ORIGINAL RESEARCH PAPER

Commerce

INCENTIVES IN TEXTILE EMPLOYEES IN TIRUPUR REGION

Dr. Kanakarathinam.R

Assistant Professor, Department of Commerce NGM College, Pollachi, Tamil Nadu – India

ABSTRACT

Managing non-human resources such as materials and machinery is relatively simple, managing human resources is more complex. Because the employee who joins the organization also has certain expectations of the organization that it will care for his well-being, be fair in its dealings, reward adequately and offer opportunities to develop and advance in the system1. .Textile Industry is a labour-intensive industry and is largely dependent on semi-skilled and unskilled workers. Apart from providing employment opportunities to fulfill basic necessities of employee's life, the textiles industry also plays a vital role through its contribution to industrial output and the export earnings of the country. Better Quality of Work Life leads to increased employee morale. It minimizes attrition and checks labour turnover and absenteeism and increases production. Incentives are one of the important factors of QWL. Incentive scheme followed by the Tirupur Textile Industry reflect in the QWL position of employees and quality and quantity of production. So the research wants to know the impact of employees personal and occupation position of present incentive system prevailing in the Tirupur Textile Industry.

Introduction

Indian textile is embellished, enhanced, decorated and given its character through various modes and techniques, Tamil Nadu is one of the main states for the development of Textile Industry in India. These units are the back bone of Textile Industry development in Tamil Nadu and they have the magnificent impact on the national economy. Tirupur is the largest and fastest growing district in Tamil Nadu. The uniqueness of Tirupur's work culture has made it difficult for the big Indian textile giants to enter and capture a large market share, as the rules and norms governing manufacturing and job working are often informal and personalised10. Improved QWL leads to improved performance. [8] It has been proposed that this positive job satisfaction factor is influenced by various issues   including clarity of goals and role ambiguity, appraisal, recognition and reward, personal development, career benefits and enhancement and training needs.

Review of literature

Singh .P (1983)[5]in his study on "Motivational profile and quality of corporate work life: A case of mismatch", reports on Quality of Work Life experiments in India. The study was conducted on chemical and textile factories to improve the Quality of Work Life by reorganizing the work and introducing participatory management. He also studied managers from the public sector. He found that Quality of Work Life is perceived to be the poorest in the area of demonstration of work culture leading to a stage of mismatch between motivation and the existing Quality of Work Life.

Statement of the problem

The present research seeks to know the level of Incentives given to employees in Tirupur because the incentive is one of the factors of Quality of Work Life. Hence, Job satisfaction indicates employees' satisfaction with (1) the nature of the work they do (2) the quality of supervision they receive (3) the co-workers (4) pay and (5) opportunities for promotion. Better incentives create more involvement in the job. Through the involvement, employer can get good quality and quantity in production.

Objectives of the study

- To study the personal and occupational profile of the employees' of Textile Industry in Tirupur region.
- To study impact the incentives provided to employees by Textile Industry in Tirupur region.

Research design

The present study is descriptive in nature. The study describes the socioeconomic status of the employees in Textile Industry and their incentive impact along the employee in Tirupur textile industry. Convenient sampling method adopted-test and F-test used for analysis. The sample respondent's size is 500

Data Analysis and Interpretation

In this section, an attempt has been made to examine the association between the employee's opinion towards incentives with their personal and occupational profile. T-test and   F-test have been applied to find the association by formulating the null hypothesis.

Ho: There is no significant association between employees' opinion towards incentives and their personal/occupational profile.

I)   Personal profile and incentives

Table 1 portrays the mean values of employees' opinion towards incentives for all independent variables that determine the personal profile such as age, gender, marital status, educational qualifications, family size, family income and family debt.

Table 1
Distribution of respondents based on the association between personal profile and their opinion towards incentives

S. No	Variables	Group	Mean	SD	No.	F test	T Test	df.	Table Value	Sig.
1	Age	18 - 25 yrs	12.67	2.81	113	6.114		499	3.357	**
		25 - 35 yrs	13.25	3.27	179					
		35 - 45 yrs	13.62	2.92	95					
		45 - 55 yrs	14.53	4.23	76					
		Above 55 yrs	11.78	2.42	37					
2	Gender	Male	14.09	3.28	289		6.797	498	2.586	**
		Female	12.16	2.95	211					
3	Marital Status	Unmarried	12.32	2.62	124	11.993		499	3.821	**
		Married	14.10	3.46	248					
		Divorced	12.94	3.13	85					
		Widowed	11.95	3.05	43					

S.No	Variables	Group	Mean	SD	No.	F test	T-Test	df	Table Value	Sig.
4	Educational Qualifications	Illiterate	12.90	3.41	58	13.972		499	3.357	**
		Primary	13.23	3.42	283					
		Higher Secondary	13.11	2.86	137					
		Graduate	16.27	2.81	15					
		Diploma	15.00	2.38	7					
5	Family Members	1 - 3	12.63	3.20	120	14.516		499	4.648	**
		4- 6	13.12	3.22	315					
		Above 6	15.20	3.09	65					
6	Family Income	Rs.5001 Rs.10000	12.88	3.31	33	2.458		499	2.623	Ns
		Rs.10001 - Rs.15000	12.80	3.19	71					
		Rs.15001 - Rs.20000	13.07	3.22	222					
		Above Rs.20000	13.80	3.36	174					
7	Family Debt	No	12.68	3.41	88		1.873	498	1.968	Ns
		Yes	13.40	3.25	412					

Source: Primary Data NS-Non Significant,   * - 5 % level of Significance,   ** - 1 % Level of Significance

T-test and F-test results show that the calculated value is lower than the table value in the case of family income and family debt at 1 percent significance level. The hypothesis is accepted and therefore, there is no association found between these personal variables and the incentives. At the same time, *the calculated value is higher than the table value at 1 percent significance level in the case personal variables such as age, gender, marital status, educational qualifications and family size. Therefore, a null hypothesis is rejected in these cases.*

The influence of these variables on employee opinion towards incentives has been understood with the mean score for opinion towards incentives is high for the respondents who are aged between 45 and 55 years of age are found to agree more on incentives. The male respondents are found to agree more on incentives the married respondents are found to agree more on incentives the respondents who are at the graduate level are found to agree more on incentives. The respondents whose family has above 6 members are found to agree more on incentives. The respondents whose family income is above Rs.20000 are found to agree more on incentives. The respondents who have family debt are found to agree more on incentives.

Occupational profile and Incentives

Table 2 portrays the mean values of employees' opinion towards incentives for all independent variables that determine the occupational profile such as unit size, type of job activity, work experience, wage, and work schedule.

Table 2
Distribution of respondents based on the association between occupational profile and their opinion towards incentives

S.No	Variables	Group	Mean	SD	No.	F test	T-Test	df	Table Value	Sig.
1	Size of Unit	Small	12.25	2.69	200	17.311		499	4.648	**
		Medium	13.95	3.56	200					
		Large	13.99	3.30	100					
2	Type of job Activity	Fabrication, Compacting and Calendaring	13.83	3.45	106	7.671		499	3.821	**
		Dyeing, Bleaching, and Printing	14.21	3.13	52					
		Cutting, Sewing, Embroidering and packing	12.46	3.06	205					
		Composit unit	13.71	3.31	137					
3	Total Experience in Textile Industry	Less than 5	12.80	2.89	59	8.549		499	3.357	**
		5 - 10	13.06	3.17	250					
		10 - 15	12.80	3.00	122					
		15 - 20	14.53	3.80	15					
		Above 20	15.52	3.80	54					
4	Wage (p.m)	Below Rs.3000	12.70	4.08	10	13.104		499	3.357	**
		Rs.3001 - Rs. 6000	12.37	2.86	49					
		Rs.6001 - Rs. 9000	12.23	2.73	107					
		Rs. 9001 -Rs. 12000	12.78	3.13	155					
		Above Rs.12000	14.61	3.38	179					

5	Work Sche dule	Day shift	12.35	3.02	165	7.092		499	3.357	**
		After noon shift	12.31	2.92	29					
		Night shift	13.89	3.41	9					
		Irreg ular shift on cal	13.51	3.12	93					
		Rotat ing shift	14.03	3.42	204					

Source: Primary Data NS-Non Significant,　　* - 5 % level of Significance,　** - 1 % Level of Significance

F-test results show that *the calculated value is higher than the table value at 1 percent significance level in the case of unit size, type of job activity, work experience, wage, and work schedule. The null hypothesis is rejected in these cases and therefore, there is a relationship found between these occupational variables and the opinion towards incentives.*

The influence of these variables on the employee opinion towards incentives has been understood with the mean score for opinion towards incentives is high for the respondents who are working in large units are found to agree more on incentives. Respondents who are working in dyeing, bleaching, and printing sections are found to agree more on incentives. The respondents above 20 years' experience are found to agree more on incentives. The respondents who earn above Rs.12000 are found to agree more on incentives. The respondents who are working in the rotating shift are found to agree more on incentives.

Findings
- There is no association of employees' opinion on the incentives with family income and family debt.
- There is an association of employees' opinion on incentives with age, gender, marital status, educational qualification and family size is found.
- The respondents who are between 45 and 55 years of age, male respondents married respondents, graduate level respondents and family have above 6 members are found to agree more on incentives.
- There is the association of employees' opinion on incentives with unit size, type of job activity, experience, wage and work schedule is found.
- Respondents who are working in large units, who are working in dyeing, bleaching and printing sections, above 20 years' experience, earn above Rs.12000 and working in rotating shifts are found to agree more on incentives.

Suggestions
- The employers should concentrate on dissatisfied female employees and provide appropriate incentives based on their age, marital status, educational qualifications, job activity, experience, and work schedule in addition to the normal bases of pay.
- Incentives provided at the right time will also reckon the employee's output.
- The employer gives bonus to employees while providing the valuable point at the time of participating in decision making. It creates healthy competition among the employee.
- Leave the employee work schedule to frame themselves and provide incentives to those who are complete the task as quickly as possible.
- Offer equity to the employee who performs well at all times and this type of incentives also create the better environment.

Conclusion
The changes taking place in the operating environment are enormous. Indian organizations are going for innovative practices to keep their employees happy. Some organizations have initiatives to provide timely assistance to the employees will create cordial relationship among the employees and employer also. From the study, it is evident that large unit employee is getting the satisfactory level of incentives in Tirupur.so the other employer should understand the employees long for job satisfaction through fair wage and recognition of their achievements only through incentives. Most of the personal and occupational variables identified are found to influence the quality of work life of Incentives and hence employers of textile firms in Tirupur should focus more this area can get better impact among the employees.

PROFILE OF Dr. R. KANAKA RATHINAM
Dr. R. KANAKARATHINAM, M.Com., M.Phil., P.hD., P.G.D.C.A, M.B.A, NET and SET with 13 years of Under Graduate and Post Graduate teaching experience worked as an Assistant Professor in NGM College, Pollachi, Tamil Nadu State. Apart from her qualification, she has presented 25 papers in both National and International Conferences. She has published seventeen research papers/articles to his credit in the National / International Level Journals.

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