



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A STUDY ON QUALITY OF WORK LIFE IN SREEJA MAHILA MILK PRODUCER COMPANY LIMITED, TIRUPATI

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### ABSTRACT

This study investigates the factors influencing the quality of work life (QWL) among employees in a diverse organizational setting. Utilizing a mixed-methods approach, both quantitative surveys and qualitative interviews were conducted among a sample of 300 employees across various industries. The research explores the impact of job satisfaction, work-life balance, organizational support, and job autonomy on QWL. Findings indicate a strong positive correlation between QWL and job satisfaction, highlighting the pivotal role of intrinsic motivation in enhancing overall work experience. Additionally, the study identifies organizational policies and culture as crucial determinants of QWL, emphasizing the importance of supportive leadership and employee engagement initiatives. Qualitative insights delve deeper into individual experiences, shedding light on the nuanced interplay between work environment factors and subjective well-being. Practical implications for organizational managers and policymakers are discussed, including strategies for fostering a positive work culture and implementing flexible work arrangements to promote QWL and employee satisfaction.

Keywords: Quality of work life, welfare facility, superior and Subordinate.

### INTRODUCTION

Quality of work of work life refers to the favorableness or unfavorableness of the job environment of an organization for its employees is used by organization to satisfy and increase faculty and staff opportunities for productive and positive work experience.

### DEFINITION

Work that meets all deadline requirements, meets completion expectation and presents accurate information. Additionally, quality work often has the following characteristics: free of errors or grammatical mistakes.

## REVIEW OF LITERATURE

**Newell (2002)** highlights that QWL involves making improvements to the physical working conditions under which employees operate in order to make their work setting more favorable.

**Walton (1973)** asserts that experiencing a high QWL is dependent upon the extent to which jobs allow the employee to use and develop his/ her skills and competencies. In light of the above - mentioned, jobs should contain a number of features that would allow employees the opportunity to use and develop their human capacities and eventually experience QWL. These features include autonomy, skill variety, task significance and feedback, meaningfulness and wholeness

**H.C. Ganguly (1964)** in his study explains on Indian workers attempted to examine various factors leading to job satisfaction or dissatisfaction and ranked adequate earnings at the first place. Other factors which are ranked high are job security and opportunity for advancement. Other factors such as job status and prestige, working hours, relation with colleagues etc. have been ranked as low motivators

## NEED FOR THE STUDY

Quality of work life is most debated topic both by employers and employees. One of the reasons for its growing importance could be realization on the part of employees about their mercy of management for their existence. Though still monetary benefits occupy the first place in the list of elements of Quality of work life, other elements like physical conditions, job restricting and redesign, career development, promotional opportunities etc., are gaining importance rapidly.

## SCOPE OF THE STUDY

The scope of my study is confined to all the employees of different categories/ levels namely manager, executive's, associate's in sreeja milk company, tirupati only. With the collection information the company can draw and construct organizational strategies to improve the efficiency and effectiveness of satisfaction level of their job. This study will give way for strengthening their personnel.

## OBJECTIVES OF THE STUDY

- To study the quality of work life (QWL) of employees in SHREEJA MAHILA MILK PRODUCER COMPANY LIMITED.
- To find out satisfaction levels of employees in SHREEJA MAHILA MILK PRODUCER COMPANY LIMITED.
- To know the nature of work that is affecting their personal lives in SHREEJA MAHILA MILK PRODUCER COMPANY LIMITED

## RESEARCH METHODOLOGY

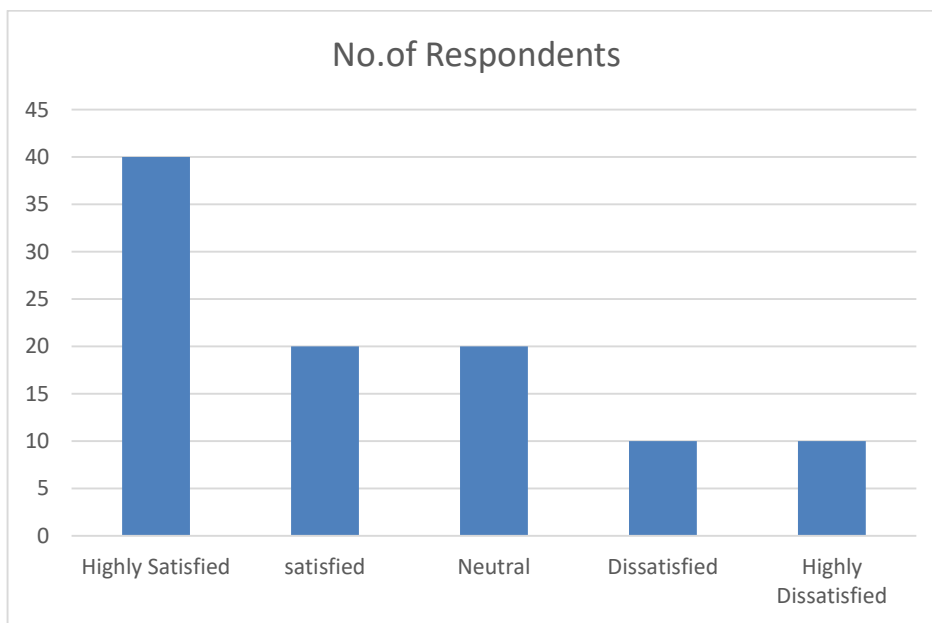
- Data collection : Primary & secondary  
     Primary data : Questionnaire  
     Secondary data: company booklet, company website
- Type of research : Descriptive research
- Research instrument : Questionnaire
- Sample size : 100
- Sampling method : Simple random sampling
- Statistical tool : Percentage Analysis & Bar chart

## DATA ANALYSIS

**TABLE 1:** Rate the basic facilities provided to you in your work environment? (PPE, DRINKING WATER, UNIFORM, TOILETS, TRANSPORT)

Response	No. of Respondents	Percentage
Highly Satisfied	40	40
Satisfied	20	20
Neutral	20	20
Dissatisfied	10	10
Highly Dissatisfied	10	10
Total	100	100

## Graph1



## Response

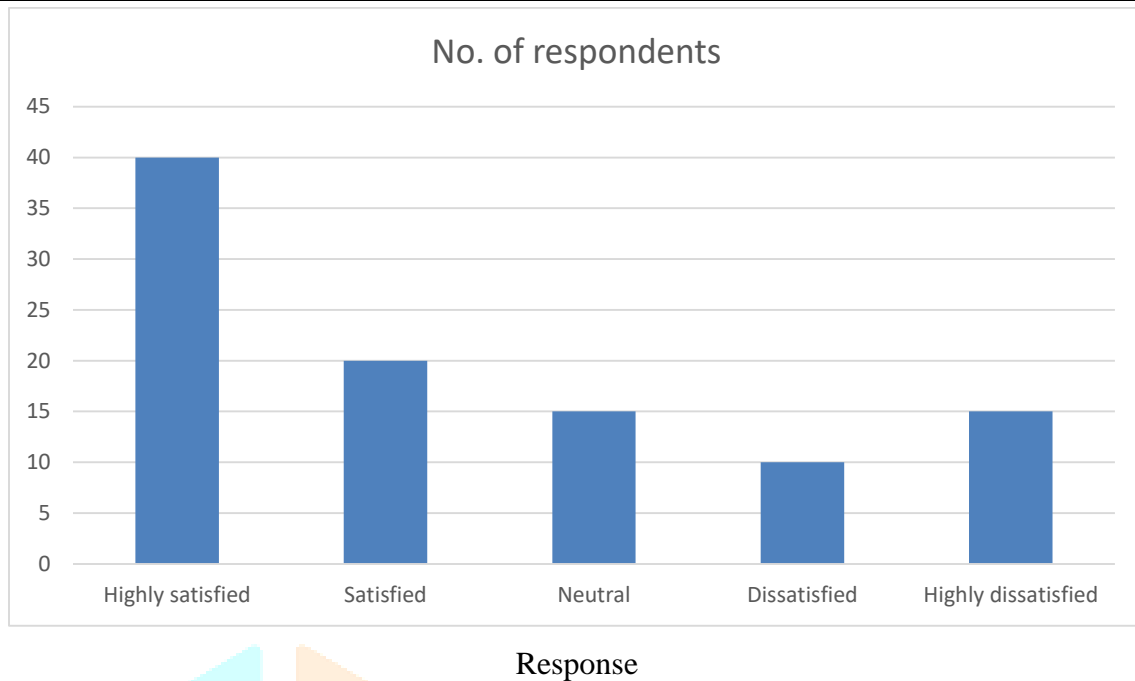
## INTERPRETATION

From the above table 40% of the respondents are highly satisfied, 20% of the respondents are satisfied, 20% of the respondents are dissatisfied and 10% of the respondents are neutral with the work environment.

**Table 2:** Are you satisfied with your rest intervals? (LIKE CANTEEN, DRINKING WATER, SITTING FACILITIES, BOTH ROOMS, RESTROOMS)

Graph2

Response	NO.OF Respondents	Percentage
Highly satisfied	40	40
Satisfied	20	20
Neutral	15	15
Dissatisfied	10	10
Highly dissatisfied	15	15
Total	100	100



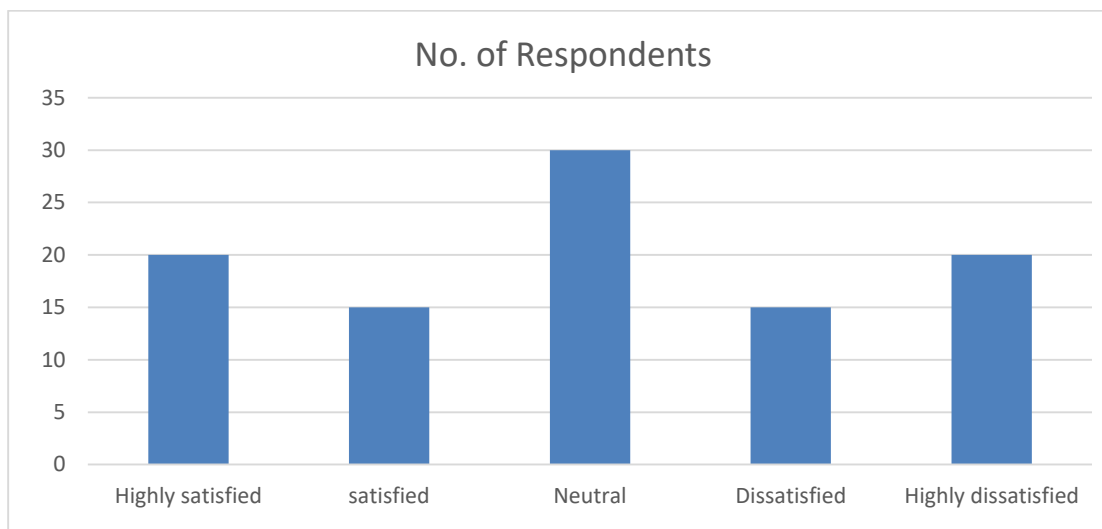
## INTERPRETATION

From the above table shows 40% of the respondents are highly satisfied, 20% of the respondents are satisfied, 15% of the respondents are neutral, 10% of the respondents are dissatisfied and 15% of the respondents are highly dissatisfied about rest intervals in the company.

**Table3:** Are you satisfied with the existing relation between superior and Subordinate job perspective

Response	NO. OF Respondents	Percentage
Highly satisfied	20	20
satisfied	15	15
Neutral	30	30
Dissatisfied	15	15
Highly dissatisfied	20	20
Total	100	100

Graph 3



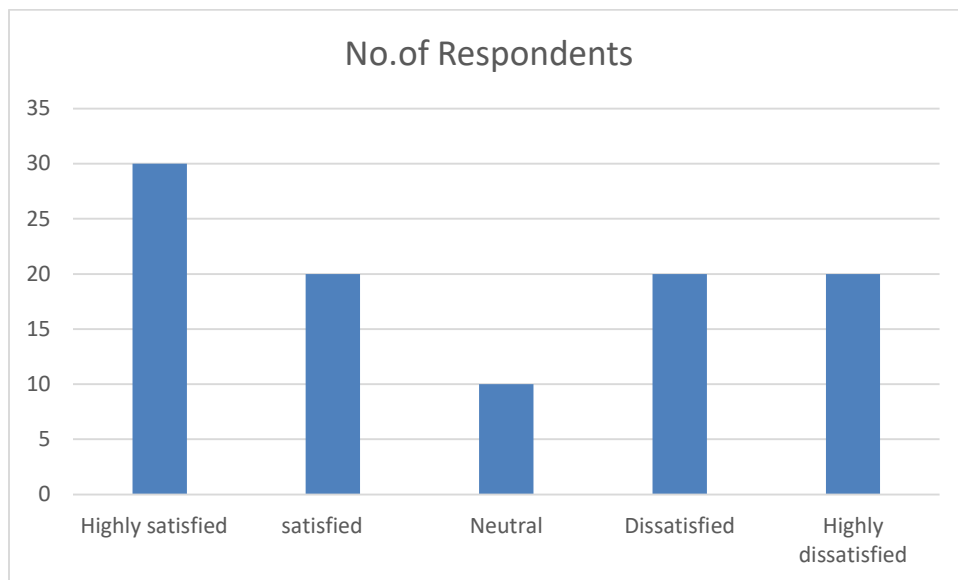
### Response

#### INTERPRETATION

From the above table 20% of the respondents are highly satisfied, 15% of the respondents are satisfied, 30% of the respondents are neutral, 15% of the respondents are dissatisfied and 20% of the respondents are highly dissatisfied about the existing relation between superior and subordinate job perspective in the company.

**Table 4:** Do you have freedom during the execution of work?

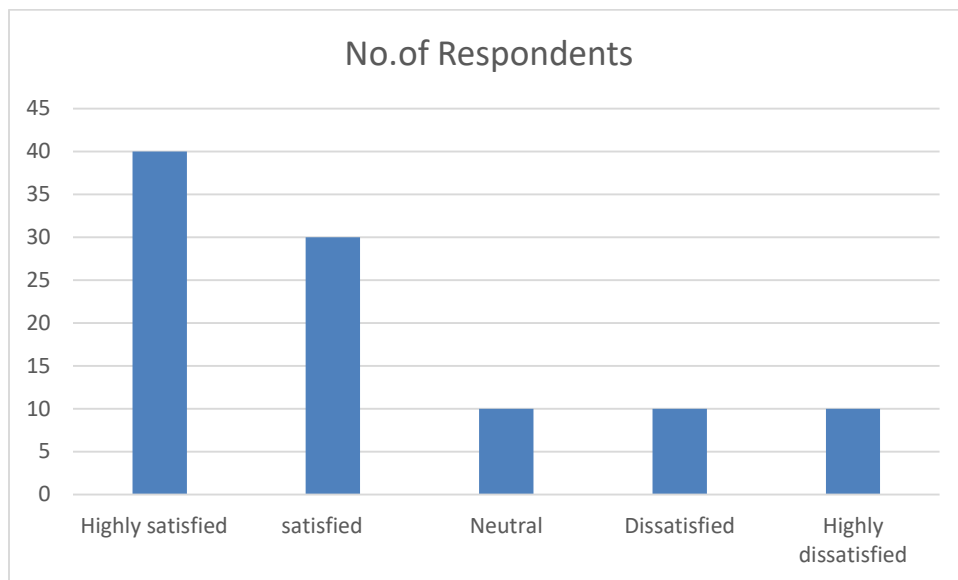
Response	NO.OF Respondents	Percentage
Highly satisfied	30	30
satisfied	20	20
Neutral	10	10
Dissatisfied	20	20
Highly dissatisfied	20	20
Total	100	100

**Graph 4****Response****INTERPRETATION**

From the above graph 30% of the respondents highly satisfied, 20% of the respondents satisfied, 10% of the respondent sneutral, 20% of the respondents dissatisfied and 20% of the respondents highly dissatisfied with they have freedom during the execution of work in organization.

**Table 5:** Are you shared your personal problems with superior?

<b>Response</b>	<b>NO.OF Respondents</b>	<b>Percentage</b>
Highly satisfied	40	40
satisfied	30	30
Neutral	10	10
Dissatisfied	10	10
Highly dissatisfied	10	10
Total	100	100

**Graph 5****Response****INTERPRETATION**

From the above graph 40% of the respondents are highly satisfied, 30% of the respondents are satisfied, 10% of the respondents are neutral, 10% of the respondents are dissatisfied and 10% of the respondents are highly dissatisfied with the sharing of personal problems with superior in the organization.

**FINDINGS**

- 40% of respondents are highly satisfied with basic facilities provided in work environment.
- 40% Of respondents are highly satisfied with the rest intervals.
- 30% of respondents are satisfied by existing relation between superior and subordinate job perspective.
- 30% of the respondents are highly satisfied with they have freedom during the execution of work in organization.
- 40% of the respondents are satisfied with sharing of personal problems with superior in organization.

**SUGGESTIONS**

- The company should improve the basic facilities in the work environment to satisfy the employees.
- The company should improve rest intervals
- Superior and subordinate relations in job perspective should be maintained. So the employees can work satisfactorily in the organization.
- The company change the working hours to the employees.
- The company should provide opportunities to develop their skills in the organization



- The company should improve the welfare amenities provided in work place.

## CONCLUSION

Quality of work life basically is all about employee involvement, which consists of method to motivate employees to participate in decision making. This help in building in good relationship.

The management providing all the welfare facilities to the employees and also continuously striving towards improving the quality of work life of its employees. The employees are working in this company very satisfactorily. Employees get good monetary benefits from management. The management is providing good leave and canteen facilities to all its employees.

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