PREFACE

This study is an attempt to understand the process of industrialization in terms of incentives, motivation, job involvement and commitment of industrial workers in Pune-Chinchwad industrial belt. Western social scientists have emphatically asserted that as in the West other countries too, will experience breakdown of traditional institutions like family, caste, and other primordial ties in the process of getting industrialized. What was expected was desocialization and required resocialization in terms of industrial culture, ethos, economy, etc. One of the major assumptions of Western scholars was that in India there would be a tremendous resistance to join industrial force and that even after joining the industrial force, there would be a great deal of reluctance to conform to the discipline entailed by the industrial system such as discipline of time, sustained work and the required capacity to withstand pressures from any other group, which would necessitate relaxing or even abandoning such discipline.

Linear thinking or reasoning, thus, amounts to questioning the commitment of industrial workers in India. Number of studies conducted during last two-three decades have, however, proved that industrial workers no longer look on their industrial employment as temporary. On the
contrary, they find that industrial employment is an adequate fulfillment of their satisfaction. Lambert and Morris D. Morris have categorically pointed out that industrial labour in India is quite committed both to industrial employment and to its own work.

One of the leading manufacturing industries in Pune is paying financial incentives to workers directly or indirectly related to the process of production. Such incentive wages is, however, not a common phenomenon to motivate workers in their factory. It was, therefore, presumed that there are other equally powerful incentives which prompt industrial workers to put in their best and remain committed to work. Efforts have, therefore, been made to understand the relationship between various incentives and the commitment of industrial workers. The industrial organization chosen is one of the reputed manufacturing industries in this industrial belt. While collecting preliminary information it was noticed that number of migrants are performing various jobs assigned to them. It is indeed a common phenomenon that anyone who earns in cash in village is looked upon with respect and cash income confers status and dignity on such an earner. Job in an industry is, thus, not only a source of satisfaction for these migrants but acquisition and enjoyment of social status would, thus, provide the requisite motivation to them
for commitment to a given industry and industrial system in general.

Job satisfaction has been analyzed in the context of the lack of formal and technical education with reference to very much restricted occupational mobility. For unskilled and uneducated workers, steady and secured cash income and job security is itself found to be an adequate source of satisfaction. It was noticed that family, kinship, caste, and locality have in no small way played a role in facilitating the entry of workers in the industry. Those who had resigned their previous jobs for joining the present organization have indicated that their problems with previous job have been solved. Even though the workers be unskilled or semi-skilled they have displayed pride in holding such jobs. Simulation of the familiar environment contributes in a very big way to sustain commitment and involvement of workers in the factory.

The first chapter is an introduction, second is on the structure of the organization studied, whereas various social components affecting commitment have been analyzed in the third chapter on social structure. Fourth chapter explains the relationship between incentives, job involvement and finally, findings have been given in the last chapter.