CHAPTER - VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION
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7.1 Introduction

7.2 Summary of Findings

7.3 Suggestions

7.4 Conclusion

Scope for Further Research
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SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

In this chapter the researcher presents a summary of his findings of the study and based on the findings some suggestions are also given for the betterment of welfare measures. It also includes conclusion of the study and scope for further research.

7.2 FINDINGS

1. The history of journalism in Malayalam back to slightly more than a century and a quarter. Missionaries first started journals and periodicals in Malayalam.

2. 1847 witnessed the birth of first Malayalam newspaper called Rajyasamacharam from Talassery, in cyclostyled sheets. The credit of this pioneering venture goes to Dr. Herman Gundart, a renowned western scholar from Germany.

3. In 1847 witnessed the birth of first Malayalam newspaper called Paschimodayam was published. It carried articles on Geography, History, Natural Science and Astrology. Its editor was F. Muller. It ceased its publication around mid. 1851.
4. The scene now shifted to Central Travancore from where in early 1848 first printed magazine in Malayalam language called Jananikshepam hit the news stand.

5. In 1864 another newspaper called Vidyasamghahram brought out under the auspices of the Kottayam College. It was in English language under the style of Westernstar, went up to 1867.

6. In 1867 two newspapers were started from Kottayam. One was in Malayalam titled as Santishtavadi the other was Travancore Herald in English. Santishtavadi created history in Malayalam journalism by becoming the first martyr to the cause of freedom of the press.

7. In 1870 another newspaper, the Keralapataka made its appearance from Cochin, under the stewardship of Ommen Phillipose. It also survived right up to 1886.

8. In 1876 next Malayalam newspaper called Satyanadakahalam started its publication as a fortnightly from Kunammavu. It was published under the auspices of the Italian Carmelite Mission, with the Rev. Fr. Candidus as its first editor.

9. The year 1886 stands out in the history of Malayalam journalism it saw the birth of the Malayalee from Trivandrum. It was the official organ of the Malayalee Social Reforms League.

10. In 1887 another newspaper in Malayalam called Deepika was launched from Kottayam. It underwent a number of changes over the years to emerge finally in 1938 as a full-fledged daily.
11. In 1890 the Malayala Manorama started publication from Kottayam as a weekly. Its rise to a formidable institution with weighty contributions to the social, economic, political and cultural life of Kerala was meteoric. It was converted into daily in 1928.

12. 1900 another newspaper called Satyanadom was published. It has made notable contributions to the Malayalam literature and in the socio-political field.

13. The origin of the Kerala Kaumudi, one of the leading newspapers of present-day Kerala, can be traced back to 1911. Its founder C.V. Kunhuraman was a multifaceted personality - a poet, a brilliant prose writer, a historian, a journalist and a politician.


15. In 1923 another illustrated nationalist newspaper, the Mathruboomi, was published from Kozhikode. Kozhikode was the then publishing base for four Malayalam and three English periodicals.

16. Another significant Kozhikode-based paper of this period was Al-amen, which was first started publication in 1924 and began issuing daily in 1930.

17. The Chandrika, started out in 1943 from Thalassery as a weekly. This organ of the Muslim League blossomed into a daily in 1939 and was shifted to Kozhikode.
18. The Deenabandhu was yet another paper which owed its origin to the national struggle. It commenced publication as a weekly in 1941 from Thrissur.

19. The press in Kerala may be said to have come of age as independence dawned. It was a far cry from the cyclostyled sheets of 1847 to the full fledged dailies of 1947 increasingly harnessing modern techniques of editing and production.

20. Of the sample employees selected for the study (450) 97 respondents (22 percent) belong to the age group of less than 25 years, 94 (21 percent) belong to the age group of 26 to 30 years, 96 (21 percent) belong to the age group of 31 to 35 years, 91 (20 percent) belong to the age group of 36 to 40 years and 72 (16 percent) belong to the age group of above 40 years.

21. Of the sample trade union leaders selected for the study (40), 5 (13 percent) belong to the age group of less than 25 years, 6 (15 percent) belong to the age group of 26 to 30 years, 11 (27 percent) belong to the age group of 31 to 35 years, 8 respondents (20 percent) belong to the age group of 36 to 40 years and 10 (25 percent) belong to the age group of more than 40 years.

22. Of the total sample 450 employees selected for the study 185 (41 percent) are journalist, 72 (16 percent) are non journalist and 193 (43 percent) are employees belong to production, maintenance and administration departments.

23. Of the total trade union leaders selected (40), 8 respondents (20 percent) are journalists, 13 respondents (33 percent) are non
journalists and 19 respondents (47 percent) belong to other departments.

24. Of the total employees selected (450), 72 respondents (16 percent) belong to Southern region of Kerala State, 193 employees (43 percent) belong to the Central region and 185 respondents (41 percent) belong to Western region.

25. Similarly of the total leaders selected for the study (40), 13 respondents (33 percent) belong to Southern region, 19 respondents (47 percent) belong to Central region and 8 respondents (20 percent) belong to Western region.

26. Of the total employees selected for the study (450), 97 respondents (22 percent) respondents have less than one year experience, 88 respondents (20 percent) have 1 to 3 years of experience, 193 respondents (43 percent) have 3 to 5 years of experience and 72 respondents (16 percent) have more than 5 years of experience.

27. Of the total leaders selected for the study (40), 8 respondents (20 percent) have less than one year experience, 7 respondents (18 percent) have 1 to 3 years of experience, 15 respondents (37 percent) have 3 to 5 years of experience and 10 respondents (25 percent) have more than 5 years of experience.

28. Regarding educational qualification of the total sample selected for the study (450), 83 respondents (18 percent) studied below S.S.L.C., 104 respondents (23 percent) have S.S.L.C. qualification, 82 respondents (18 percent) studied up to Higher Secondary, 111 respondents (25
percent) are graduates and 70 respondents (16 percent) are post graduates.

29. Regarding educational qualification of the total leaders selected for the study (40) 7 respondents (18 percent) studied below S.S.L.C., 7 respondents (18 percent) have S.S.L.C. qualification, 8 respondents (20 percent) studied up to Higher Secondary, 9 respondents (22 percent) are graduates and 9 respondents (22 percent) are post graduates.

30. Of the total sample respondents selected for the study (450), 192 respondents (43 percent) are affiliated to CITU union, 103 respondents (23 percent) are affiliated to INTUC, 83 respondents (18 percent) belong to AITUC, 41 respondents (9 percent) affiliated to BMS and 31 respondents (7 percent) belong to other trade unions.

31. Of the total sample leaders selected for the study (40), 8 respondents (20 percent) are affiliated to CITU union, 8 respondents (20 percent) are affiliated to INTUC, 11 respondents (27 percent) belong to AITUC, 8 respondents (20 percent) affiliated to BMS and 5 respondents (13 percent) belong to other trade unions.

32. Of the total sample selected for the study (450) 72 respondents (16 percent) belong to the income group of less than Rs. 10000, 120 respondents (27 percent) belong to the income group of Rs. 10000 to 20000, 73 respondents (16 percent) of the respondents belong to the income group of Rs. 20000 to 30000 and 185 respondents (41 percent) belong to the income group of above Rs. 30000.
33. Of the total sample leaders selected for the study (40) 13 respondents (33 percent) belong to the income group of less than Rs. 10000, 7 respondents (17 percent) belong to the income group of Rs. 10000 to 20000, 12 respondents (30 percent) of the respondents belong to the income group of Rs. 20000 to 30000 and 8 respondents (20 percent) belong to the income group of above Rs. 30000.

34. Of the total sample selected for the study (450) 252 respondents (56 percent) are married and 198 respondents (44 percent) are unmarried.

35. Of the total sample leaders selected for the study (40) 31 respondents (77 percent) are married and 9 respondents (23 percent) are unmarried.

36. The employees hail from rural and urban areas. Of the total sample selected for the study (450), 191 respondents (42 percent) hail from rural area and 259 respondents (58 percent) hail from urban area.

37. The trade union leaders also hail from rural and urban areas. Of the total sample leaders selected for the study (40), 9 respondents (23 percent) hail from the rural area and 31 respondents (77 percent) hail from urban area.

The other important results of the study has been interpreted and used to evolve some practical suggestions for improving current instructional practice and also identify areas of further research which will help to amplify the result of the present study.

38. The level of satisfaction of employees in the total sample is average. Since the distribution level of satisfaction scores of the employees is
positively skewed, the number of employees who got low scores were comparatively higher than those who got high scores in the group.

39. Comparison of level of satisfaction of employees based on different age groups reveals that the level of satisfaction of employees having below 25 years followed by 26 to 30 age groups have highest mean scores. The lowest average level of satisfaction was reported in the 36 to 40 and above 40 age groups.

40. Comparison of level of satisfaction of employees based on different occupation groups shows that journalist have the highest job satisfaction level followed by other occupation groups. Non-journalist have the least level of satisfaction.

41. Comparison of level of satisfaction of employees based on different regions shows that western region has the highest job satisfaction level and central region has the next highest job satisfaction level. But central region has the least level of satisfaction score.

42. Comparison of level of satisfaction of employees based on different experience groups shows that less than 1 and 1 to 3 years of experienced employees have the highest satisfaction level as compared to 3 to 5 and more than 5 years of experienced employees.

43. Comparison of level of satisfaction of employees based on different qualifications reveals that below SSLC and SSLC passed groups have highest job satisfaction level. But employees having higher qualification have low level of satisfaction.
44. Comparison of level of satisfaction of employees based on different affiliations shows that CITU trade unions have a highest level of satisfaction followed by INTUC and AITUC trade unions. BMS and other trade unions have low satisfaction level.

45. Comparison of level of satisfaction of employees based on different income groups reveals that above 30000 income groups have the highest level of satisfaction and those employees having less than 10000 have least level of satisfaction score.

46. Comparison of level of satisfaction of employees based on their marital status shows that unmarried employees have the highest level of satisfaction where as married employees have a low satisfaction level.

47. Comparison of level of satisfaction of employees based on their locality shows that employees in the rural areas have a high level of satisfaction as compared to their counterpart in urban areas.

48. The level of satisfaction of employees in the total sample is below average. The value of the median obtained is 68.5 which shows that 5 percentage of the employees got scores above 68.5. The distribution is positively skewed since the value of skewness is 0.07. Since the distribution of the level of satisfaction scores of the employees is positively skewed. The number of employees who got low scores were comparatively higher than those who got high scores in the group.

49. Comparison of level of satisfaction of employees based on different age groups reveals that the level of satisfaction of employees having
below 25 years followed by 26 to 30 age groups have highest mean scores. The lowest average level of satisfaction was reported in the 36 to 40 and above 40 age groups.

50. Comparison of level of satisfaction of employees based on different occupation groups shows that journalist have the highest job satisfaction level followed by other occupation groups. Non-journalist have the least level of satisfaction.

51. Comparison of level of satisfaction of employees based on different regions shows that western region has the highest job satisfaction level and central region has the next highest job satisfaction level. But southern region has the least level of satisfaction score.

52. Comparison of level of satisfaction of employees based on different experience groups shows that and 1 to 3 years and 3 to 5 years of experienced employees have the highest satisfaction level as compared to less than 1 and more than 5 years of experienced employees.

53. Comparison of level of satisfaction of employees based on different qualifications reveals that SSLC and below SSLC passed groups have highest job satisfaction level. But employees having higher qualification have low level of satisfaction.

54. Comparison of level of satisfaction of employees based on different affiliations shows that CITU trade unions have a highest level of satisfaction followed by AITUC and INTUC trade unions. BMS and other trade unions have low satisfaction level.
55. Comparison of level of satisfaction of employees based on different income groups reveals that above Rs. 30000 income groups have the highest level of satisfaction followed by Rs. 20000 to 30000 and Rs. 10000 to 20000 and those employees having less than Rs. 10000 have least level of satisfaction score.

56. Comparison of level of satisfaction of employees based on their marital status shows that unmarried employees have the highest level of satisfaction where as married employees have a low satisfaction level.

57. Comparison of level of satisfaction of employees based on their locality shows that employees in the rural areas have a high level of satisfaction as compared to their counterpart in urban areas.

7.3 SUGGESTIONS

Welfare measures refer to the physical, mental and emotional well-being of an individual. A safe work environments provides the basis for the employees to enjoy working. All welfare measures should aim at integrating the psychological and emotional levels of employees. It should be a unique organisational culture and process which helps and develop within the existing socio culture environment. It creates a culture of work commitment within organizations and society at large which would ensure higher productivity and greater job satisfaction to the employees. Because of the welfare measures, the employees feel that the management is interested in them duly taking care of the
welfare of the employees which results in sincerity, commitment and loyalty of employees towards the organization. In such an environment employees work with full enthusiasm and energetic behaviour which results in increase in production and ultimately increase the profit. The welfare measures in turn increase the productivity of the organization resulting in enhanced morale and motivation of the employees which gives a positive outlook in the efficiency level of the organization. Based on the findings of the study and discussion with trade union leaders, the researcher offers some suggestions for the better implementation of the welfare schemes:

1. Wages for the newspaper employees are comparatively lower when compared to other industries. It is opined that workers are not satisfied with their present level of wages and salaries. It is suggested that a new Wages Board must be set up and recommendations of the Wage Board is to be implemented immediately.

2. Erring managements in implementing Wages Board recommendations should be penalized.

3. Workers children could be provided with educational assistance / scholarships.

4. Workshops shall be organized on stress management to relieve the workers from mental strain.

5. Well trained and experienced counsellors shall be appointed to provide counseling to the workers.
6. Grievance handling cell may be opened to redress the grievances of employees.

7. Though ESI scheme is available, a full time qualified Doctor may be appointed to meet emergencies and regular medical check up.

8. Staff loan facilities may be introduced.

9. Scheme of Succession planning may be implemented.

10. Dangerous parts of the machines should be properly guarded so as to prevent accidents.

11. Indoor recreational facilities could be provided.

12. Flexible working hours may be offered to the employees to prevent absenteeism and leave taking. This is particularly show because the newspaper industries is not amenable to regular office timings.

13. Nutritious diet at free of cost may be provided to night shift employees.

14. Slogans and phrases related to safety may be displayed where the workers gather in bulk.

15. Awareness programme on child care and family hygiene for housewives shall be arranged.

16. It is suggested to arrange for regular eye check up for the production department workers.

17. Steps may be taken to introduce modern techniques and technologies in the industry which enhance efficiency and ease of work.
7.4 CONCLUSION

The present study is an attempt to evaluate the attitude of employees of selected Malayalam Newspapers towards the welfare measures available to them. The study highlights the attitude of Malayalam Newspaper employees (Journalists and non journalists) towards the welfare measures offered by their employers. It is based on secondary and primary data collected through an investigation of sample employees and trade union leaders. The findings of the study will evoke the managements and government to enhance the welfare facilities to their employees to maintain a good industrial relations, so that increase the production and enhances the morale and motivation of the employees. It is therefore, earnestly believed that the authorities will consider the suggestions given in the study. The present study will pave the way for formulating proper policies to highlight the need for better welfare facilities as a social responsibility of the corporate sector.

The researcher presents this study with fervent hope that this will draw the attention of future researchers. If the study helps them in anyway for their research, the researcher will feel that he is amply rewarded.

I respectfully place this humble piece of work at the Lotus Feet of

GOD ALMIGHTY.
Scope for further research

The study would also strive to motivate the future researchers to identify many more problems in the area of labour welfare measures. The researcher based on his experience, identified the following issues for future research.

1. A study on Quality of Work life.
2. A study on Organizational Climate.
3. A study on Work Life Balance.
4. A study on Job Stress.
5. A study of Employee Attrition.
6. A study on Employee Absenteeism.
7. A study on Organisational Culture.
8. A study on Task Analysis.
10. A study on Employer Branding.
11. A study on Job Hopping.