ABSTRACT

Employee satisfaction and retentions are important for business sustainability during the global era. An organization considers their employees’ pulses and linking it to their business goals for success and taking the competitive advantage. Industrial labour occupies an important place in the economic development of the country on account of its contribution to the national income. A satisfied industrial worker will be the valuable asset for every organisation and also to the nation. But a frustrated labour acts as a drug in the development of the industrial sector.

Hindustan Newsprint Limited is a labour intensive industry in which more than thousands of employees are working directly or indirectly. In this study, the various factors influencing the job satisfaction are identified viz., Compensation, Welfare measures, Work Environment, Training and Development and Industrial Relations are considered for analyzing the satisfaction level of different categories of employees of HNL.

Various statistical tools are used for analyzing the significant difference in the level of satisfaction of employees and for testing the formulated hypotheses. It is found that all the categories of employees of HNL viz., work force and executives have high level of satisfaction in almost all the variables considered for the study. The summated score of the employees revealed the fact that permanent workers come under the work force category were more satisfied than that of the executives.

Every organization should take initiative to identify their employees’ needs and wants and take necessary steps to satisfy them. It helps the organization to attain the maximum result, such that, “A happy worker is a productive worker”.

KEY WORDS: Job Satisfaction, Compensation Packages, Welfare measures, Work Environment, Training and Development, Industrial Relations