

**“A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES IN TIRUNELVELI
DISTRICT (with special reference to Industries)”**

ABSTRACT

In the modern scenario, QWL as a strategy of Human Resource Management is being recognised as the ultimate key for development among all the work systems, not merely as a concession. This is integral to any organisation towards its wholesome growth. This is attempted on par with strategies of Customer Relation Management. Over the years, since industrial revolution, much experimentation has gone into exploiting potential of human capital in work areas either explicitly or implicitly. Quality of work life is an environment that promotes and maintains employee satisfaction with an aim to improve working conditions for labours and organizational effectiveness for employers. In QWL organizations, work is meaningful and done in a team arrangement. It plays a radical role on employee work performance and productivity in textile industry. Allowing employees who have knowledge, skill and experience to participate in decision making make them to work enthusiastically and give recognition to them in their work which also promotes cooperation and conflict management, employee commitment, self-efficacy and organizational effectiveness.

Key Words: Quality of Work Life, Customer relationship management.

I. INTRODUCTION

In the modern scenario, QWL as a strategy of Human Resource Management is being recognised as the ultimate key for development among all the work systems, not merely as a concession. This is integral to any organisation towards its wholesome growth. This is attempted on par with strategies of Customer Relation Management. Overwork is tolerated in emerging industries unlike government departments as part of the game and work culture. This is so, what with the soaring competition among the tightly contested players. The point is empowerment of workforce in the area of involvement. It is evident that most of the managements are increasingly realising that quality alone stands to gain in the ultimate analysis. Restructuring the industrial relations in work area is the key for improving the quality of product and the price of the stock. Without creating supportive environment in restructured environment, higher quality of work cannot be extracted. ¹

The Quality of Work Life (QWL) is more concerned with the overall climate of work and the impact that the work has on people as well as on organization effectiveness. The recognized purpose of Quality of Work Life is to change the climate at work so that the human-technological-organizational interface leads to a better Quality of Work Life and eventually to an improved quality of life in community and society. Enhancement of Quality of Work Life also paves the way for the country to keep pace with global level development.² There has been much concern today about decent wages, convenient working hours, conducive working conditions etc. Their term “Quality of work life” has appeared in research journals and the press in USA only in 1970s. There is no generally acceptable definition about this term. However,

some attempts were made to describe the term quality of work life (QWL). It refers to the favorableness or unfavourableness of a job environment for people, QWL means different things to different people.³

II. STATEMENT OF THE PROBLEM

A study of quality of work life is a paramount importance, the nature being different for each category of employees depending upon their needs. A good quality of work life reduces absenteeism, accidents & attrition. Quality of work life is useful to improve production, organizational effectiveness, morale of an employees and economic development of the country. So an attempt has been made to know about the employees satisfaction on QWL and its influence on their working and social environment. Quality of work life is absolutely necessary and beneficial both for the organization as well as the career development of the employee. So each and every organization should measure their employee's Quality of work life for their development and their employee's welfare.

Basically Quality of work life provides an employee with inner motivation and self encouragement so that he or she can give the best to his organization. Normally an employee who is satisfied with his work will facilitate in creating a positive working environment for people around. It will help in boosting the morale of the other employees in the organization. It's a fact that majority of the employees work for money but monetary benefits should not be the sole criteria while selecting a job. It is always recommended that you select a job which provides you with inner satisfaction and happiness. One of the major problems facing both developing and developed countries is the Quality of Work Life of a vast majority of employees engaged in productive pursuits. This issue is not just one of achieving greater human satisfaction but it also aims at improving productivity, adaptability and overall effectiveness of organizations.

Many organisations strive for greater quality but often neglect the very quality of work life. The existence of more number of micro, small and medium enterprises and large number of employees engaged with the same sector which offers a wider scope for the perception of the employees on the quality of work life in the micro, small and medium enterprises in the district. Life becomes happier and easier for an employee who is happy with his/her job. Majority of the well reputed companies these days give lot of importance to measure the level of employee satisfaction at the work place. Hence employers these days emphasize a lot on a good HR system in the organization. Against this backdrop, an attempt has been made to identify some of the factors that will influence the Quality of work life of Employee's working in industries in Tirunelveli District.

III. OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents
- To identify the factors influencing QWL in an industry.
- To measure the level of satisfaction of the employees on QWL in the industry.
- To know the various measures to improve QWL in the study area.