CHAPTER III

SCOPE & OBJECTIVES

3.1 QWL in Textile Industries

The textile industries in Coimbatore District also face plenty of problems related to QWL issues. The extended working time, forced overtime work by the employers, unrealistic delivery schedules, late arrival of materials for production, reshuffling of work, schedules, congested work place, job related stress, less autonomy in job, monotonous job, lack of managerial expertise, etc., are the serious Quality of Work Life related problems faced by the industries. These problems lead to job dissatisfaction and thereby affect the retaining of the employees in their jobs and increase the attrition rate.

Most of the units are small in size and they do not have separate facilities to train the new entrants for employment. Imparting training to the employees in the short span of time and engaging them in regular work is always hardship for the Textile Units’ employers of Coimbatore District.

There are no solid guidelines and policies spelt out by the employers and the government authorities to outline the QWL programs to be carried out. Hence researches of the present kind may help to get more insight into the problem and pave the way for improvement.

3.2 Statement of the Problem

The Quality of Work Life intends to develop, enhance and utilize human resource effectively, to improve quality of products, services and reduce cost of production and to satisfy the workers’ psychological needs for self-esteem, participation, recognition, etc., and with a view to motivate them.

Much of the published work on QWL in India recently concentrated in the industries like IT, ITES. The Coimbatore District Textile Units has problems relating to labor, production and marketing and as a result, the performance gets affected. In addition to technological and competitive problems, the labor problem poses a threat to
the textile industry and hence it became necessary for this industry to concentrate on Human Resource related problems. The extended working hours, compulsory overtime, committed deliveries by the units, shorter manufacturing cycles, etc., increased the stress level of the employees at their job and lead to job dissatisfaction which ultimately end up with higher attrition rates and low morale. In this context, it would be more relevant to make an attempt to study the problems related to Quality of Work Life which may help the industries to drastically reduce the attrition rate and to provide high level of job satisfaction to their employees.

As mentioned above one of the major problems faced by the Textile Units of Coimbatore District is the high rate of labor turnover. The reasons for this problem are many. Particularly the problems related to workers health, quality of life and the quality of work which are not yet addressed well. Majority of the employees of these industries feel that their units are not providing adequate measures to balance their work and personal life and thereby struggling to provide a comfortable climate for the employees to attain the Quality of Work Life.

Hence the following questions arise in the minds of the researcher:

- Whether the workers of Textile Units in Coimbatore District achieve Quality of Work Life effectively?
- Are the employees successful in balancing their work and life?
- How their individual profile supports the Quality of Work Life?
- Which are the factors that strongly influence the Quality of Work Life?
- Is it possible to identify critical dimensions of Quality of Work Life and to derive a suitable Model?
- What kind of supports the employers have to provide further to enhance the Quality of Work Life?
- To what extent do the employers lend their support to improve the Quality of Work Life?
3.3 Scope of the Study

The study aims to analyze the HR problems related with Quality of Work Life of workers employed in Textile Units in Coimbatore District and is expected to provide an insight into the issues of Quality of Work Life of the employees. The Textile Units will be able to identify the problems related to the QWL of its employees, their job satisfaction and work life balance. The study is expected to identify the bottlenecks in implementing the QWL programmes and the perception level of the employees about the implementation of QWL programmes. The Textile Units in Coimbatore District would be in a position to take adequate steps forward to improve the QWL of their employees and to frame appropriate guidelines and policies to amend QWL programmes successfully and to make periodic survey to assess the QWL.

3.4 Objectives of the Study

The study approaches the problem from the viewpoint of both the employees and the employers to attain the Quality of Work Life in the Textile Units. The main objective of the study is to know how the employees are balancing their work and life by which they attain the Quality of Work Life. The following are the broader objectives of the study:

1. To assess the Quality of Work Life attained by the employees of Textile Units in Coimbatore District.
2. To assess the effectiveness of the employees in achieving their Work Life Balance.
3. To assess the personal profile of the employees of Textile Units in Coimbatore District and its influence on the various dimensions of Quality of Work Life.
4. To identify the critical dimensions related to Quality of Work Life and to develop a Research Model.
5. To identify the critical major factors that influences the Quality of Work Life.
6. To analyze the support rendered by the employers to improve the Quality of Work Life of their employees.
3.5 Hypotheses

The following hypotheses have been framed in the light of the above objectives:

1. Employees do not attain their Quality of Work Life significantly.

2. Employees do not achieve their Work Life Balance significantly.

3. The personal profile of the employees and the grouping according to age, gender, income, educational qualification, size of the organization and the nature of the organization does not influence the Quality of Work Life.

4. The factors Job factor, Job culture & climate and Participation in Union do not significantly influence the Perceived Work Quality.

5. The factors Health outcome and Benefits & Work Load do not significantly influence the Perceived Life Quality.

6. There is significant difference between the theorized model and the model arrived at from the research data.

3.6 Period of the Study

Both primary and secondary data were employed in the study. Primary data was collected from the respondents using a questionnaire. Data collection was done during the period of November 2008 to April 2011.

For tracing the achievements and developments of the Textile Units in Coimbatore District, secondary data for a period of 10 years was considered.

3.7 Limitations of the study

The study consumed lot of time and threw up several problems and became a challenge for the researcher to complete the data collection. Considerable time and care had to be bestowed to collect unbiased data. However adequate time and interest could not be realized in the case of many respondents because of lack of interest of their employers. The inferences of the study are thus subject to inherent limitations in both the primary and secondary data. Apart from this, the other limitations are:

1. The results of the study are applicable to Textile Units in Coimbatore District only and are not to be generalized for the entire textile manufacturing sector.
2. The research constraints of the researcher did not allow him to conduct the research more elaborately with a larger size of sample.

3. Around two lakh workers are directly engaged in the textile units in Coimbatore District; only 900 questionnaires were distributed among them and only 640 questionnaires could be collected from the respondents, which are complete in all aspects. The analysis has been done, inferences drawn and interpretation arrived at with these 640 responses only; hence the results are arrived at 95% level of confidence.