CHAPTER

INTRODUCTION AND DESIGN OF THE STUDY

1.1 Introduction

India has a rich and diverse tradition in the field of Textile. It is perhaps the world’s oldest Textile tradition. The history of textiles in India dates back to Indus valley civilization and the Vedas. The two ancient Indian epics- Ramayana and Mahabharata also speak of a variety of fabrics of those times. Various sculptures belonging to Mauryan and Gupta age, Buddhist scripts and murals stand evidence to India’s magnificent history of textile. Indian textile was reputed all over the world and admired for their excellent quality, beauty, design and texture. Evidently, India was among the forerunners in the textile trade.

Indian textile is embellished, enhanced, decorated and given its character through various modes and techniques,¹ Textile refers to dressing, style, comfort as well as attraction or grooming. Dress serves two purposes: on one hand it is a sign of civilized society and on the other hand it shows the level of aesthetics - science of beauty in art or nature. Dress is a sign of a personality².

The Indian Textiles Industry has an overwhelming presence in the economic life of the country. Apart from providing one of the basic necessities of life, the textiles industry also plays a vital role through its contribution to industrial output, employment generation, and the export earnings of the country. The sector contributes about 14 per cent to industrial production, 4 per cent to the gross domestic product (GDP), and 11 per cent to the country’s export earnings. It is the second largest provider of employment after agriculture. Thus, the growth and all round development of this industry has a direct bearing on the improvement of the economy of the nation. The Indian textile industry is set for strong growth, buoyed by both strong domestic consumption as well as export demand. Abundant availability of raw materials such as cotton, wool, silk and jute and skilled workforce has made India a major sourcing hub.³

In the early 18th century, artisans were inventing ways to become more productive. Silk, wool, fustian, and linen were being eclipsed by cotton, which was becoming the most important textile. The main steps in the production of cloth are producing the fibre, preparing it, converting it to yarn, converting yarn to cloth, and then finishing the cloth. The
cloth is then taken to the manufacturer of garments. The preparation of the fibres, it differs the most, depending on the fibre used. Flax requires retting and dressing, while wool requires carding and washing. The spinning and weaving processes are very similar.\textsuperscript{4}

1.2 The present global Textile scenario

According to statistics, the global textile market is currently worth more than $400 billion. In a more liberalized environment, the industry is facing competition as well as opportunities. It was predicted that Global textile production will grow up to 25 % by the year 2010 and 50 % by 2014. The world textile and apparel industry has gone into a phase of transformation since the elimination of quota in the year 2005. Many new competitors as well as consumers have entered the global market with their immense capabilities and the desire to grow\textsuperscript{5}.

Mills, power-looms, handlooms and garments constitute four independent sectors of the Indian Textiles Industry. The mill sector is organized, mechanized and modernized concentrating in the production of yarn whereas the power-loom and handloom sectors have remained technologically backward and stagnant. Almost all the spun yarn made in India comes from the organized mill sector, reflecting the highly capital intensive nature of yarn spinning. Weaving in the mill sector has been gradually suffering due to the competition from the power-looms and the trend may continue. Most of the India’s competitors in textiles in the world market have a much larger number of shuttles-less looms. The hosiery sector caters mainly to the inner garment requirements.\textsuperscript{6}

Textile is among the industries identified in the National Manufacturing Policy as a key labour-intensive sector, according to Ajay Shankar, Member Secretary of the National Manufacturing Competitiveness Council (NMCC). This statement by Mr. Shankar was made in his interaction with the textile industry representatives of Tirupur and Coimbatore on 04/04/2012. He told The Hindu that the objective of the interaction was to feel the pulse of the industry. The council has advised the Government on measures needed to make India successful in the manufacturing sector. The NMCC is looking at a partnership process with State Governments, Planning Commission, industries, and the departments concerned to evolve a road map for the growth of the manufacturing sector. The road map is sector-specific and an on-going process that fosters evolution of these sectors.\textsuperscript{7}
Tirupur is a textile city located on the banks of Noyyal River. It is called as small Japan and Dollar city. It is the administrative headquarters of the Tirupur District. It forms a part of the ancient Kongu Nadu region of South India, where its people were the first to establish territorial state. Tirupur is a textile hub and a vast generator of employment for unskilled temporary workers. It is an important trade centre of India. Tirupur has gained universal recognition as the leading source of hosiery, knitted garments, casual wear and sportswear. Tirupur has emerged as the knitwear capital of the country for more than three decades.

1.3 Features of Tirupur Textile cluster

The following are the predominant features of Tirupur Textile Cluster:

- Cotton based knitted garments
- Majority of the units are proprietorship/partnership firm of organization controlled and directed by family management
- Large number of units is involved in doing cutting, making and trimming knitted fabrics in pieces
- Limited number of vertically integrated production units and a high degree of subcontracting relationship to knitting, processing and finishing operation

Tirupur leads back to the "Thottams" or well irrigated farms around the town. Though various perception about the farmers lives and work, it has been realized that it was these modest farmers who have innovated in the organization of the industry. There are many ways in which these ex-farmers came to the industry, worked in knitwear firms and got to know the production close at hand and entered as small owners, often in family partnerships. As the industry grew from the old interlock banians to fine banians with an all-India market in the 1970s, the first generation of ex-farmer industrialists created "sister" units, often managed by their relatives, expanding the industries in dispersed units throughout the city. 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 personalised.
From being the producers of basic garments for lower end of the domestic market, Tirupur cluster has today a diversified production range comprising, T-shirts, polo shirts, sportswear, sweat shirts, ladies dresses, children garment, nightwear, etc. This cluster reflects high degree of specialization in most areas including machinery supply besides every area of the manufacturing operation. Innovative business development services such a pre-production checks, initial checks and production checks, product consultancy, laboratory testing, sourcing assistance are provided by several enthusiastic entrepreneurs who help the industry to improve.11

1.4 Statement of the problem, need and importance of the study

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 magnificent impact on the national economy. Tirupur is the largest and fastest growing district in Tamil Nadu. Tirupur provides employment opportunities for millions of people in Tamil Nadu, Kerala, Orissa, Bihar and North East States. Tirupur cluster comprises of around 5000 units which are involved in one or the other activities of Textile value chain. There are no precise data available as to the exact number of units in the different areas of value chain.

Now-a-days textile industry employees are dissatisfied with the various working conditions of the job. This is evident through many earlier researches on several aspects of human resources in textile industry. Employees of this industry predominantly face two types of problems. They are physical and psychological problems. The physical problems faced by the employees are such as occupational fatigue syndrome and body aches. Psychological problems include work stress and depression. The common causes of these physical and psychological problems are due to daily targets, stringent company rules and regulations, low wages, worst working conditions and fear of job security.

The regular effects of the mentioned causes are fatigue, absenteeism, annoyance, anxiety, reduction in efficiency, changes in pulse rate, blood pressure as well as sleep disorders and low turnover. Occupational fatigue syndrome is due to tiring works leading to exhaustion of energy at the end of the day. Most of the workers in Tirupur are found to work hard and work overtime under hectic schedules with great pressure to meet targets.
Body pain is a natural phenomena due to the required body posture and positioning (sitting in a bent position and standing for long hours) during work. These physical sufferings reported are pain in shoulders, arms, and legs. On the other hand, employees invariably suffer from occupational stress due to lot of managerial inconvenience in the working place. Managerial inconveniences are caused due to poor supervision, lack of autonomy, unfair treatment and undue reprimands.

Employees are compelled to work overtime work on weekdays, weekend and public holidays for completion of huge orders in short periods and urgent orders during festive seasons. To cope with such situations firm managements impose strict rules and regulations on arrival time, lunch breaks, and working patterns without any consideration for employees’ genuine problems. Fear of job security is another concern and many firms pose a threat of dismissal. Most of the firms have not provided adequate facilities for a conducive work environment during summer where the climate at Tirupur is extremely hot. Poor ventilation and building structures add sour to this.

Generally, in the present era, the textile industry is facing a severe competition all over the world. It is a labour-intensive industry and is largely dependent on skilled, semi-skilled and unskilled workers. But, the industry is presently suffering from scarcity of labourers due to the workers reluctance to take up jobs in firms belonging to textile industry. Labourers from prominent places from where firms use to source them are attracted towards jobs in other industries where the working conditions are lucrative. However, managements of firms have not realized the accurate causes of labour demand. They have also not realized the importance of quality of work life. It is high time for textile industry to take necessary steps to overcome this situation. Managements should know the employees preferences as to working conditions which are not fulfilled by them. The increase in QWL will resolve such human resource problems resulting in increased productivity. Improved QWL leads to improved performance. Performance means not only physical output but also the behavior of the worker in helping his colleague in solving job-related problems, team spirit and accepting temporary unfavorable work conditions without complaint.
So it is time for managements of textile firms to realize and concentrate on factors that influence quality of work life. Attention on QWL factors such as compensation, working conditions, safety, human capabilities and career growth, is essential. QWL also brings balance between work life and personal life improving employee happiness, productivity and longevity in textile industry.

The above issues raised the following questions in the minds of the researcher.

1. How the personal profile of the employees of Textile Industry of Tirupur District support the QWL?
2. To what extent the employees of Textile Industry in Tirupur District are affected by occupational stress?
3. What are the factors that influence the QWL of employees in Textile Industry?
4. What kind of support and facilities are expected by the employees to enhance the QWL in Textile Industry?

These issues have not been addressed adequately in the earlier studies on Tirupur Textile Industry. Hence, the researcher has made an earnest attempt to study the Quality of Work Life prevailing in the Textile Industry of Tirupur.

1.5 Objectives of the study

The study was undertaken with the following objectives:

- To study the personal and occupational profile of the employees’ of Textile Industry in Tirupur district
- To study the causes of occupational stress among the employees of Textile Industry in Tirupur district
- To find the impact of personal and occupational profile of employees on the various factors of QWL
- To study the employees’ level of satisfaction with reference to job related aspects in the Textile Industry
- To provide valuable suggestions to enhance the employees’ QWL in the Textile Industry
1.6 Hypotheses of the study

The following hypotheses were formulated and have been tested in the study.

- Ho: There is no relationship between unit size and occupational stress.
- Ho: There is no relationship between type of job activity and occupational stress.
- Ho: There is no relationship between work experience and occupational stress.
- Ho: There is no relationship between income (wage) and occupational stress.
- Ho: There is no relationship between work schedule and occupational stress.
- Ho: There is no significant association between employees’ opinion towards employer-employee relationship and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards incentives and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards development and encouragement and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards grievance redressal and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards stress management and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards wage structure and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards training and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards working conditions and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards work life balance and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards job satisfaction and their personal / occupational profile.
- Ho: There is no significant association between employees’ opinion towards autonomy and their personal / occupational profile.
- Ho: There is no significant association between employee job satisfaction and their personal / occupational profile.
1.7 Scope of the study

The present research seeks to analyse the human resource problems related with Quality of Work Life of Textile Industry employees in Tirupur District. This study attempts to provide an insight into the issue of the Quality of Work Life of the Textile Industry employees. QWL is the opportunity for employees at all levels to have substantial influence over their work environments by participating in the decision-making process relating to their work and thereby, enhancing their self-esteem and overall satisfaction from their work. Hence QWL calls for an open style of management, i.e., sharing of information and genuinely encouraging the efforts relating to the improvement of the organization. This, therefore, amply makes it clear that QWL in fact is an important HRD activity and proper HRD intervention can enrich the QWL for employees of an organization”[12]. The Textile Industry in Tirupur would be in a position to take adequate steps to improve the QWL of employees. This study describes the factors determining the Quality of Work Life in the firms located in Tirupur district and this may hold good for all the firms in Textile Manufacturing Industry operating with a similar culture.

1.8 Research methodology

The present study is descriptive in nature. The study describes the socio-economic status of the employees in Textile Industry and their Quality of Work Life along the factors contributing to it. The blueprint of data collection, measurement of respondents’ opinion and analysis of data are given below.

1.8.1 Source of data

The study has employed both primary and secondary data. The primary objective of the present piece of research is to examine the Quality of Work Life in Textile Industry. Required primary data were collected from the Textile employees of Tirupur district.

➢ Primary data

The primary data were collected by using a well structured interview schedule. Data were collected by directly meeting the respondents individually and asking questions which were in the researcher’s interview schedule. Doubts were cleared and checked over the
answers as most of the respondents had only school level education. They were not able to respond to the questions appropriately. This measure of checking the answers was taken as a result of the pilot study. The pilot study was conducted to identify and check the reliability of the data and evaluate the questions after preparation.

- **Secondary data**

Secondary data were collected through already available sources such as publications in international and national journals, newspapers, magazines, books, university libraries, reports, publications of associations like AEPC and TEA, earlier literatures, dissertations and websites.

1.8.2 Sample design

The sampling unit of the research comprises the employees of textile industry in Tirupur District. The respondents were selected using the non-probability sampling technique, “convenient sampling”. 524 employees were conveniently approached with the interview schedule to collect data. 500 filled in interview schedule were found to be complete and fit for further analysis. Hence, the sample size of the study is 500.

1.8.3 Period of study

The current study was done in Tirupur District, because more than 50 per cent of India’s garment exports and local sale are contributed by Tirupur, a town that provides popular brands to world market and local market. Data have been extensively collected through primary source. The major primary source constitutes the textile industry employees. These data were collected during the year 2011 and 2012 and the study was carried for a period of 4 years from 2010 to 2014.

1.8.4 Tools for analysis

The data collected were organized and classified by coding and transferring the data into a Master table. The data thus collected were analyzed with suitable statistical tools like simple percentage analysis, mean, standard deviation, ANOVA, F-test, t-test, factor analysis, multiple discriminant function, correlation, Chi-square test and multiple regression analysis.
Chi-square test

Chi-square test is used to assess two types of comparison. They are, test of goodness of fit and test of independence. A test of goodness of fit establishes whether or not an observed frequency distribution differs from a theoretical distribution. A test of independence assesses whether paid observation on two variable are independent of each other. The chi-square test is used to test the association of two attributes. It is often applied to judge the significant difference between the observed and expected values. In other words, the test is used to test the significance of one factor over the other. This test is used to find the relationship between the occupational profiles and the stress of textile employees in Tirupur District. The null hypothesis was framed for this purpose assuming that these two variables are unrelated.

T-test and ANOVA (F-test)

T-test is used on ‘t’ distribution and is considered an appropriate test for judging the significance of a sample mean or for judging the significance of difference between the means of two samples. ANOVA technique is applied when three or more number of groups is to be compared on the basis of their mean. It is an extension of ‘F-test’ is used to test the homogeneity of several means. Using these tests, an attempt to examine the association between the personal and occupational related variables and QWL of employees is made. Further, the association between personal and occupational related variables and employees level of satisfaction is also tested through these tools. T-test and F-test have been applied to find such association by formulating null hypothesis.

Factor analysis

Factor analysis is usually used in any study on social sciences and management. In this study, the factor analysis is employed using extraction method. The principle component analysis under variance with KMO method is applied for identifying and grouping the different factors of Quality of Work Life.

Multiple discriminant function analysis

The Multiple discriminant function was used to find whether any significant difference exist among the employees of three types of units, Small, Medium and Large in deciding their opinion on Quality of Work Life.
Correlation analysis

Correlation is a statistical measurement of the relationship between two variables. Possible correlations range from +1 to –1. A correlation of –1 indicates a perfect negative correlation, meaning that as one variable goes up, the other goes down. A correlation of +1 indicates a perfect positive correlation, meaning that both the variables move in the same direction together. Correlation is used to study the relationship between different factors of quality of work life and employees level of satisfaction.

Multiple regression analysis

The regression analysis is used to find the statistical relationship between two or more variables. When there are two or more independent variables, the analysis that describes the relationship is multiple regression analysis. This analysis is adopted when there is one dependent variable that is presumed to be a function of two or more independent variables. The effect of various personal and work related variables on overall quality of work life is studied using multiple regression analysis. Overall QWL score was considered as the dependent variable. The personal and occupational variables were considered as independent variables.

1.9 Limitations of the study

The outcome of study is confined to the QWL of employees of textile industry firms in Tirupur, Tamil Nadu. It is certain that firms in the study region operate with a similar culture. Hence, generalization of the results may or may not be applicable to firms operating in different cultures and different industries.

The employees were reluctant to express some of their feeling and this may have response bias.

The determinant factors of Quality of Work Life used in this study may or may not be applicable to other factories or other states.

Textile industry was in a recession during this period. The industry was also suffering from problem of improper treatment of effluents (dyeing) and scarcity of electricity during this period. Hence, the outcome of the study carried during this period may considerably vary with times of prosperity.
1.10 Chapter scheme

Chapter I: This chapter deals with introduction and design of the study. Introduction to the study, the present global textile scenario, features, QWL problems, objectives, hypotheses, methodology, sampling technique used, statistical tools used and the limitations of the study are briefly presented.

Chapter II: This focuses on the brief review of national and international literatures related to Quality of Work Life of employees in different industries.

Chapter III: An overview of QWL, measuring Quality of Work Life, principles of humanization of work, factors influencing the Quality of Work Life, Quality of Work Life and productivity, Quality of Work Life programmes, Textiles committee and profile of Tirupur Textile Industry is given in this chapter.

Chapter IV: An analysis of the primary data and appropriate interpretations of data using various statistical tools to arrive at meaningful findings have been summarised in this chapter. This chapter consists of five sections based on the need of the research on textile industry and they are classified as section I, II, III, IV and V.

Section I: It presents the analysis of data relating to personal and occupational profile of textile employees.

Section II: This section consists of three parts. Part A: It presents the analysis of data relating to occupational stress of employees of textile industry. Part B: It presents the analysis of data relating to stress in association with occupational differences and Part C: It presents the analysis of data relating to factors contributing to stress management.

Section III: This section consists of two parts. Part A: It presents the analysis of data relating to factors determining Quality of Work Life and Part B: It presents the analysis of data relating to Quality of Work Life in association with personal and occupational differences.

Section IV: It presents the analysis of data relating to job satisfaction in association with personal and occupational difference.

Section V: It presents the analysis of data relating to QWL factors discriminating employees of large, medium and small units.
Chapter V: This chapter recapitulates the key findings and conclusion of the study. Based on these findings, a few suggestions are given to improve the employees’ Quality of Work Life in the Textile Industry.

References


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