

A STUDY ON QUALITY OF WORK LIFE EMPLOYEES IN PRANAVA TEXTILES TIRUPPUR

R.Subashri¹, R.Shariga², Dr.B.Velmurugan³

*¹II Year MBA, NPR College of Engineering & Technology, Natham, Dindigul.
Email ID: suba24088@gmail.com*

²Assistant Professor, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul. Email ID: sharigakumutha@gmail.com

³Professor & Head, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul. Email ID: velubvm@gmail.com

Abstract—This study examines the Quality of Work Life (QWL) among workers at Pranava Textiles, a major textile manufacturing firm reflects employee's overall satisfaction, wellbeing, and effectiveness at work. Given the textile workers often endure physically demanding tasks, long hours, and exposure to occupational hazards, assessing QWL is essential for identifying employee needs and promoting organizational success. The research evaluates the QWL of Pranava Textiles workforce by examining multiple dimensions, including work environment, job security, compensation, career development, interpersonal relationships, health and safety, and work life balance. Using a structured survey administered to a diverse sample of production and support staff, the study analyzes responses to identify key factors influencing employee satisfaction. Findings reveal areas of strength and concern: for example, strong interpersonal relations and development opportunities boost morale, while issues such as safety risks and work life imbalance lower satisfaction. Based on these insights, the study offers actionable recommendations to management for enhancing employee well being and productivity. Overall the results provide a comprehensive understanding of QWL at Pranava textiles suggest strategies to ensure sustainable workplace satisfaction and productivity.

Keywords: *Work environment, Job security, Compensation and Benefits, Career development opportunities, health and safety measures, work life balance.*

INTRODUCTION

Quality of Work Life (QWL) is a vital concept that reflects the overall satisfaction, well being, and effectiveness of employees in an organization. It encompasses various aspects of an employee's work experience, including work environment, job security, compensation, career development opportunities, interpersonal relationships, health and safety, and work-life balance. A high-quality work life not only enhances employee motivation and productivity but also reduces absenteeism and turnover, contributing to organizational success.

In the modern industrial sector, particularly in textile manufacturing, workers often face physically demanding and repetitive tasks, long working hours, and exposure to occupational hazards. This can affect their health, morale, and overall job satisfaction. Therefore, assessing the Quality of Work Life becomes essential for understanding employees' needs and implementing measures that promote a positive and productive work environment.

Pranava Textiles, a prominent textile manufacturing company, employs a diverse workforce engaged in production, supervision, technical operations, and support services. The company's success depends largely on the efficiency, skill, and satisfaction of its workers. This study focuses on evaluating the Quality of Work Life of workers at Pranava Textiles, identifying factors that influence their satisfaction, and suggesting strategies to enhance their overall work experience.

By examining various dimensions of QWL including health and safety measures, work environment, organizational culture, relationships with supervisors and co-workers, work-life balance, and training opportunities this study aims to provide actionable insights for the management to improve employee well-being, boost morale, and ensure sustainable productivity.

QUALITY OF WORK LIFE (QWL)

Quality of Work Life (QWL) refers to the degree to which employees are able to satisfy their personal and professional needs through their work, while also feeling valued, secure, and motivated in the organization. It represents the overall quality of an employee's experience at work, including both tangible and intangible aspects.

IMPORTANCE OF QWL

- Enhances employee satisfaction and motivation.
- Improves productivity and efficiency.
- Reduces absenteeism, turnover, and work place conflicts.
- Promotes employee well-being, loyalty, and engagement.
- Creates a positive organizational image and supports sustainable growth.

In the context of Pranava Textiles, QWL is especially important because the textile industry involves repetitive tasks, physical labour and long hours. Ensuring a high Quality of Work Life can help reduce stress, improve performance, and foster a committed workforce.

STATEMENT OF THE PROBLEM

In today's competitive industrial environment, organizations are increasingly recognizing the importance of maintaining a high quality of work life (QWL) to enhance employee satisfaction, productivity, and organizational effectiveness. In the textile industry, workers often face challenges such as long working hours, job stress, inadequate safety measures, limited welfare facilities, and work-life imbalance, which may adversely affect their performance and well being.

Pranava Textiles, like many textile organizations, operates in a demanding production environment where ensuring employee satisfaction and welfare is crucial. However, there is a need to systematically assess the existing quality of work life of workers to identify the key factors influencing their job satisfaction, motivation, health, and overall performance. A lack of proper understanding of these factors may lead to reduced productivity, increased absenteeism, higher labour turnover, and low morale.

Therefore, the present study aims to analyze the quality of work life of workers in Pranava Textiles by examining various dimensions such as working conditions, health and safety measures, organizational culture, interpersonal relationships, job security, training, welfare facilities, and work-life balance. The findings of this study will help management to identify problem areas and implement suitable measures to improve the quality of work life and overall organizational performance.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the workers.
- To find the factors that influences the dimension Health Safety& Welfare Measures and Work Environment in Textile industry.
- To identify the factors that influences the dimension of organizational culture & climate and Relationship with Supervisor & Co-Workers in Pranava Textile.
- To access the factors that influences the dimension of family relation and stress level in Textile industry.
- To offer suitable recommendation to improve the quality of work life of workers in Pranava textiles.

NEED OF THE STUDY

The textile industry is highly labour intensive, and workers often face issues such as long working hours, low wages, and unsafe working conditions. These challenges can reduce employee satisfaction and productivity. Therefore, this study on Quality of Work Life (QWL) at Pranava Textiles is essential to identify the factors affecting employees well being and work performance. It helps in recognizing gaps in working conditions, safety, and welfare measures, and suggests improvements in areas like health, work life balance, and motivation. Ultimately, the study supports the organization in enhancing employee satisfaction, increasing productivity, and achieving sustainable growth.

SCOPE OF THE STUDY

The present study is confined to the workers of Pranava Textiles and focuses on analyzing their Quality of Work Life (QWL). The scope includes an assessment of various dimensions such as working conditions, health and safety measures, welfare facilities, organizational culture, interpersonal relationships, job satisfaction, training and development, work-life balance, and social security benefits provided by the organization. The study encompasses workers from different departments, job categories, age groups, educational levels, and experience backgrounds to obtain a comprehensive understanding of their perceptions and attitudes. The findings will assist the management of Pranava Textiles in identifying key problem areas and implementing appropriate measures to improve QWL, thereby enhancing employee satisfaction, productivity, and overall organizational effectiveness.

It is important to note that the study is limited to a specific period and a defined sample size; therefore, the conclusions drawn are applicable only to Pranava Textiles and may not be generalized to other textile organizations. Given that work is an integral part of daily life occupying, on average, around twelve hours of an employee's day, or one-third of their entire life it has a significant impact on overall life quality. A high-quality work life can provide job satisfaction, peace of mind, and a sense of accomplishment, ensuring that employees spend their time productively, effectively, and with a sense of purpose.

HYPOTHESIS OF THE STUDY

In this study, hypotheses are formulated to examine the factors influencing the Quality of Work Life (QWL) of workers at Pranava Textiles. These hypotheses will help determine relationships between employee characteristics, work conditions, and their overall satisfaction and well-being at the workplace.

- H0: There is no significant association between Monthly Income and Dimensions of Organizational Culture & Climate and Relationship with Supervisor & Co-Workers of Pranava Textile.
- H0: There is no significant association between Experience and Dimensions of Organizational Culture & Climate and Relationship with Supervisor & Co Workers of Pranava Textile.

RESEARCH DESIGN

The research design provides a blueprint for the collection, measurement, and analysis of data. It outlines the methods and procedures that will be used to achieve the objectives of the study and test the hypotheses. This study follows a descriptive research design, as it aims to describe the current status of QWL among workers and analyze factors affecting their satisfaction. A descriptive design is suitable for studies that seek to gather information about the characteristics, perceptions, and attitudes of a population.

RESEARCH METHODOLOGY

Research can be defined as "A scientific and systematic search for pertinent information on a specific topic." Research methodology explains the various steps that are generally adopted by the research in studying research. Simple Convenience and Sampling has adopted in this study.

SAMPLE SIZE

Sample unit is the target aimed at among employees. 120 respondents are selected for the study.

METHODS OF DATA COLLECTION

In dealing with any real life problem, it is obvious that data than dare inadequate and hence it becomes necessary to collect the data are appropriate. Depending on the source of information available, data can be classified as,

- Primary Data.
- Secondary Data.

Primary Data

Primary data refers to the data collected firsthand by the researcher directly from the source, which in this study are the employees of Pranava Textiles. This data is original, specific, and directly relevant to the objectives of the study, making it highly reliable for analyzing the Quality of Work Life (QWL) of workers. The primary data was collected using a structured questionnaire designed to cover all relevant aspects of QWL.

Secondary Data

Secondary information regarding the company and their products were obtained from records maintained by the website, brochures and profile of Textile sector.

ANALYTICAL TOOLS FOR THE STUDY

After collecting primary and secondary data, appropriate analytical tools are employed to interpret the information and derive meaningful insights about the Quality of Work Life (QWL) of workers at Pranava Textiles. The study uses both quantitative and qualitative techniques to analyze the data effectively.

- Simple Percentage Analysis Method
- Weighted Average Method
- Chi-Square

Percentage analysis

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relation terms the distribution of two or more sources of data.

Number of Respondents Percentage of Respondents = Total Respondents / 100

Weighted average

Mean in which each item being averaged is multiplied by a number (weight) based on the item's relative importance. The result is summed and the total is divided by the sum of the weights. Weighted average is used extensively in descriptive statistical analysis such as index numbers. Also called weighted mean.

Weighted Average = $\frac{\sum WX_i}{\sum W_i}$

$\sum WX_i$ = The sum of weights (let $x_1, x_2, x_3 \dots x_n$) $\sum X_i$ = occur with weights ($w_1, w_2, w_3 \dots w_n$)

Chi-square test

$\sum (O-E)^2 / \chi^2 = E$

A chi-square test is a statistical test used to compare observed results with expected results.

The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

AREA OF THE STUDY

The present study is confined to Pranava Textiles, a textile manufacturing company located in Udumalpet city. The research focuses on the workforce employed in this organization, including production staff, supervisors, technical operators, packers, and administrative personnel.

The area of the study is selected with the objective of analyzing the Quality of Work Life (QWL) of employees in a real industrial setting. By focusing on Pranava Textiles, the study examines various dimensions of QWL, such as:

- Working conditions and occupational safety
- Health and welfare measures
- Organizational culture and interpersonal relationships
- Job satisfaction and career development opportunities
- Work-life balance and social security benefits

The selection of this particular organization allows the researcher to gain in depth insights into employee perceptions, attitudes, and satisfaction levels, providing actionable recommendations for improving QWL. The study is limited to the employees of Pranava Textiles and the findings are specific to this organization.

DATA ANALYSIS AND INTERPRETATION**MONTHLY INCOME OF THE RESPONDENTS**

Monthly Income	No. Of The Respondents	Percentage%
BelowRs.10000	42	35
Rs.10001 – Rs.20000	24	20
Rs.20001 – Rs.30000	30	25
Above Rs.30000	24	20
TOTAL	120	100

EXPERIENCE

Experience	No. Of The Respondents	Percentage (%)
Fresher	43	36
Less than 1year	28	23
2– 5year	15	12
6-10year	20	17
above10year	14	12
TOTAL	120	100

NATURE OF PAYMENT

Nature of Payment	No. Of The Respondents	Percentage (%)
Weekly wages	46	38
Monthly wages	31	26
Daily wages	27	23
Other modes	16	13
TOTAL	120	100

USUAL WORK STRUCTURE

Usual Work Structure	No. Of The Respondents	Percentage (%)
Regular day shift	49	41
Regular night shift	35	29
Rotation shift	26	22
Split shift	10	8
TOTAL	120	100

HOW MANY DAYS OF O.T

How many days of O.T.	No. Of The Respondents	Percentage (%)
Less than 5days	48	40
6to 10 days	32	27
11to 15 days	24	20
Above15 days	16	13
Total	120	100

SUGGESTIONS

- Pranava Textiles are maintaining proper QWL in their companies which is revealed from the study. Hence this must be properly maintained and enriched by the companies by the passage of time.
- Companies can start giving opportunities to the workers boost their education qualification.
- Human resources are the important factor of production which has the capacity to give more productivity than other resources. One of the ways to achieve this is providing them with good work environment with high level of motivation. This must be concentrated since it is missing in Pranava Textiles.
- Gender discrimination should not act as factor for discrimination for the Pranava Textiles.

CONCLUSION

The results of the study are incredibly supportive in pointing out various HR practices like Health, Safety & Welfare measures, Rewards and Compensation, Work Environment, Organizational Culture & Climate, Relationship with Supervisor & Co-workers, Work life balance, Labor Union, Training & Development, Stress at work, Facilities, Adequacy of resources, job satisfaction, Overall QWL and it was found that these factors are absolutely correlated with the outcomes. The results and discussions made in the study would be useful to the management of relevant companies to scrutinize their current practices and modify their direction for futuristic activities.

REFERENCES

- [1]. Erkutlu, H. (2011). The moderating role of organizational culture in the relationship between organizational justice and organizational citizenship behaviours. *Leadership & Organization Development Journal*, 32(6), 532-554.
- [2]. Emeka,N.,&Philemon,A.(2012).Theimpactoforganizationalcultureonemployee performance a study of selected manufacturing industry in Enugu. *Asian Journal of Business Management Studies*, 3(2), 13-19.
- [3]. Behzad Janmohammadi, Elham Shahmandi, Mehdi Khoravesh and PeymanAli Ghanizadeh (2015), “Study of the Dimensions of Quality of Work Life and Organizational Productivity of the Staff of Tax Organization of Alborz Province”, *Indian Journal of Fundamental and Applied Life Sciences*, Vol.5 (S1), pp 297-308.
- [4]. Satheesh Varma.M (2015), “Quality of Work Life and Work Motivation among Garment Sector Executive Employees”, *The International Journal of Indian Psychology*, Volume3, Issue 1, October – December, 2015, pp 111-119.
- [5]. Shefali Tiwari , Shri Raojibhai Gokalbhai Patel And Barkha Gupta (2015), “A Comparative Study Of Quality of Work Life Among Teaching and Non- Teaching Employees of Professional Institutes in Indore *Global Journal of Multi disciplinary Studies* ISSN: - 2348-0459” ,Volume-4, August 2015, pp 122-129.
- [6]. Charu Dutta and Jeet Singh (2015),“A Study on Quality of Work Life of Employees at Management Institute in Moradabad: An Empirical Study”, *International Journal of Recent Scientific Research*,Vol. 6, issue, 6, pp 4884-4888.
- [7]. Gangaram Biswakarma (2015), “Quality of Work life in Nepal: A comparative study of financial and non-financial Institutions”, *Asian Journal of Management Sciences*, 03(08), 2015, pp 19-26.
- [8]. Yogesh Jain and Renil Thomas (2016), “A study on quality of work life among the employees of a leading pharmaceuticals limited company of Vadodara district”, *International Journal of Applied Research* 2016; 2(5), pp 926-934.

- [9]. Dhanalakshmi.T (2016), “An Analysis Of Quality Of Work Life O F An Employees In The Spinning Mills With Reference To Rajapalayam, International Conference on Innovative Management Practices”, Organize By SVCET, Virudhunagar, Vol-1 Issue-1 2016, IJARIE-ISSN(O) 2395-4396,pp 268-273.
- [10]. Noufal.K.T and Dr. N. Shani (2019), Quality of work life: An Exploratory Literature Reviews, International Journal for Innovative Research in Multidisciplinary Field, ISSN: 2455-0620 Volume - 5, Issue - 1, Jan – 2019,pp 20-24.
- [11]. Nivethigha, R. P., Divyabharathi, S., &Velmurugan, B. (2017). Business ethics, values and social responsibility to an entrepreneur. International Journal of Research in Management & Business Studies, 4(1), 18-21.
- [12]. B. Velmurugan, S. Saranya, R. Vetricarthick, S. D, N. Asha and G. K, "AI-Driven Predictive Analytics for Financial Risk Assessment and Smart Investment Decision-Making in Global Markets," 2025 IEEE 3rd Global Conference on Wireless Computing and Networking (GCWCN), Lonawala, Maharashtra, India, 2025, pp. 1-7, doi: 10.1109/GWCN66157.2025.11448515. keywords: {Accuracy; Biological system modeling; Decision making; Globalization; Finance; Predictive models; Risk management; Predictive analytics; Sustainable development; Investment; Predictive analytics; financial risk assessment; artificial intelligence; sustainable investment; machine learning; behavioural finance; ESG; global markets},
- [13]. Velmurugan, B. (2018). Aishwarya. Lignocaine effect on the sevoflurane requirements monitored by the bispectral index. Indian J Appl Res, 7, 48-50.
- [14]. Sangeetha, M. M., Tamilselvi, M. V., &Velmurugan, B. (2023). A Study on Employee Absenteeism: Study at Sri Vinayaga Containers.
- [15]. Guruvikram, J., &Velmurugan, B. (2024). Employee Satisfaction In The Organization In Anaamalais Toyota Coimbatore. International Journal of Advances in Social Science and Humanities, 09-15.
- [16]. B. Velmurugan, S. Dharmalingam, B. Jayanthi, V. Kaveri, G. S. Reddy and S. Arulraj, "Deep Reinforcement Learning for Optimizing Multi-Stage Framing Operations in Large-scale Agricultural Environment," 2025 IEEE 6th Global Conference for Advancement in Technology (GCAT), Bangalore, India, 2025, pp. 1-7, doi: 10.1109/GCAT66372.2025.11368456. keywords: {Training; Irrigation; Adaptation models; Biological system modeling; Transfer learning; Crops; Transforms; Deep reinforcement learning; Optimization; Farming; Deep Reinforcement Learning; Multi-stage farming; Agricultural optimization; Resource management; Large-scale agriculture; Autonomous farming systems},
- [17]. Velmurugan, B., &Chitra, M. M. (2025, July). Ai-Driven Hiring: Transforming Modern Recruitment Strategies. In International e-Conference Proceeding (p. 54).
- [18]. Murugeswari, S., Jambulingam, S., Velmurugan, B., &Binith Muthukrishnan, K. (2022). Challenges of women leaders and managerial effectiveness in it industry in Coimbatore. Ann. For. Res, 65(1), 6725-6731.
