

A Study on Employee Quality of Work Life in Sangam Milk Producer Company Ltd., Vadlamudi.

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Abstract- *Quality of Work Life (QWL) means the overall well-being of employees at work, including satisfaction, safety, growth, and balance between personal and professional life. This study conducted in Sangam dairy in Guntur by taking the sample size of 100 employees, for the study I used both primary and secondary data collection methods. The dairy has grown into a trusted brand known for its quality milk and dairy products. Operating on a cooperative model, Sangam Dairy ensures fair prices to farmers while delivering high-quality products to consumers. Beyond production, it contributes to rural development by offering veterinary services, training programs, and modern dairy practices.*

Index Terms- *Quality of work life, salary and Benefits, Communication, Safe and Healthy work environment.*

I. INTRODUCTION

Human Resource Management, or HRM, is the practice of managing people to achieve better performance. It's about optimizing company performance through better management of human resources.

Quality of work life (QWL) refers to the favorableness or unavoidableness of a job environment for the people working in an organization. The quality of work life measures how satisfied employees feel about their work environment and how dedicated they are to their job responsibilities.

Quality of Work Life (QWL) is a multidimensional concept that emphasizes the overall well-being of employees within their workplace. It goes beyond wages and benefits, focusing on factors such as job satisfaction, work-life balance, safe working

conditions, opportunities for growth, participative management, and recognition. A high QWL fosters motivation, reduces stress, and enhances productivity, while poor QWL often leads to burnout, absenteeism, and high turnover. Organizations that prioritize QWL create a supportive environment where employees feel valued, empowered, and aligned with organizational goals. In today's competitive and dynamic business landscape, QWL is not only a human resource strategy but also a critical determinant of organizational success, innovation, and sustainability.

II. REVIEW OF LITERATURE

Hartenstein and Huddleston (1984) stated that the Quality of Work Life measures to be successful, management and Labour must have shared values, he also founded out that managers are often authoritarian and deny workers sense of attachment, responsibility and autonomy, it also suggested that workers lack of commitment and low productivity.

Rice (1984-85) observed the correlation between work satisfaction and quality of life. He founded out that Work experience and outcomes can influence person's general quality of life both directly or indirectly through their result on family interaction, leisure activities and levels of health and energy. He also suggested that alteration in workplace can have their effect by changing environment or changing worker's own class and they can affect his quality and family life.

Sengupta and Sekaran (1985) directed a study on Indian bank employees QWL. He noticed that the external environment (Govt and unions interference)

facing the banks are seen as obstacles to take effective actions by the banks. The study suggests the Government to prepare broad policies scheming the jobs with greater decentralization and more autonomy, power and control, reward to employees distinctly on the basis of performance and enhance QWL.

Chakraborty (1986) detected that there are many organizational situations which specify hidden realities of Quality of Work Life. He also founded out that Researchers are need to examine Quality of Work Life in light of new protocol based on study of Indian psycho philosophy offered from a strict problem-solving point of view and may have importance to educate forecasting managers.

Rao (1986) Compared men and women employees. Men scored higher on opportunities to learn, job challenges, and discretion. For women, age and income positively influenced QWL, but education showed no effect. Interestingly, women's QWL did not strongly correlate with their overall quality of life.

Shamsuddin Elias (2005) In tobacco industries, environmental pollution directly impacted workers' health, wellbeing, job satisfaction, and QWL.

III. NEED FOR THE STUDY

The concept of WORK LIFE QUALITY extends to different elements which support organizational behaviour. The scope of WORK LIFE QUALITY research needs to be expanded. The research needs to assess employee attitudes towards company personnel policies. The study will reveal the present status of the selected company. The study presents methods to enhance employee contentment through minor changes which rely on existing company resources.

IV. OBJECTIVES OF THE STUDY

- To study the QUALITY OF WORK LIFE of employees in Sangam Dairy.
- To know the existing working conditions, Industrial Health and safety to improve the QUALITY OF

WORK LIFE.

- To know how the various welfare activities and other benefits helps to bring a better QUALITY OF WORK LIFE.
- To know the level of satisfaction of quality of work life of employees of Sangam dairy.

V. SCOPE OF THE STUDY

The scope of the study on Quality of Work Life at Sangam Dairy is limited to understanding the employees' perception of their working environment and overall job satisfaction. The study covers factors such as working conditions, compensation and benefits, job security, work-life balance, health and safety measures, training and development, and employee-management relationships. It also examines welfare facilities and the level of employee participation in decision-making. The study is confined to selected employees of Sangam Dairy and is based on primary data collected through questionnaires and secondary data from company records and published sources. The findings of the study aim to provide insights for improving employee satisfaction, productivity, and organizational effectiveness.

VI. RESEARCH METHODOLOGY

Research Design: Descriptive Type

Data Collection Methods:

- Primary Data: Collected directly from Sangam Dairy employees using questionnaires
- Secondary Data: Gathered from company documents, reports, books, and research articles

Sample Size & Techniques

- Population: 200 employees.
- Sample Size: 100 employees (male & female).
- Sampling Method: Simple Random Sampling

VII. LIMITATIONS OF THE STUDY

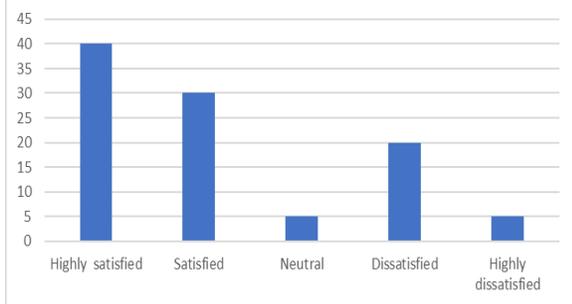
- The study was conducted with a limited number of employees.
- The research was completed in a short time period.
- Some employees may not have given accurate information.

The study is limited to Sangam Dairy Pvt Ltd Only.

Data Analysis and Interpretation:

Table1: satisfaction with current job.

Response	No. of Respondents	Percentage
Highly satisfied	53	40%
Satisfied	40	30%
Neutral	7	5%
Dissatisfied	26	20%
Highly dissatisfied	7	5%
Total	133	100%



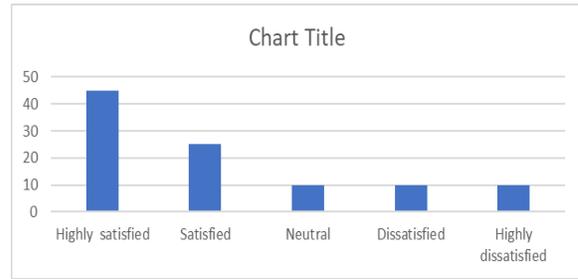
Interpretation:

From the above table,40% of the respondents are highly satisfied with the current job .30% are satisfied ,5% are neutral,20% are Dissatisfied ,5% are Highly Dissatisfied.

Table 2: Satisfaction with the salary and Benefits.

Response	No. of Respondents	Percentage
Highly satisfied	60	45%
Satisfied	33	25%
Neutral	13	10%
Dissatisfied	13	10%
Highly dissatisfied	13	10%

Total	133	100%
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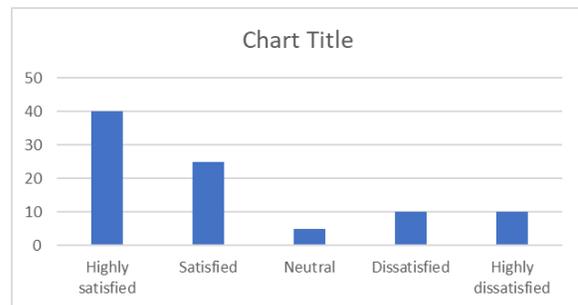


Interpretation:

From the above table ,45% of the respondents are Highly satisfied with the salary and Benefits .25% are satisfied,10% are Neutral,10% are Dissatisfied,10%Highly Dissatisfied.

Table3: Satisfaction with the communication between employees and management.

Response	No. of Respondents	Percentage
Highly satisfied	53	40%
Satisfied	33	25%
Neutral	7	5%
Dissatisfied	13	10%
Highly dissatisfied	13	10%
Total	133	100%

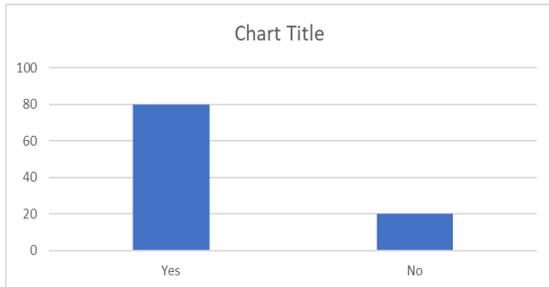


Interpretation:

From the above table,40%of the respondents are Highly satisfied with the communication between employees and management ,25% are satisfied ,5% are Neutral,10% are Dissatisfied,10% are Highly Dissatisfied.

4. Do you feel safe and healthy at your work place?

Response	No. of Respondents	Percentage
Yes	106	80%
No	27	20%
Total	133	100%



Interpretation:

From the above table, 80% of the respondents are feel safe and healthy at your work place, 20% are not feel safe and healthy.

VIII. FINDINGS

- 40% of respondents are highly satisfied with their current job.
- 45% of the respondents are highly satisfied with the salary and benefits.
- 40% of the respondents are highly satisfied with the communication between employees and management.
- 80% of the respondents are feel safe and healthy at your work place.

IX. SUGGESTIONS

- It is suggested to the company that the employees stress should be decreased by introducing meditation, stress relief program.
- The company should provide counselling sessions to the employees to balance their work and personal life.
- The supervisor should treat all the employees fairly without discrimination.

X. CONCLUSION

From the study, it is clear that Quality of Work Life of employees in SANGAM DAIRY is good. Quality mission includes not only the quality of the products but also the Quality of Work Life. SANGAM DAIRY aims to promote the peaceful industrial relations and good organization which is highlighted by management and the employees. Since employees are the backbone of the company. So, company should satisfy them in order to improve the business in the higher competitive market.

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