INTRODUCTION
The match industry plays a vital role in providing the employment opportunities for the people. The industry produces match box both for domestic consumption and for export. The most of the units are small and medium in size employing nearly 30,000 and above directly. Another 50,000 people are employed indirectly in match connected activities such as paper work, match box, bundling, labeling, box making, transport, sales and distribution in a country wide basis.

The growth of the match works industry stems from the adoption at latest technology and the effective utilization of the opportunities of its macro environment. All the raw materials required are indigenous produced. A developing country like India has teeming unemployed millions. Match works can provide gainful employment to the youngsters. The strong entrepreneurial personalized skills of Sivakasi contribute to efficient management of negotiations and control of operations letting to the effectiveness quick delivery and quality of products all over the world.

LITERATURE REVIEW
Rabiyathul Basariya, S (2013) stated that the employee absenteeism in Indian industries. Absenteeism is an unavoidable menace which most of the organisations have to bear with and it has to be managed. The practice of job rotation and multi tasking strategies also work in the minimization of the feeling of inertia or monotony. So that it can motivate them to certain levels. Upekha T, et al (2010) pointed that a study of employee absenteeism in the apparel industry. According to this study there are six factors which do not affect to the employee absenteeism. Those factors are supervisor support, work overload, age of worker, salary, incentives and employee job fit. Among these factors, salary and incentives are two special factors. Usually these two factors are most recognized factors to motivate the any type of employees. Chandrashekar, C et al (2017) analysed to study the factors of absenteeism in hospitality sector in India. They attempt to identify the major factors because of which employees in hospitality sector take unauthorized leaves. Upon studying these factors there are certain areas where if the organisations make improvement can reduce the number of employees abstaining from work and improve employee engagement. Joy, B (2014) highlighted that the employer’s absenteeism in education sector of assam-a study based on employees of private college of jorhat district. From this study the researcher concluded that, factors like inadequate salary, not standard employer brand, stress in the workplace, search of a new job, inappropriate team environment, poor working conditions highly affect and contributes in the absenteeism of employee in

OBJECTIVES OF THE STUDY
• To analyze the employees profile in the study area.
• To identify factors that causes absenteeism.
• To study the absence control policy taken from the management.

HYPOTHESIS
There is no significant relationship between the gender and reason for absent their work.
APPLICATION OF CHI-SQUARE TEST

Hypothesis: “There is no significant relationship between the gender and reason for absent their work”

SUGGESTIONS

The following are the suggestion made by the researcher has management to make their employees to be regular in their work. Allowances as the motivational technique to be adopted by the organization. The respondents have mentioned the distance from their residence to office is more than the 0.05. Therefore the null hypothesis is not accepted and it is concluded that the respondents differ significantly gender wise with regard to the reason for absent their work.

FINDINGS REGARDING THE ABSENTEEISM CONTROL MEASURES

Majority (56.67%) of the respondents have taken 1 to 5 days leave in a month and 30.00 per cent of the respondents are absent for their work due to personal problem. Majority (50%) of the respondents said that medical facilities provided by the management. Therefore, the respondents are said that transport facility provided by the management is more effective is controlling the employee absenteeism. Majority (48.33%) of the respondents said that employee health promotion facility provided by the management is effective in reducing their absenteeism. Majority (75.00%) of the respondents are said that attendance bonus provided by the management is effective is reducing the employee absenteeism. Majority (65%) of the respondents have no feeling about their absence to office by company van/bus.

FINDINGS REGARDING THE CAUSES OF THE ABSENTEEISM

Majority (63.33%) of the respondents are female. Most (40.00%) of the respondents are belonging to the age group of 31 to 40 years. Majority (65%) of the respondents are married. Majority (60%) of the employees are having the primary level of education. Most (33%) of the respondents earn Rs. 3001 to Rs. 4000 per month as income. Majority (50%) of the workers are having the experience of 5 to 10 years. Majority (56.67%) of the respondents have mentioned the distance from their residence to office is below 5 k.m.s. Most (36.67%) of the respondents are coming to office by company van/bus.

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Most of the respondents are absent to their work due to personal problem. In order to minimize the rate of absenteeism, the organization can establish a separate counseling cell.

The employees who have 100% attendance should be motivated by means of honoring them with awards and rewards.

Poor interrelationship among the workers is also one of the reasons for employees’ absenteeism. So the management can improve morale among the employees by training programmes, in order to realize the importance of team work.

CONCLUSION
The management must have a positive attitude towards absenteeism even though it is not possible to eliminate absenteeism completely. The provision of various facilities to reduce absenteeism bound to involve substantial and financial commitment for the management. The major causes for absenteeism should be found and analyzed by the organization. Though absenteeism are seen invisible but proves fatal for the industry. So reduction in absenteeism will helpful in improving the productivity.

REFERENCES