CHAPTER - I

INTRODUCTION AND DESIGN OF THE STUDY
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CHAPTER I
INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Indian labour force is growing at a rate of 2.5 percent annually, while the rate of employment is growing currently at only 2.3 percent. Thus, the country is facing with the challenge of not only absorbing new entrants to the job market but also catering to the backlog. More than 90 percent of the 37 crore strong labour force is employed in the “unorganised sector” and are largely not getting benefits of social security and other benefits of employment available to the organised sector. Over 60 percent of the work force is self employed and many of them continue to remain poor. Nearly 30 percent are casual workers are only seasonally employed. In the rural areas, agricultural workers constitute the bulk of the unorganised labour force.

The unorganised sector is also engaged in jobs in which the Minimum Wage Act is either not, or only selectively, implemented. The absence of unions in the unorganised sector does not provide any opportunity for collective bargaining. Nearly 70 percent of the workers in rural areas have education only below primary level.
With the liberalisation of Indian economy and its integration with global economies the rate of growth of employment has declined sharply in the 1990s when compared to the 1980s. The decline, in growth of employment has to be viewed in conjunction with the decline in the growth rate of labour force. There is also a wide variation in unemployment rates across the states. Measured on current daily status basis, unemployment ranges from a low of around 3 percent in Himachal Pradesh and Rajasthan to a high of 21 percent in Kerala.¹

While there may be divergence of opinion on the extent of under employment and unemployment, there is convergence on the need to expand employment. In order to achieve this goal, economists have emphasized that any programme for this purpose must focus on growth, labour productivity and relative price of labour and capital. They have further suggested that micro economic policy framework must be such as to facilitate accelerated growth rate of 9 percent on a sustained sector specific policies which would accelerate the growth of labour intensive sectors. These includes agriculture, food processing and small scale units in various sectors.
Table 1.1 gives a detailed picture of employment in organised service sector as on 31st March 2001 through 2005.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Year</th>
<th>Employment (in million)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Manufacturing</td>
</tr>
<tr>
<td>1.</td>
<td>2001</td>
<td>6.43</td>
</tr>
<tr>
<td>2.</td>
<td>2002</td>
<td>6.22</td>
</tr>
<tr>
<td>3.</td>
<td>2003</td>
<td>6.00</td>
</tr>
<tr>
<td>4.</td>
<td>2004</td>
<td>5.68</td>
</tr>
<tr>
<td>5.</td>
<td>2005</td>
<td>5.62</td>
</tr>
</tbody>
</table>

Source: Press Information Bureau Govt. of India

Large organised establishments prefer to go in for capital intensive technology based production methods in order to raise productivity levels so as to be more competitive in the market and for maximising their profitability. Annual Survey of Industries showed a decline in absolute number of persons engaged in organised manufacturing sector from 9.54 million in 1996-97 to 7.87 million in 2003-04 when average annual growth rate of Index of Industrial Production was 5.5 percent and growth in the manufacturing sector was even higher than 5.9 percent. Further employment intensity of registered units indicate that an investment of Rs. 0.72 lakh is required for creation of one unit.
of employment in micro, small and medium enterprises sector as against Rs. 5.56 lakh in the large organised sector.

1.1.1 Labour Problems

Labour problems, as the term is denote in modern age, arise because under the conditions of large scale production, industry people have to depend on others for making a livelihood. Labour problems do not arise where the various factors of production are supplied by one and the same person and therefore, there are no employers and employees as may be seen under a system of small enterprises. But when labour is supplied by agents other than those who supply other than factors of production and when the labour supply becomes a separate factor of production, a host of problem begin to appear and gradually develop in dimensions.

These problems do not have only economic aspects but they have psychological, social and legal aspects as well. All problems of labour arise from individual and group conflicts, friction and competition, in the process of adaptation to the working and living environments whether capitalistic controlled or socialistic, as long as labour remains a separate factor of production. It is true that these problems often differ in their nature and intensify under different systems of control.
The rise and growth of modern industries with a complicated industrial system has given rise to labour problems in various countries. In industrially advanced countries of the world, rights and privileges of labour have been sought to be secured through labour legislation and therefore labour legislation plays an important part in the political life of a nation. It is of economic significance as it provides labour with what it cannot voluntarily get and thus seeks to establish harmonious relations between the employees and the employers. Besides, the part which labour policy plays in the general administration of the country and the controversies, which have ranged round the principles of legislation and social security and welfare measures, make it a subject of considerable interest.

The concept of ‘Welfare’ is necessarily dynamic and has been interpreted in different ways from country to country and from time to time and even within the country. In this context Royal Commission on Labour said that, “the term welfare as applied to the industrial worker, is one which must necessarily be elastic bearing a somewhat different interpretation in one country from another, according to the social customs, the degree of industriisation and the educational development of the worker”.  

According to the Labour Investigation Committee 1946, Labour welfare activities include anything done for the intellectual, physical, moral and
economic betterment of the workers, whether by employers, by government or
by other agencies, over and above what was laid down by law or what was
normally expected as part of the contractual benefits for which the workers
might have bargained.\textsuperscript{4}

The list of various measures recommended by the committee includes
housing, medical and educational facilities, nutrition, facilities for rest and
recreation, co-operative societies, day nurseries and crèches, provision of
sanitary condition, accommodation, social insurance measures undertaken
voluntarily by employers or jointly with workers’ provident fund, gratuity and
pension.

A resolution adopted at the 30\textsuperscript{th} session of the International Labour
Conference in June 1986 enumerated some of the services and amenities, which
should be covered by the term, Labour Welfare. These include the following:

i. Feeding facilities in or near the undertaking.

ii. Rest and recreation facilities and

iii. Transportation to and from work where ordinary public transport is
    inadequate on impracticable.

“Labour welfare” is very comprehensive and wide in scope. It covers
almost all fields of activities such as educational, social, political, industrial and
the like. Services which help workers to increase their morale, improve standard of living and enjoy better working conditions and enhance general efficiency are included in labour welfare. Thus, the facilities pertaining to sanitary conditions, rest, pauses, canteen, medical aid, transport, accommodation embrace the field of labour welfare activities.

1.1.2 Development of the concept of Labour Welfare

The concept of welfare is related to cultural, historical and environmental conditions. It differs from time to time and country to country. In the words of Paul Chu, welfare services are as varied as life itself and are consequently being adapted to new circumstances. They form a fluidal and developing pattern, which needs change, as problem of adjustment with social environment arise or with the changes which are perpetually going on in the structure of society itself. It is no wonder, therefore, that concept of industrial welfare vary from country to country, and that within same country the significance attached to the term may differ from industry to industry and even from undertaking to undertaking.

Such being the nature of labour welfare the development of its concept is worth noting. This development is evolutionary. Three distinct phases in this evolution of the concept of labour welfare are marked. They are:
a. The Paternalistic approach
b. The Industrial efficiency approach and
c. The Social approach

a) The Paternalistic Approach

These early twentieth century employers were in personal contact with their employees and hence knew their problems. Therefore, some of these employers took up welfare activities out of philanthropic, humanitarian or religious considerations.

b) The Industrial Efficiency Approach

Provision of welfare facilities for the employees with a view to increase their efficiency came to be accepted by many employers, but this approach encountered resentment of the trade unions, which argued that worker's welfare could not be treated on par with the problems of care, maintenance and up-keep of machines.

c) Social Approach

This approach considers labour welfare as an integral part of any scheme of social welfare. The scheme of general welfare for the weaker section of the society as a whole. Improvements of workers morale, efficiency and loyalty are the natural outcome of such provision but it is not the basic factor motivating the provision of welfare facilities.
1.1.3 Origin and Growth

The need for adding welfare activities to the contractual relationship between employer and the workers hardly received attention in any country in the early stages of industrialization. The Government of India started evincing interest in the welfare programmes during the Second World War, when they introduced schemes of labour welfare in their ordinance, ammunition and other factories engaged in war production. The service of reputed labour leaders was availed for advising Government on this important aspect of worker’s life. Government’s anxiety in those days was to take steps to keep up the morale of the workers employed in these factories to help in the war effort in the midst of political difficult situation.

1.1.4 Need for Welfare

The need for labour welfare lies in the fact that workers today constitute functionally a very significant and important element of the country’s population. Labour creates and transmit power and through various phases of manufactures, convert, raw materials, into finished goods. We are getting so accustomed to multifarious and manifold amenities characteristic of modern ways of living and thinking, whether in the context of the farm or the factory, house, whether in travel or at work or at the rest, that a continuation of our
civilization appears to depend on the labour. The workers play an important role in the community.

Labour welfare activities undertaken by employers in particular and the Government in general are conducive to improvement in the conditions of the working class. They are also the best kind of investment for employers as they promote industrial efficiency. The significance of such activities is all the more greater in India in view of the proverbial “Village-nexus” and migratory character of the Indian working class for building up a stable and efficient industrial labour force, for minimizing the rate of absenteeism and labour turnover and to release workers from the grip of social evils like drunkenness and gambling and to raise the appalling poor standard of living of workers in India, labour welfare activities are absolutely essential.

1.1.5 Importance of Welfare Measures

The usefulness of welfare work in India cannot be over emphasized. Welfare activities influence the sentiment of the workers. When workers feel that the employers and the state are interested in their happiness, his tendency to grouse and grumble will steadily disappear. The development of such a feeling paves the way for industrial peace.
The importance of labour welfare can be evaluated from various points of view. From the humanitarian point of view, industrial workers should be provided with certain facilities and amenities of life. From economic point of view welfare is very essential as it improves the living and working conditions of Industrial labour.

Workers are human beings with human emotions, impulses and deep feelings, which arise out of basic needs and drives such as the instincts of security and possessives, motives of life, love, hate, anger, fear, rude and curiosity. These factors have to be taken into consideration in formulating policies in the field of human relations. Handling of a machine is very easy compared to that of human being. This personal interest has to be taken not merely in the welfare of the industrial workers but of his family. The importance of understanding the problem of human relation in industry is therefore very great.

Provision of welfare facilities has following advantages:

1. Labour turnover and absenteeism are reduced to the minimum.
2. The feeling that they are cared for and their interests are protected generates in the workers a sense of stake in the undertaking. This lead to feeling of oneness with the Organization.
3. These facilities help in minimizing industrial disputes and maintaining industrial peace.
4. They help in creating permanent and settled labour force.

5. Incidence of social evils of industrialization such as drinking, gambling and prostitution is minimized.

Thus labour welfare activities serve in effect humanistic, economic and civic purpose. Firstly, by providing workers amenities and conveniences of life otherwise not available to them makes their lives richer and fuller. Secondly changes of industrial disputes are minimized as labour efficiency is improved, better class of workers is made available and worker's contentment is ensured. Lastly, workers are made into more worthy citizens as their sense of responsibility and self-respect is developed.

In the past, the industrialists and the managers believed that their only duty towards their employees was to pay them satisfactory wages. In course of time however, psychological research convinced them that the workers required, something (ie) human treatment which is very essential to seek the co-operation of employees. For this purpose, provision of better conditions of work suitable temperature, adequate lighting and in general a pleasant atmosphere is very necessary to make them realize that the management thinks of their welfare. Such welfare activities benefits not only the workers but also the management in the form of greater productive efficiency.
In recognition of this need that under the Five-Year Plans, additional welfare measures were envisaged both at the central and state levels for all workers engaged in the different sectors of economy.

Today, progressive managers realize that these welfare facilities pay a good dividend in the long run, for they contribute in a large degree towards a high morale. The scope of labour welfare work not only covers the work life of the workers in the factory, but also extends beyond, to his life, with his family and the community.

Welfare activities make the industrial employment more attractive. Provision of good housing, good working conditions, recreational and educational facilities are found to increase the mental efficiency and economic productivity of industrial workers. Hence no country can ignore the welfare activities.

The need for welfare measures designed to effect an all round improvement in the labourers' working and living conditions can hardly be over emphasised. First, they assist in the maintenance of industrial peace with the feelings of the workers, that the employer is interested in his betterment. Welfare measurers influence the sentiments of the workers. Welfare activities
such as educational facilities, sports, entertainment and the like influence the sentimental atmosphere in the factory.

Secondly, welfare measures, such as cheap and good food in canteens, free medical and educational facilities and the like indirectly increase the real income of workers. Hence they try to avoid industrial disputes as far as possible and do not go in strike on flimsy grounds.

Thirdly, welfare activities will reduce labour turnover and absenteeism and create permanent settled labour force by making service attractive to the labour.

Fourthly, welfare activities will go a long way to better the mental and moral health of workers. By reducing the incidence of vices of industrialization removed from native village and thrust into a strange and unfavorable environment the workers are liable to fall a prey to drinking, gambling and prostitution congenial environment as a result of welfare measures will act as deterrent against such social vices.

Lastly, welfare measures will improve the physique, intelligence, morality and standard of living of the workers which in turn, will improve their efficiency can be expected only from persons who are physically fit and free
from mental worries, (ie) only from persons who are properly trained, properly housed, properly fed and properly clothed.

1.2 PROBLEM FOCUS

Labour Welfare as a part of industrial relation has been gaining greater significance with the growth of industrialisation. An industry today is a co-operative undertaking with both capital and labour as equal partners. The owner provides capital and the industrial leadership to the enterprise, but the investment in labour is no less important. The workers in the modern context are not simply a marketable commodity to be purchased by the owners, but human beings with their own needs, emotions and aspirations who invest their labour in making the industry a success. It is normally believed that the model employer maintains harmonious relation with the employees. Though the industrial conflicts are natural, the model employer should minimise the disputes by offering the right mix of labour welfare measures and keep the loss of man days and the production at the lowest possible extent.

The newspaper industry has multitude of employees and they are organised labourers. In this context, this industry has been facing serious labour related issues. One such is that of labour welfare measures applicable to them. The application of labour welfare measures is different with respect to different
establishments. Kerala as a state which is highly literate has in every house irrespective of income levels, a newspaper of their choice depending on their interest, political affiliation and at the same time every member of the house reads them. In some of the upper middle classes, there are more than two newspapers, one in vernacular the other in English. Hence, the survival of the industry is ensured but at the same time, considering the profile of the employees there are many problems faced by the companies with respect to labour welfare measures. The implementation of many welfare measures has been defective. This has formed the crux of the problem and hence the study is considered crucial. This problem had led to issues of some of the newspapers being closed for days and shifting of the editions to be printed from other places. Therefore, the welfare approach becomes, necessary in the present day industries, because of social problems which have to be tackled from different angles, economic, political, psychological, historical, administrative and legal. Hence the researcher made an attempt to evaluate the perception of welfare measures offered to employees of newspaper industry in Kerala State.

1.3 JUSTIFICATION OF THIS STUDY

This is a topic which is concerned with the welfare of human beings employed in private sector. This work makes an attempt to absorb, analyse and evaluate the benefits and areas which need more attention in future.
The researcher has been interested and is also able to observe unique features in the system and style of working of the journalists. They have been rendering and matching the services to the society and inturn the society has not taken care of their welfare. This gap between the formulation and the implementation of the welfare measures has persuaded the researcher to choose this topic.

This topic enjoys theoretical validity, analytical feasibility and practical utility. Above all it is able to add to the original and creative types of knowledge and not confined to the usual informative of reproductive types of knowledge. Hence this topic is chosen.

1.4 OBJECTIVES OF THE STUDY

The objectives of present study are

1. To study about the origin and growth of news papers in Kerala State.
2. To highlight the labour welfare measures available to employees.
3. To measure the level of satisfaction of labour welfare measures of the employees in news paper industry.
4. To measure the attitudes of trade union leaders towards the welfare measures available to news paper employees.
5. Based on the findings to offer some suggestion for the better implementation of welfare measures.
1.5 OPERATIONAL DEFINITION OF CONCEPTS

1.5.1 Labour welfare

Labour welfare may be viewed as a total concept, as a social concept and as a relative concept. The total concept is a desirable state of existence involving the physical, mental, moral and emotional well being of the persons. These four elements together constitute the structure of welfare, on which its totality is based.

1.5.2 Trade Unions

A group of seven people who are required to form a trade union in an organization. In Kerala all the registered trade unions are involved in the labour welfare measures in all the industries.

1.5.3 Safety services

The costs of accidents are enormous in the suffering of the injured, in reduction or loss earnings, in the disabilities and incapacities which affect those involved and in the compensation, insurance and legal costs, in lost time, filling in reports and attending to enquiries, and in the spoilage of materials, equipment and tools to management. This process of providing safety is included in safety services.
1.5.4 Health services

There are two aspects of industrial health services: Preventive and Curative, the former consists of pre-employment and periodic medical examination, removal or reduction of health hazards to the maximum extent possible, surveillance over certain classes of workers such as women, young persons and persons exposed to special risks.

1.5.5 Counseling services

The extent of emotional pacification that is undertaken among the employees to ensure their continuance in service.

1.5.6 Welfare

It is a desirable state of existence comprehending physical, mental, moral and emotional health and well-being.

1.5.7 Labour welfare

The term labour welfare means conveying a specific programme for the well being of the workers.
1.5.8 Wants

Wants are derived from needs, which are conditioned by environment; the result is a set of wants.

1.5.9 Need

It means the necessity of a person or human being.

1.5.10 Attitude

It refers to the set or disposition or readiness, to respond towards any phenomenon.

1.5.11 Motivation

Motivation is the act of stimulating some one or oneself to get a desired course of action, to push the right button to get the desired action.

1.5.12 Employee

The term employee denotes a person, who is employed in an industry. In the present study, the term employee includes journalists and non journalists.
1.5.13 Employee perception

Employees own view towards the welfare measures provided in the industry.

1.5.14 Public Sector

The term public sector refers to the enterprise owned and managed by Government / connected undertakings.

1.6 METHODOLOGY

The study is an empirical research based on survey method. The empirical data had been collected for analysing the level of satisfaction of employees and attitudes of trade union leaders by conducting a survey using two separate interview schedules. (vide Appendix-A and Appendix –B).

1.7 CONSTRUCTION OF TOOLS

The study is based on primary as well as secondary data. The primary data were collected mainly for studying the level of satisfaction of employees and attitudes of trade union leaders. They had been collected with the help of two separate interview schedules administered to the employees and trade union
leaders of newspaper industry in Kerala State. (vide Appendix -A and Appendix -B). For identifying the variables to be used in the interview schedules the researcher conducted a trial interview with ten employees and five trade union leaders. A rough draft of the interview schedule was prepared and it was circulated among fellow researchers for their critical evaluation. The draft was then revised in the light of their comments. The revised schedule thus prepared and conducted a pre-test. The suggestion given by the workers and leaders were incorporated and the final draft was prepared.

1.8 SAMPLING

A convenient random sampling method is adopted. A sample of 500 workers and 50 trade union leaders was chosen. Major dailies which are having more than 500 employees were selected for the study. Hence, the employees from the following news papers only selected for the study.

1. Malayala Manorama
2. Mathrubhumi
3. Deshabhimani
4. Madhyamam
5. Kerala Kaumudi and
6. Mangalam
1.9 GEOGRAPHICAL COVERAGE

The study was conducted all over the state of Kerala. The researcher visited almost all parts of Kerala to collect the primary data.

1.10 PERIOD OF STUDY

The present study is a comprehensive one. The study was conducted during the period of 2005 to 2010.

1.11 FIELD WORK AND DATA COLLECTION

The secondary data required for the study have been collected from historical books, web sites and journals.

The primary data were collected from the employees and leaders of most parts of Kerala using two separate interview schedules. (vide – Appendix A and B)

1.12 DATA PROCESSING

The empirical data pertaining to the level of satisfaction of the employees and attitudes of trade union leaders were collected with the help of two
interview schedules. After the completion of data collection, it has been edited. A master table has been prepared for transcribing the data from the interview schedules to Excel sheet for further processing.

1.13 FRAME WORK OF ANALYSIS

The statistical techniques used in the present study are:

a. **Descriptive statistics**: Descriptive statistics such as measures of central tendency (arithmetic mean and median) measures of dispersion (standard deviation), measures of skewness and kurtosis were found in order to get basic idea of the data distribution.

b. **Independent Sample Student’s t-test**: Independent sample student’s t-test was done for finding whether there is any statistically significant mean differences in levels of satisfaction of employees / leaders between groups.

c. **Analysis of variance (ANOVA)**: The technique of ANOVA was used for finding whether there is any statistically significant mean differences in level of satisfaction of employees or leaders between three or more groups.
d. **Scheffe’s post-hoc test**: If the results of ANOVA shows statistically significant in the mean difference in the level of satisfaction of employees or leaders between three or more groups, Scheffe’s post-hoc test was employed for finding those pairs of groups that shows statistically significant mean differences.

In all those statistical tests, the level of significance was fixed at 1 percent or 5 percent.

All statistical analysis were carried out with the help of the statistical package SPSS.10.0 for windows.

**1.14 HYPOTHESIS**

The researcher formulated the major null hypothesis and alternative hypotheses for the present study for employees and leaders of the trade union in Malayalam newspaper industry. (Vide page Nos. 142, 143, 174 and 175).

**1.15 LIMITATIONS OF THE STUDY**

The present study is confined to employees and trade union leaders of the newspaper industry in Kerala. So the results can be applied only to similar organizations with similar structure and environment.
The results may suffer from certain degrees of human bias and technical bias.

Some of the employees and leaders were reluctant to co-operate. Hence the rejection rate was taken 10 percent from both categories.

1.16 CHAPTER SCHEME

Chapter I deals with the introduction and design of the study. It includes introduction, statement of the problem, justification of the study, objectives of the study, geographical coverage, period of study, operational definitions, sampling, field work and data collection, data processing, measurement of variables, frame work of analysis, limitations of the study and scheme of report.

Chapter II gives a review of previous literature in the relevant study area.

Chapter III presents a profile of Malayalam newspapers in Kerala.

Chapter IV highlights the various labour welfare measures and welfare measures available to employees of Malayalam newspapers.

Chapter V measures the level of satisfaction of employees of Malayalam News paper industry.
Chapter VI measures the attitudes of trade union leaders towards the welfare measures available to the employees of Malayalam newspaper industry.

Chapter VII discusses the summary and findings and suggestion for the better implementation of the welfare schemes. It also contains conclusion of the study.
REFERENCES


