

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CHALLENGES OF NON-TAX COMPLIANCE AMONGST THE SMALL AND MEDIUM ENTERPRISES (SMEs) IN ZIMBABWE <i>DR. B. NGWENYA, LIONET SIBANDA & DR. T. CHITATE</i>	1
2.	STUDY ON ATTRITION AND RETENTION FOR BUSINESS DEVELOPMENT EXECUTIVE AT PRIVATE SECTOR BANK, PUNE <i>SHIKHA SINDHU & ASHU SINDHU</i>	5
3.	STRATEGIC ISSUES AND DIMENSIONS OF BRAND MANAGEMENT IN FINANCIAL SERVICES <i>DR. M.G.KRISHNAMURTHY, G.V.MRUTHYUNJAYA SHARMA & DR. MAHESHA KEMPEGOWDA</i>	15
4.	A STUDY ON THE IMPACT OF MICRO FINANCE IN EMPOWERMENT OF SELF HELP GROUPS' WOMEN IN NAMAKKAL DISTRICT <i>G. BHOOPATHY & DR. R. MATHIVANAN</i>	20
5.	A STUDY ON THE LEARNING STYLES OF THE EMPLOYEES OF AN IT COMPANY IN COIMBATORE <i>DR. G. SIVARAMAKRISHNAN & ISWARYA.M</i>	24
6.	BUILDING AND MANAGING A HIGH PERFORMING SALES FORCE <i>RAHUL SETH & NIKHIL JAIN</i>	31
7.	A STUDY ON FINANCIAL MANAGEMENT PRACTICES OF POOR HOUSEHOLDS IN CHENNAI AREA <i>M.VALLIAMMAL & DR. A. CHANDRA MOHAN</i>	34
8.	A STUDY ON THE BUYING BEHAVIOUR OF GREEN PRODUCTS <i>RESHMI.R & DR. B. JOHNSON</i>	39
9.	MORALE OF WOMEN WORKERS IN UNORGANISED SECTOR: A STUDY WITH SPECIAL REFERENCE TO MADURAI CITY <i>DR. I. NAGARAJAN & DR. S. MEENAKUMARI</i>	46
10.	SAVING BEHAVIOUR AMONG UNORGANIZED SECTOR WORKERS IN COIMBATORE DISTRICT <i>J.THIRAVIA MARY GLORIA & DR. P. SANTHI</i>	52
11.	FACTORS INFLUENCING CUSTOMERS' ADOPTION OF MOBILE BANKING SERVICES: AN EXPLORATORY STUDY <i>K. PADMANABAN & DR. T. JOSEPH</i>	60
12.	A STUDY ON IMPACT OF MERGER AND ACQUISITION ON GROWTH PERFORMANCE OF SELECTED ACQUIRER BANKS IN INDIA <i>DR. G. MANOKARAN & R.RADHARUKKUMANI</i>	65
13.	GREEN MARKETING IN INDIA AND ITS IMPACT ON CONSUMER BEHAVIOUR <i>DR. SANJAY KESHAORAO KATAIT</i>	71
14.	CHALLENGES BEFORE INDIAN FINANCIAL SECTOR IN INFORMATION AGE <i>POOJA BHUTANI</i>	75
15.	UNIVERSAL BANKING: FINANCIAL MALL BY BANKS <i>NIKETAN SHET</i>	80
16.	THE ATTITUDE OF INVESTORS TOWARDS MUTUAL FUNDS IN INDIA <i>J.KANNAN & R.JAYA</i>	86
17.	ASSESSMENT OF SATISFACTION LEVEL AMONG GUESTS OF WOLAITA SODO CITY <i>TEMESGEN TESHOME & YITBAREK SEYOUM</i>	90
18.	EFFECTIVENESS OF GREEN BANKING TECHNOLOGY OF THE COMMERCIAL BANKS IN INDIA <i>DR. AR.ANNADURAI</i>	98
19.	BRICS EQUITY MARKETS LINKAGES: EVIDENCE FROM PRE- AND POST- GLOBAL FINANCIAL CRISIS <i>PAYAL JAIN</i>	101
20.	STAGES IN CONSUMPTION AND ACCEPTANCE OF DIETARY SUPPLEMENTS IN PUNE <i>DR. SUPRIYA PATIL & RACHITA BHATTACHARYA</i>	107
	REQUEST FOR FEEDBACK & DISCLAIMER	111

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NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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MORALE OF WOMEN WORKERS IN UNORGANISED SECTOR: A STUDY WITH SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT

The growth of formal employment in the country has always been less than that of total employment, indicating a faster growth of employment in the informal sector. Available data suggests that within the formal sector also the proportion of unorganized workers is on the increase. While the sector contributes around half of the GDP of the country, its dominance in the employment front is such that more than 90% of the total workforce has been engaged in the informal economy. It is widely acknowledged that the informal sector in India suffers from a low productivity syndrome, compared to the formal sector. The prominent features of the sector are lower level wages, poor working and living conditions. The National Commission on Self-Employed Women in the Informal Sector which submitted its report a few years ago recommended the setting up of a separate wing in the union labour department to deal with the problems of unorganised labour. Still, there is no remarkable improvement in the working conditions of women workers in unorganized sector. This prevailing condition made the researchers to study "the morale of women workers in unorganized sector in Madurai city".

KEYWORDS

Unorganised sector, construction workers, sales girls, Domestic helpers.

INTRODUCTION

Although most women in India work and contribute to the economy in one form or another, much of their work is not documented or accounted for in official statistics. Women plough fields and harvest crops while working on farm; they weave and make handicrafts while working in household industries; they sell food and gather wood while working in the informal sector. From time immemorial women in the name of tradition, is forced to shoulder the responsibility of taking care of the family by discharging the duties like cooking, keeping the house clean tidy, bearing and breeding the children since Indian culture hinders women's access to jobs in stores, factories and the public sector, the informal sector is particularly important for women. It is estimated that over 90 percent of working women are in the informal sector.

The informal sector includes jobs such as domestic servant, small trader, artisan, or field laborer on a family farm. Most of these jobs are unskilled and low paying and do not provide benefits to the worker.

STATEMENT OF THE PROBLEM

Compared to other countries in India from the traditional period to till date women are treated with much respect and now a days they equip themselves fully well for the challenging role in National Aeronautics and Space Administration (NASA), ruling the country and empowerment. But such women are negligibly had in numbers. Though majority of the women work under unorganised sector, major studies are focused on organized sector only. Hence the researcher makes an attempt to examine the women's role in unorganized sector. As the women employees in unorganised sector are highly influenced by their work, salary and monetary benefits, inter-personal relationship and family, an attempt is made to assess the impact of such factors on the morale of women employees.

OBJECTIVES

This paper highlights the following objectives

- To study the role of women in unorganised sectors
- To study the socio-economic profile and morale of the women workers in selected unorganised sectors.
- To present findings, suggestions and conclusion based on the result of the study for the betterment of women workers.

REVIEW OF LITERATURE

Appadorai, D.A. (2001) in his study on sanitary workers found that majority of the respondents are illiterate. It is also found that there is a relationship between education and employment.

Jagadish (2001) in his study on job involvement of first level supervisors found that the least educated group showed high job involvement whereas the highly educated group lowest job involvement.

C.MuthuVelayutham, (2003) in his study "A study on employee morale in mku," identified the determinants of morale in terms of the job variables and the employee's socio-economic background. Further a comparison of the different morale groups is made with the university culture contracts. The findings showed that different levels of management have different level of morale but there is no significant relationship between the two.

Nagarajan (2005) in his study on boss and employee morale." Examined the role played by immediate boss in boosting the morale of his subordinates. Nine out of ten persons expressed displeasure with the treatment given by their immediate boss and reasons like insufficient monetary incentives, poor working conditions, unfavourable organizational climate and other such factors have been cited only as complementary factors.

Chellapandian.K (2006) in his study "Employees morale in soundaraja Mills Ltd. Dindigul." A study designed to throw light on the various aspects of employee opinion on the jobs. The findings showed that morale is influenced by sex, age, qualification, marital status, employment status, size of the family, income and membership in trade unions but morale is not influenced by skill and level experience.

PERIOD OF THE STUDY

The primary data was collected from December 2012 to January 2013. The period covered in the academic year 2012 -2013.

HYPOTHESIS

H01: To find out whether there is any relationship between age of the respondents and level of attitude.

HO2: To find out whether there is any relationship between education of the respondents and level of attitude.

HO3: To find out whether there is any relationship between marital status of the respondents and level of attitude.

HO4: To find out whether there is any relationship between occupation of the respondents and level of attitude.

HO5: To find out whether there is any relationship between monthly income of the respondents and level of attitude.

HO6: To find out whether there is any relationship between working hours of the respondents and level of attitude.

METHODOLOGY & DATA COLLECTION

This study consists of both the primary data and secondary data

SECONDARY DATA

Besides online sources, the secondary data are collected through journals, books, magazines and past studies about this topic.

PRIMARY DATA

Primary data is collected through a well structured interview schedule. After pilot study was undertaken the interview schedule was finalized. Based on the experience gained in the pilot study and discussion with researchers and academicians the interview schedule was thoroughly revised. It was well suited to collect the primary data from the respondents.

SAMPLE DESIGN

To collect primary data, 100 respondents were selected based on proportional random sampling method from the three unorganised sectors and within the groups convenient sampling method was used to select the respondents for collection of data. The number of collected samples are depicted below:

NUMBER OF SAMPLE RESPONDENTS

Unorganised sector	Number of sample
Building construction labours	35
Sales girls	40
Domestic helpers	25

TOOLS FOR ANALYSIS

The collected data is analysed with the help of chi-square test. The results are given below:

ANALYSIS AND INTERPRETATION

LEVEL OF ATTITUDE AND AGE AND AGE

To find out whether there is any significant relationship between Age and level of attitude a null hypothesis framed. The frequency of cell value is less than 10. Hence Yates correction is applied in chi-square test. The result is shown in the following table 4.23.

CHI-SQUARE TEST AND AGE

TABLE 4.23

O	E	O-E	(O-E)-0.5	[(O-E)-0.5] ²	[(O-E)-0.5] ² /E
4	7.82	-3.82	-4.32	18.66	2.386
5	5.29	-0.29	-0.79	0.624	0.118
10	5.29	4.71	4.21	17.72	3.350
4	4.6	-0.6	-1.1	1.21	0.263
16	19.72	-3.72	-4.22	17.81	0.903
15	13.34	1.66	1.16	1.35	0.101
12	13.34	-1.34	-1.84	3.38	0.253
15	11.6	3.4	2.9	8.41	0.725
14	6.46	7.54	7.04	49.56	7.672
3	4.37	-1.37	-1.87	3.50	0.785
1	4.37	3.37	2.87	8.24	1.885
1	3.8	-2.8	3.3	10.89	2.866
Total					21.307

Source: Primary Data

NULL HYPOTHESIS (HO)

There is no significant relationship between the age of the respondents and their view on work in Madurai city.

Degree of Freedom (r-1) (c-1) = (4-1) (3-1) = 3*2=6

The Table value of χ^2 for degree of freedom 6 at 5% level of significance is 12.6

The calculated value of χ^2 is 21.307 is greater than the table value. Therefore Null hypothesis is rejected. Hence it is concluded that there is a significant relationship between age and level of attitude.

LEVEL OF ATTITUDE AND EDUCATIONAL QUALIFICATION

The Educational Qualification of the respondent has been compared with level of satisfaction of respondents view on work.

LEVEL OF ATTITUDE AND EDUCATIONAL QUALIFICATION

TABLE 4.24

Educational qualification	Level of Attitude			Total
	High	Medium	Low	
Illiterate	4(10)	26(62)	12(28)	42
Up to SSLC	11(25)	23(52)	10(23)	44
Higher Secondary	1(12)	6(76)	1(12)	8
Graduate	3(50)	3(50)	-	6
Total	19	58	23	100

Source: Primary Data

(Figure in brackets denotes percentage)

From table 4.24 it is inferred that most of the respondents have a medium level of satisfaction irrespective of level of education. Thus it is found that 62%, 52%, 76% and 50% of the total respondents who have a medium level of satisfaction are illiterates, SSLC, HSC and graduates respectively.

LEVEL OF ATTITUDE AND EDUCATIONAL QUALIFICATION

To find out whether there is any significant relationship between Educational qualification and level of attitude a null hypothesis framed. The frequency of cell value is less than 10. Hence Yates correction is applied in chi-square test. The result is shown in the following table 4.25.

TABLE 4.25

O	E	O-E	[(O-E)-0.5]	[(O-E)-0.5] ²	[(O-E)-0.5] ² /E
12	9.66	2.34	1.84	3.387	0.351
10	10.12	-0.12	0.62	0.384	0.038
1	1.84	-0.84	-1.34	1.796	0.976
0	1.38	-1.38	-1.88	3.534	2.561
26	24.36	1.64	1.14	1.3	0.053
23	25.52	-2.52	-3.02	9.120	0.357
6	4.64	1.36	0.86	0.74	0.159
3	3.84	-0.84	-1.34	1.8	0.159
4	7.98	-3.98	-4.48	20.07	2.515
11	8.36	2.64	2.14	4.58	0.548
1	1.52	-0.52	-1.02	1.04	0.684
3	1.14	1.86	1.36	1.85	1.623
Total					10.334

Source: Primary Data

NULL HYPOTHESIS (H₀)

There is no significant relationship between the education qualification of the respondents and their view on work in Madurai city.

Degree of Freedom (r-1) (c-1) = (4-1) (3-1) = 3*2=6

The Table value of χ^2 for degree of freedom 6 at 5% level of significance is 12.6

The calculated value of χ^2 is 10.334 is less than the table value. Therefore Null hypothesis is accepted. Hence it is concluded that there is no significant relationship between educational qualification and level of attitude.

LEVEL OF ATTITUDE AND MARITAL STATUS

Marital Status of the respondent is analysed to assess the level of satisfaction of respondents on their work and the results are presented in the following table 4.26.

LEVEL OF ATTITUDE AND MARITAL STATUS

TABLE 4.26

Marital Status	Level of Attitude			Total
	High	Medium	Low	
Spinster	13(43)	14(47)	3(10)	30
Married	4(10)	29(69)	9(21)	42
Widow	2(7)	15(54)	11(39)	28
Total	19	58	23	100

Source: Primary Data

(Figure in brackets denotes percentage)

From table 4.26 it is clear that majority of the respondents have medium level of satisfaction in work irrespective of the marital status.

CHI-SQUARE TEST FOR LEVEL OF ATTITUDE AND MARITAL STATUS

To find out whether there is any significant relationship between marital status and level of attitude a null hypothesis framed. The frequency of cell value is less than 10. Hence Yates correction is applied in chi-square test. The result is shown in the following table 4.27.

CHI-SQUARE TEST AND MARITAL STATUS

TABLE 4.27

O	E	O-E	[(O-E)-0.5]	[(O-E)-0.5] ²	[(O-E)-0.5] ² /E
3	6.9	-3.9	-4.4	19.36	2.806
9	9.89	-0.89	-1.39	1.932	0.195
11	6.44	4.56	4.06	16.48	2.559
14	17.4	-3.4	-3.9	15.21	0.874
29	24.94	4.06	3.56	12.67	0.508
15	16.24	-1.24	-1.74	3.02	0.186
13	5.7	7.3	6.8	46.24	8.112
4	8.17	-4.17	-4.67	21.81	2.67
2	5.32	-3.32	-3.82	14.59	2.742
Total					20.649

Source: Primary Data

NULL HYPOTHESIS (H₀)

There is no significant relationship between the marital status of the respondents and their view on work in Madurai city.

Degree of Freedom (r-1) (c-1) = (3-1) (3-1) = 2*2=4

The Table value of χ^2 for degree of freedom 4 at 5% level of significance is 9.49

The calculated value of χ^2 is 20.649 is greater than the table value. Therefore Null hypothesis is rejected. Hence it is concluded that there is significant relationship between marital status and level of attitude.

LEVEL OF ATTITUDE AND OCCUPATION

The Occupation of the respondents is analysed to assess the level of satisfaction of the respondents on Work and the results are presented in the following table 4.28

LEVEL OF ATTITUDE AND OCCUPATION

TABLE 4.28

Occupation	Level of Attitude			Total
	High	Medium	Low	
Building Construction	—	19(54)	16(46)	35
Domestic helpers	4(16)	20(80)	1(4)	25
Sales Girls	15(37)	19(48)	6(15)	40
Total	19	58	23	100

Source: Primary Data

(Figure in brackets denotes percentage)

From table 4.28 it is crystal clear that most of the respondents have a medium level of satisfaction irrespective of the field they work in. Thus it is found that 54%, 80% and 48% of total respondents with medium level of satisfaction work in different fields of building construction, domestic helps and sales girls.

CHI-SQUARE TEST FOR LEVEL OF ATTITUDE AND OCCUPATION:

To find out whether there is any significant relationship between occupation and level of attitude a null hypothesis framed. The frequency of cell value is less than 10. Hence Yates correction is applied in chi-square test. The result is shown in the following table 4.29.

CHI-SQUARE TEST AND OCCUPATION

TABLE 4.29

O	E	O-E	[(O-E)-0.5]	[(O-E)-0.5] ²	[(O-E)-0.5] ² /E
16	8.05	7.95	7.45	55.50	6.8944
1	5.75	-4.75	-5.25	27.56	4.7930
6	9.2	-3.2	-3.7	13.69	1.4880
19	20.3	-1.3	-1.8	3.24	0.1596
20	14.5	5.5	5	25	1.7241
19	23.2	-4.2	-4.7	22.09	0.9522
0	6.65	-6.65	-7.15	51.123	7.6877
4	4.75	-0.75	-1.25	1.5625	0.3289
15	7.6	7.4	6.9	47.61	6.2645
Total					30.290

Source: Primary Data

NULL HYPOTHESIS (H₀)

There is no significant relationship between the occupation of the respondents and their view on work in Madurai city.

Degree of Freedom (r-1) (c-1) = (3-1) (3-1) = 2*2=4

The Table value of χ^2 for degree of freedom 4 at 5% level of significant is 9.49

The calculated value of χ^2 is 30.290 is greater than the table value. Therefore Null hypothesis is rejected. Hence it is concluded that there is a significant relationship between occupation and level of attitude.

LEVEL OF ATTITUDE AND MONTHLY INCOME

The Monthly Income of the respondents is analysed to assess the level of satisfaction of the respondents on their Work as the results are shown in the following table 4.3

LEVEL OF ATTITUDE AND MONTHLY INCOME

TABLE 4.30

Monthly Income	Level of Attitude			Total
	High	Medium	Low	
Below 3,000	2(14)	11(79)	1(7)	14
3,000-5,000	11(25)	27(63)	5(12)	43
5,000-10,000	6(16)	17(45)	15(39)	38
Above 10,000	-	3(60)	2(40)	5
Total	19	58	23	100

Source: Primary Data

(Figure in brackets denotes percentage)

Table 4.30. shows that majority of employees have a medium level of satisfaction irrespective of level of monthly income. Thus it is found that 79%, 63%, 45% and 60% of the total respondents who have a medium level of satisfaction are earning below 3,000, between 3000-5000; 5000-10000; and above 10,000 respectively.

4.26.1 CHI-SQUARE TEST FOR LEVEL OF ATTITUDE AND MONTHLY INCOME

To find out whether there is any significant relationship between monthly Income and level of attitude a null hypothesis framed. The frequency of cell value is less than 10. Hence Yates correction is applied in chi-square test. The result is shown in the following table 4.31.

CHI-SQUARE TEST AND MONTHLY INCOME

TABLE 4.31

O	E	O-E	[(O-E)-0.5]	[(O-E)-0.5] ²	[(O-E)-0.5] ² /E
1	3.22	-2.22	-2.72	7.398	2.2975
5	9.89	-4.89	-5.39	29.52	2.2985
15	8.74	6.26	5.76	33.178	3.796
2	1.15	0.85	0.35	0.1225	0.1065
11	8.12	2.88	2.38	5.664	0.698
27	24.94	2.06	1.56	2.434	0.0975
17	22.04	-5.04	-5.54	30.69	1.392
3	2.9	0.1	0.4	0.16	0.0552
2	2.66	-0.66	0.16	0.026	0.0098
11	8.17	2.83	2.33	5.429	0.665
6	7.22	-1.22	-1.72	2.958	0.4097
0	0.95	-0.95	-1.45	2.103	2.22
Total					14.729

Source: Primary Data

NULL HYPOTHESIS (H₀)

There is no significant relationship between the monthly income of the respondents and their view on work in Madurai city.

Degree of Freedom (r-1) (c-1) = (4-1) (3-1) = 3*2=6

The Table value of χ^2 for degree of freedom 6 at 5% level of significance is 12.6

The calculated value of χ^2 is 14.729 is greater than the table value. Therefore Null hypothesis is rejected. Hence it is concluded that there is a significant relationship between monthly income and level of attitude.

4.27. LEVEL OF ATTITUDE AND WORKING HOURS

The Working hours of the respondents has been compared with the level of satisfaction of the respondents on their view on Work in the following table 4.32.

LEVEL OF ATTITUDE AND WORKING HOURS

TABLE 4.32

Working hours	Level of Attitude			Total
	High	Medium	Low	
4-6hours	3(43)	4(57)	-	7
6-8hours	4(14)	22(79)	2(7)	28
8-10hours	2(5)	23(56)	16(39)	41
Above 10 hours	10(42)	9(38)	5(21)	24
Total	19	58	23	100

Source: Primary Data

(Figure in brackets denotes percentage)

From table 4.32 it is inferred that majority of the respondents have medium level of satisfaction irrespective of working time 57%, of those working for 4-6 hours, 79% working for 6-8 hours and 56% working for 8-10 hours but the remaining category of above 10 hours of 42% have high level of satisfaction on their work.

4.27.1. CHI-SQUARE TEST FOR LEVEL OF ATTITUDE AND WORKING HOURS

To find out whether there is any significant relationship between working hours and level of attitude a null hypothesis framed. The frequency of cell value is less than 10. Hence Yates correction is applied in chi-square test. The result is shown in the following table 4.33.

CHI-SQUARE TEST AND WORKING HOURS

TABLE 4.33

O	E	O-E	[(O-E)-0.5]	[(O-E)-0.5] ²	[(O-E)-0.5] ² /E
0	1.61	-1.61	-2.11	4.452	2.765
2	6.44	-4.44	-4.94	24.404	3.789
16	9.43	6.57	6.07	36.845	3.907
5	5.52	-0.52	-1.02	1.040	0.188
4	4.06	-0.06	0.56	0.314	0.077
22	16.24	5.76	5.26	27.68	1.704
23	23.78	-0.78	-1.28	1.638	0.069
9	13.92	-4.92	-5.42	29.38	2.111
3	1.33	1.67	1.17	1.369	1.029
4	5.32	-1.32	-1.82	3.312	0.623
2	7.79	-5.79	-6.29	39.56	5.078
10	4.56	5.44	4.94	24.40	5.351
Total					26.691

Source: Primary Data

NULL HYPOTHESIS (H₀)

There is no significant relationship between the working hours of the respondents and their view on work in Madurai city.

Degree of Freedom (r-1) (c-1) = (4-1) (3-1) = 3*2=6

The Table value of χ^2 for degree of freedom 2 at 5% level of significance is 12.6

The calculated value of χ^2 is 26.691 is greater than the table value. Therefore Null hypothesis is rejected. Hence it is concluded that there is a significant relationship between working hours and level of attitude.

The results of the chi square tests are listed below

Variable	Calculated Value	Table Value	Result
1. Age and level of attitude.	12.6	21.307	Ho: Rejected
2. Educational qualification and level of Attitude	12.6	10.334	Ho: Accepted
3. Marital status and level of attitude.	9.49	20.649	Ho: Rejected
4. Occupation and level of attitude.	9.49	30.290	Ho: Rejected
5. Monthly income and level of attitude	12.6	14.729	Ho: Rejected
6. Working hours and level of attitude	12.6	26.69	Ho: Rejected

FINDINGS

- In the age wise classification, it is found that most of the respondents are in the age group of 20-30 years.
- It is found that most of the respondents in the unorganized sector are illiterates.
- It is inferred that 42% of the respondents are married.
- 47% of the respondents who earn 3000-5000 per month are in the age group of 20-30 years.
- It is found that most of the respondents have medium level satisfaction in work, salary and monetary benefits, inter-personal relationship and work influence family so on irrespective of age, education and marital status and so on.
- Age of the respondent has a significant relationship with the respondents work
- There is a significant relationship between the marital status of the respondents and their work
- It is found that occupation of the respondents influence their particular work.
- Monthly incomes have a significant relationship with their work.
- It is clear that occupation of the respondents influence the significant relationship with their salary and monetary benefits.
- It is found that there is a significant relationship between working hours and salary and monetary benefits of the respondents.
- It is crystal clear that educational levels of the respondents influence the inter-personal relationship.
- Occupations of the respondents have a significant relationship between the respondents work influence the family.
- It is found that there is a significant relationship between monthly income of the respondents and their work influence family.

SUGGESTIONS

- In the unorganized sector building construction workers alone has got an association. Other occupations such as sales girls and domestic helpers do not have any association. Majority of the workers expressed the need for an association for themselves, so that they can express their problems and settle the disputes with the employers.
- Though there is an association for building construction workers, only handful of workers are members in the association. Most of them are unaware of the benefits of becoming the members in the association. Hence the office bearers of the association should take members to make awareness among the workers on the advantages of becoming members in the associations.

- Most of the workers of the unorganized sectors are working in private undertakings and there is no uniform wage policy. The wages of the workers are determined by the supply of workers. The workers of all the three unorganised sectors are not fully satisfied with their wages hence the government can take steps to fix minimum wages for various occupations to avoid disparity in wages.
- The workers of the unorganised sectors are not covered under ESI scheme. Hence the unorganised sector particularly the building construction workers may be brought under the purview of ESI.
- In the case of building construction workers there is no guarantee for the minimum number of days of work. Some workers are engaged in the work throughout the year. Some of them do not get the work regularly. Almost all the building construction workers are working on daily wages. Hence the workers association can regulate the allotment of work so that there will be guaranteed with minimum number of days of work in a year.
- The main problem put forth by the sales girls is their working hours. Normally they work for 10 -12 hours a day without overtime wages which is against the Factories Act. It is suggested that the employers shall either reduce the working hours or pay over time wage for the workers who work more than 8 hours per day.
- The service of the domestic helpers is not properly recognised by the employers. The domestic helpers are working alone in the house whereas the sales girls and building construction workers, work as a group. Naturally they can share their joys and sorrows. Hence the domestic helpers have to be treated by the employers sympathetically. If they are given such type of treatment their morale can be kept high.
- The women workers of the unorganized sectors were mostly frustrated because of their low earning, heavy work load and very low social status. Hence the social service organisations like Lions club, Rotary club, Women's club can organize health camps and workshops to boost up the morale of the workers.
- The labour welfare department of both central government and state government look after the welfare of the workers of the organized sectors only. The departments can concentrate on the well being of the workers of unorganized sectors also.
- Most of the workers in the unorganised sectors are only the school drop outs. The education department of the state government can take effective steps to minimize the dropout rates.

CONCLUSION

From the close study, it can be easily estimated that the women working in unorganised sector are living a life far below from satisfaction. The low earning of these women cannot meet with their daily needs. They do marry, bear children, and get old but under these phases of life they live the same life. They live under unhygienic environment which results dangerous diseases. They work more than men as they have to play a dual role working both in and outside the home. They have no medical benefits even at the critical moment of giving birth to children. It is the need of the hour that the Government and NGOs must come forward to improve the working conditions of these women. The Trade Union and Voluntary Organisations can play a vital role in making the women workers conscious of cleanliness, health, education and their rights.

There is lot of scope for further research in the same area such as comparative study of morale of women workers with men workers, Job satisfaction of women workers in specific unorganised sectors and so on.

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