

## Quality Of Work Life Of Employees In Ms Global India Automotive Pvt Ltd-Oragadam

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### **ABSTRACT;**

Quality of work life is a critical concept with having lots of importance in employee's life. A high quality of work life (QWL) is essential for all organizations to continue to attract and retain employee. This study attempted to find out the factors that have an impact and influence on quality of work life of employees in MS GLOBAL INDIA AUTOMATIVEPVT LTDORAGADAM.

The Quality of Work Life of an organization can be assessed by opinions of employees on statements regarding quality of work life (QWL) aspects. If employees perceive an organization as offering a good quality of work in return for their contribution to an organization, then it is likely that employees will report higher levels of performance and job involvement.

Employee satisfaction facilitates superior performance and also greater attraction and retention of the best employees, thereby enhancing the ability of the organization to deliver higher quality services.

The aim of this study was to analyze the quality of work life among employees of MS GLOBAL INDIA AUTOMOTIVE PVT LTD ORAGADAM region.

**Keywords:** Critical, Quality, Analysis, Statements.

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### **INTRODUCTION;**

Employees at the grass-root level experience a sense of frustration because of low level of wages, poor working conditions, unfavourable terms of employment, in human treatment by their superior and like where as managerial personnel feel frustrated because of alienation over their conditions of employment, inter- personal conflict. There has been much concern today about the decent wages, convenient working hours; working conditions etc. their term "Quality of work life" has appeared in Research Journals and press in USA only in 1970s. There is no generally acceptable definition about this term. However, some attempts are made to describe the term quality of work life (QWL). It refers to the favorable or unfavorable nature of a job environment for people. QWL means different things to different people. J. Richard and J. Loy define QWL as "the degree to which

members of a work organization are able to satisfy important personnel needs through their experience in the organization." Certain values were attributed to work in the past. Work was worship and people had sincerity and commitment to work. But today's employee would not believe in such value so work. He works for his salary, he works hard if the conditions of work are conducive and congenial and terms of employment are favourable to him. As such, the work norms have been changing from time-to time.

### **INDUSTRIAL PROFILE;**

Traditionally, Tamil Nadu is known for automobile manufacturing. Since 1953, when Simpsons pioneered India's automobile industry in Chennai with the manufacture of motor cars, diesel engines and steam passenger buses, the industry has grown steadily. A number of automobile and auto components manufacturing plants have been established since then earning Chennai the sobriquet the "Detroit of India". During the 1990s and early 2000s, Tamil Nadu witnessed the second wave of the "automobile boom". Currently, there are 6 car manufacturers located around Chennai including Ford, Hyundai, Renault, Nissan, Mitsubishi and BMW. The total capacity of these 6 car projects is 13.80 lakh units per year

Apart from this, two more commercial vehicles manufacturing plants are under construction with a total capacity of 3.71 lakhs per annum. During 2007-09, India's total export of automobile was Rs.8861.33 crore, of which, Chennai alone exported Rs.4,733 crore (53.41%)<sup>1</sup>. Chennai is now emerging as one of the Top 10 Global Automobile Manufacturing Centers. Tamil Nadu has the largest auto components industry base and accounts for 35% of India's auto components production (US\$ 6.2 billion). The industry, over the years, developed the capability of manufacturing all the components required for manufacturing vehicles, which is evident from the high levels of indigenization achieved in the vehicle industry as well as the components developed for the completely Indian made vehicles. Three Chennai based industrial groups make more than 22% of India's auto components production. With an existing tyre manufacturing facility and commissioning of production by 31 argertyre manufacturing projects, Tamil Nadu, and Chennai in particular, has become one of the largest hubs in the world for tyre manufacturing.

Oragadam has been touted as Chennai's largest and the most developed industrial belt. With over 22 Fortune 500 companies (of which six are global car manufacturers), the Sriperumbudur–Oragadam belt has seen tremendous industrial growth in less than 4 years. The area is well-connected via road and rail, and according to industrial experts, the presence of automobile giants like Renault-Nissan, Royal Enfield and Ford has triggered growth around Oragadam. Several manufacturing giants such as Motorola, Dell, Flextronics, Samsung, Apollo Tyres, and TVS Electronics, Yamaha have set up their respective units in the industrial belt stretching from Sriperumbudur to Oragadam. In addition, JCBL Ltd, Essar Steel, BPCL, Delphi TVS Diesel Systems Ltd, GE Bayer, Silicons (India) Pvt Ltd have also set up their businesses in SIPCOT Industrial Park, Oragadam. DHL is also reported to be setting up its first Free Trade Warehousing Zone at Sriperumbudur.

The town is known for its various industries and workshops pertaining to the automobile sector. Oragadam along with Sriperumbudur has seen major investments from foreign companies

in recent times. Oragadam will soon become one of the largest Automobile hubs in the world. International Automobile majors like Daimler AG, Renault–Nissan, Komatsu have set up their car manufacturing plants here and will use it as a base for sourcing for their international markets, apart from supplying to meet the fast-growing Indian market. One of the otiose Clubs "The Chennai Corporate Club" is also located near by.

The TamilNadu government is building the Rs.300 crores Oragadam Industrial Corridor Road.

The project, executed by the Tamil Nadu Road Infrastructure Development Corporation (TNRIDC) and funded through the State Highways Department, is expected to give a thrust to industrial activity in the Oragadam-Sriperumbudur cluster.

#### **REVIEW OF LITERATURE;-**

**Jeffrey et al (2006)** examined the relation between work–family balance and quality of life among professional employed in public accounting. Three components of work–family balance were assessed: time balance (equal time devoted to work and family), involvement balance (equal involvement in work and family), and satisfaction balance (equal satisfaction with work and family). For individuals who invested substantial time in their combined work and family roles, those who spent more time on family than work experienced a higher quality of life than balanced individuals who, in turn, experienced a higher quality of life than those who spent more time on work than family.

**Normala and Daud (2010)** investigate the relationship between quality of work life and organizational commitment among a sample of employees in Malaysia. Seven QWL variables were examined namely growth and development, participation, physical environment, supervision, pay and benefits and social relevance were examined to determine their relationship with organizational commitment. The results showed that there was a relationship between QWL and organizational commitment and provide insights on how Malaysian firms could improve upon their employees' commitment.

**Ayesha Tabassum et. al (2011)** make a comparative learning of the existing QWL between the males and females of the private commercial banks through quantitative survey on 128 male and 64 female employees. The study reveals that a significant difference exists between male and female employees QWL and in the following factors of QWL; adequate and fair compensation, flexible work schedule and job assignment, attention to job design, and employee relations. As a significant number of female participants from the labor force are now entering in the banking sector, this finding may add value to the management of the banks. Thus at the end of the paper recommendations are made to ensure gender equity in the private banking sector of Bangladesh.

**Mohammad Baitul Islam (2012)** attempted to find out the factors that have an impact and significance influence on quality of work life of employees in private limited companies of Bangladesh. To begin with the factors are identified through literature review and current context of Bangladesh.

#### **RESEARCH METHODOLOGY;**

Research methodology is the way a research is systematically solved employing the relevant research method. Research means a careful investigation. Redman and Mory define research as a "systematized effort to gain new knowledge." This chapter explains the objectives, need of the research derived on the basis of previous chapters.

#### **Research Design;**

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project popularly known as the "Research Design". It constitutes the blueprint for the collection, measurement and analysis of data.

#### **Descriptive Research Design;**

Descriptive research design is concerned with describing the characteristics of a particular individual or of a group. This design is concerned with specific predictions, with narration of facts and pre-planned design for analysis. It is structured and well thought out instruments for collection of data.

#### **Method of Data Collection;**

Data collection refers to the facts, figures, or information collected for a specific purpose. There are two types of data, namely Primary & Secondary data.

#### **Primary Data:**

Primary data are those which are new and original in nature. These data are the first-hand information generated to achieve the purpose of the search.

In this study, primary data were collected by conducting direct structured interviews using questionnaires. All the respondents were asked the same questions in the same form and they were informed of the purpose of the study.

#### **Secondary data:**

Secondary data means data that are already available (i.e.) refer to the data which have already been collected and analysed by someone else. It is easily available for processing. The secondary source of information is based on the various details retrieved from journals, magazines, books and websites.

#### **Sampling Plan:**

Sampling plan is to be decided about the sampling unit, sample size, sampling method

#### **Unit:**

The sampling unit is employees of MS Global India Automotive Pvt Ltd Oragadam.

#### **Sampling Method:**

Convenience sampling is non-probability sampling. This sampling also means selecting whatever sampling units are conveniently available.

#### **Sample size:**

Sample size of the study was selected from the sampling unit. Total estimated sample size is **100**.

#### **Statistical tools used for analysis**

1. Percentage analysis
2. t' Test
3. ANOVA(one way)
4. Chi Square

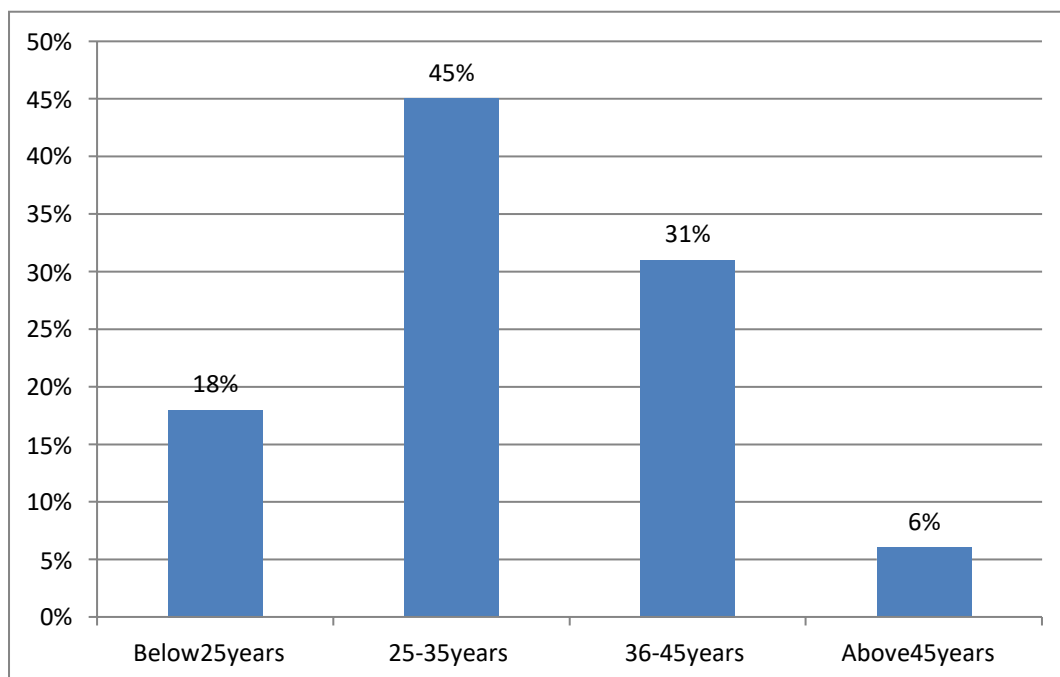
**TableNo.1 Distribution of Respondents based on their Age**

Age	No.of Respondents	Percentage(%)
Below25 years	18	18
25-35years	45	45
36-45years	31	31
Above45years	6	6
Total	100	100

**Inference:**

Thus the above table shows that 45% of the respondents belong to the age group of 25-35 years, 31% of the respondents belong to the age group of 36-45 years, 18% of the respondents belong to the age group of below 25years and 6% of the respondents belong to the age group of above 45 years.

**Chart No.1 Distribution of Respondents based on their Age**



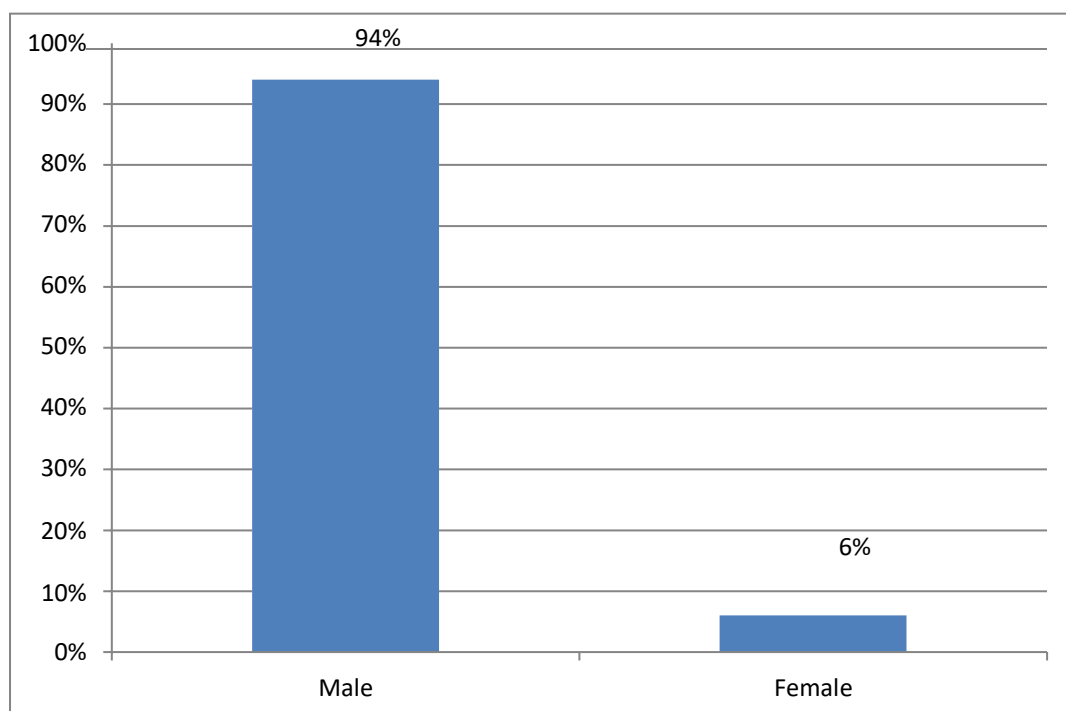
**Table No.2 Distribution of Respondents based on their Gender**

Gender	No.of Respondents	Percentage(%)
Male	94	94
Female	6	6
Total	100	100

**Inference:**

The above tables shows that 94% of the respondents are male and 6% of the respondents are female.

**Chart No.2 Distribution of Respondents based on their Gender**



**Alternative hypothesis (H1):** Close significant association between experience and participation in decision making

P-Value	df	Asymp.Sig.(2-Sided)
29.817 <sup>a</sup>	12	.003

**Inference:**

Hence, the Alternative hypothesis(H1)is accepted. There is a significant association between experience and S participation in decision making.

**FINDINGS;**

- ❖ Maximum 45% of the respondents are belonging to the age group of 25-35years.
- ❖ Majority 94% of the respondents are male.
- ❖ Majority 58% of the respondents are married.
- ❖ Majority 67% of the respondents have completed HSC & below qualifications.
- ❖ Maximum 46% of the respondents have below 3 years of experience.
- ❖ Maximum 46% of the respondents belong to the income group of below Rs.10000
- ❖ Majority of the respondents satisfied with their working hours.
- ❖ Majority of the respondents satisfied with job security in their company.
- ❖ Majority of the respondents feel that their company is fulfilling their financial needs.
- ❖ Majority of the respondents are emerged to participate in decision making.

- ❖ Majority of the respondents satisfied with clean lines in workplace.
- ❖ There is no significance mean difference that exist son working hours based on the gender of the respondents.

#### **SUGGESTIONS;**

- The numbers of male employees are more in number compared to the female employees.The organization may also encourage female candidates.
- The organization can take necessary steps to do some improvements in health benefit sandsafety measures.
- The organization mayre form the grievancere dressalcell.
- The company should provide promotional opportunities to its employees based on their performance.
- The organization may conduct stress sreduction programs in order to coping with negative stress.
- The organization should involve all the employees who have skill may involve in decision making process.

#### **CONCLUSION;**

In the modern scenario, quality of work life as a strategy of Human Resource Management is being recognized as the ultimate key for development among all the work systems, not merelyasa concession.This is integrated to any organization towards its wholesome growth. In addition to improving the work system ,Quality of work life programs usually emphasis development of employee skills, thereduction of occupational stress and the development of moreco-operative lab our management relations . Thus, it can be concluded from the above research that the quality of work life at MS Global India Automotive Pvt Ltd Oragadam is over all satisfactory and that the organization provides a better environment for the employees to work with.

#### **APPENDIXBIBLIOGRAPHY;**

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