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A STUDY ON PERCEPTION OF QUALITY OF WORK LIFE AMONG TEXTILE INDUSTRY WORKERS IN GUJARAT

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ABSTRACT

Quality of Life (QWL) is the extent of relationships between individuals and organizational factors that existing in the working environment. It is focusing strongly on providing a work environment conducive to satisfy individual needs. It is assumed that if employees have more positive attitudes about the organization and their productivity increases, everything else being equal, the organization should be more effective. The present study was conducted to examine the work related factors and demographic factors have any relationship with the perception of quality of work life and to explore the relationship between quality of work and quality of life in textile industries located at Rajkot, Surat and Ahmedabad cities of Gujarat. The work related factors are combined in six categories: working environment, welfare measures, safety measures, supervision, participation in decision making and intercommunication. The results hold that demographic factors and work related factors have significant relationship with perception of quality of work life. Present research limited upto 3 location ie. Rajkot, Surat and Ahmedabad textile industry which can be enlarge for future study with different variables which can effect on Quality of work life for workers of different industry and backgrounds.

KEYWORDS

Job Satisfaction, Quality of work life (QWL), Textile Industry workers, working environment.

INTRODUCTION

OVERVIEW OF INDIAN TEXTILE INDUSTRY: India Textile Industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of economy gave the much-needed thrust to the Indian textile industry, which has now successfully become one of the largest in the world. India textile industry largely depends upon the textile manufacturing and export. It also plays a major role in the economy of the country. India earns about 27% of its total foreign exchange through textile exports. Further, the textile industry of India also contributes nearly 14% of the total industrial production of the country. It also contributes around 3% to the GDP of the country. India textile industry is also the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but also opens up scopes for the other ancillary sectors. India textile industry currently generates employment to more than 35 million people. It is also estimated that, the industry will generate 12 million new jobs by the year 2010. Indian textile industry can be divided into several segments, some of which can be listed as below:

- Cotton Textiles
- Silk Textiles
- Woolen Textiles
- Readymade Garments
- Hand-crafted Textiles
- Jute and Coir

CURRENT SCENARIO: The Indian textile industry contributes about 14 per cent to industrial production, 4 per cent to the country's gross domestic product (GDP) and 17 per cent to the country's export earnings. The industry provides direct employment to over 35 million people and is the second largest provider of employment after agriculture. The total cloth production increased by 10.2 per cent during September 2010 as compared to September 2009. The highest growth was observed in the power loom sector (13.2 per cent), followed by hosiery sector (9.1 per cent). The total cloth production during April-September 2010 has increased by 2.1 per cent compared to the same period of the previous year. The total textile exports during April-July 2010 (provisional) were valued at US\$ 7.58 billion as against US\$ 7.21 billion during the corresponding period of the previous year, registering an increase of 5.20 per cent in rupee terms. The share of textile exports in total exports was 11.04 per cent during April-July 2010. Cotton textiles has registered a growth of 8.2 per cent during April-September 2010-11, while wool, silk and man-made fiber textiles have registered a growth of 2.2 per cent while textile products including wearing apparel have registered a growth of 3 per cent. India has the potential to increase its textile and apparel share in the world trade from the current level of 4.5 per cent to 8 per cent and reach US\$ 80 billion by 2020.

Textiles and apparel industry exports, valued at US\$ 20.02 billion (INR 963.05 billion), contributed about 11.5 per cent to the country's total exports in 2008-09. (figure 1)

FIGURE 1: A BRIEF REPORT TEXTILE INDUSTRY IN INDIA JANUARY, 2010

Export item	Export value (2008-09) US\$ billion(INR billion)	Share in total textiles exports (%)
Cotton textiles	4.54(218.08)	22.64
Manmade textiles	3.14 (150.88)	15.67
Silk textiles	0.64 (31.06)	3.23
Wool and woollen textiles	0.45(21.99)	2.28
RMG	9.81 (471.1)	48.92
Handicrafts(including carpets)	1.02(49.39)	5.13
Jute	0.28(13.75)	1.43
Coir and coir products	0.14(6.80)	0.71

(http://www.cci.in/pdf/surveys_reports/indian-textile-industry.pdf)

There are several players which are contributing in the textile industry a lot.

The total textiles imports into India in 2008-09 were valued at US\$ 3.33 billion (INR 160.93 billion).

FIGURE 2: A BRIEF REPORT TEXTILE INDUSTRY IN INDIA JANUARY, 2010

Import item	Import value (2008–09) US\$ billion(INR billion)	Share in total textiles imports (%)
Raw material	0.78(37.84)	23.51
Semi-raw material	0.75(36.14)	22.46
Yarn, fabrics	1.46 (70.49)	43.80
RMG	0.13(6.25)	3.88
Made-up textiles articles	0.21(10.21)	6.35

(http://www.cci.in/pdf/surveys_reports/indian-textile-industry.pdf)

MAJOR PLAYERS AND THEIR TURNOVER

FIGURE 3 : A BRIEF REPORT TEXTILE INDUSTRY IN INDIA January, 2010

Company	Turnover (2008–09) US\$ billion (INR billion)	Business areas
Welspun India Ltd	1.19(57.4)	Home textiles, bathrobes, terry towels
Vardhman Group	0.7	Yarn, fabric, sewing threads, acrylic fibre
Alok Industries Ltd	0.62(29.76)	Home textiles, woven and knitted apparel fabric, garments and polyester yarn
Raymond Ltd	0.54	Worsted suiting, tailored clothing, denim, shirting, woollen outerwear
Arvind Mills Ltd	0.48(23.44)	Spinning, weaving, processing and garment production (denims, shirting, khakis, knitwear)
Bombay Dyeing & Manufacturing Company Ltd	0.27(13.16)	Bed linen, towels, furnishings, fabric for suits, shirts, dresses and saris in cotton and polyester blends
Garden Silk Mills Ltd	0.27(13.31)	Dyed and printed fabric
Mafatlal Industries Ltd	0.03(1.27)	Shirting, poplins, bottomwear fabrics, voiles
Aditya Birla Nuvo, a diversified conglomerate of the Aditya Birla Group, comprising three divisions — Madura Garments, Jayashree Textiles and Indian Rayon	3 (consolidated revenues for Aditya Birla Nuvo)	Madura Garments —lifestyle market (Louis Philippe, Van Heusen, Allen Solly, The Collective) Jayashree Textiles —domestic linen and worsted yarn Indian Rayon —viscose filament yarn
ITC Lifestyle	0.62 (for total FMCG business)	Lifestyle market
Reliance Industries Ltd	28.85 (total group)	Fabric, formal menswear

(http://www.cci.in/pdf/surveys_reports/indian-textile-industry.pdf)

Gujarat is one of the leading industrial states in India and textile industry in particular had contributed in a big way to the industrialization of the State. In fact, development of many industries likes, Dyestuff, Chemicals, Engineering/Foundry and Cotton farming is solely dependent on this sector. The State is well known for development of Hy-breed Cotton, Ginning, power looms, composite mills, spinning units and independent processing Houses. Textile Industry in general has suffered a setback, in specific, in organized sector, all over the country in the recent past. Gujarat was not an exception to this development. However, growth is prominently observed in decentralized sectors e.g. Power loom and Textile Processing, mainly in Surat and Ahmedabad. Overall economic growth of the State is very much dependent on this sector. 24% to 28% of fixed investment, production value and employment of the SSI sector are from textiles alone. Further, 23% of GSDP comes out of textiles in the State, 16% of the cultivated land area of the state is for cotton and Gujarat is the largest cotton producer in the country. About 30% of woven fabric from organized sector and 25% of decentralized power loom sector of the country comes from this State alone. Large Fabric Process Houses are concentrated in Ahmedabad (250) and Surat (350) in the State. Surat is the largest Centre of Art Silk Fabric producing over 40% of the Art Silk fabric produced in the country. The State accounts for 12% share of the total textile exports of the country. A large number of Garment Units and Garment Processing Units are developed in urban areas of the State. Realizing the need, State Government has, therefore, taken active step in developing Apparel Park, one at Surat and the other at Ahmedabad under active support of Union Ministry of Textile. Besides, Jetpur, a Centre of Sari Printing, has been already earmarked for setting up a Textile Park in near future. In Gujarat, textile industry mainly manufactures cotton-based fabrics in Mill Sector. The major reason is being easy availability of the basic raw material in the State, i.e. Cotton. Similarly, many spinning units producing only 100% cotton yarns were established in the state. The State happened to be more conservative with cotton textile products mainly in organized sector. Surat art silk manufacturers are only exceptions, weaving, and Synthetic Textiles in decentralized sector. Similarly, independent processing units' process synthetic blended and cotton fabrics. Clusters of processing units are located at Surat, Ahmedabad (Narol) and Jetpur. Though these units fall under decentralized sector, some of them operate on medium scale production capacity having good capability of processing wide range of fabrics.

Ready-made garment manufacturers and hosiery knit wear units also exist in SSI category. In early 1990s, Gujarat saw a dramatic change in its textile industry scenario where quite a few textile mills started manufacturing denim. The Arvind Mills, Ashima Textiles, Soma Textiles, Modern Denim, Arvee Denim started manufacturing denim. So many mills at a time fetched a new name for Ahmedabad: "Denim City of India" whereas city of Surat became Silky City of India. The State of Gujarat received over 1813 Large & Medium Textile Project proposals through LOI/LOP/IEM during August 1991 to May 2003. Out of these projects, 851 projects worth Rs. 97920 million have been commissioned. This constitutes 25% of total number of projects commissioned in the State during the same period.

Over the last 10 years, Gujarat has doubled its capacity for Spinning Cotton and Blended Yarn and there is still a room to grow both in the area of Modern Ring Spinning and/or Open End Yarn.

Gujarat is the 2nd largest decentralised powerloom concentrating State and here too, State has doubled its capacity during last 8 years. However, new opportunities are in the direction of Weaving (only with high speed looms and "shuttle-less" technology). Gujarat being the largest producer of cotton, has obtained tremendous opportunities towards higher and higher value addition product by setting up Modern Process Houses (with the technology of low polluting and less energy costs) in one hand and Knitwear/Ready-made Garments in a big way on the other to fulfil the domestic and international market. Investment opportunities may be, therefore, explored for Cotton Ring Spinning (25,000 spindles), Open End Spinning (1000 rotors), Modern Process House, Shuttle less Weaving (50 looms), Ready-made garments unit and Non-woven and Technical Textile unit with appropriate technology.

NEED AND IMPORTANCE OF THIS STUDY

The study was defined with a view to investigating the overall quality of working life (QWL) and job satisfactions and performance of the workers in textile mills in Rajkot, Surat and Ahmedabad cities. The term quality of work life refers to the favorable or unfavorable condition of a total job environment for people (Davis and Newstrom 1985). The basic purpose is to develop jobs and working conditions that are excellent for people as well as for the economic health of the organization. The elements in QWL program include-open communication, equitable reward systems a concern for employee job security and satisfying careers and participation in decision making.

QWL is intimately connected with the concept of "Industrial democracy". Quality of work life in a developing country like India has gained momentum and has now become both "ends and means". It is end in itself as it is the key of all development. It is a means as the decision making involves workers' participation and job redesign, which improves the productivity and overall performance i.e. skills, and competencies of the workers. It aims at healthier, more satisfied and more productive employees thus more adaptive, efficient and profitable organization. Quality of work life is a generic phrase that covers a person's feelings about every dimension of work, including economic rewards and benefits, security, safe and healthy working conditions, organizational and interpersonal relationships and intrinsic meaning in the person's life. To sustain and progress in such an environment skills and competencies of the employees should be multifaceted, upgraded and attuned to specific needs. Hence, the present study is an attempt to evaluate the QWL of workers in textile mills, a labor intensive industry, in all three cities. The examining of the dimensions of QWL and relationship between QWL and job-satisfaction of workers has also been undertaken in the present study.

QWL programs usually emphasize development of employee skills, the reduction of occupational stress and development of labor management relations. Several researches have been conducted in this field. Sayeed and Sinha (1981) examined the relationship between QWL, job stress and performance. The results indicate that higher QWL leads to greater job satisfaction. Rahman (1984) in his study on the industrial workers of India found that subjects having low educational background and lower income had better perception of QWL than those having higher education and higher income. Haque (1992) in his study found that QWL is positively related to performance and negatively correlated to absenteeism. But he found no relationship between perceived QWL and workers' age, education and job experience. Wadud (1996) in a study found that QWL was significantly higher among the private sector women employees than their counterparts among the private sector women employees than their counterparts in the public sector. It also showed that younger group and higher experienced groups had significantly higher perception of QWL than the older and the lower experienced groups.

OBJECTIVES

No work so far has been conducted on QWL and work related factors of textile industries at Gujarat. Thus there is a need to conduct research on QWL and job related factors in these industries. The present study was designed with a view to achieving the following objectives.

1. To determine how work related factors enhance better quality of life.
2. To assess the contribution of demographic variables.

RESEARCH METHODOLOGY

HYPOTHESIS

H0: Work related factors do not lead to better quality of work life.

H1: Work related factors leads to better quality of work life.

H0: Demographic factor does not influence the perceived level of quality of work life.

H1: Demographic factor influence the perceived level of quality of work of life.

SAMPLE

The present study was conducted on a sample of 210 workers taken from five textile manufacturing workers at Rajkot, Surat and Ahmedabad cities. The respondents were selected on stratified random sampling basis.

MEASURING INSTRUMENTS USED

An open-end questions contains 55 question was used to measure the perception of workers. Likert five point continuum was used to prepare the scale to measure the work related attitude of respondents. Personnel data were also collected to measure the demographic variables.

PRESENT STUDY

The present study attempts to measure the level of perceived Quality of work life of the workers of textile mills. Attempt is also made to find out if quality of work life has any significant relationship with job related variables and with demographic variables. The present study suffered from some limitations like small sample size and limited area of investigation which might not be true representative of the whole population of the textile industries. So, before generalization, there is a need to conduct an in-depth study covering larger sample size and broader areas of investigation.

PRESENT SCENARIO OF STUDY AREA

The study grasps the following sections that deals with the present circumstances existing at the study area to bring the complete picture under what situation the respondents are working and what condition is prevailing then in the textile industries in Rajkot, Surat and Ahmedabad.

WORK RELATED FACTORS

WORKING ENVIRONMENT

Environmental factors determine the type of supervisors behavior required as a complement if worker outcomes to be maximized. While personal characteristics of the workers determine how the environment and supervisor behavior are interpreted. It is observed that the climate of the textile industries in Rajkot, Surat and Ahmedabad is comply with statutory measures and it may suits to work comfortable for present employees.

WELFARE MEASURES

Welfare measures are likely to promote good employee health and safety which may result in greater worker efficiency and productivity. It may also boost the employee morale and loyalty. Welfare measures of textile industries shows that they are in need of some provisions like sittings, suitable restrooms, transport facilities are found to be not adequate, but the making adjustments for late attendance, weekly holidays, rest hours, canteen facilities, recreation facilities are found to be satisfied by the respondents.

SAFETY MEASURES

Safety is the freedom from the occurrence of risk, injury or loss. The management should provide proper equipments, and tools and training for using the tools. Top management in the textile industries has made provisions for the worker and some of the workers found to be unaware of it.

SUPERVISION

Supportive supervision may leads higher employee performance and satisfaction when workers are performing structured tasks. It was expected that the

supervisors would assume the role of change agent in enhancing the self image of workers and to develop them. The study area shows that supervisors' role in work done from the employees found to be critical and they very supportive and assertive to complete the task assignment.

PARTICIPATION IN DECISION MAKING

Participation in decision making, particularly workers in deciding important matters influence the workers to feel sense of workmanship and creativity. It is directly concerned with an individuals working and has an important bearing on his satisfaction. Only autocratic power of attorney is prevailed and supervisors are paying much attention to the proposal whispered by the employees

COMMUNICATION

Communication enhances the capacity to convey information. Through upward communication, employees can share their views, grievances and how to overcome these, and getting suggestions for improving work performance. Communication is held through notice board and circulars to all the employees. Informal communication is also plays a vital role in the textile industries.

COLLECTION OF DATA

Both primary and secondary data have been used for the present study. The primary data have been collected from the sample workers by personal interview and telephonic interview. The selected respondents were contacted in person and the objective of the study was clearly explained to them and their co-operation was ensured. The details regarding the age, sex, education, religion, family size, experience, salary and other aspects relating to the overall objectives of the study were collected from the sample respondents through the direct personal interview method. Secondary data relating to the number of mills in these three cities and Annual reports of textile mills were collected. The list of workers in each mill were obtained from the records of the respective mills.

ANALYSIS OF DATA

The core of study being quality of work life measure the dependent variables with the tools of statistical analysis consisted of absolute numbers of summery statistics and comparison of mean scores are made with the help of chi-square test. In addition, the dependent variables are analyzed with the help of Analysis of Variance to find out the level of significance of the difference in mean squares.

TABLE 1: DEMOGRAPHIC VARIABLES AND LEVEL OF PERCEPTION OF QWL - CHI-SQUARE TEST

Factor	Calculated Chi-square	Degrees of freedom	Table value	Remarks
Age	14.727	4.00	13.277	1% level significance
Educational status	26.731	6.00	16.812	1% level of significance
Experience	7.910	4.00	9.488	Not significance
Income	24.520	4.00	13.277	1% level of significance
Family size	5.197	4.00	9.488	Not significant
Wealth position	7.533	4.00	9.488	Not significant

Table No 2: WORK RELATED FACTORS –TEST OF ANOVA WORKING ENVIRONMENT AND PERCEPTION OF QWL

Sources of variance	Sum of squares	DOF	Mean Square	F- Value	Table Value	Remarks
Between Groups	64.450	2	32.225	7.42	3.00	Significant
Within Groups	899.07	207	4.34			
Total	963.524	209				

TABLE NO. 3: WELFARE MEASURES AND PERCEPTION OF QWL

Sources of variance	Sum of squares	DOF	Mean Square	F- Value	Table Value	Remarks
Between Groups	194.815	2	97.408	26.23	3.00	Significant
Within Groups	768.708	207	3.714			
Total	963.524	209				

TABLE NO 4: SAFETY MEASURES AND PERCEPTION OF QWL

Sources of variance	Sum of squares	DOF	Mean Square	F- Value	Table Value	Remarks
Between Groups	335.72	2	167.86	55.347	3.00	Significant
Within Groups	627.804	207	3.033			
Total	963.524	209				

TABLE NO 5: SUPERVISION AND PERCEPTION OF QWL

Sources of variance	Sum of squares	DOF	Mean Square	F- Value	Table Value	Remarks
Between Groups	132.657	2	66.328	16.525	3.00	Significant
Within Groups	830.867	207	4.014			
Total	963.524	209				

Table No 6: PARTICIPATION IN DECISION MAKING AND PERCEPTION OF QWL

Sources of variance	Sum of squares	DOF	Mean Square	F- Value	Table Value	Remarks
Between Groups	87.211	2	43.606	9.207	3.00	Significant
Within Groups	980.412	207	4.736			
Total	1067	209				

TABLE NO 7: INTER COMMUNICATION AND PERCEPTION OF QWL

Sources of variance	Sum of squares	DOF	Mean Square	F- Value	Table Value	Remarks
Between Groups	114.718	2	57.359	18.97	3.00	Significant
Within Groups	625.896	207	3.024			
Total	963.524	209				

ANALYSIS

RESULTS

It is noted from the Table 1 the demographic factors of Age, Education and Income of the calculated chi-square value is less than the table value at 1% level of significance. This infers that the age of the respondents, education and income and the level of perception on QWL are associated "holds good". The results further shows that Demographic factors of Experience, Family size and Wealth position of the calculated chi-square value is more than the table value at 1% level of significance. This shows that there is no close relationship between the variables of experience, family size and wealth position and the level of

perception on QWL from the table no 2,3,4,5,6,7 shows that the workers of the manufacturing industries have significant relationship with the work related factors of working environment, welfare measures, safety measures, supervision measures, participation in decision making and intercommunication. It is known that the factors influencing the working conditions and welfare measures such as work place does affect the quality of work life in these industries. The implications of these findings is that the supervisor who creates condition under which his workers can satisfy important needs and allowing them to participate in decision making is likely to motivate his workers successfully to better work performance. However, sometimes informally it is observed that the feedback about decision making particularly in implementing interventions (specifically-techno structural intervention) found to be dissatisfied. Even though the management provide good quality of work life, the workers does not have any scope for job confirmation. 20 % of the workers have highest experience of 8 years service and there is no job gradation.

DISCUSSION

The present study attempted to assess whether the workers in textile industries perceived quality of work life. Attempt was also made to find out if quality of work life had any relationship with work related factors and with demographic factors. It appears from the results that textile workers perceive significantly according to the demographic factors of age, income, and education. This finding supports the earlier findings by Haque (1992), Hossain (1999), Rahman (1984), Hoque and Rahman (1999) but against the factors of experience, wealth and family size. Hoque and Rahman found that demographic factors of (age, education, experience and income) private sector worker perceived significantly higher QWL than their counter parts in the public sector. Wadud (1996) and Modway (1981) also expressed the same.

QWL was found to have significant relationship with work related factors. This result is consistent with the findings of Haque (1992), Hossain (1999) and Sayeed Sinha (1981).

CONCLUSION

It is observed that quality of work is not equals to that of quality of life. The study suggests the management to take the necessary steps to arrest the drift of deteriorating quality of work life in certain human factors like experience, wealth position, family size which are the basic factors to express the workers desire. Insecurity of job leads to discouragement, anxiety and even bitterness for negative perception of quality of work life. Providing sittings, suitable restrooms, transport facilities to all the employees may encourage them to work continuously in the same industry. Allowing employees to participate in decision making make them to work enthusiastically and give recognition to them in their work. Providing training in using safety measures may build loyalty in their work. If the management provides permanent job, will definitely leads to good quality of work life.

SCOPE FOR FURTHER RESEARCH

Quality of work life is a multi dimensional aspect. Still less work been done on workers for the following needs:

- The Principal of security
- The Principal of equality
- The Principle of individualism
- The Principle of Democracy

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