefits and finally, schemes and leave benefits which are major determinants that decides the quality of work of life women employees working in Textile manufacturing industries in Coimbatore are considered in this study. The Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. The study confined with only women employees working in textile industries and generally it is observed that the level of awareness is steadily increasing towards the need to empower women through social, economic and political equity, fundamental human rights, improvements in nutrition, basic health and education. Based on these determinants, it becomes important to analyze whether all benefits are adequately provided and is there any issues that are not satisfying the working women in the textile mills and a perception is measured to examine the Quality of Work Life of women employees. The study is exploratory in nature based on structured questionnaire with 720 respondents complying sampling adequacy taking Public Sector and Private Sector Textile Mills selected through proportionate stratified random sampling technique and the samples are collected from 60 textile mills. The study concludes that women are gifted with multi-tasking abilities and this has become a burden to them due to lean availability work and life space. It is recommended that proper resting and necessary assistance compulsorily needed to enhance the work ability and to achieve the life satisfaction among the women employees particularly women working in Textile Industries considered in this study. When this happens women will become more productive in the work environment and build a happy home.

1. INTRODUCTION

The term QWL gained importance in the late 1960s as a way of concerns about effects of job/work on health and general well-being and ways to positively influence the quality of a person's work experience. Up until the mid 1970s, employer's concern was on work design and working conditions improvement. However, in the next decade the concept of QWL included other aspects have affected the employees' job satisfaction level and work level which has direct impact on the productivity and the life style of the respondents. Therefore, the aspects such as working conditions, personal benefits, health benefits, maternity benefits, wages and insurance benefits and finally, schemes and leave benefits which are major determinants that decides the quality of work of life women employees working in Textile manufacturing industries in Coimbatore.

The Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent on the textile manufacturing and trade in addition to other major industries. About 27% of the foreign exchange earnings are on account of export of textiles and clothing alone. The textiles and clothing sector contributes about 14% to the industrial production and 3% to the gross domestic product of the country. Around 8% of the total excise revenue collection is contributed by the textile industry. So much so, the textile industry accounts for as large as 21% of the total employment generated in the economy. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agricultural based raw-material production like cotton and related trade and handling could be stated to be around another 60 million.

The subordinate status of women has come the concept of gender as an overarching socio-cultural variable, seen in relation to other factors, such as race, class, age and ethnicity. Gender is not synonymous with women, nor is it a zero-sum game implying loss for men; rather, it refers to both women and men, and to their status, relative to each other. Gender equality refers to

that stage of human social development at which "the rights, responsibilities and opportunities of individuals will not be determined by the fact of being born male or female,"² in other words, a stage when both men and women realize their full potential. The level of awareness is steadily increasing towards the need to empower women through social, economic and political equity, fundamental human rights, improvements in nutrition, basic health and education.

2. REVIEW OF LITERATURE

D. Chitra et al (2012) focused on Employees' Perception on Quality of Work Life and Job Satisfaction in manufacturing organization – an Empirical study. The objective was to find the perception of employee's impact on Job satisfaction. Convenience sampling method used for the data collection and questionnaire received 251 employees out of 460 employees. Three variables of QWL were used such as meaningfulness, pessimism about organizational change and self-determination and job satisfaction. Test used for data analysis were factor analysis, Bartlett test and Kaiser-Meyer-olkin. The Findings showed that three QWL variables are significantly related to job-satisfaction and perception of employees towards QWL also directly related to Job satisfaction. There is no satisfaction towards other job related aspects such as health care benefits, working environment, flexible work, relationship with peers and superiors.

Shalini Sheel; (2012), studied the "Quality Of Work Life, Employee Performance And Career Growth Opportunities: A Literature Review", Quality of work life is being used these days by organizations as a strategic tool to attract and retain the talent. QWL policies are increasingly becoming part of the business strategies and focus is on the potential of these policies to influence employees' quality of working life and more importantly to help them maintain work-life balance with equal attention on performance and commitment at work. One of the most important determinants of Quality of Work Life (QWL) is the career growth opportunities as supported by various researches done in past. Studies also predict that employee performance is also correlated with QWL. The present paper is an attempt to review the literature and the studies done in past to establish a relationship

between QWL, employee performance and career growth opportunities.

Anand Pawar (2013) studied on QWL and job satisfaction of employees in VTPS to find out the level of satisfaction among the employees with regard to various job related aspects. The study is descriptive in nature and based on both primary and secondary data. The data were collected from the workers and employees of the organization with the help of questionnaire relating to the demographic profile of employees and 20 statements relating to various factors of QWL and job satisfaction. The sample was selected based on stratified random sample technique and sample size was 246 employees out of 2464 employees. To measure the QWL and job satisfaction of employees, major factors were included in this study and they include: (i) good wages and salaries; (ii) rewards the talented and hard-working; (iii) a safe and healthy environment; (iv) good working conditions; (v) good interpersonal relations and (vi) superiors are considerate and helpful. Non-probability sampling technique used to test the hypotheses and chi-square test has been used to find out the relationship between two variables. The result showed that there is dissatisfaction in the interpersonal relations between the cadre wise and no proper grievance handling procedure adopted among the employees which affect the job satisfaction

3. STATEMENT OF THE PROBLEM

The past three decades have witnessed a steadily increasing awareness of the need to empower women through measures to increase social, economic and political equity, and broader access to fundamental human rights, improvements in nutrition, basic health and education. In this regard the 'Quality of Work Life' is re-emerging where employees are seeking out more meaning. QWL is interpreted by the unions and workers as more equitable sharing of profits, job security and healthy also humane working conditions. The primary factor that measures the quality of work life is the working condition which determines the working conditions felt conducive among the women employees of the textile mills in Coimbatore District, followed by the personal benefits such as adequate salary matching with the market, overtime wages, emergency advances, transportation, Bonus, PF, etc. which are all the fair compensations needed to be realized by the women employees in the Textile Industries, Health Benefits such as ESI, Safety Equipments, Ventilation, prevention of occupational diseases, special attention for health and safety, neutralized environment from heat / cold, is the problems eliminated with respect to work posture, etc. which are the health related issues that needed much attention for women employees. Wages, insurance benefits, leave benefits and finally, maternity benefits that is essential for the married working women are adequate enough to achieve their quality of work life. It is also important to analyze whether all these benefits are sufficient and whether there are any issues that are not satisfying the working women in the textile mills were taken into consideration and a perception about their working conditions measured to examine the Quality of Work Life. Therefore it becomes pertinent to measure problems related to the Quality of Work Life based on the determinants to understand

- Whether the Working Conditions is conducive for the women working in Textile Industries.
- What are the Personal Benefits realized by the women employees?
- Whether the Health Benefits are satisfying the women employees?
- Whether proper Wages and Insurance Benefits provided to the women employees
- Is the Maternity Benefits Schemes of Leave Benefits are comfortable and
- Whether the Quality of Work Life is achieved by the wom-

en employees working with the Textile industries in Coimbatore.

4. OBJECTIVES OF THE STUDY

The objectives of the study are

1. To identify the perception of women employees towards the quality of work life in textile industries, Coimbatore
2. To examine the impact of various dimensions on the quality of work life among the women working in textile industries.

5. METHODOLOGY

The most common assessment of Quality of Work Life is the individual attitudes and interview schedule is the most common technique in management research. The interview schedule focuses six dimensions on Quality of Work Life of women employees that are Working Conditions, Personal Benefits, Health Benefits, Wages Insurance Benefits, Maternity Benefits and finally, Scheme Leave Benefits. The research is used to measure the level of perception of the women employees working in textile industries. The present research, aims at understanding the exact opinion of the respondents regarding particular factor. Hence, a five point Likert Scale has been adopted.

The study is exploratory in nature based on structured questionnaire with 720 respondents complying sampling adequacy (Yamane, 1967) among Public Sector and Private Sector Textile Mills selected through proportionate stratified random sampling technique and the samples are collected from 60 textile mills based on the performance of the textile mills published by SIMA for the year *April / May 2014*. The mills were stratified and confined to top 60 mills from Coimbatore District, that consisted the population of 7200 women employees (Approximate) from which the researcher restricted the samples to 10% i.e. 720 respondents were selected for the study. The collected data were analyzed with the tools like Percentage Method, Perception Ranking, Multiple Correlation and Chi-Square Test.

6. DEMOGRAPHICS

The demographics of the women employees working in select Textile Industries are analysed taking Age, Marital Status, Place of Living, Community, Type of Family, Educational Qualification, Occupational Skills, Experience, Monthly Income and Work Environment are taken into consideration to analyse the Quality of Work Life.

Table 4.1 : DEMOGRAPHICS OF THE WOMEN WORKERS IN THE TEXTILE MILLS

S I . No.	Demographic Variables	Respondents (720)	Percentage
01.	Age		
	Upto 30	158	21.94
	31 to 40	444	61.67
	Above 40	118	16.39
02.	Marital Status		
	Unmarried	93	12.92
	Married	597	82.92
	Widowed	30	4.17
03.	Place of Living		
	Urban	198	27.50
	Rural	522	72.50
04.	Community		

FC	62	8.61
BC	242	33.61
MBC	45	6.25
SC / ST	371	51.53

S1. No.	Demographic Variables	Respondents (720)	Percentage
05.	Type of Family		
	Joint	582	80.83
	Nuclear	138	19.17
06.	Education		
	Primary (Upto 5 th Std.)	170	23.61
	Secondary (6 th to 10 th)	245	34.03
	Higher Secondary (11 - 12 th)	123	17.08
	Others (Technical education, Diploma, etc.)	182	25.28
07.	Occupational Status		
	Skilled	333	46.25
	Semi-Skilled	269	37.36
	Unskilled	118	16.39
08.	Experience		
	Upto 5 years (Low)	154	21.39
	5 to 10 years (Moderate)	339	47.08
	Above 10 years (High)	227	31.53
09.	Income		
	Upto Rs.10000 (Low)	144	20.00
	Rs.10001 to 15000 (Moderate)	344	47.78
	Above Rs.15000 (High)	232	32.22
10.	Working Condition		
	Good	183	25.42
	Moderate	442	61.39
	Poor	95	13.19

Source : Primary Data

1. Most (61.67%) of the respondents belong to the age between 31 and 40 years
2. Majority (82.92 per cent) of the respondents are married
3. Majority (72.50 per cent) of the respondents are living in rural areas
4. More than half (51.53 per cent) of the respondents belong to Scheduled caste / Scheduled Tribe community
5. Majority (80.83 per cent) of the respondents are living in the joint type of family
6. Maximum (34.03 per cent) of the respondents are possessing secondary education (6th to 10th STD)
7. Less than half (46.25 per cent) of the respondents are skilled labours
8. Nearly half (47.08 per cent) of the respondents are having moderate (5 to 10 years) experience in the textile industry
9. Nearly half (47.78 per cent) of the respondents are having moderate (Rs.10001-15000) monthly income
10. Most (61.39 per cent) of the respondents stated moderate towards the working condition in the textile industries

7. INTER Correlation

Correlation is the study between two or more variables. When more than two variables are involved, the correlation is known as multiple inter correlations and found to be moving in the same direction, these variables are said to be correlated positively and if they move in opposite direction they are said to be negatively correlated.

Table : CORRELATIONS SHOWING DETERMINANTS OF QUALITY OF WORK LIFE

Determinants	Work-ing Con-ditions	Per-sonal Ben-efits	Health Benefits	Wages Insur-ance	Mater-nity	Scheme Leave Ben-efits
Work-ing Con-ditions	1					
Personal Benefits	.685(**)	1				

Health_Benefits	Wages_Insurance	Maternity	Scheme_Leave_Benefits
.017	.021	1	
.058	.041	.074(*)	1
.004	-.033	-.787(**)	-.088(**)
.024	.016	.500(**)	.653(**)
			-.492(**)

** Correlation is significant at the 0.01 level (2-tailed).
 * Correlation is significant at the 0.05 level (2-tailed).

The variables taken for the study based on perception of quality of work life among women employees working in textile mills in Coimbatore District. The sub-dimensions taken for the study are Working Conditions, Personal Benefits, Health Benefits, Wages and Insurance Benefits, Maternity Benefits, and finally Scheme of Leave Benefits

From the above table indicated that the correlation among employees perception towards quality of work life. The correlation found to be significant at 1% level between the variables such as working conditions and personal benefits (0.685), followed by Health Benefits and Maternity Benefits (-0.787), Health Benefits and Scheme of Lave Benefits (0.500), Wages and Insurance benefits and Scheme of Leave Benefits (0.653) and finally, Maternity Benefits and Scheme of Leave Benefits (0.492).

It is also found that there is significant correlation at 5% levels between the variables that are Health Benefits and Wages and Insurance Benefits (0.074) and second Wages and Insurance Benefits and Maternity Benefits (-0.088).

8. GARRETT RANKING TECHNIQUE

This technique¹ was used to rank the preference of the respondents on different aspects of the study. The order of merit given by the respondents were converted into ranks by using the Garrett formula.

The percentage position of each rank thus obtained is converted into scores by referring to the table given by Henry E.Garret. Then for each factor the scores of individual respondents are added together and divided by the total number of respondents for whom the scores were added. These mean scores for all the factors were arranged in the descending order, ranks given and most important aspects identified. The study reveals that based on the attributes that are contributing to improve the level of quality of work life in the spinning mills are analysed.

Table : RESULTS OF GARRETT RANKING MEASURING QUALITY OF WORK LIFE

Statements	Garrett Score	Garrett Mean	Rank
Adequate and fair compensation	56882.83	79.00	1
Safe and healthy working conditions.	43131.93	59.91	2
Immediate opportunity to use and develop human capacities.	22612.93	31.41	6
Opportunity for continued growth and security	23853.80	33.13	5
Social integration in the mill and social relevance of the work life.	32981.83	45.81	3
Constitutionalism in the work organisation.	27575.03	38.30	4
Work and total life space	8937.63	12.41	7

Source : Computed from Primary Data

The above table reveals the perception of women employees working in Public and Private Sector Textile Industries that shows the high and low level of rating for different attributes. Henry E.Garrett, "Statistics in Psychology and Education, Vakils, Feffer and Simsons, Bombay, Ed- 2004.

utes that are classified after computing Henry Garrett Ranking method. It is evident that majority of the respondents ranked high towards "Adequate and fair compensation (M=79.00), followed by, Safe and healthy working conditions, (M=59.91), third position was towards Social integration in the mill and social relevance of the work life, (M=45.81), Fourth rank was achieved by Constitutionalism in the work organisation, (M=38.30), 5th position towards Opportunity for continued growth and security (M=33.13), 6th position was obtained by Immediate opportunity to use and develop human capacities, (M=31.41), and finally, the least rating was towards Work and total life space (M=12.41).

9. MULTIPLE REGRESSIONS

To assess the extent of perception level of the employees towards personal benefits leading to quality of work life in the Textile Industries and to assess the factors that affect the various predictor variables (independent variables) of this study are explained by Multiple Regression analysis. Totally five independent variables were identified for regression analysis. Multiple regressions is mainly based on equation wherein the predictor variables coefficients are found out.

The analysis starts with estimating the coefficients and the constant (k_c). Among the available methods of analysis of multiple regressions, one method used here is enter regression method. Initially the equation starts with no predictor variables; then, at first step, the variable with maximum correlation with the dependent variable is selected based on a selection criterion. Here, the variables whose F-value is 127.789 and the associated probability for F-test is less than or equal to 0.01 is considered for inclusion in the equation.

Variables are

1. Working Conditions
2. Health Benefits
3. Wages Insurance
4. Maternity Benefits
5. Scheme Leave Benefits

The following table gives the results of stepwise regression analysis, giving details of multiple R, R² step inclusion of variables in the regression equation. However, for the problem under study, all the variables identified have been included in the equation.

TABLE : REGRESSION ANALYSIS

Sl. No.	Variables	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
	(Constant)	38.378	2.967		12.935	.000
1	Working Conditions	1.127	.045	.684	25.093	.000
2	Health Benefits	-.050	.046	-.056	-1.102	.271
3	Wages Insurance	.162	.229	.028	.707	.480
4	Maternity Benefits	.151	.078	.106	1.949	.052
5	Scheme Leave Benefits	-.248	.232	-.052	-1.067	.286

Dependent Variable: Personal_Benefits

TABLE : REGRESSION ANALYSIS RESULT

R Value	R Square Value	Degree of freedom - V_1	Degree of Freedom - V_2	F-Value	Significance
0.687	0.472	5	714	127.789	(0.000) 1% Level

The table gives the details of variables included in the equation and corresponding regression co-efficient. Simple correlation value of each predictor variable with the dependent variables and partial correlation of each variable with that of dependent variable is also presented. Partial correlation is another important statistics which tells us what is the correlation each predictor variable with that of the level of satisfaction perceived from shopping outcome (dependent variable) in the equation is concerned, when the effect of remaining other predictor variables are held constant.

In the same table the column marked 't' and significantly represent the values of T-Test statistic and what level it is significant respectively for each regression coefficient. The results of multiple regression analysis show that the variables such as Working Conditions is significant at 1% level. On the other hand, the variables such as Health Benefits, Wages Insurance, Maternity Benefits and finally, Scheme Leave Benefits are not significant at 5% level and at 1% level.

The R² value witnessed with 0.472, which indicates that the regression is well fit and the F value is 127.789 and it is significant at 1% level.

Using the regression coefficient, the regression equation evolved is as follows.

The equation is = 38.378

1.127	Working Conditions
-.050	Health Benefits
.162	Wages Insurance
.151	Maternity Benefits
-.248	Scheme Leave Benefits

The equation suggests that the factors such as wages and insurance, Maternity Benefits and Working Conditions are positively correlated and at the same time it is noted that the factors such as Health Benefits and Scheme Leave Benefits are negatively correlated based on the perception level of the employees towards personal benefits leading to quality of work life in the Textile Industries.

10. SUMMARY OF THE RESULTS

- Most (61.67%) of the respondents belong to the age between 31 and 40 years. Majority (82.92 per cent) of the respondents are married. Majority (72.50 per cent) of the respondents are living in rural areas. More than half (51.53 per cent) of the respondents belong to Scheduled caste / Scheduled Tribe community. Majority (80.83 per cent) of the respondents are living in the joint type of family. Maximum (34.03 per cent) of the respondents are possessing secondary education (6th to 10th STD). Less than half (46.25 per cent) of the respondents are skilled labours. Nearly half (47.08 per cent) of the respondents are having moderate (5 to 10 years) experience in the textile industry. Nearly half (47.78 per cent) of the respondents are having moderate (Rs.10001-15000) monthly income. Most (61.39 per cent) of the respondents stated moderate towards the working condition in the textile industries
- It is found that almost all the variables were found to have been positively correlated except 1) Health Benefits and Maternity Benefits and 2) Wages and Insurance Benefits and Maternity Benefits which are negatively correlated.
- It is clear that the high level of perception towards quality of work life rated by the women employees was towards Adequate and fair compensation and the least rating was

towards Work and total life space.

- The R^2 value witnessed with 0.472, which indicates that the regression is well fit and the F value is 127.789 and it is significant at 1% level. The equation suggests that the factors such as wages and insurance, Maternity Benefits and Working Conditions are positively correlated and at the same time it is noted that the factors such as Health Benefits and Scheme Leave Benefits are negatively correlated based on the perception level of the employees towards personal benefits leading to quality of work life in the Textile Industries.

11. SUGGESTIONS

- More important factors such as health benefits, leave scheme benefits and personal benefits have significant impact in measuring the quality of work life of women employees. The study reveals that some of the respondents had perceived negatively for these factors that needed immediate attention by the management of the textile mills to take necessary measure to improve the quality of work life of the women employees working in Textile mills.
- Adequate Wages are most mandatory to lead a happy life, few of the women employees felt adequate wages are not provided and this compensation has an impact deciding their quality of work life. The textile mills are recommended to provide sufficient wages, acceptable insurance benefits and satisfactory maternity benefits that are much essential in helping the women employees to realize their quality of work life.
- Women are gifted with multi-tasking abilities and this has become a burden to them due to lean availability work and life space. It is recommended that proper resting and necessary assistance compulsorily needed to enhance the work ability and to achieve the life satisfaction among the women employees particularly women working in Textile Industries considered in this study. When this happens women will become more productive in the work environment and build a happy home.

12. CONCLUSION

Quality of work refers to a favourable working environment which encourages, participation, better communication, equality fairness and job satisfaction. The Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent on the textile manufacturing and trade in addition to other major industries. The level of awareness is steadily increasing towards the need to empower women through social, economic and political equity, fundamental human rights, and improvements in nutrition, basic health and education. QWL included other aspects have affected the employees' job satisfaction level and work level which has direct impact on the productivity and the life style of the respondents. Therefore, the aspects such as working conditions, personal benefits, health benefits, maternity benefits, wages and insurance benefits and finally, schemes and leave benefits which are major determinants that decides the quality of work of life women employees working in Textile manufacturing industries in Coimbatore. In this context, the study concluded that based on the different aspects that have influence determining the level of perception of the women employees in achieving the quality of work life, it is evident and conclusive that majority of the women employees have perceived positively opinion towards achieving the quality of work life while working in the textile mills are felt adequate and fair, whereas, few of the women employees have felt differently and the areas observed from the results of the analysis where changes for betterment needed are suggested / recommended to el-

evate the productivity of the mills through helping the women employees to achieve their quality of work and quality in life respectively.

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