

# A STUDY ON FACTORS EFFECTING QUALITY OF WORK LIFE AT RELIANCE KG D6, KAKINADA, A.P

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**Abstract:** *Quality of work life is an indispensable concept having lots of importance in employee's life. Quality of work life indicates a proper balance both in work and personal life which also ensures organizational productivity and employee job satisfaction. This research study attempted to find out the factors that have an impact and significance influence on quality of work life of employees in Reliance KG D6, Kakinada Andhra Pradesh. Quality of Working Life refers to the quality of relationship between employees and total work environment of an organization. It is a collective responsibility of the management, employees, leaders of the union, Government and behavioural scientists. QWL in an Organization is a function of management practices that are valued by customers to begin with the factors identified through literature review. Seven factors were found and a quantitative research was done. After developing a questionnaire, survey was conducted among one hundred employees. The outcome of the research is that six out of seven factors (work load, family life, transportation, compensation policy and benefits, working environment, working condition and career growth) have significant influence on quality of work life. The study concluded that an appropriate organization culture, compensation policy, career growth and relative facilities can lead to a satisfied employee mindset which ensure the overall organization productivity.*

**Key Words:** *Quality of work life, Work life balance, competency development, Organization Productivity.*

## 1. INTRODUCTION:

Human Resource Management is considered to be the most valuable asset in any organization. It is the sum total of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of the employed persons who comprise executives, supervisors, and the rank and file employees. It may be noted here that human resources should be utilized to the maximum possible extent, in order to achieve individual and organizational goals. It is thus the employee's performance which ultimately decides the attainment of goals. Many aspects affect the management of human resources. One such aspect is Quality of Work Life (QWL). QWL acts in two dimensions Goal and Process. It denotes all the organizational inputs which aim at the employee's satisfaction and enhance organizational effectiveness. The main objective of QWL is to Improves employee satisfaction, strengthen workplace learning, and better manage on-going and transaction. By globalization the modern employees are experiencing distress. To meet the challenges posed by present standards, organization must focus their attention in bringing a balance between work life and personal life. Quality of work life provides a more humanized work environment. It attempts to serve the higher order needs of workers as well as their basic needs. Quality of Work Life indicates that the work should not have excessively negative conditions. It should not put workers under undue stress and should not damage or degrade their humanness. The Quality of work life movement provides a value frame work and a philosophy which has long term implications for human development and enrichment. It tries to balance both the work and family life.



Hence, a deep dive on aspects like Quality of work life can throw light on many non-identified aspects of human behavior which may help in understanding the issues involved and improving the overall performance of these organizations. “You will never feel truly satisfied by work until you are satisfied by life.” - Heather Schuck,

## 2. LITERATURE REVIEW:

Lokanadha Reddy. M , Mohan Reddy.P (2010) opined Quality of Work Life (QWL) is a comprehensive construct that includes an individual's job related wellbeing and the extent to which work experiences are rewarding, fulfilling and devoid of stress and other negative personal consequences. For improving the QWL different groups have been taken responsibility such as employers, workers, professional organizations, government, and managers. Therefore, quality circles, management by objectives, suggestion system and other forms of employees' participation in management help to improve QWL in the industry circles.

A. Sabharirajan, T. Mahendrarajan and B. Aruna(2010) propound welfare measures are recreational, medical, educational, housing, sanitation and so on. Every organization provides the statutory welfare measures but some organization provides some more welfare facilities to the employees so that they may retain the employees and their quality of work life.

Ms.P.V.Pothigaimalai , Ms.R.Buvaneswari, Ms.K.Sudha, Ms.Mahalakshmi Venkatesh (2014) discussed that the success of any organization depends on the efficiency of labor are increasing the efficiency. The organization promote of Quality of work life in the employee. The project stipulates the management has taken the job environment into the concern and has done the best to keep their employees happy. A man satisfied y and a satisfied working atmosphere make a satisfied man to contribute more.

T S Nanjundeswaraswamy, D R Swamy (2013) stated that Male employees are more satisfied than female employees the research confirms that all the demographical factors like gender, designation, salary, department, experience are independent of quality of work life of employees in private technical institution. Study also reveals that there is a significant association between QWL of Teaching and Non teaching staffs. From the analysis it is find that Adequacy of Resources are more correlated and Training & Development are less correlated with teaching staffs perception towards quality of work life and in case of non teaching staffs Compensation & Rewards are more correlated and Work Environment are less correlated with QWL.

Mohamad Baitul Islam (2012) tried to examine the factors that have an impact on quality of work life of employees of private limited companies in Bangladesh. The seven factors are work load, family life, transportation, compensation policy and benefits, colleagues and supervisor, working environment and working condition and career growth. The outcome of the research indicates that six out of seven factors (workload, family life, transportation, compensation policy and benefit, working environment and working condition and career growth) have significant influence on quality of work life and the remaining factor (colleagues and supervisor) has no significant influence on

quality of work life. From the finding, it can be recommended that quality of work life is such a critical concept that might be disturbed due to dissatisfaction of mind set. However, the companies can focus on their employee's welfare by providing them a better and attractive compensation policy, optimum work load and by providing a superior work environment. The private companies should create a career growth opportunity within their environment that may lead to a better performance and therefore a better productivity. He felt if the company could manage our work life along with the transportation facility, our family or private life could be managed as we will be mentally happy.

Ladislav Sojka (2014) pointed The QWL strongly depends on the workplace which an employee works at within the organization. Particularly the primary characteristics are specific for a concrete workplace. If we want to effectively manage QWL, we have to carefully match the values of the individual QWL characteristics with the employee's needs and ideas.

Seyed Mohammad Mirkamalia, Fatemeh Narenji Thanib (2011) identified the factors related to faculty QWL is of great importance, because it has positive and significant relation with job satisfaction. Therefore, we can improve Job satisfaction (JS) by changing and manipulating QWL factors, and thus move toward the development of the organization.

Ruth Needleman (1985) stated while paying little attention to the effects of QWL on women and minorities in the workplace Overall, however, Inside the Circle is an excellent study of QWL, shedding new insight onto many of the negative aspects while pointing a way forward for unions committed to QWL programs. While unions need to pursue every avenue possible to protect members and secure jobs, they must instill a union identity in workers and strengthen union organizations, because in the long run the union is the only real security for the American worker.

### 3. OBJECTIVES OF THE STUDY:

- To study existing working conditions, Industrial Health and safety and the improvement of Quality of Work Life from training and development programs and various welfare activities.
- Determining which variable plays the most significant role on quality of work life.

#### Primary data:

The study is purely based on primary data which is collected through structured Questionnaires by meeting respondents personally. The data collected from a sample of 100 employees. For study, convenience sampling is used to select the respondents among the employees of Reliance KG D6, Kakinada. The questions are divided into the following categories.

- Dichotomous questions.
- Multiple choice questions.
- Likert's scale

#### Secondary data:

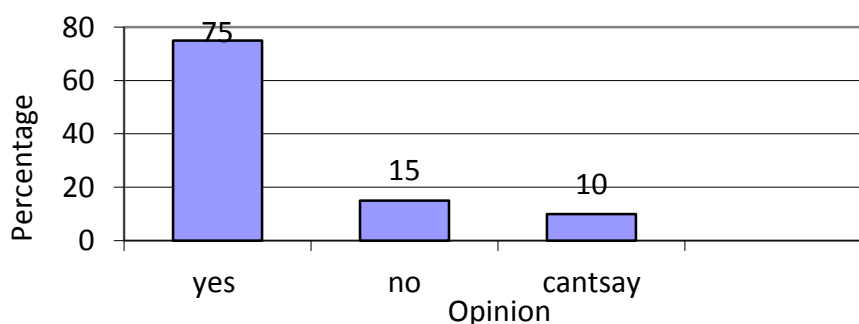
The study is also based on secondary data. The major secondary sources are company website, internet sources, magazines, journals and other information collected from different sources.

### 4. ANALYSIS AND INTERPRETATION:

Table:1 Safety precautions help to increase high Quality of Work Life

Employee opinion	Yes	No	Can't say	Total
No.of Respondents	75	15	10	100
Percentage	75	15	10	100

Graph- 1: Safety precautions help to increase high Quality of Work Life

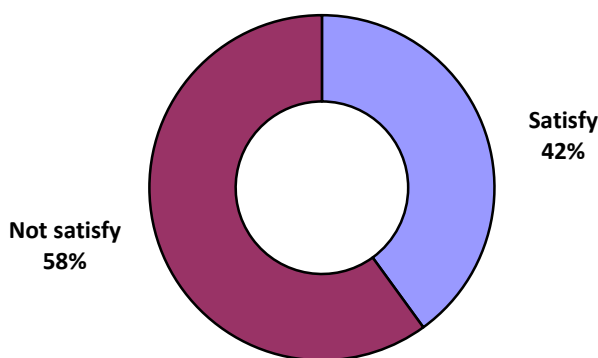


**Interpretation:** The data reveals that most of the employees are satisfied safety precautions in the organization help to their better life's, 70% of the employees feels satisfied, 25% of the employees are not satisfy and 5% of the employees can't say whether the organization is providing safety precautions to help to increase high quality of work.

**Table:2 Employee participation in decisions in operations, Employee – Supervisor communication.**

Employee opinion	Satisfy	Not satisfy	Total
No of respondents	42	58	100
Percentage	42	58	100

**Graph-2: Employee participation in decisions in operations, Employee – Supervisor communication**

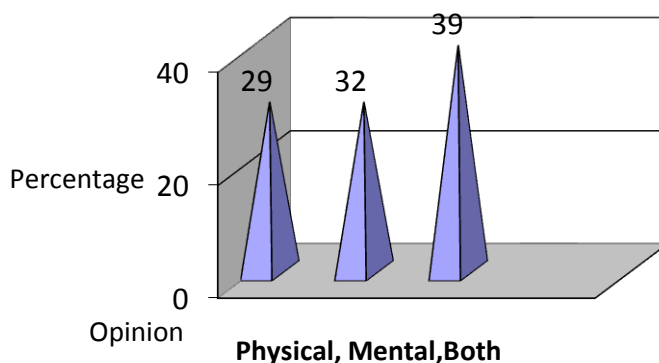


**INTERPRETATION:** From the above data it is inferred that out of 100 respondents, 42% of the employees feel the communication between employees and supervisors is satisfactory and 58% feel that the superiors (or) supervisor don't takes suggestions (or) opinions from the employees. Majority of the employees are dissatisfied with the opinion system.

**Table: 3 Opinion about the work stress in the organization.**

Employees opinion	Physical	Mental	Both	Total
No of Respondents	29	32	39	100
Percentage	29	32	39	100

**Graph-3: Opinion about the work stress in the organization**

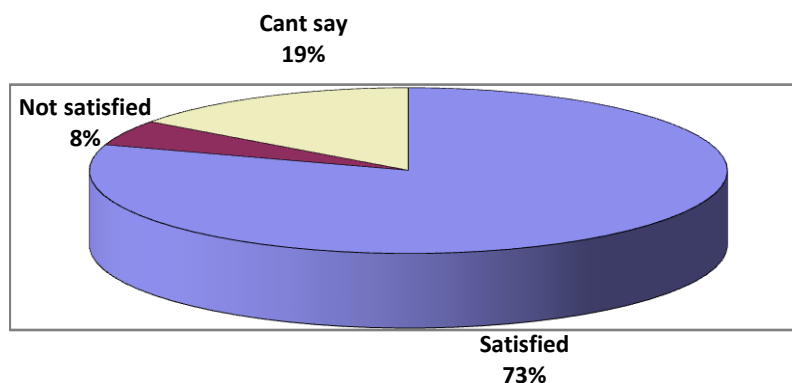


**INTERPRETATION:** According to the above data it can be understood that about 29% of the employees feel the stress is physical, 32% feel the stress is mental and 39% feel the stress is both physical and mental, this means 100% respondents feel stress in the work place.

**Table:4 Training programs are really help to competency development.**

Employees opinion	Satisfied	Not satisfied	Can't say	Total
No of Respondents	73	8	19	100
Percentage	73	8	19	100

**Graph-4: Training programs are really help to competency development**

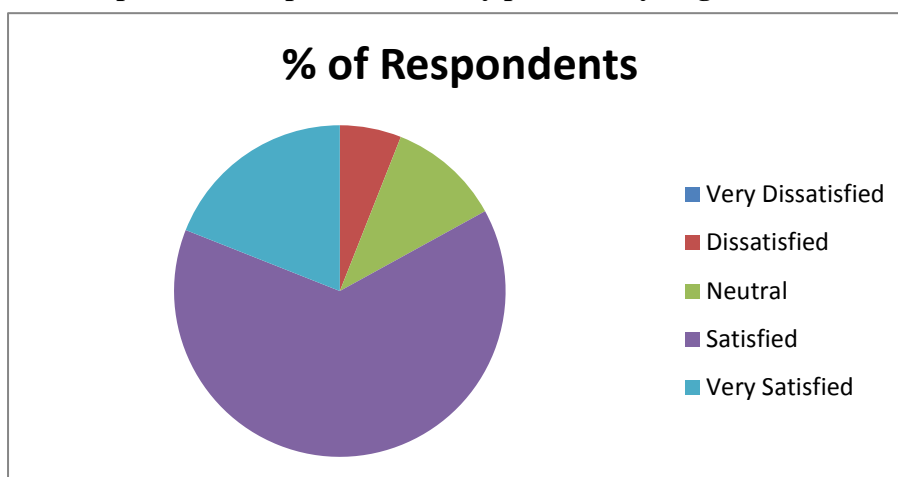


**INTERPRETATION:** According to the above data it can be observed that 73% of the employees feel that the training programs really help competency development, 8% of the employees don't feel so and 19% of the employees are not willing to say. Most of the respondents are satisfied with the training and development programs.

**Table – 5: Transportation facilities in the organization.**

Employee Opinion	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Total Respondents	0	2	11	54	33	100
% of Respondents	0%	2%	11%	54%	33%	100%

**Graph – 5: Transportation facility provided by Organization**

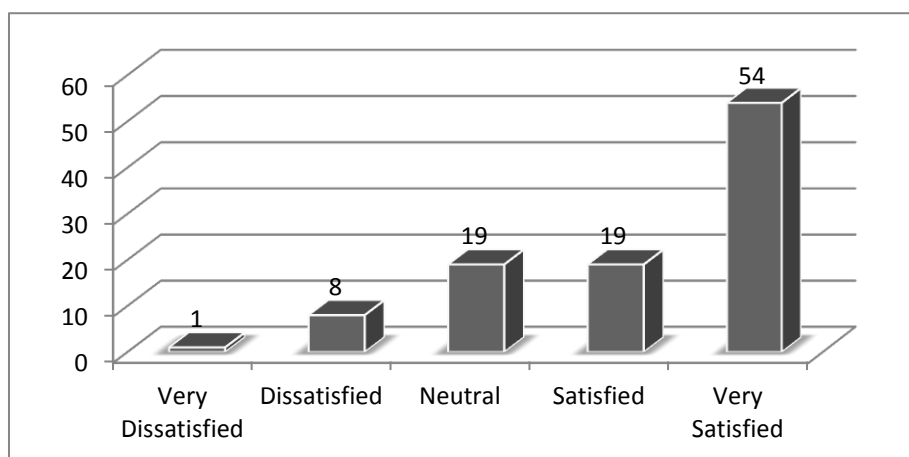


**Interpretation:** The study reveals one third of the employees are highly satisfied and half of the employees are satisfied with the transportation offered by the company. It influences the employee at work positively.

**Table-6: Education Facilities offered to employees children by Reliance.**

Employee Opinion	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Total Respondents	1	8	19	19	54	100
% of Respondents	1%	8%	19%	19%	53%	100%

**Graph-6: Education facilities offered to employees children by Reliance**

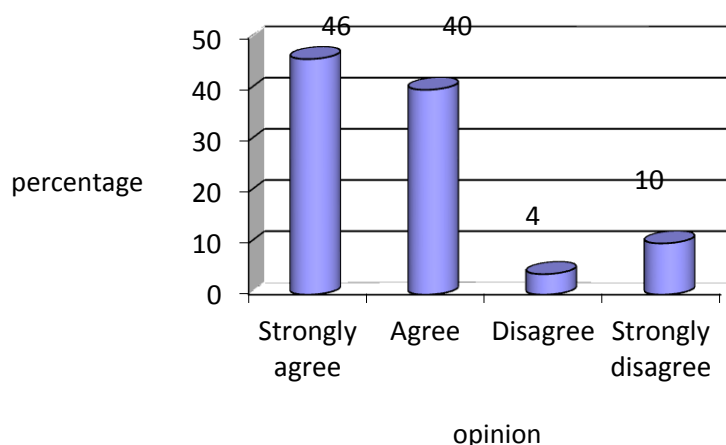


**Interpretation:** From the above data, it can be understood out of 100 respondents (100%), 54 respondents (54%) are highly satisfied, 19 respondents (19%) are satisfied, 19 respondents (19%) are neutral in their opinion, 8 respondents (8%) are dissatisfied and 1 respondent (1%) is very dissatisfied with educational facilities offered to employees' children.

**Table 7: Fringe benefits are good in the organization.**

Employee opinion	Strongly disagree	Disagree	Agree	Strongly agree	Total
No of respondent	10	4	40	46	100
Percentage	10	4	40	46	100

**Graph-7: Fringe benefits are good in the organization.**

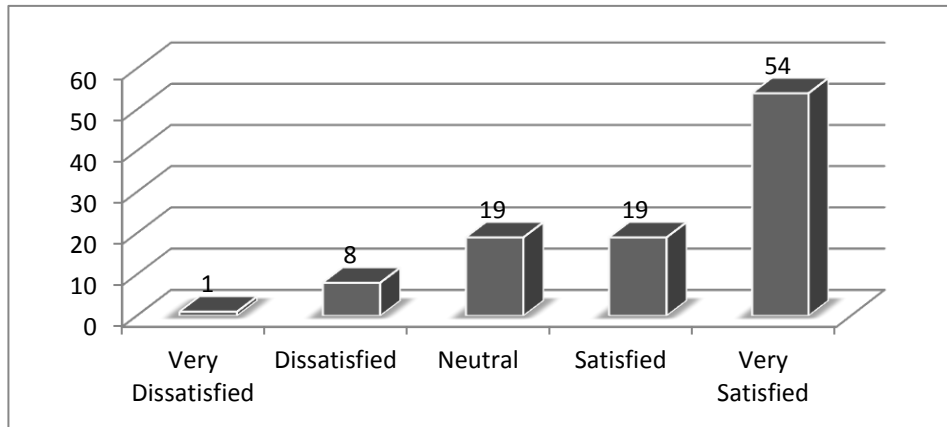


**Interpretation:** From the above data it can be observed that 46% of the employees strongly agree that fringe benefits help the organization, 40% of the employees agree, 4% of the employees disagree and 10% of the employees strongly disagree that the fringe benefits are not good for the organization.

**Table 8: Education Facilities offered to employees children by Reliance.**

Employee Opinion	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Total Respondents	1	8	19	19	54	100
% of Respondents	1%	8%	19%	19%	53%	100%

**Graph-8: Education facilities offered to employees children by Reliance**

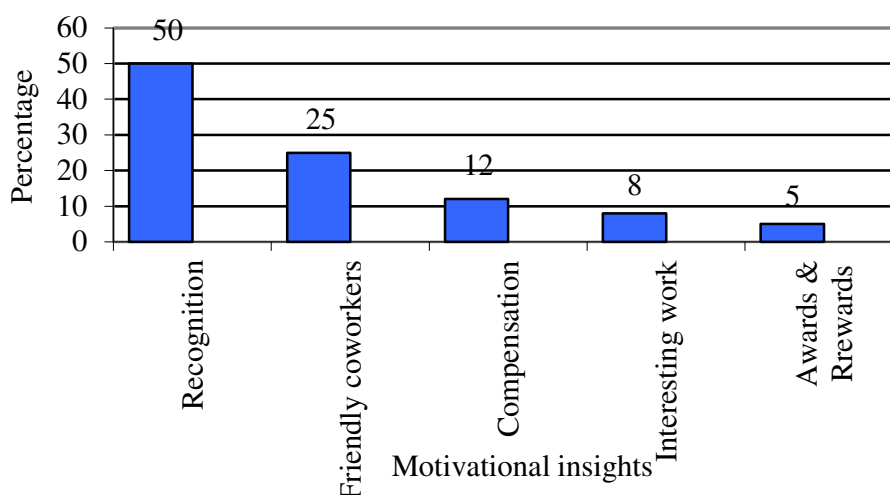


**Interpretation:** From the above data, it can be understood out of 100 respondent (100%) , 54 respondents (54%) are highly satisfied , 19 respondents (19%) are satisfied , 19 respondents (19%) are neutral in their opinion, 8 respondents (8%) are dissatisfied and 1 respondent (1%) is very dissatisfied towards educational facilities offered to employees children.

**Table9: Rank the following motivational insights**

	Insights	Rank (1-5)
1	Interesting work	4
2	Recognition	1
3	Awards & Rewards	5
4	Compensation	3
5	Friendly co - workers	2

**Graph-9: Rank the following motivational insights**



**Interpretation:** The above table reveals that 50% of the employees want recognition, 25% want friendly co-workers, 12% want compensation, 8% want interesting work and 5% want awards and rewards.

**5. FINDINGS:**

- 75% of the employees in the organization are satisfied with the safety precautions and feel it helps to increase high quality of work life.
- The company has taken adequate care of personnel safety and production oriented safety for its employees.



- 73% of the respondents very satisfied with training and development programs in the organization to improve competency in the global market, in this observation that the training programs are really helpful to improve the quality of work life.
- 33% of the respondents are very satisfied and 54% of the respondents are satisfied with transportation facilities provided by the organization as it helps to lead their personal lives.
- 53% of the respondents are very satisfied and 19% are satisfied towards education provided to the employee's children, it balances the work and family life and increases the quality of work life of employees.
- 86% of the respondents are agreed on fringe benefits provided by the organization.
- 50% of the respondents feel recognition can lead to motivate them towards the quality of work life.
- 58% of the employees not satisfied with communication system from employees – supervisors, they feel there is no scope to communicate their opinions in work.
- 32% of the employees feel mental stress in the work environment and 39% of the employees feel mental and physical stress in the working environment. Most of the employees agreed that the stress is both physical and mental.

## **6. SUGGESTIONS:**

- The management has to encourage more participation of the employees to suggest schemes and consider if suggestions are effective.
- It is necessary to take individual counseling for the employees, twice or thrice in a year.
- The organization has to take steps to maintain good relations between the employees and their supervisors.
- The company can take steps in reducing work overload at various levels.
- There may be proper and better ergonomic structure.

## **7. CONCLUSION:**

This research study tried to examine the factors that have a significant impact on Quality of Work Life in the Reliance KG D6, Kakinada. This research highlights some of the small gaps in employee's satisfaction towards the company. The company provides various facilities to employees and it leads to balance the work and personal life of employees. Quality mission includes not only the quality of the products but also the Quality of Work Life. RELIANCE INDUSTRY Ltd aims to promote the peaceful industrial relations and good organization which is highlighted by management and the employees. Since employees are the backbone of the company. So company should satisfy them in order to improve the business in the higher competitive market of the liberalized economy.

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