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A Study on Quality of Work Life among the Employees Working in SKA Dairy Foods India Pvt Ltd, Salem

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ABSTRACT: This study investigates the Quality of Work Life of employees within the SKA Dairy foods India Pvt Ltd. The research aims to comprehend the factors which influencing QWL for the dairy industry employees. It satisfies the employee needs in the organization. Quality of Work Life refers to the level of job satisfaction, work life balance, Safety and health of the employees, rewards, recognition and working condition of the employees in the organization. Quality of Work Life is the collaboration between the employees and their organization it improves the work life balance of the individual.

KEY WORDS: Quality of Work Life, Job satisfaction, Work Life Balance, Working condition.

I. INTRODUCTION

The term quality of work life gained importance in the current context of the organization due to the changes in the economic scenario and inflation around the world. The globalization of economies has made the world shrunk. The term quality of work life gained importance in the late 1960s as a way of concerns about effects of job on health and general well being and the ways to positively influence the quality of a person's work experience. Until the mid 1970s employer's concern was on work design and working conditions improvement. However in the next decade of 1980s, the concept of quality of work life included other aspects that affects employees job satisfaction and productivity and these aspects are reward system, physical work environment, employee involvement, rights and esteem needs. Quality of Work Life (QWL) helps to understand the employees in the organization and also to motivate the employees in the organization. In this research we can understand the employees job satisfaction, work life balance, safety and health measures, rewards, recognition and also work condition in the SKA Dairy Foods India Pvt Ltd. The success of any organization largely depends on quality of human resource that they have. Today's organization operating in a competitive environment and drastic environment and technological changes which affects largely on the employment opportunities, skilled employee requirement, management strategies, polices and styles. Amongst employee aspirations has changed according to Maslow's Hierarchy of needs. Quality of Work Life is well defined as the whole quality of a person's working life. The intervention of Quality of Work Life makes full use of employees potential, it ensures greater participation and involvement of workers, it can make the work more easier, improves quality and increase efficiency.

II. STATEMENT OF THE PROBLEM

The Quality of Work Life among the employees working in the organization has become a challenging one, particularly in dairy industry the QWL is not easier. Quality of work Life is all about ensuring and improving the employee's personal life and their work in an organization. This project investigates how the Quality of Work Life impacting the employees in the organization. Specifically, the study focuses on lack of rewards and recognition program which leads to the employee turnover and poor productivity, the absence of motivation and other programs to engage employees to achieve organizations goals which leads to improve their performance effectively. Communication breakdown and language barrier create confusion, frustration and hinder information flow which negatively impacting the employee engagement. Frequent job shifts across department or locations due to seasonal changes contribute to absenteeism and high employee turnover, disrupting team cohesion and overall productivity in the organization. It is highly necessary for every organization to provide better Quality of Work Life to their employees to enhance their productivity.



III. OBJECTIVES OF THE STUDY

Primary Objective

- To study on Quality of Work Life among the employees working in SKA Foods India Pvt Ltd.

Secondary Objective

- To identify the job satisfaction, health & safety, rewards, recognition, working condition and various benefits for the employees in the organization.
- To comprehend the working relationship and positive attitude in the minds of the employees.
- To enhance productivity and improve standard of living of employees.

Scope of QWL

- A scope of Quality of Work Life in dairy industry encompasses a broad range of factors that contributes to employee satisfaction and well being.
- Compensation and benefits – Fair wages, salary and competitive pay to employees which leads to reflect job demand and experience. Benefit plan which includes health insurance, retirement plan and paid time off.
- Health and Safety- The work environment should be free from all hazards related to safety and health of the employees. Cleanliness, proper safety equipment, training, protocols to minimize risk of injury and pollution free atmosphere.
- Job Security- An organization should offer the security of the employment. Employee should not have to work under a constant concern for their future stability of income and work.
- Social Integration – The employees should be able to feel the sense of identity within the organization and develop a feeling of self esteem which includes the elimination of individualism and discrimination.

IV. RESEARCH METHODOLOGY

Research methodology is a scientific approach used to collect, analyze and interpret qualitative or quantitative data to answer research questions or test hypothesis. A research methodology describes the techniques and procedures used to identify and analyze information regarding a specific research topic. It's a process by which researchers design their study, so they can achieves their objectives using the selected research instrument.

Research Design

Research Design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design helps the researcher to sharpen the research methods suitable for the subject matter and set up their study for success. **Descriptive Research design** is used in this research. It attempts to establish cause- effect relationships among the variables.

Research Method

This design combines both qualitative and quantitative data collection methods to find a comprehensive understanding about the issue.

Research Plan

- Data source : Primary and secondary data
- Research approach : Survey method
- Research Instrument : Questionnaire
- Contact method : Direct- personal interview/ Telephone calls.

Population and Sample size

Population

The population of this study is taken from the employees working in SKA Dairy Foods India Pvt Ltd. The target population refers to the entire group or set of individuals, object or events that possess specific characteristics and are of interest to the researcher. It represents the large population from the organization from which the sample is drawn.

Sample Size

The surveys sample size for this study has set at 130. The sample size was solely determined on the basis of intuition.



Sample Method

The Sample technique used in this study is **Probability sampling**. Probability sampling refers to the selection of sample from a large population, when this selection is based on the principle of randomization, that is every member of population has an equal chance of being selected.

Stratified Random Sampling

Stratified random sampling is the method of sampling that involves the division of larger population into the smaller sub groups known as strata. While sampling these group will be organized and then sample will be taken from each group separately. It will ensure the representative samples of employees from different departments and location from the organization is included in this survey.

V. DATA COLLECTION METHOD

Quantitative Data collection

Primary data- Through survey a standardized questionnaire will be distributed to representative sample of the employees across various departments within the SKA Dairy Foods India Pvt Ltd. The survey will address the compensation and benefits, job security and growth, work life balance, work environment and safety, job satisfaction, work culture and relationship and effectiveness of motivation program.

Secondary data- Existing data on absenteeism, turn over rate of the employees in an organization and employee engagement from the organization report or database can be analyzed to support survey findings.

Qualitative Data collection

Focus groups- Conducting interviews with the focus group with a smaller sample of employees allows for in-depth exploration of Quality of their Work Life and specific issues like communication barrier, challenges with seasonal job shifts and employee perception towards the motivation program.

Semi structured interviews- Interviews with key personnels, admins like HR manager, Sales manager, Production manager, Quality manager, logistic manager and other managers and representative will provides additional insights about the company policies, communication practices and employee concern.

VI. LIMITATION OF THE STUDY

Quality of Work Life is a subjective concept and perception of the employees vary greatly between the individuals.

Survey and interviews may not fully capture the nuance of employee experience.

Employees may be reluctant to provide honest feedback, especially on a sensitive topic which could skew the data.

The organization experiences seasonal variation in workload and staffing due to seasonal fluctuation. This can make it difficult to isolate the impacts of specific QWL factor.

VII. FINDINGS

- Inadequate rewards and recognition- The study may reveal the current program for rewards and recognition are lack incentives that truly motivate the employees. Financial rewards might be insufficient for the employees and recognition program may not be well designed or inclusive.
- Limited program participation- A significant portion of employees may not be enrolled in the motivation or any other programs or actively participate, finding that lack of awareness, relevance and perceived value.
- Communication breakdown and language barrier- 60% of employees are North Indians. So that, there is a language barrier and communication breakdown. Ineffective communication and language barriers could be hindering program understanding and employee engagement.
- This study might find a correlation between frequent job changes due to seasonal variation thus engage in high absenteeism or employee turnover. This disrupts team cohesion and impacts overall productivity.
- Employee might express concern about job security due to seasonal fluctuations or lack of opportunities for advancement within the organization.
- Scheduling practices or workload demands make it difficult for employees to maintain a healthy work life balance.
- A negative work culture characterized by lack of respect, appreciation or collaboration could be identified through this study.



VIII. SUGGESTION

- Enhancing the motivation and training program for the employees. So they can motivated to do their work effectively and improve their performance and productivity of the organization.
- Design a targeted rewards and recognition program that offers a varieties of rewards both financial and non-financial that cater to diverse employee preferences. Recognise team and individual achievement publicly and meaningfully within the organization.
- To improve communication and accessibility that ensure clear and consistent communication about the job role and the program through multiple channels, translated material is necessary. Providing trainings and workshop to explain program benefits and address any language barrier.
- Regularly review and adjust wages and benefit package to stay competitive within the organization. Consider offering flexible benefits option to cater to individual needs.
- Maintain safe and healthy work environment to prioritize safety protocols and invest in ergonomics improvements to minimize workplace injuries and illness.
- Explore options for increased job security during seasonal fluctuation such as cross trainings, temporary reassignment within the organization. Provide clear career paths and opportunity for professional development.
- Implement flexible work arrangements like compressed workweek, remote work options where possible to allow better balance between personal life and work.
- Create positive work culture by fosters culture of respect, appreciation and open communication. Encourage collaboration and teamwork. Invest in employee well being and initiatives to boost morale and satisfaction.
- Create channels for employee voice, engagement and to participate in decision making processes related to motivation program and overall work environment.
- Demonstrate strong leadership commitment to improving QWL by actively supporting program initiatives and employee well being effort. Regularly monitor and evaluate the effectiveness of motivation program and QWL initiatives. Use employee feedback and data analysis for continuous improvement.

IX. CONCLUSION

This study investigates impact of employees motivation program, communication and language barrier, rewards and recognition programs and job shift due to seasonal fluctuation on the QWL among the employees working in SKA Dairy Foods India Pvt Ltd. It is clear out that an organization cannot get effective and efficient outcomes from the employees without the Quality of Work Life. It is important for employees and it is necessary for an organization to achieve growth and profitable in the market. The research identifies limitations in the current program, including inadequate rewards and recognition, low participation rates, communication and language barrier and the disruptive nature of seasonal shifts. These limitations were found contribute to employee concern regarding compensation, work environment, work life balance, Job security and overall work culture. By implementing these recommendations SKA Dairy Foods India Pvt Ltd can create a work environment that fosters a strong Quality of Work Life leading to increased employee motivation, productivity and overall business success.

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