

**A STUDY ON WORK LIFE BALANCE OF
WOMEN IN ALLEPPY CO-OPERATIVE
SPINNING MILLS LTD**

PROJECT REPORT

*Submitted to Mahatma Gandhi University in partial fulfillment
of the requirements for the award of the Degree of*

MASTER OF BUSINESS ADMINISTRATION

Submitted by

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Accredited by NAAC with 'A' Grade

DEPARTMENT OF MANAGEMENT STUDIES

MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA

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CERTIFICATE

This is to certify that the project report entitled “A STUDY ON WORK LIFE BALANCE OF WOMEN IN ALLEPPY CO-OPERATIVE SPINNING MILLS LTD” is a bonafide report of the project work undertaken by Ms. ARUNIMA R, fourth semester MBA student of our college during the period from 1st April to 31st May, 2021.

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DECLARATION

I hereby declare that this project report entitled “**A Study On Work Life Balance Of Women In Alleppey Co-Operative Spinning Mills LTD**” is a *bonafide* report of the study undertaken by me, under the guidance of **Mrs. Arunima R**, Department of Management Studies, MACFAST, Tiruvalla.

I also declare that this project report has not been submitted to any other University or Institute for the award of any degree or diploma.

Tiruvalla
10-06-2021



ARUNIMA R

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ABBREVIATIONS

CCPC	: CENTRALIZED COTTON PURCHASE COMMITTEE
GDP	: GROSS DOMESTIC PRODUCT
HHEC	: HANDICRAFTS AND HANDLOOMS EXPORT CORPORATION
KSTC	: KERALA STATE TEXTILE CORPORATION
NTC	: NATIONAL TEXTILE CORPORATION
NJMC	: NATIONAL JUTE MANUFACTURES CORPORATION
RIAB	: RESTUCTURING AND INTERNAL AUDIT BOARD
SITRA	: SOUTH INDIA TEXTILES RESEARCH ASSOCIATION
TEXTFED	: KERALA STATE CO OPRATIVE TEXTILE FEDERATION
TPC	: TEXTILE POLICY AND CORPORAION

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EXECUTIVE SUMMARY

The purpose of this research was to identify strategies that employees might use to achieve better balance in their lives. The aim of the study is to explore the relationship between employee's supportive resources (work place support and non-work support) and their work life balance. The roles of work life balance's four components (work to life conflict, life to work conflict, work to life facilitation and life to work facilitation) in the relationship between support and employee outcomes were examined. Organizational efforts at providing a supportive work environment are appreciated as they go a long way towards enhancing work life balance. Work life balance covers the various aspects under the general umbrella of supportive organization behavior. Thus the work life balance should be broad in its scope. It must evaluate the attitude of employees towards personnel policies. The research will be helpful in understanding the current position of the organization.

The study aims to understand the work life balance of the women employees in the Alleppey Co-operative Spinning Mills Ltd. It gives the partial knowledge about the work life balance of the women employees in the Alleppey Co-operative Spinning Mills Ltd. It will help to understand their ability to manage the work and their life. So this study focus on the factors which will help attain work life balance and how they are different from one person to another.

Based on the contemporary issue of work life balance of women employees, the present research is done. The study aims to examine Work life Balance of women employees and analyze various factors affecting work life balance. The women employees in ACSM Ltd constitute universe for the study. The sample size of the study is 100

Women workforce is increasing and their contribution to the organization is also considered to be valuable. It is very necessary for the organization to acknowledge women employees by providing more appropriate Work Life Balance measures for them. It is a joint responsibility of the employer and the employees to ensure strong Work Life Balance that can bring in fruitful results to organization as well as employees also

CHAPTER 1

INTRODUCTION

1. INTRODUCTION

Work life balance is the act of having a positive balance between one's personal and professional life. In this challenging and demanding era it is very difficult to maintain balance between the two as demands have increased leading to work pressure. People have to make tough choice to achieve this balance. Females in the work force are now a significant and on-going pressure group calling for flexibility at work. Although both men and women share work to fulfil their needs but still burden is more on women shoulder with respect to family expectation, managing home, taking care of children and parents.

Finding a suitable balance between work and daily life is a major challenge that all employees face. Work life imbalance can lead to absenteeism from work, creating stress and lack of concentration at work. The issue of work life balance is increasingly becoming important as families are increasingly becoming nuclear and dual earners. Stress and other conflict are increasing and changing demand of organizations as well as increasing responsibilities of families.

The project work entitled a study on work life balance of women employees in Alleppey Co-operative Spinning Mills Ltd. mainly conducted to know employee satisfaction towards work life balance of women employees.

INDIAN COTTON INDUSTRY AND TEXTILE INDUSTRY

INDIAN COTTON INDUSTRY

Cotton plays an important role in the Indian economy as the country's textiles industry is predominantly cotton based. India is one of the largest producers as well as exporters of cotton yarn. The Indian textiles industry contributes around 5% to country's gross domestic product (GDP), 14% to industrial production and 11% to total export earnings. The industry is also the second-largest employer in the country after agriculture, providing employment to over 51 million people directly and 68 million people indirectly, including unskilled women. The textiles industry is also expected to reach US\$ 223 billion by 2021.

Gujarat, Maharashtra, Telangana, Andhra Pradesh, Karnataka, Madhya Pradesh,

Haryana, Rajasthan, and Punjab are the major cotton producers in India.

INDIAN TEXTILE INDUSTRY

India's textiles sector is one of the oldest industries in the Indian economy, dating back to several centuries.

The industry is extremely varied, with hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital-intensive sophisticated mills sector on the other end. The decentralized power looms/ hosiery and knitting sector forms the largest component in the textiles sector. The close linkage of textiles industry to agriculture (for raw materials such as cotton) and the ancient culture and traditions of the country in terms of textiles makes it unique in comparison to other industries in the country. India's textiles industry has a capacity to produce wide variety of products suitable for different market segments, both within India and across the world.

1.1 BACKGROUND OF THE STUDY

An organization is a social arrangement which pursues collective goals, which control its own performance and which has a boundary separating it from its environment. A project report is a detailed plan of one action and particulars of individual and groups dynamics in an organizational setting, as well as the nature of the organizations themselves. Whenever people interact in organizations, many factors come in to play. Project study attempts to understand and model these factors.

Project report means a comprehensive and systematic approach to get familiar with the working of the organization as a whole. The study was carried out at ALLEPPEY CO-OPERATIVE SPINNING MILLS, KAREELAKULANGARA, KERALA.

Spinning is a major part of the textile industry. It is the part of the textile manufacturing process where three types of fiber and converted into yarn, then fabrics, which undergo finishing processes such as bleaching to become textiles. The textiles are then fabricated into clothes or other products. There are three industrial processes available to spin yarn, and a handicraft community who use hand spinning techniques. Spinning is the twisting together of drawn - out strands of fibers to form yarn, though it is colloquially used to describe the process of drawing out, inserting

the twist, and winding onto bobbins. There are different types of material is used in the spinning mill.

1.2 STATEMENT OF THE PROBLEM

Management and employees in every organization try to achieve the goals of the organization. Employees need knowledge, skills, job satisfaction, supervisor and peer support to execute the responsibilities effectively. In present times the business environment demands efficiency and hence organizations go extra mile to achieve the benchmark performance. Since employees needs to concentrate on their work and family responsibilities, many a times either one of them will overtake another one leading to imbalance in family life and work. Hence the present study analyzed the employees work life balance practices their relevance in ACSM.

Lack of work flexibility, high work pressure and longer working hours are stressing out many industries workers, reducing their job performance and productivity as well as causing broken homes. In the community, there is growing concern that the quality of home and work life is deteriorating. These have resulted to poor employees input and performance at their job place, because an employee, who finds it difficult to properly balance his/her family life, tends to also have difficulties managing tasks at his or her workplace, therefore resulting in poor employees performance.

1.3 RELEVANCE AND SCOPE OF THE STUDY

The term work life balance is used to describe the balance that an individual needs between time allocated for work and other aspects of life. The study covers the overall work life of employees, that is their job satisfaction, work environment, working hours, work stress, their relationship with their colleagues, work assignment, infrastructure provided etc. The present study at cooperative spinning mills ltd, would reveal the quality of work life of the employees. It aims at measuring the level of satisfaction of employees.

The study covers the various aspects in employee work life balance and measured increase in productivity accountability, commitment better team work and communication improved morale, less negative organizational stress.

1.4 OBJECTIVE OF THE STUDY

The objective of the project report are as follows:

- ❖ To identify the factors that impact the employees work life balance.
- ❖ To know the relationship between employee's job and its impact on employee's personal life.
- ❖ To know the relationship between the supervisors' support and employee's job performance.
- ❖ To identify the employees problem at home due to work.
- ❖ To find out effectiveness of work life balance and how to improve work life balance of employees.

CHAPTER 2

INDUSTRY PROFILE

2 INDUSTRY PROFILE

The term textile is derived from the Latin word “Texture” means to weave. It was originally applied only to woven fabrics, but now a general term for fibers, yarn and other materials. The major cotton producing states are Punjab, Haryana, Gujarat, Maharashtra, Rajasthan and Andhra Pradesh. India has the largest cotton hector age in the world amounting to a million hectors or 25% of the textile industry in Kerala is rather small compared to the best of the county. In Kerala in order to satisfy the raw materials needs of weaves, Government of Kerala started 5 spinning mills under co-operative sector.

The public sector units in textile sector were mainly engaged in the actives of yarn manufacturing. The 9 units including the companies owned by employee around 5979 personnel accounts for 10% of totals employment in enterprise under industries development. The major problems of textile are;

- Cotton export and price
- Delay in cotton yarn exports
- Non availability of credit
- Low productivity
- Change of fashion

TEXTILE INDUSTRY IN GLOBAL SCENARIO

High production of wool, cotton, and silk over the world has boosted the industry in recent years through the industry in UK till 19th century the textile production passed to Europe and North America after mechanization process in those areas from time to time. Japan, China, India took part in industrializing their economics and current rated more in that sector.

According to statistics the global textile market possesses a world of more than \$400 billion presently in a more globalized environment. The industry has high competition as well as opportunities. It predicted that global textile production will grow by 25% between 2002 and 2010. Asian region largely contributed in this regard.

TEXTILE INDUSTRY IN NATIONAL SCENARIO

The industrial growth of the country was piloted by textile industry even before independence states are Punjab, Haryana, Maharashtra, Rajasthan and Andhra Pradesh. India has the largest cotton hector age in the world around 9 million hectores, the production in the country is hardly 20%of world production. The textile sector is major contribution to foreign exchange earning of the country for 35%of the total export. There are 1767 textiles mill in the country of which 192 are in a public sector, 151 in a co-operative sector and 1424 in private sector and occupied a very unique position by its contribution in terms of employment, contribution to the national product, export financial consumption expenditure. Cotton played a dominant role in the growth of the industry in the country. The first mill in India comes into due to an attempt made by the Bowrea cotton mill in Kolkata by the English enterprise. But it did not work well. But later in 1845 in Bombay, C N Daver, a Paris business man established first cotton mill in Bombay. Four sector of cotton mills:

1. NTC- National Textile Corporation
2. KSTC- Kerala State Textile Corporation
3. TEXTFED- Kerala State Co-operative Textile Federation
4. Private Sector

INDIAN COTTON INDUSTRY AND TEXTILE INDUSTRY

INDIAN COTTON INDUSTRY

Cotton plays a significant part in the Indian economy as the country's textile industry is predominantly based on cotton. India is one among the largest producers as well as exporters of cotton yarn and the Indian textile industry is contributing an approximate of 11% to industrial production, to the manufacturing sector 14%, 4% to the gross domestic product (GDP) and to countries total export earnings by 12%. The cotton cultivation in India has increased to 12.25mm hectares (2014-15) from about 11.5mm hectares (2013-14). India is also the second biggest manufacturer of cotton worldwide. During (2013-14) in India, production of cotton yarn increased by 2% and 5% in cloth mill and 6% in power loom sector respectively. The states of Gujarat, Madhya Pradesh, Maharashtra, Haryana, Punjab, Rajasthan, Karnataka and Tamil Nadu, Andhra Pradesh is the major cotton producers in India. TEXPROCIL, i.e., the cotton textile export promotion council takes part in national and international events to enhance the showcasing of

Indian products, advertising it and promoting the Indian products in various media vehicles such as fashion magazines, event-related plots, India reports and leading trade magazines and organize Buyer-Seller Meets (BSM) and trade delegation visits.

INDIAN TEXTILE INDUSTRY

Among the leading textile industries in the world, Indian textile industry is one of the leading textile industries. Liberalization in the Indian economy in 1991 created a change from the predominantly unorganized to the organized industry. The new economy gave an eminent push to Indian textile industry and has now achieved as one of the largest in the world. Textile manufacturing and export is the base of Indian textile. It plays an important role in the country's economy, the advent of MMF, i.e. manmade fabrics made a significant change in the Indian textiles industry. Across the global countries, India's MMF textiles are placed successfully. Production of MMF has increased to 10% and yarn production by 6%. The Indian textile industry provides employment to Mms of people who include cotton and jute farmers, weavers, artisans who are in centralized and decentralized and household sectors across the country

CCPC (Centralized Cotton Purchase Committee)

Government textile mills will engage in the centralized purchase of cotton to ensure transparency and provide raw material before opening the mills. A central purchasing committee consisting of managing directors of textile mills and director of the public sector Restructuring and Internal Audit Board (RIAB) will make the purchase decisions.

“The committee will replace private agencies and buy directly from the market. This will ensure quality and transparency. A similar committee will be established for the sale of the yarn produced,” said an official with them Directorate handloom and textile.

The setting up of a centralized mechanism was one of the major demands of the trade unions. “In the past, middlemen used to supply cotton by giving kickbacks. Low quality of cotton resulted in the production of substandard yarn which had poor demand,” said VijayanKunissery, general secretary of the Textile Federation (AITUC).

The high cost of cotton and low price for yarn has dealt the industry a double blow. The price of cotton has been steadily rising despite it being the production season in Maharashtra, the largest cotton-producing state. It hovers around `6,000 per quintal due to high demand for Indian cotton from neighboring Asian countries. Textile mills which largely deal with the unorganized sector have been affected by demonetization.

Spinning and textile mills in the state have been closed for more than six months owing to the financial crisis.

Lack of working capital and raw materials, inability to pay electricity charges, statutory liabilities etc. have affected the functioning of the mills. Six mills have been closed down and many have seen layoffs in the last four months. Around 2,000 workers in the mills were affected due to the stalemate. Industries Minister A C Moideen held talks with trade union leaders to find ways to reopen the mills. The Minister had announced the mills would open on January 1. But administrative sanction for funds to purchase cotton and settle other dues was delayed by a month. The decision to allot PRs 15Crore on February 8 came at a time when trade unions were charting out the next stage of protests

ORIGIN OF THE INDUSTRY

The Kerala State Cooperative Textile Federation Limited (TEXFED) was established during 1992 with the objective to plan, advise, assist, coordinate, monitor, supervise, set up, manage and other facilitate the organization and working of the Cooperative Textile units in the state entrusted, affiliated or leased to the Federation or owned by the Federation so also to arrange for manufacturing all textile products, dealing in and supply of all textile machinery, equipment, raw materials, consumable stores, spares etc. The Federation office is functioning in a rented building at Devaswom Board Junction, Kowdiar, and Thiruvananthapuram.

The major functions of the ministry of Textile are:

- Bhilwara Textiles Industry
- Textile Policy & Coordination
- Man-made Fiber Industry
- Cotton Textile Industry
- Jute Industry
- Silk and sericulture Industry
- Wool Industry
- Decentralized Power loom Sector
- Export Promotion
- Planning & Economic Analysis
- Finance Matters
- Information Technology (IT)

The advisory boards include:

- All India Handlooms Board
- All India Handicrafts Board
- All India Power looms Board

- Advisory Committee under Handlooms Reservation of Articles for Production

The major export promoting councils include:

- Apparel Export Promotion Council, New Delhi
- Carpet Export Promotion Council, New Delhi
- Cotton Textiles Export Promotion Council, Mumbai

The major PSU or Public Sector Undertaking are:

- National Textile Corporation Ltd. (NTC)
- British India Corporation Ltd. (BIC)
- Cotton Corporation of India Ltd. (CCI)
- Jute Corporation of India Ltd. (JCI)
- National Jute Manufacturers Corporation (NJMC)
- Handicrafts and Handlooms Export Corporation (HHEC)
- National Handloom Development Corporation (NHDC)
- Export Promotion Council for Handicrafts, New Delhi
- Handloom Export Promotion Council, Chennai
- Indian Silk Export Promotion Council, Mumbai
- Power loom Development & Export Promotion Council, Mumbai
- Synthetic & Rayon Textiles Export Promotion Council, Mumbai
- Wool & Woolen Export Promotion Council, New Delhi

Other autonomous bodies in this industry are:

- Central Wool Development Board, Jodhpur
- National Institute of Fashion Technology, New Delhi
- National Centre for Jute Diversification

The textile Research Associations are:

- South India Textiles Research Association (SITRA), Coimbatore
- Ahmedabad Textiles Industry's Research Association
- Bombay Textiles Research Association, Mumbai
- Indian Jute Industries Research association, Kolkata
- Man-made Textiles Research Association, Surat
- Synthetic and art silk –Mills Research Association, Mumbai
- Wool Research Association, Thane
- Ahmedabad Textiles Industry's Research Association
- Bombay Textiles Research Association, Mumbai

- Indian Jute Industries Research association, Kolkata
- Man-made Textiles Research Association, Surat
- Synthetic and art silk –Mills Research Association, Mumbai
- Wool Research Association, Thane

TEXTILE INDUSTRY IN KERALA

The first cotton textiles mill was established in 1883 in Kallai near Kozhikode by P.S SanthappaChettiyar and M. GuptanNamboothiripad, known as Malabar Spinning and Weaving Mill. The commercial production was started in 1887. Later in 1976 the mill was taken over by Government of Kerala and handed over to Kerala state textiles corporation. The second mill presently called Parvathi Mills Ltd. was started in 1884 by James Darragan, an English man using 19 acres of land donated by the Maharaja of Travancore.

In 1888, the mill was sold to another British industrialist named AT VIN. In 1932 the management was taken over by Kerala Textiles Corporation. In April 1974, the mill was nationalized under sick textiles undertaking (nationalization) Act and was made a unit of National Textiles Corporation (NTC) Limited Bangalore, which is a subsidiary of NTC Delhi. Sitaram Textiles Ltd., another oldest mill was established in 1903 as a Private Limited Company. Balarama Iyer started it. Later due to mismanagement and labour problems, company was liquidated in 1954.

The factory was gutted down due to fire in 1959 and spinning production was completely stopped. The Government of Kerala purchased this unit as a result of liquidation and public auction in 1972, with the modest start of these mills, the number of cotton textile mill rose to 31. The government of Kerala has announced in state assembly on March 29, 1994, its willingness to start 5 more spinning mills, one each in Kasaragod, Kozhikode, Thrissur, Kottayam and Malappuram along with the commissioning of co-operative spinning mill at Kareelakulangara at Alleppey with a spindle capacity of 6000 spindles. The cotton textiles industries are concentrated in district of Thrissur and Palghat followed by Ernakulum and Kannur.

These 4 districts taken together accounts for nearly 3/4th of the mills in Kerala. The numbers of existing composite mills are quite low i.e., only four in number, its growth during the last 10 years is nil. Due to the unprofitable nature of composite mill, Malabar spinning and weaving mill discontinued its weaving operation and concentrated on spinning only. Calicut modern spinning mill once turned sick is now taken over by a financially sound third party and found earnings before the last, decade. There are 7 cotton textile mills in Trissur including one composite mill. Kottayam stands last in the list with only one state owned mill.

There are 16 private mill in Kerala of which 14 are spinning mills and the rest 2 are composite mills.

The national textile corporation has got under it, 4 spinning mills and 1 composite mill. The co-operative sector owns only 2 spinning mills. In Kerala the Trissur cooperative spinning mills with an installed spindle capacity of 12,000 spindles is the smallest mill followed by Kathie Cotton Mills Limited with 14,860 spindles.

Another welcome feature was that a 100% export oriented unit, Past Pin India Ltd. Started commercial production at Palghat. These units are located at Palghat near Kerala- TamilNadu border. Another co-operative mill, ALLEPPY Co-operative spinning mill at Kayamkulam is yet to be commissioned. Out of the 31 mills in Kerala, 14 are private sector, 8 under National Textiles Corporation, 4 under Co-operative Sector and 5 under K.S.T.C.:

CURRENT SCENARIO OF TEXTILE INDUSTRY IN INDIA

Indian textile enjoys a rich heritage and the origin of textiles in India traces back to the Indus valley Civilization where people used homespun cotton for weaving their cloths. Rig Veda, the earliest of the Veda contains the literary information about textiles and it refers to weaving. Ramayana and Mahabharata, the eminent Indian epics depict the existence of wide variety of fabrics in ancient India. These epics refer both to rich and stylized garment worn by the aristocrats and ordinary simple cloths worn by the common people. The contemporary Indian textile not only reflects the splendid past but also cater to the requirements of the modern times.

India is the second largest producer of textiles and garments in the world. The Indian textiles and apparel industry is expected to grow to a size of US\$223bn by 2021, according to a report by Techno park Advisors. This industry accounts for almost

24% of the world's _spindle capacity and 8% of global rotor capacity. Abundant availability of raw materials such as cotton, wool, silk and jute as well as skilled workforce have made the country a sourcing hub.

The textiles industry has made a major contribution to the national economy in terms of direct and indirect employment generation and net foreign exchange earnings.

The sector contributes about 14 per cent to industrial production, 4 per cent to the gross domestic product (GDP) and 27% to the country's foreign exchange inflows. It provides direct employment to over 45 million people. The textiles sector is the second largest provider of employment after agriculture. Thus, growth and all round development of the industry has a direct bearing on the improvement the India's economy.

➤ GROWTH

The Indian textiles industry is set for strong growth, buoyed by strong domestic consumption as well as export demand. The most significant change in the Indian textile industry has been advent of man-made fibers (MMF).India has successfully placed its innovation range of MMF textiles in almost all the countries across the globe.

- ❖ MMF production recorded an increase of 10% and filament yarn production due 6% in the month of February.2014. MMF production increased by about 4% during the period of April 2013- February 2014.
- ❖ During April 2013- February.2014cotton yarn production increased by about 10%.Blended and 100% non-cotton yarn production increased by 6% duringFebruary.2014 and by 8% during the period of April 2013- February.2014.
- ❖ Cloth production by mill sector registered a growth of 9% in the month of February.2014& of 6% during April 2013- February.2014.
- ❖ India’s textiles sector is one of the mainstays of the national economy. It is also one of the largest contributing sectors of India’s exports contributing 11% to the country’s total exports basket.
- ❖ The textile industry has two broad segments, namely handloom, handicrafts, sericulture, power looms in the unorganized sector and spinning, apparel, garmenting, made ups in the organized sector.

The Indian textile industry is extremely varied, with a hand-spun & hand woven at one end of the spectrum, and the capital-intensive sophisticated mill sector at the other. The decentralized power looms or hosiery and knitting sector form the largest section of the Textile Sector. The close linkage of the industry to agriculture and the ancient culture, the traditions of the country make the Indian textiles sector unique in comparison to the textile industry of other countries. This also provides the industry with the capacity to produce a variety of product suitable to the different market segments, both within and outside the country.

➤ **GOVERNMENT INITIATIVES.**

The Indian government has come up with a number of export promotion policies for the textiles sector. It has also allowed 100% FDI in the Indian textile sector under the automatic route.

2.1 BUSINESS PROCESS OF THE INDUSTRY

In spinning process, separate fibers are twisted together to bind them in to a stronger long yarn. Characteristics of the yarn very based on the materials used, fibre, length and alignment, quantity of fiber used and degree of twist. The directions in which the directions of spinning. Rightness of twist is measured in twist per inch (TPI). Two or more spun yarn may be twisted together or plied to form a thicken yarn. Generally hands spun single plies one spun with a Z twisted and playing is done with an S twist.

With the recent part, many new spinners are join in to the ancient process innovating the craft and creating new technologies for using many new applicant do dying before spinning, to mixing in random elements that would not be in a traditional yarn, to crafting techniques like coiling, this craft is constantly evolving and shifting.

A woollen yarn is contrast, is hand spun from a role where the fibers are not as strictly aligned to the yarn created. The woollen yarn thus much capture much more air and makes for a soft and generally bulkier yarn. A spinner will spin using varying techniques for a hand crafted and role based yarn and thus makes a semi-worsted yarn. Woollen can be dyed at any time, but is often dyed before carding due to convenience.

Spinning is the process of creating yarn or thread, rope cable from various raw fiber materials. Yarn can be made from a wide Varsity of materials. They are:

- Plant fiber- cotton, flax, bamboo, coconut husk, plantain trees.
- Animal fiber- Wool of goat, rabbit, dog, camel, yak and silk.
- Artificial fiber -Nylon, Rayon, polyester, tinsel

Hand-spinning was a cottage industry in medieval Europe, where the wool spinners (often women and children) would provide enough yarn to service the needs of the men who operated the loom. This would occur in districts favorable to sheep husbandry. The introduction of the flying shuttle upset this balance. The subsequent invention of the spinning jenny water frame redressed the balance but required water power to operate the machinery, and the industry relocated to West Yorkshire where this was available. The nascent Cotton industry was located on wetter side of the same hills. The British government was very protective of this technology, restricting its export. By the aftermath of World War 1 the colonies where the cotton was grown started to purchase and manufacture significant quantities of cotton spinning machinery. The next breakthrough was with the move over to Break or open-end spinning, and then the adoption of artificial fibers. By then most production had moved to India and China. During the industrial revolution, spinners, doffers, and sweepers were employed in spinning mills for the 18th to 20th centuries. Many employees of the mill were children, who were preferred due to their small size and agility. The textile industry is vertically-integrated across the value chain and extends from fiber to fabric to garments. At the same time, it is a highly-fragmented sector, and comprises small-scale, non-integrated spinning, weaving,

processing and cloth manufacturing enterprises.

The textile sector has always been an important part of people's lives in India. Much before industrialization, hand weavers and handloom workers contributed to the growth of the industry. The government framed policies during 1950-1970 for the development of SSIs in the sector; as a result, the power loom and handloom sectors, mainly small and medium scale enterprises, were decentralized.

The textile segment is highly fragmented and many large textile companies are also conglomerates of medium-sized mills. According to the statistics released by the Ministry of Textiles, the entire textile industry is highly fragmented except the spinning sub-segment. The organized sector contributes more than 95% of spinning, but hardly 5% of weaving fabric. SSIs perform the bulk of weaving and processing operations. The unorganized sector forms the bulk of the industry, comprising handlooms, power looms, hosiery and knitting, and also readymade garments, Khadi and carpet manufacturing units. The organized mill sector consists of spinning mills involved only in spinning activities and composite mills where spinning, weaving and processing activities are carried out under a single roof. These organized units are mostly independent and small scale in nature unlike the composite units that undertake all activities together.

The textile industry of India operates largely in the form of clusters - mostly natural clusters - with roughly 70 textile clusters producing 80% of the country's total textiles. Based on a UNIDO study conducted on SME clusters in India, some of the key textile clusters in India are: Composite mills and 1,651 mills were spinning mills. The cloth production in the organized mills sector has increased from 1,496 MNsq.meters in 2002-03 to a projected 1,796 MNsq.meters in 2008-09 (P). Despite the increase in the production, the organized sector contributes merely 3% to the total fabric production of the country. The remaining 97% of the fabric is produced in the unorganized sector.

The competitiveness of composite mills has declined in comparison to power looms in the decentralized segment. Policy restrictions relating to labour laws and the fiscal advantages enjoyed by unorganized sectors are two of the major constraints that are responsible for the decline. The number of composite mills in India decreased from 285 in 1999-00 to 177 in January 2009.

The power loom segment is the largest manufacturer of fabric in the unorganized sector. The segment produces a wide variety of grey and processed cloth. According to the Ministry of Textiles, as on December 31, 2008, India had nearly 2.2 MN power looms that were distributed across 482,000 units. The Indian Textile industries is mainly dominated by some government, semi government and private institutions.

In ACSM the yarn is produced from the cotton which is extracted from fruit of cotton plant which are produced at various part of our nation. The production process includes the process of converting the raw material into other usable and stable outputs as final finished product which in return produces profit for the organization.

Yarn is made up of a number of plies each ply being a single spun yarn. These single plies of yarn are

twisted in the opposite direction together to make a thick yarn. Depending upon the opposite direction of this final twist, the yarn will be known as S twist or Z twist for a single ply the final twist is same as its original twist. Production process of yarn is carried out by using various types of machine. Each process is considered and carried out as separate units or selection. They are:-

- Blow room
- Carding units
- Comber
- Simplex
- Ring frame
- Cone winding
- Packing units

Each unit consist of variety of machines which are placed in this mills based upon the sequence in which the process progress in producing yarn from varieties of cotton. In this mill layout are being followed for production process is process layout. Process layout means alignment of similar machines and equipment which perform similar function is placed in plant location which are linked to the other machines for completing the cycle of production.

RAW MATERIAL OF ACSM

The cotton required for the ACSM mainly come from Tamil Nadu and Andhra Pradesh. Cotton is the main raw material which is purchased by Kerala State Textile Co -operation on behalf of the mill. Raw material which reaches the mill in bundle form and it is carried bale. When the load reaches the mill, authorities check, take samples from selected bundle and send to the head office of KSTC for testing ensuring the quality. The mill sends every day stock statement of cotton to KSTC.

WASTE

Production process of yarn yield wide variety of waste which can be used for:-

- Noil used to make yarn by allowing it to reprocessing process.
- Hand waste used for workshops.
- Flat strips used for surgical cotton.

Pneumafils can be used again by allowing in reprocessing process.

YARN

Yarn consists of strands of materials twisted together. Each strand is made up of fibers or shorter than the piece of yarn.

A fairly high degree of twist produces strong yarn a low degree of twist produce softer yarn and a very tight twist procedure crape yarn. A single yarn is made from a group of filament fibers twisted together.

2.2 MARKET DEMAND AND SUPPLY

India's textiles sector is one of the oldest industries in the Indian economy, dating back to several centuries.

The industry is extremely varied, with hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital-intensive sophisticated mills sector on the other end. The decentralized power looms/ hosiery and knitting sector forms the largest component in the textiles sector. The close linkage of textiles industry to agriculture (for raw materials such as cotton) and the ancient culture and traditions of the country in terms of textiles makes it unique in comparison to other industries in the country. India's textiles industry has a capacity to produce wide variety of products suitable for different market segments, both within India and across the world.

Market Size

India's textiles industry contributed 7% to the industry output (by value) in 2018-19. The Indian textiles and apparel industry contributed 2% to the GDP, 12% to export earnings and held 5% of the global trade in textiles and apparel in 2018-19.

Textiles industry has around 4.5 crore employed workers including 35.22 lakh handloom workers across the country.

Cotton production is expected to reach 36.0 million sales in FY21.

The domestic textiles and apparel market stood at an estimated US\$ 100 billion in FY19.

The production of raw cotton in India is estimated to have reached 35.4 million bales in FY20[^]. During FY19, production of fibre in India stood at 1.44 million tonnes (MT) and reached 1.60 MT in FY20 (till January 2020), while that for yarn, the production stood at 4,762 million kgs during same period.

The demand of yarn, fabric and apparels is set to remain muted throughout first half of the financial year 2020-21. The FY21 demand growth would typically depend on discretionary spending, and thus a gradual recovery in household income over the second half of the current financial year between October 2020 and March 2021.

Normally in revenue across the textile value chain may return by the second half of the financial year 2022, on the back of reopening of the retail space, a normal monsoon, the festive and wedding season. The demand revival will also depend on government measure to incentivise exports.

Weak demand of value added products like yarn, fabric and apparel is bound to impact raw material prices. The study forecasts a correction in cotton prices over 2QFY21 from the levels of Rs 95 per kg as of May 2020 due to a low demand and high holding levels at Cotton Corporation of India. However, holding stocks could only provide a short-term relief. Some of the inventory is expected to be exported, given the advantage of lower prices and rupee depreciation.

Contribution to GDP

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Cotton plays a significant part in the Indian economy as the country's textile industry is predominantly based on cotton. India is one among the largest producers as well as exporters of cotton yarn and the Indian textile industry is contributing an approximate of 11% to industrial production, to the manufacturing sector 14%, 4% to the gross domestic product (GDP) and to countries total export earnings by 12%. The cotton cultivation in India has increased to 12.25mm hectares (2014-15) from about 11.5mm hectares (2013-14). India is also the second biggest manufacturer of cotton worldwide

REVENUE GENERATION

Finance may be defined as the provision of money at the time s wanted. Finance is regarded as the life blood of an organization. In order of money oriented economy, finance is one of the basic foundations of every kind of economic activity.

Financial management is that managerial activity which is concerned with the planning and controlling of the firm's financial resources. The source of ACSM is through yarn sales and waste sales financial department controlled by the financial manager. All the planning and controlling of firms financial resources are carried out by the finance manager. The responsibility of finance manager includes.

- Arrangement of fund from financial institution and yarn selling.
- Arrangement of fund through financial instrument such as shares, debentures, bonds etc.
- Managing fund rising programmed.

The manager deals with supervision and control of finance department, clerk deal with sales & purchase account and maintaining all statutory books and cashier maintaining cash book and other

subsidiary book preparing voucher etc.

The important duties of financial department in co-operative spinning mill are.

1. Preparation of balance sheet
2. Verification of voucher and bill
3. Preparation of budget and analysis
4. Disbursement of salary and wages
5. Verification cash balance
6. Paying tax and telephone bill etc.
7. Preparation of various books and records
8. Preparation of bank voucher and records.

2.3 LEVEL AND TYPE OF COMPETITION

Industry Competitiveness of the Indian Textile Industry is very high because, there is a high threat of substitutes, higher bargaining power of buyers, high competitive rivalry, and high threat of new entrants. All of these situations are creating a negative impact on the textile industry. The only positive things are there is the low bargaining power of suppliers.



MAJOUR COMPETITORS

1. Nagra spinning mill Pvt. Ltd.
2. Sahar spinning mills pvt. Ltd.
3. Sri Saravana spinning mills pvt. Ltd.
4. Krishnaganga spinning mills pvt. Ltd.
5. Umar spinning mills pvt. Ltd.

2.4 PRICING STRATEGY IN THE INDUSTRY

One of the most important factors relating to fiber yarn is that no fixed marginal retail price (MRP) can be printed on the fiber yarn. Thus the firm is forced to sell the product at the market price of the fiber yarn. Having known the changes that can happen in the market well in advance, the firm is able to stock raw materials to be used in favorable conditions and thus maintains the profit

2.5 PROSPECTS AND CHALLENGES OF INDUSTRY

The textile and garment industry in India is one of the oldest manufacturing sectors of the country. In fact, India held world monopoly in the manufacturing of cotton textiles for about 3,000 years from about B.C. 1500 to A.D. 1500. In the middle ages, Indian cotton textile products were in great demanding the Eastern and European markets. The Indian cotton textile industry is composed looms and power looms, (iii) the hosiery sector, and (IV) the garment sector.

In India, modern cotton textile industry made a beginning in 1818, when the first cotton mill was set upon the Bowree Estate at Ghosury near Kolkata, but it was soon closed. A real start in the industry came with the setting up of the Bombay Spinning and Weaving Company in Mumbai in 1851. The new location proved so favourable for the industry that several mills came up here in quick succession. The number of mills increased from only 8 in 1876 to 79 in 1885, 170 in 1890 and 252 in 1903. By 1939, the number of cotton mills was increased to 415. Mumbai, Ahmedabad, Coimbatore Chennai, Kanpur, Ludhiana, Nagpur, Solapur became the centres of the textile industry. After independence the growth of textile industry has gained new pattern. The total number of textile mills in the country is 1,719, out of which 188 mills are in public sector.

Due to favourable conditions for the growth of cotton textile industry, at present, India is the world's third largest producer of cotton-after China and the USA — and the second largest Cotton consumer after China. The Indian market is also the second largest in terms of consumption of Cotton, after China. At present, cotton textile industry is the largest organised modern industry of India. There has been a phenomenal growth of this industry during the last five decades. Cotton textile industry accounts about 16 per cent of the industrial capital, 14 per cent of industrial production. Therefore, the cotton textile plays major role economic development. Over 20 per cent of the industrial labour of the country is engaged in the cotton textile industry of the country. The total employment in this industry is well over 25 million workers. There are at present 1,719 textile mills in the country, out of which 188 mills are in public sector, 147 in cooperative sector and 1,384 in private sector. About three fourths are spinning mills and the remaining one-fourth composite mills. Apart from the mill sector, there are several thousand small factories comprising 5 to 10 looms. Some of them have just one loom. These are based on conventional handloom in the form of cottage industry and comprise

decentralised sector of this industry. Table 25.5 shows that the contribution of decentralised sector is much more than the organised sector. It has increased rapidly from a mere 19.31 per cent in 1950-51 to 58.96 percent in 1980-81 and made a sudden jump to 87.95 per cent 1990-91. It gradually improved during the first half of 1990s and stood at all-time peak of 95.41 percent in 2007-08 and subsequently slightly declined to become 94.36 percent 2011-12.

The cotton textile industry is expected to grow very fast in the near future due to following factors:

- The remarkable increase in the income levels of the Indian population
- Abundant availability of raw materials such as cotton, wool, silk, and jute result in a continuous increase in the demand in the Indian textile industry
- Easy access to low cost and skilled manpower offering a competitive edge to the industry
- Better assistance in terms of building market entry strategy for global organization by the management consulting firms in India

At present, India is the third largest producer of silk and the fifth largest producer of synthetic fibre. India is the largest producer and exporter of cotton yarn and jute goods. The cotton and blended textile industries are the largest group of industries in the organized sector in India. The cotton textile industry was most firmly rooted in India before machine-made cloth from England entered the market in the 19th century. In India cotton textile industry is composed of four main sectors: (i) the mills including spinning, weaving and composite units (ii) the hand loom and power looms (iii) the hosiery sector, and (iv) the garment sectors.

Problems of Cotton Textile Industry:

Although cotton textile is one of the most important industries of India, it suffers from many problems. Some of the burning problems are briefly described as under:

1. Scarcity of Raw Cotton:

Indian cotton textile industry suffered a lot as a result of partition because most of the long staple cotton growing areas went to Pakistan. Although much headway has been made to improve the production of raw cotton, its supply has always fallen short of the demand. Consequently, much of the long staple cotton requirements are met by resorting to imports.

2. Obsolete Machinery:

Most of the textile mills are old with obsolete machinery. This results in low productivity and inferior quality. In the developed countries, the textile machinery installed even 10-15 years ago has become outdated and obsolete, whereas in India about 60-75 per cent machinery is 25-30 years old.

Only 18-20 per cent of the looms in India are automatic whereas percentage of such looms ranges from cent per cent in Hong Kong and the USA., 99 per cent in Canada, 92 per cent in Sweden, 83

per cent in Norway, 76 per cent in Denmark, 70 per cent in Australia, 60 per cent in Pakistan and 45 per cent in China.

3. Erratic Power Supply:

Power supply to most cotton textile mills is erratic and inadequate which adversely affects the production.

4. Low Productivity of Labour:

Labour productivity in India is extremely low as compared to some of the advanced countries. On an average a worker in India handles about 2 looms as compared to 30 looms in Japan and 60 looms in the USA. If the productivity of an American worker is taken as 100, the corresponding figure is 51 for U.K. 33 for Japan and only 13 for India.

5. Strikes:

Labour strikes are common in the industrial sector but cotton textile industry suffers a lot due to frequent strikes by a labour force. The long drawn strike in 1980 dealt a severe blow to the organised sector. It took almost 23 years for the Government to realise this and introduce legislation for encouraging the organised sector.

6. Stiff Competition:

Indian cotton mill industry has to face stiff competition from power loom and handloom sector, synthetic fibres and from products of other countries.

7. Sick Mills:

The above factors acting singly or in association with one another have resulted in many sick mills. As many as 177 mills have been declared as sick mills. The National Textile Corporation set up in 1975 has been striving to avoid sick mills and has taken over the administration of 125 sick mills. What is alarming is 483 mills have already been closed.

2.6 KEY DRIVERS OF THE INDUSTRY

- Abundance of raw material, presence of entire value chains, competitive manufacturing costs, availability of skilled manpower, large and growing domestic market, rising per capita income, higher disposable incomes and preferences for brands and increase in organized retail landscape and e-commerce are the key growth drivers for the textile industry.
- There is an increased focus on technical textiles due to the growth of end-user industries. These include automotive, healthcare, infrastructure, aviation, defence and oil and petroleum.
- The textiles industry in India is experiencing a significant increase in collaboration between global majors and domestic companies.
- The sector is highly diversified. It caters to a wide range of segments ranging from traditional handloom products to cotton, wool and silk products. Besides, it has products that vary across natural & man-made fiber, yarn and apparel.
- The slowdown in the Chinese economy has increased the cost of textile production in China. Hence, Chinese textile manufacturers have lost competitive advantages of the lower cost of production in the last few months.
- Under Union Budget 2019-20, the government has allocated Rs. 700 crore (US\$ 97.02 million) for Amended Technology Upgradation Fund Scheme (ATUFS).
- As of November 2018, Odisha is planning to build three textiles parks with the aim to promote investments in the textile sector.
- Government of India has approved a new skill development scheme named ‘Scheme for Capacity Building in the Textile Sector (SCBTS)’. It has an outlay of US\$ 202.9 million from 2017-18 to 2019-20.
- The Textile Ministry of India earmarked US\$ 106.58 million for setting up 21 readymade garment manufacturing units in seven states for development and modernization of Indian textile sector.
- 100 per cent FDI is permitted in the sector. Cumulative FDI inflows into the textiles sector stood at over US\$ 3.19 billion from April 2000 to June 2019.
- India can become the one-stop sourcing destination for companies from the Association of Southeast Asian Nations (ASEAN). This is because of the existence of several opportunities for textile manufacturing companies from 10-nation bloc to invest in India.

VISION AND MISSION OF ALLEPPEY CO-OPERATIVE SPINNING MILLS

To produce the highest quality fine and super fine count cotton yarn in the world and to provide the best in customer service in the industry.

A) Vision towards public:

Ginning of cotton, spinning of yarn from cotton exported to domestic markets.

B) Vision towards quality:-

Provide quality cotton yarn at a competitive rate to ensure customer satisfaction.

C) Vision towards employees:-

Provision of continuous employment and welfare to the employees attached with ACSM.

ACSM is committed to operating a successful business by developing, manufacturing and supporting quality yarn products of the world textile industry.it can be achieved by;

- ✓ Developing long term relationship with our customers and suppliers.
- ✓ Providing superior quality products at competitive prices.
- ✓ Exceeding industry standard with exceptional customer and technical service.
- ✓ Maintaining our competitive position through leading edge technology
- ✓ Providing a safe, fulfilling and rewarding work environment for our employees
- ✓ Serving supporting the communities in which we operate.

MISSION

Mission is the basic constituent of the company it does not change with the time rather all the operation of the company are for the fulfillment of the mission. It is the contribution of the company to the society.

The mission of The Alleppey Co-operative Spinning Mills LTD is to improve the quality of the product as well as to develop and manufacture the product according to the demand in the market.

CHAPTER 3

REVIEW OF LITERATURE

3.1 BRIEF THEORETICAL CONSTRUCT RELATED TO THE PROBLEM

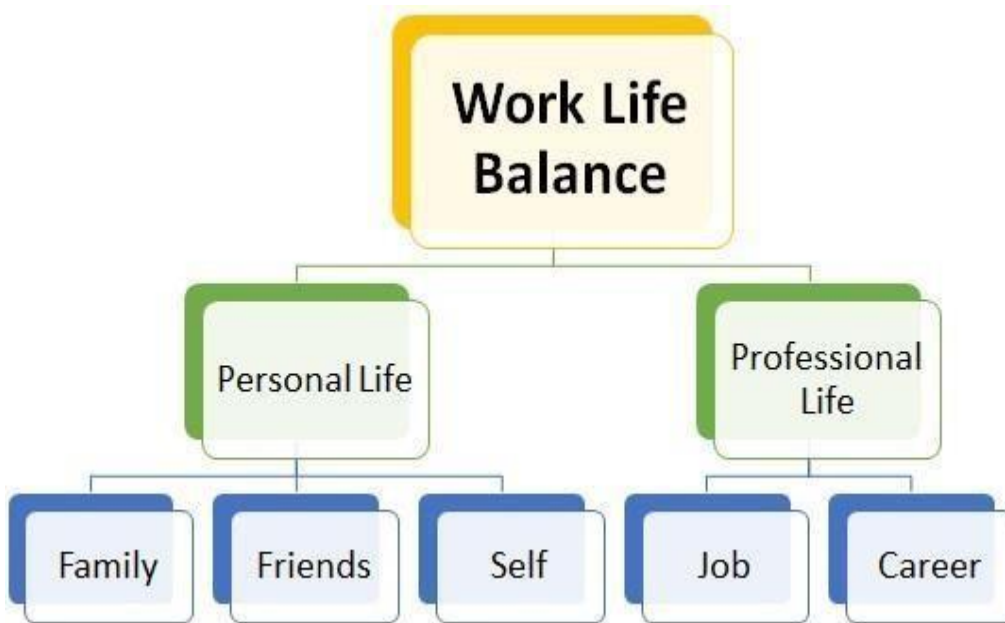
MEANING OF WORK LIFE BALANCE

Work life balance is a method which helps employees of an organization to balance their personal and professional lives. Work life balance encourages employees to divide their time on the basis on priorities and maintain a balance by devoting time to family, health, vacations etc. along with making a career, business travel etc. It is an important concept in the world of business as it helps to motivate the employees and increases their loyalty towards the company.

Importance of work life balance

Working on a job for a company and making a career can be an extremely time consuming duty for any employee. Employees are busy at their offices throughout the day and sometimes even on weekends. This gives them very little time to interact with their family. Because of high pressure of work, often family members get neglected. Also, stressful jobs cause the health of employees to deteriorate. This is where work life balance come into the picture. Work life balance concept allows an employee to maintain a fine balance in the time he or she gives to work as well as to personal matters. By having a good balance, people can have a quality of work life. This helps to increase productivity at workplace as the employee is relaxed about his personal commitments. It also allows the employee to give quality time with family to spend vacations, leisure time, work on his/her health etc. Hence work life balance is extremely important for employees and increases their motivation to work for the company.

The below image depicts a work life balance scenario, where an employee has to balance his/her life between personal (family, friends & self) and professional (job, career) commitments.



Steps to improve work life balance

There are specific guidelines to how an individual can maintain a proper work life balance, some of which are:

- 1. Creating a work leisure plan:** Where an individual has to schedule his tasks, and divide time appropriately so that he has allocated appropriate time to his work and his career development goals and at the same time allotted time for leisure and personal development. Employees also use a compressed work week plan to build a balance.
- 2. Leaving out activities that waste time and energy:** Individual should judiciously avoid wasteful activities which demand large time and energy and in return not produce output for either the work life or the leisure life. Effective time management can help an employee be less stressed.
- 3. Outsourcing work:** Delegate or outsource time consuming work to other individuals.
- 4. Set enough time for relaxation:** Relaxation provides better work life balance, and tends to improve productivity on the professional or the work front along with providing ample scope to develop the life part of the balance.
- 5. Prioritizing work:** Often employees do not give priority to work and end up doing a lot of work at the last minute. Better planning can help employees save unnecessary time delays, which can be utilized by employees for personal work.

Benefits of work life balance

There are several advantage of work life balance. Some of them are discussed below:

1. Work life balance increases the motivation of employees and helps them perform better at job
2. It helps people to relieve their stress as they can spend leisure time with their near and dear ones
3. Companies can maximise productivity from an employee who is rejuvenated and refreshed as compared to an over worked employee
4. Healthy lifestyles can be maintained by having a work life balance. This includes a good diet, regular exercises etc.
5. Employees who are highly motivated can help the business grow as they are more attached to their job and careers.

Traditional Perspectives

Work-life balance reflects “the extent to which an individual is equally engaged in – and equally satisfied with – his or her work role and family role”. According to Clark (2000) work life balance is defined as, “satisfaction and good functioning at work and at home with a minimum of role conflict”. Guest (2001) gives a more subjective definition of work life balance, as “a person’s perceived balance between work and the rest of life”.

There are several types of conceptual models to explain the relationship between work and family or personal life have been proposed, and they represent different perspectives on how we fill both work and family. Zedeck and Mosier (1990) and O’Driscoll (1996) note that there are typically five main models used to explain the relationship between work and life outside work. The segmentation model hypothesizes that work and non-work are two distinct domains of life that are lived quite separately and have no influence on each other; spill over model hypothesizes that one world can influence the other in either a positive or negative way.

A compensation model which proposes that what may be lacking in one sphere, in terms of demands or satisfactions can be made up in the other; Instrumental model whereby activities in one sphere facilitate success in the other and Conflict model proposes that with high levels of demand in all spheres of life, some difficult choices have to be made and some conflicts

and possibly some significant overload on an individual occur.

Different methodologies were used by the researchers to examine how increased work overload of layoff survivors relates to their work-life balance and job and life satisfaction. The study found that employees experience higher levels of workload which impact overall role overload that negatively affects work-life balance. Another survey was conducted to check that happy employees have a good work life balance stated that flexible working helps to keep the staff motivated.

3.2 AN OVERVIEW OF EARLIER STUDIES

The literature on Work-life balance with different prospective are studied and available, in recent years, there has been an increased interest in work family interface in the human resource management literature, especially regarding the sources and outcomes of conflict between these two spheres. A number of studies have addressed this issue from different perspectives. Greenhaus and Beutell (1985) and Greenhaus et al. (1989) examined the antecedents of conflict between family and work, Goodstein (1994) and Ingram and Simons (1995) presented an institutional perspective on organizations 'responses to work-family issues. In addition, Campbell, Campbell and Kennard (1994) have studied the effects of family responsibilities on the work commitment and job performance of women. The work-family issue is even further expanded to address the relationship of business-marriage partners (Foley & Powell, 1997).

A study conducted by **Kathryn Dill in Forbes' (2015)** reveal some of the best companies for work life balance .At the top of the list for the third year in a row Colgate- Palmolive. Perennial east coast grocery favorite Wegman's comes in second in the list, followed by Coldwell Banker and H&R Block Southwest Airlines makes the list at number 13.

A study conducted by **Saria Sovd et al (2015)** explored the relationship between. Gratitude, Life satisfaction and organizational commitment in anganwadi workers. The research found that feeling and expressing gratitude give rise to organizational commitment. Gratitude brings about elevation in emotional attachment, identification and involvement of the workers in the organization. It amalgamates the feel of association, thereby minimizing negative economic outcomes. The employee's life satisfaction might affect their continuance commitment. It is

clear that even in the absence of life satisfaction, the employees' commitment to the organization gets accentuated. Though the anganwadi workers might be low on life satisfaction. Gratitude impels them to attain the goals set for them.

Examination of article by **Rebecca Fraser-Thrill (2015)** found that work and personal Life should be allies and that participation in multiple roles, such as parent, Partner, friend, employee, can actually enhance physical and psychological wellbeing.

A study conducted (2014) by students at **Harvard Business school** found that men still think of their family responsibilities in terms of breadwinning, whereas women often see theirs as role modeling for their children. And male executives tend to praise their partners for making positive contributions to their careers, whereas women praise their partners for not interfering. Executives of both sexes consider the tension between work and family to be primarily a women's problem, and most of them believe that one can't compete in the global marketplace while leading a balanced life.

In the article published on **February 03, (2014) in Entrepreneur** **James Reinhart** discuss about 4 ways to immediately improve your work-life balance. That includes lower your expectation of yourself schedule dedicated spouse time. Schedule "me" time and develop a hobby that excites you and your kids.

In the article published on **March 5, (2014) in - What Women Really Think** **Jessica Grose**, found that, male executives don't feel guilt and still think work -life balance as women's problem. When it comes to the work life conflicts the men tend to choose work without regret, because they frame their role as breadwinner. But the women employees leave their career where conflicts arise. Most of the male employees tend to receive practical help from a stay at home spouse. But women employees are paying for the practical help. Sill family issues are seen as a female problem.

A study conducted by **KulbhushanChandel and Rajwant Kaur (2014)** found that, organizational initiatives are important in maintaining work-life of employees. In this study, they also highlighted work-life stressors and various factors which act as facilitators to work-life balance. The study suggests that organizations should understand various stress causing factors and try to eliminate or prevent these factors to alleviate work life stress of their

employees.

A study conducted by **Mrinalini and Anuradha Pandey (2014)** found that work life balance practices have brought some benefits to both employees and employers in public sector undertakings. NTPC, BHEL, and SBI have implemented various common work-life balance practices like flexible work schedule, child care leave, medical benefits, maternity leave, and so forth for their employees. They also highlighted that organizations have realized that the employees are the most important resource because it is believed that the value of all is enhanced with the help of human resource. Hence, organizations now focus on the needs of their employees and help them in balancing their work and personal life.

An examination of the article by **Stewart D. Friedman (2014)** found that managing work life and professional life is an art and you can always get better at it by practicing. He also developed many exercises to master this art. He suggests starting with three big ideas: be real, be whole, and be innovative. Understanding the skills you need to accomplish each.

The study conducted by **Satinder Singh (2013)** on Work-life Balance identifies its effect on various quality of life conditions i.e. Job Satisfaction, Work Stress, Career Growth, Turnover, Absenteeism, Appreciation and competitive environment in context with Work-life Balance and its practices/policies. In this paper, an endeavor has been made to provide an overview of various aspects of Work-Life Balance through the review of existing literature. The sources referred include various Journals, books, doctoral thesis, working papers, reports, magazines, internet sites, newspapers etc. and has been selected as references at the end.

In the article published in Forbes (2013) by **Amy Rees** Anderson gives five tips to manage time. They are mainly manage your time, cut out the things that don't add value to your time, avoid negative people that drain your energy, outsource those tasks that you can, and finally take five minutes for you.

Examination of an article by **Christine M. Riordan (2013)** found that, employees who believe they do not have time for the personal life feel drained and distracted while they are at work. In addition, the spillover of negative aspects of work into an employee's personal life can lead to job exhaustion, disruption of relationship with family and friends, loss of enjoyment, and increased stress. So he suggests some pointers to manage career success and a positive private life with ease. These pointers include (a) strive for work-life effectiveness

- not balance (b) define success in all categories of life and finally (c) maintain control in all aspect of life.

Sarah Holly and Alwine Mohnen (2012) in their study titled —Impact of working hours on Work Life balance their main objective was to examine the influence of the working hours of the employees on their satisfaction on the job. They explain that the overall number of the employees wants to reduce their working hours is influenced mainly by the overtime compensation. Their study result shows that generally the long working hours do not lead to the dissatisfaction among the employees, but long working hours have a positive effect on the employee's life and job satisfaction and the desire to reduce the long working hours have a negative impact on the job satisfaction of the employees.

According to **Arun Kumar and N. meenakshi (2011)** work life issues are consigned to the human resource department, which responds with programs such as flextime and paternity leave. Such programs do not help employees to strike a meaningful, sustainable balance between work and personal life because they do not become a part of company's culture or fundamentally change manager's behavior.

Aswathappa, in his book; Human Resource Management- Text and cases (2011), says that balancing work and life assures relevance when both husband and wife are employed. Work-life balance is becoming a major challenge to HR managers as more women are taking up jobs to add to finance of their families or to become careerists. In India, working women now account for 15 % of the total urban female population of 150 million. The number is likely to increase as more numbers of colleges and universities with degrees in their hands. They are visible in politics also. Organization should undertake work-life balancing programs, as in their absence both men and women will be exposed to stress, depression and anxiety. Programs aiming at work- life balance include,

- ✓ Child care at or near the work place.
- ✓ Job sharing
- ✓ Care for sick children and employees
- ✓ On site summer camps.
- ✓ Flexible work scheduling
- ✓ Sick leave policies etc.

According to **Fred Luthans**, in his book; *Organizational behavior* (2011), found that work or family programs decrease family conflict, job dissatisfaction and stress related problems. But it is difficult to empirically demonstrate the direct positive impact that these programs have on performance outcomes. However one comprehensive research study did find a strong link between works or family programs and the use of high commitment work systems containing employee involvement or participation and total quality initiative.

According to **Laurie Mullins (2011)**, Long hour's culture is leveling off and even improving. But that cutting back on office hours and even introducing flexible working schedules is not having the expected effect on relieving pressure and improving the sense of balance. Workplace has altered dramatically over the last decade and old methods are no longer appropriate as employers accept that their most valuable asset is their work force. In this text the author also reminds that there is not one standard work/life balance policy they will suit every business.

R Baral and S Bhargava (2011) in their research titled —HR interventions for Work life balance quotes that work life balance is the concern for both research scholars and the business leaders in the view of technological, demographic and organizational changes related to it. They have explained about the challenges that the HR managers face while effectively implementing the policy in their organization. They suggest that the organization must implement Work life balance policies and incorporate the organizational culture that ensures employee commitment and productivity.

The study of **Krishna Reddy et al (2010)** found that family-work conflict (FWC) and work-family conflict (WFC) are more likely to exert negative influences in the family domain, resulting in lower life satisfaction and greater internal conflict within the family. Studies have identified several variables that influence the level of WFC and FWC. Variables such as the size of family, the age of children, the work hours and the level of social support impact the experience of WFC and FWC. However, these variables have been conceptualized as antecedents of WFC and FWC. It is also important to consider the consequences these variable have on psychological distress and wellbeing of the working women.

Luis R. Gomez et al (2010) finds that Work life balance describes the balance between an individual's work and personal life. The flexible workplace provides opportunities for employees to lead lives with better-work-life: balance so they can spend more time with their families and reduce work related causes for stress. The widespread use of laptops and cell phones and the availability of Wi-Fi hot spots in many public places have given rise to a new work environment, one where employees can work from many different locations. Employees no longer have to be tethered to the office in order to work. Technology has freed employees to work in many different spatial locations, including team spaces, remote work centers, a home office etc.

Rebecca (2009) quotes in —Work life balance- Men and Women that women and men have a different perception generally on balance the work and life. She tells that women devote more time on her family and the men spend more time pursuing his personal interests. She also quotes that balance is not only about dividing the time spent on work and personal life, but also establishing harmony that reflects on the individuals priorities

Peter (2009) in his study on —Work life balance and subjective well-being explains about the work life balance and the well-being of the employees. In this research, the hypothesis that was tested is the sufficient amount of time available increases the well-being of the employees as it helps in satisfying personal needs. The finding in this research was that the perceived sufficiency of time available for personal life and works tells the level of well-being only if the individual's needs are fulfilled in the given time.

Palarave Macmillan (2009) in his book explains that the notion of work life balance for employee- the need to balance work and family activities- is a hot area of HRM research that is receiving increasing attention from policy makers and managers. Research on employee's work life balance strategies can have important benefits for organization. Evidence suggest that in the face of a highly competitive labor market, work life policies and practices are necessary for attracting, retaining and motivating highly skilled knowledge workers. Work life boundary and work life balance strategies are closely related to the commitment that knowledge workers give to their employees and are, in addition, necessary for creative innovative behaviors and organizational cultures.

According to the study conducted by **T. Alexandra Beauregard and Leslsey C. Henry (2008)**, the business case for work-life balance practices, as espoused by many organizations, rests on attracting better applicants and reducing work-life conflict among existing employees

in order to enhance organizational performance. This review of the literature provides some evidence for the claim regarding recruitment, but there is insufficient evidence to support the notion that work-life practices enhance performance by means of reduced work-life conflict. The study suggest that the business case may therefore need to be modified to reflect the number of additional routes by which work-life balance practices can influence organizational performance, including enhanced social exchange processes, increased cost savings, improved productivity, and reduced turnover. The impact of these processes may, however, be moderated by a number of factors, including national context, job level, and managerial support.

Kallaith&Brough (2008) emphasized that work-life balance is emerging as a key strategic element in the HRM policies of successful organizations due to growing participation of women in the work force, the anticipated worldwide shortage of skilled labor and various benefits associated with work-life balance policies.

MadhurimLall and Sakina Qasim Zaidi (2008) in their book explains that work life balance and joy at work ate important value propositions in the current work scenario. The concept of zipped career is rapidly gaining place, as people want to become rich very fast. People are becoming very conscious about the personal space. They need themselves and they are looking for jobs that give them space and time for their hobbies, community work or sports etc. To turn the workforce from monotony to creativity, global HR managers need to create innovative work patterns and practices that accommodate the aspirations of the employees. In practices, most employers give employees only limited freedom, regarding the hour they work, flexible time, is usually more successful with clerical, professional and managerial jobs. This provides more time to the employees for family.

A study conducted by **Ken Roberts (2007)** found that working time has not lengthened and complaints about time pressure are unrelated to hours actually worked. The sources of the widespread dissatisfaction with current work schedules will lie in a combination of other trends- increased labor market participation by women, work intensification, the spread of feelings of job insecurity, more work being done at old hours, the spread of new information and communication technologies, free time increasing more slowly than spending power and aspirations and relatively long hours becoming most common among employees in higher status jobs. An outcome is unlikely to be a general downward trend in hours worked on account of the substantial opportunity costs that would often be incurred by employees, and

because some employees have access to a number of effective coping strategies.

A study conducted by **Karen M. Collins et al (2003)** 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 satisfaction with 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. We observed similar findings for involvement and satisfaction. We identified the contributions of the study to the work-family balance literature and discussed the implications of the findings for future research

Researcher **Vloeberghs (2002)** revealed that there is a need for a practical instrument to measure the present situation of work- life balance. However, as revealed by the researchers Eikhofet. al. (2007), the current work-life balance policies are narrow- minded in terms of addressing the needs and aspirations of employees but there is need for its realization as reflected in Emerald article, Human Resource Management International Digest, Vol.12 Iss: 7 (2004) which emphasized that the employers are realizing for its responsiveness and take inventive in trying to meet employee expectations for flexible benefits that help with their work-life balance.

According to **Gregory Moorhead and Ricky W. Griffin (1999)** work life relationships include any relationship between dimensions of the person's work life and the person's personal life, stress will occur when there is a basic inconsistency or linkage is, of course, no easy things to do. Demands from both sides can be extreme incompatibility between a person's work life and life dimensions, balancing work-life and people may need to be prepared to make tradeoff, the important thing is to recognize the potential tradeoffs in advance so that they can be carefully weighed and comfortable decisions made.

3.3 UNIQUENESS OF RESEARCH STUDY

Organizations focus upon increased revenue generated by its employees, competitive workforce and employee dedication for achieving its strategic goals in order to meet the challenges of 21st century. However, in this era of hyper competition work life balance of employees' at all managerial levels has been affected enormously. This exploratory study deliberates upon a brief elaboration of work-life balance, its importance for the organizations and the various emerging practices/initiatives associated with it. The current research builds upon the considerable knowledge related to the theory and practices of Work-life balance from extensive Meta-analysis of literature. The findings reveal that work-life balance is both important for the organization and for its employee's particularly in current dynamic organizational scenarios. It helps the organization to improve productivity, efficiency, competitiveness, morale and hence gain a competitive edge. Similarly employees are benefited from work-life balance initiatives through increased motivation to work, enhanced satisfaction, empowerment and ultimately more commitment to the organization.

CHAPTER 4

METHODOLOGY OF THE STUDY

4 METHODOLOGY OF THE STUDY

It is a science. It is a method that can be used to solve the research problems it helps in studying how research is done scientifically. Research methodology provides various steps that can be adopted by the researcher in studying his research problems.

4.1 RESEARCH APPROACH AND DESIGN

Research means search for knowledge. According to Clifford Woody —Research comprises of defining and redefining problems, formulating hypothesis, collecting, organizing and evaluating data, making deductions and research conclusions and at last carefully testing conclusions to determine whether they fit the formulating of hypothesis.

Research is necessary to examine the extent of the validity of the old conclusions or to find out some new facts and generating new ideas in connection with the existing ones. The very purpose of research is to unfold the truth by systematic methods. It may involve the manipulation of concepts in order to correct or verify the existing knowledge. As a result, it may establish new empirical generalizations and falsify the old ones. Thus new theories are constructed. The main objective of research is to find out the truth which is hidden and which has not been discovered so far. So the primary object of research is to get true and intimate knowledge of human society and its functioning, to know and understand the laws that are operating behind various activities of man.

Research helps in solving various operational and planning problems of business and industry: Operations Research, Market Research and Motivational Research are very useful in taking business decisions. It also helps in solving social problems. On the other hand Research methodology not only includes research but also the logic behind those methods. It explains why a research has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected, how to calculate various statistical measures like mean, median, mode, standard deviation etc.

RESEARCH DESIGN

Research design constitutes data collection and analysis of data. Research design facilitates smooth sailing of various research operations, thereby making research as efficient as possible yielding maximum expenditure of effort, time and money. Research design used here is descriptive research design.

The research period was 61days commencing from April 01 to May 31

4.2 SOURCES OF ONLINE DATA

Primary data

Primary data is collected through the well-structured questionnaire. The data is collected by administering questionnaire to the company via online. The workers were asked to fill up the questionnaire and returned the same.

Secondary data

The secondary data was obtained through the annual reports of corporation, booklets, and profile of the company, company website manuals and also from records available in the organization. Some other data also collected from reports, registers, and books and from the files available in the organization.

4.3 SAMPLING DESIGN

Sampling is the process of obtaining information about an entire population by taking a small portion of the population and studying the characters of the sample portion to know the behavior of the entire population.

Sample size refers to the number of samples to be selected from the population. A total number of 50 samples have been selected.

Simple random sampling was used for analysis. The responses were collected from a mixed group of employees from different departments. Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. A sample chosen randomly is meant to be an unbiased representation of the total population.

Sampling Unit

In this study, the sample unit is the employees of ACSM, KAREELAKULANGARA.

4.4 DATA ANALYSIS TOOLS

The data collected were classified, tabulated and analyzed by using the following statistical tools:

- **Percentage analysis**

Percentage analysis is a method to represent raw streams of data as a percentage for better understanding of collected data. Percentage method refers to a specified kind

Which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship

Percentage analysis = $\frac{\text{No. of respondents}}{\text{Total sample}} \times 100$

Total sample

- **Correlation**

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. For example, height and weight are related; taller people tend to be heavier than shorter people. The relationship isn't perfect. People of the same height vary in weight, and you can easily think of two people you know where the shorter one is heavier than the taller one. Nonetheless, the average weight of people 5'5" is less than the average weight of people 5'6", and their average weight is less than that of people 5'7" etc. Correlation can tell you just how much of the variation in peoples' weights is related to their heights. Although this correlation is fairly obvious your data may contain unsuspected correlations. You may also suspect there are correlations, but don't know which are the strongest. An intelligent correlation analysis can lead to a greater understanding of your data.

$$\frac{n\sum xy - (\sum x \cdot \sum y)}{\sqrt{n\sum x^2 - (\sum x)^2} \sqrt{n\sum y^2 - (\sum y)^2}}$$

Coefficient of correlation r =

- **Weighted mean**

The weighted Arithmetic mean is used whenever the relative importance of the items in a series differs. While calculating the weighted mean each item is given a weight judged by its relative importance. Weighted mean are thus obtained by taking into account the weights or importance of those items. Each value is multiplied by its weight. Then their sum is divided by the total weight. Weighted mean often gives fair measures of central tendency.

Let $X_1, X_2, X_3 \dots X_n$ be n values with corresponding weights $W_1, W_2, W_3, \dots, W_n$.

Then the weighted mean=

$$\frac{W_1X_1 + W_2X_2 + \dots + W_nX_n}{W_1 + W_2 + W_3 + \dots + W_n}$$

4.5 REPORT STRUCTURE

- **CHAPTER 1: INTRODUCTION**

Introduction chapter includes background of the study, statement of the problem, relevance and scope of the study and also the objectives of the study.

- **CHAPTER 2: INDUSTRY PROFILE**

This chapter includes industrial profile, business process of the industry, market demand and supply, contribution to GDP, revenue generation, pricing strategies in the industries, prospects and challenges of the industries, key drivers of the industries and product profile.

- **CHAPTER 3: REVIEW OF LITERATURE**

A detailed review of literature has been done by reviewing the previous studies relating to the core area of the research. This chapter includes brief theoretical. Construct related to the problem, an overview of earlier studies and uniqueness of research study

- **CHAPTER 4: METHODOLOGY OF THE STUDY**

This chapter deals with the Research approach and design, Sources of online data, Sampling design, Data analysis tools, Report structure and Limitations of the study.

- **CHAPTER 5: DISCUSSION**

- **CHAPTER 6: FINDINGS OF THE STUDY**

- **CHAPTER 7: CONCLUSION**

4.6 LIMITATIONS OF THE STUDY

- The study was conducted in a short span of time, due to this the sample size taken is small and may not be sufficient to predict the result because of the current pandemic situation.
- Travelling is difficult due to COVID-19 pandemic situation, hence the data collection done through online platform.
- The reliability of the result of the study depends upon the reliability of the answers of the respondents.

CHAPTER 5

DATA ANALYSIS, INTERPRETATION AND INFERENCE

5 DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

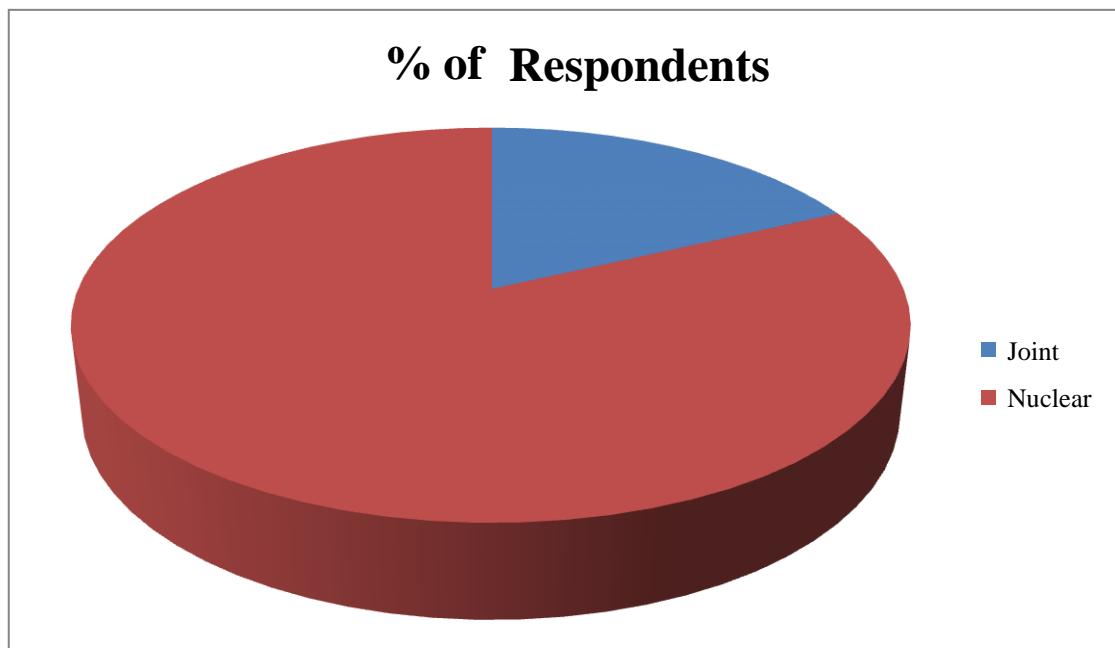
Table No 5.1

Family status of employees

Particulars	No: of Respondents	% of Respondents
Joint	9	18%
Nuclear	41	82%
Total	50	100%

Source: primary data

Chart No 5.1



Interpretation

The above table reveals the family status of employees. Among, 82% of employees are from nuclear family and 12% of employees are from joint family.

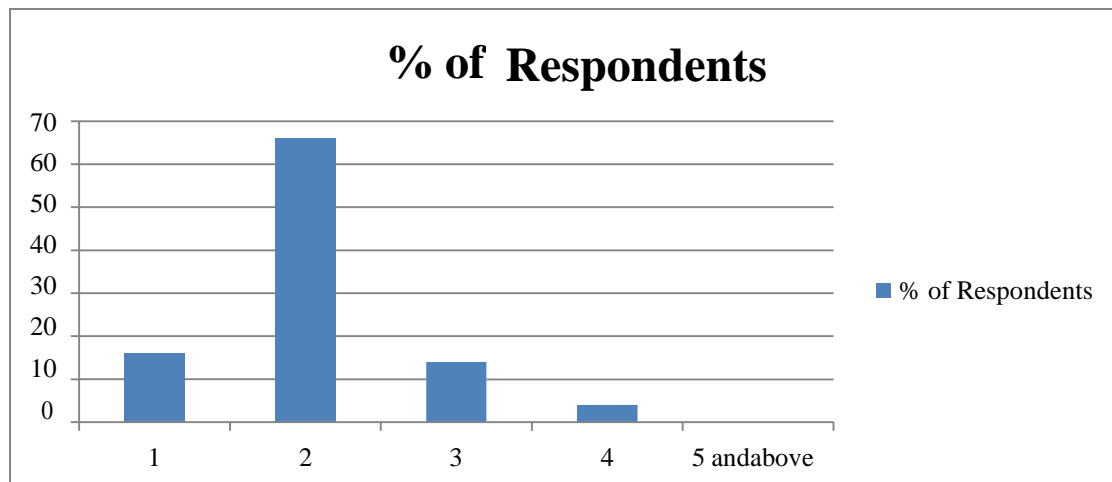
Table No 5.2

Number of working people

Particulars	No :of Respondents	% of Respondents
1	8	16%
2	33	66%
3	7	14%
4	2	4%
5 and above	0	0%
Total	50	100%

Source: primary data

Chart No 5.2



Interpretation

The above table shows the number of working people other than respondent in the family. In which, 66% of employees are coming from the family where 2 members are employed, 16% of employees are coming from the family where only 1 member

is employed. 14 % of employees are coming from the family where 3 members of the family are employed. 4 % employees are coming from the families where 4 member is employed and there is no family having 5 and above members are working.

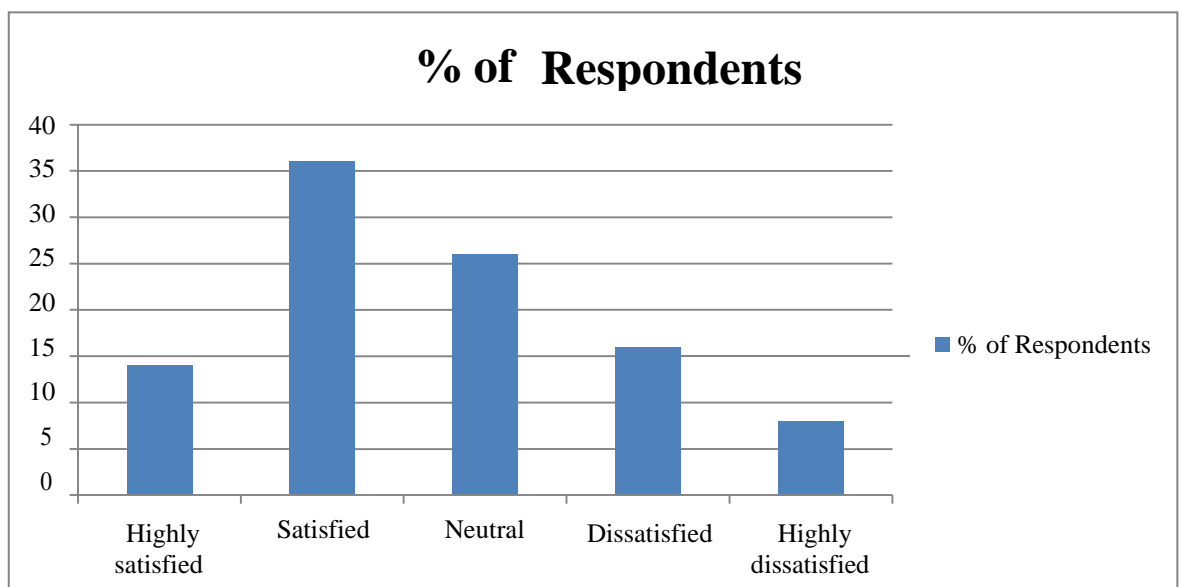
Table No 5.3

Work life balance and personal satisfaction

Particulars	No: of Respondents	% of Respondents
Highly satisfied	7	14%
Satisfied	18	36%
Neutral	13	26%
Dissatisfied	8	16%
Highly dissatisfied	4	8%
Total	50	100%

Source: primary data

Chart No 5.3



Interpretation

The above figure shows that the satisfaction level of, the way of balancing the work life and the personal life of employees. In which 14% of employees are highly satisfied, 36% of employees are satisfied, 26% of employees are neither satisfied nor dissatisfied, 16% employees are dissatisfied and 8% of employees are highly

dissatisfied with the way of balancing their Work life and personal life

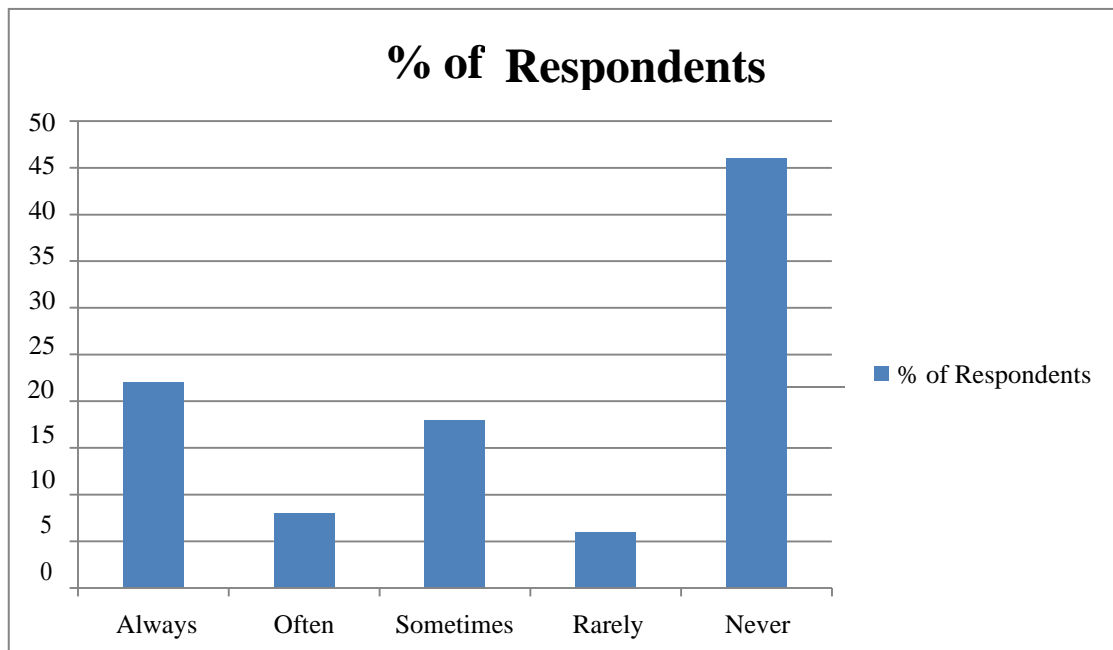
Table No 5.4

Occupation related health problem

Particulars	No. of Respondents	% of Respondents
Always	11	22%
Often	4	8%
Sometimes	9	18%
Rarely	3	6%
Never	23	46%
Total	50	100%

Source: primary data

Chart No 5.4



Interpretation

The above chart shows the percentage of occupation related health problems of women employees, in which 22% always have health problems, 8% often have health problems, 18% have sometimes, 6% have rarely and 46% never have work related health problems.

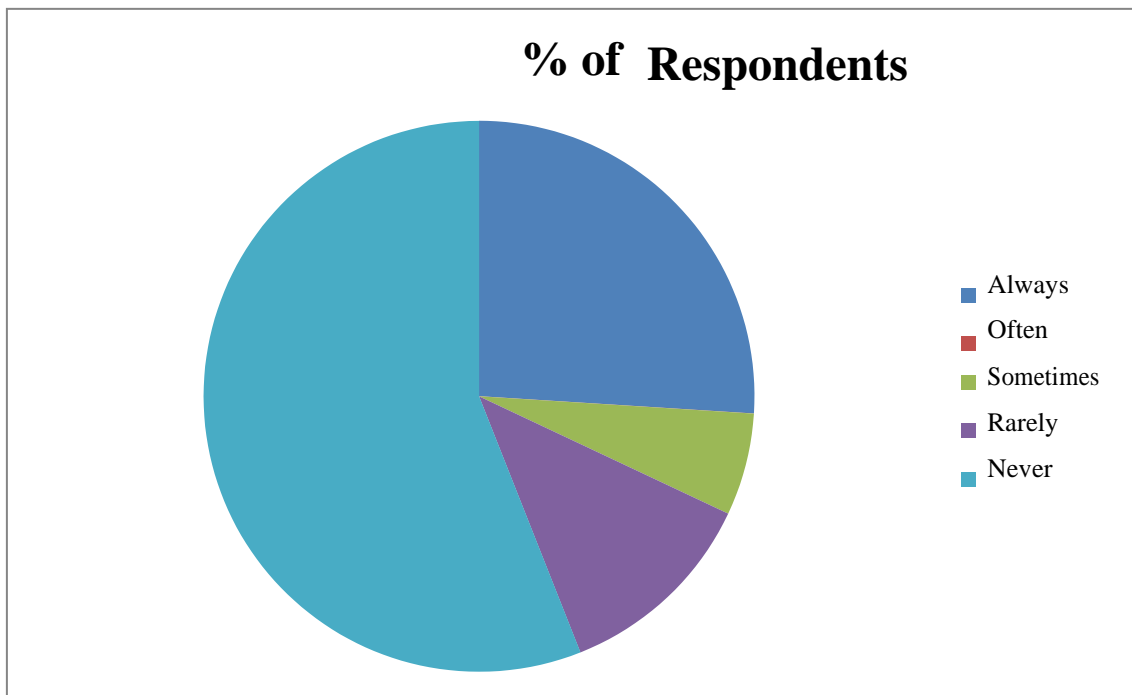
Table No 5.5

Frequency of traveling

Particulars	No of Respondents	% of Respondents
Always	13	26%
Often	0	0%
Sometimes	3	6%
Rarely	6	12%
Never	28	56%
Total	50	100%

Source: primary data

Chart No 5.5



Interpretation

The above chart shows the frequency of travelling of women employees, in which 26% have to always travel frequently, 6% have sometimes, 12% have rarely and 56 % never have to travel frequently.

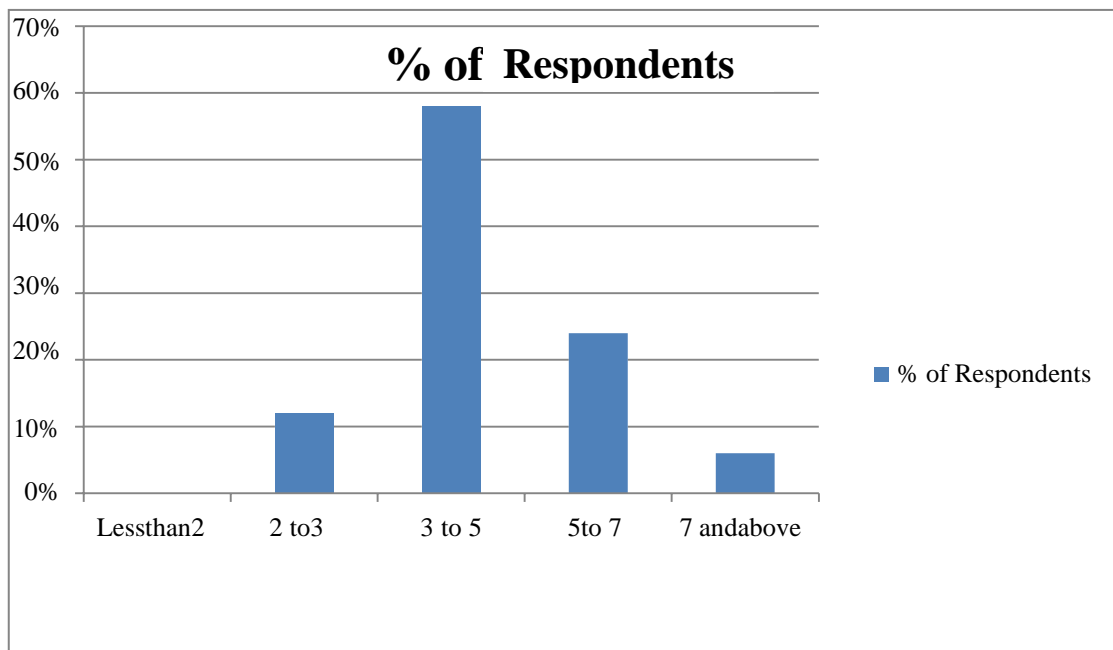
Table No 5.6

Hours spend with their family

Particulars	No of Respondents	% of Respondents
Less than 2	0	0%
2-3	6	12%
3-5	29	58%
5-7	12	24%
7 and above	3	6%
Total	50	100%

Source: primary data

Chart No 5.6



Interpretation

From the above chart it is clear that 58% of the women employees get 3 to 5 hours for spending time with their family, 24% of women employees gets 5 to 7 hours for spending their time with family, 6% gets 7 and above hours, 12 % of employees only gets 2 to 3 hours, and everyone spend more than 2 hours with family that is there 0 respondents to less than 2 hours.

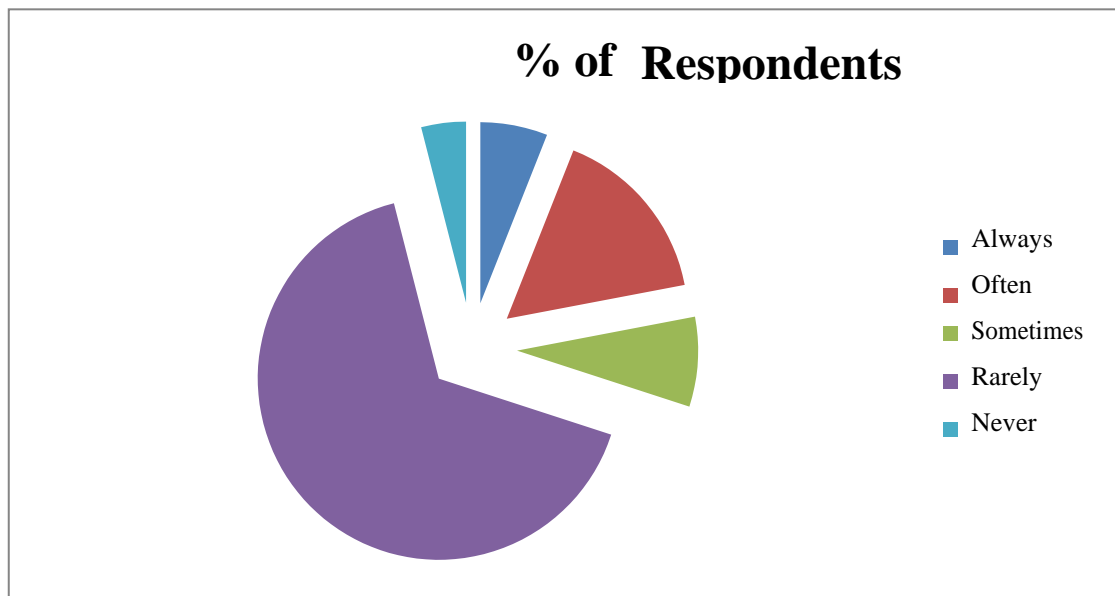
Table No 5.7

Opinions regarding spending more time in work place.

Particulars	No: of Respondents	% of Respondents
Always	3	6%
Often	8	16%
Sometimes	4	8%
Rarely	33	66%
Sometimes	2	4%
Total	50	100%

Source: primary data

Chart No 5.7



Interpretation

From the chart it is clear that 66% of employees rarely working for long hours, 16% often working for long hours, 8% sometimes and 4% never working for long hours, while 6% always working for long hours.

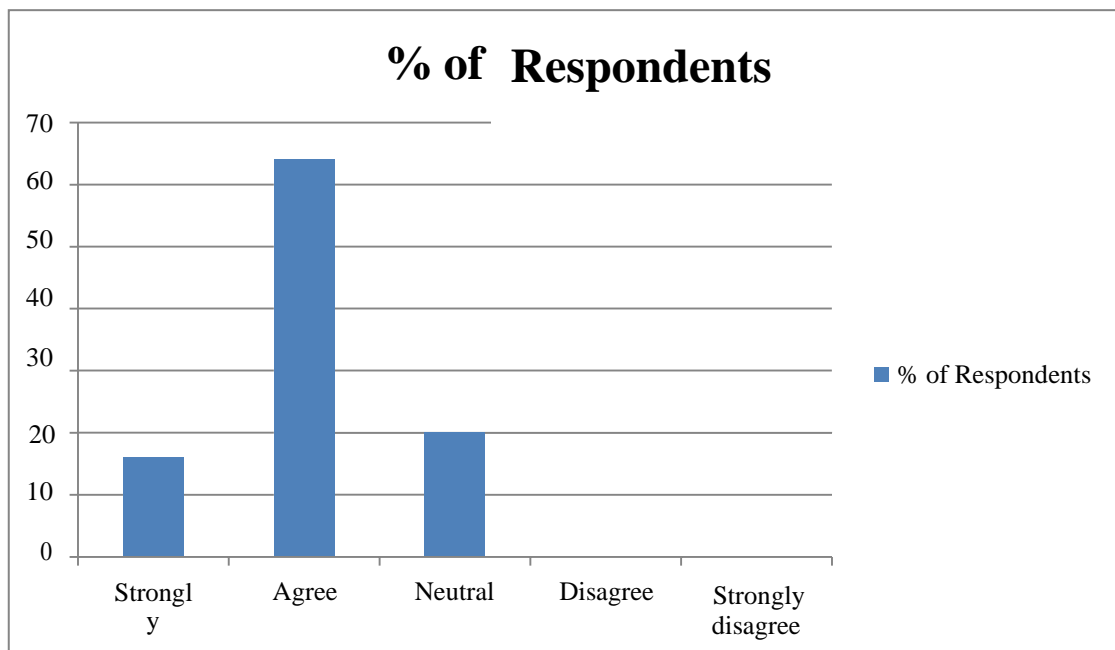
Table No 5.8

Opinion regarding-Work stress affects personal life

Particulars	No of Respondents	% of Respondents
Strongly agree	8	16%
Agree	32	64%
Neutral	10	20%
Disagree	0	0%
Strongly disagree	0	0%
Total	50	100%

Source: primary data

Chart No 5.8



Interpretation

From this chart it is clear that, 64% of the women employees agree to the statement -Work stress affects personal life. 20% of the employees were neutral to this statement, and 16% were neutral to this statement. No one shows any disagreement to this statement.

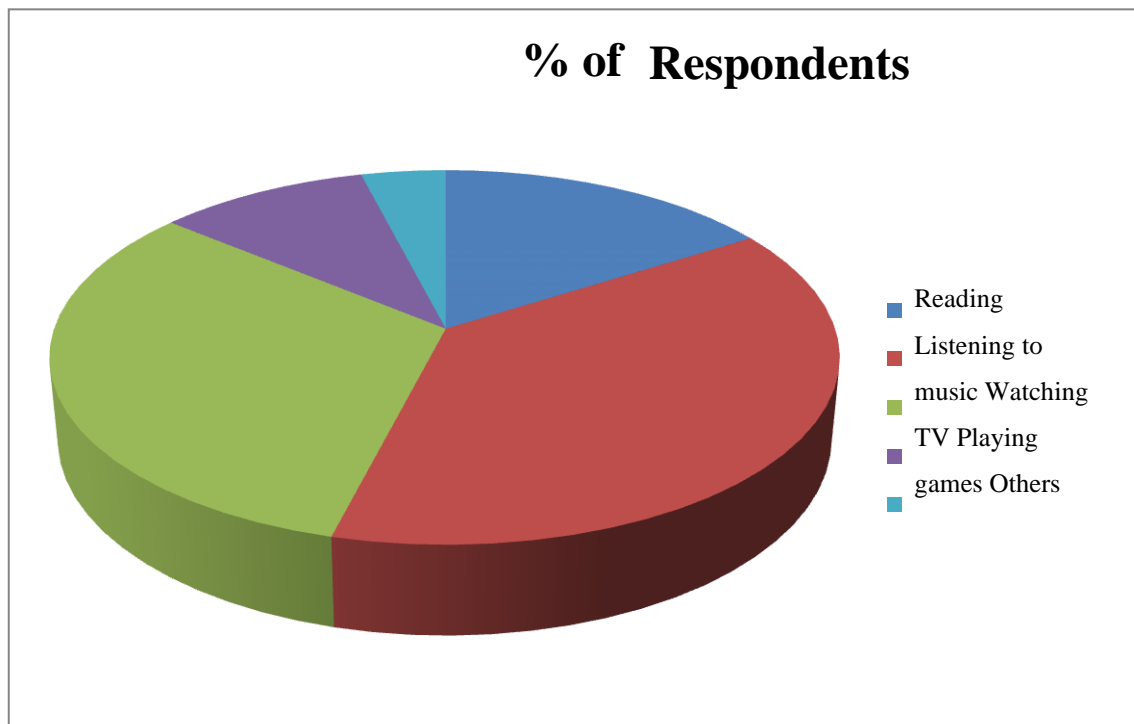
Table No 5.9

Stress Relieving Activities

Particulars	No of Respondents	% of Respondents
Reading	8	16%
Listening Music	19	38%
Watching TV	16	32%
Playing games	5	10%
Others	2	4%
Total	50	100%

Source: primary data

Chart No 5.9



Interpretation

From this chart it is clear that, among the women employees 19% of employees listen to music for managing stress, 16% watching TV, 8% managing stress by reading and 5% playing games, 2% uses other means.

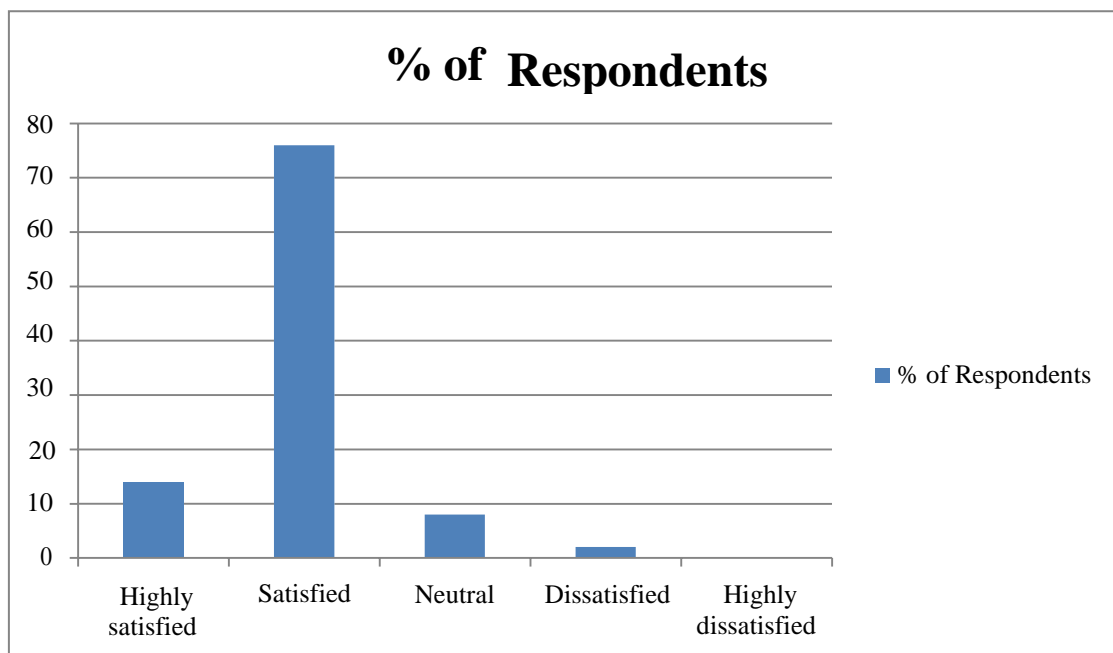
Table No 5.10

Opinion regarding facilities offered during COVID-19 pandemic situation

Particulars	No of Respondents	% of Respondents
Highly satisfied	7	14%
Satisfied	38	76%
Neutral	4	8%
Dissatisfied	1	2%
Highly dissatisfied	0	0%
Total	50	100%

Source: primary data

Chart No 5.10



Interpretation

From the above chart 76% of the women employees are satisfied in the facilities provided by the company during COVID-19 pandemic situation, 14% were highly satisfied, 8% are responded neutral to this and only 2% showed dissatisfaction to this.

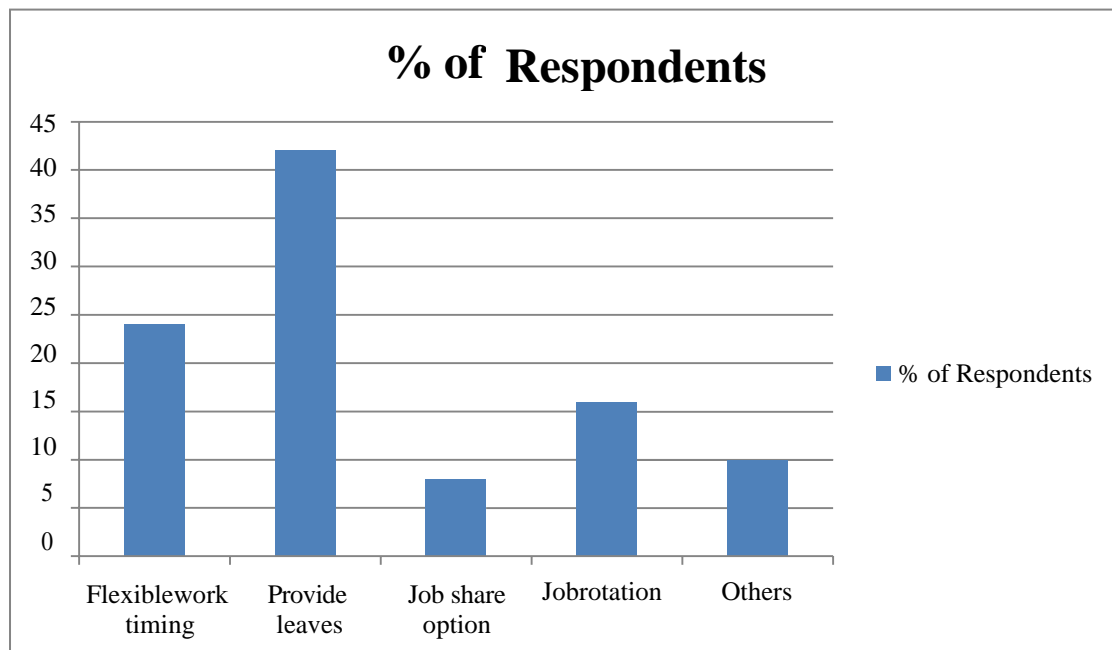
Table No 5.11

Initiatives taken by organization for managing work life of women

Particulars	No of Respondents	% of Respondents
Flexible work timing	12	24%
Provide leaves	21	42%
Job share option	4	8%
Job rotation	8	16%
Others	5	10%
Total	50	100%

Source: primary data

Chart No 5.11



Interpretation

From the chart it is clear that 24% of women employees think flexible work timing helps them to manage their work life, the majority that is 42% believes that providing leaves is more helpful for managing their work life, 8% says job sharing, and for 16% it is job rotation

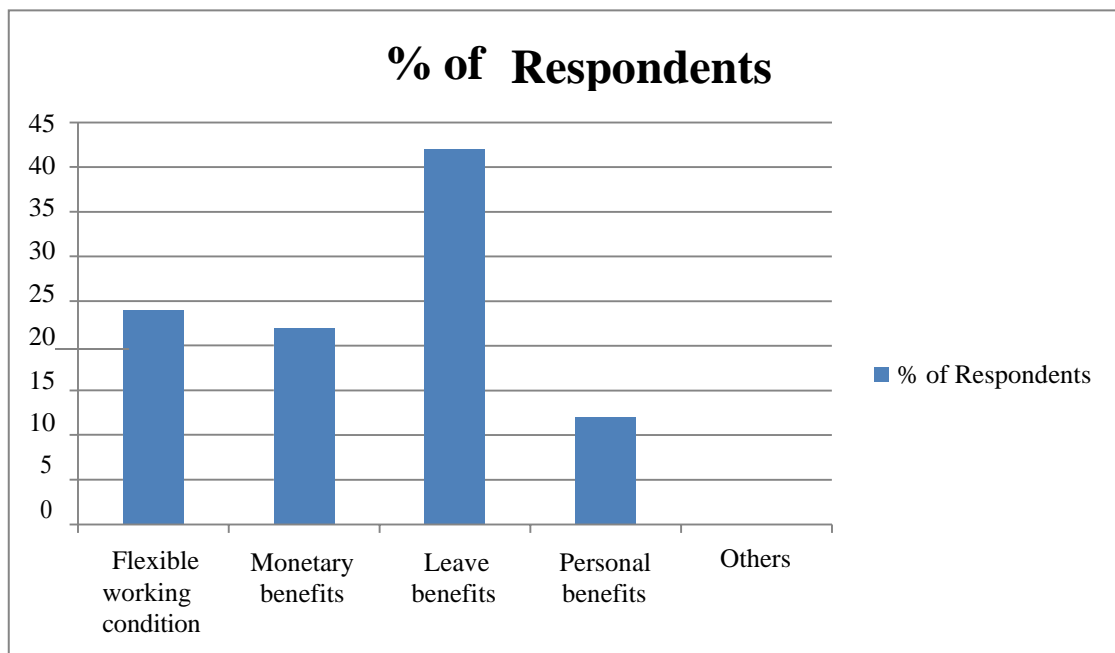
Table No 5.12

Factors which contributes for managing work life of women

Particulars	No of Respondents	% of Respondents
Flexible working condition	12	24%
Monetary benefits	11	22%
Leave benefits	21	42%
Personal benefits	6	12%
Others	0	0%
Total	50	100%

Source: primary data

Chart No 5.12



Interpretation

From the chart it is clear that 24% of women employees think flexible working conditions helps them to manage their work life, the majority that is 42% believes that providing leaves is more helpful for managing their work life, 22% says monetary benefits, and for 12% it is personal benefits

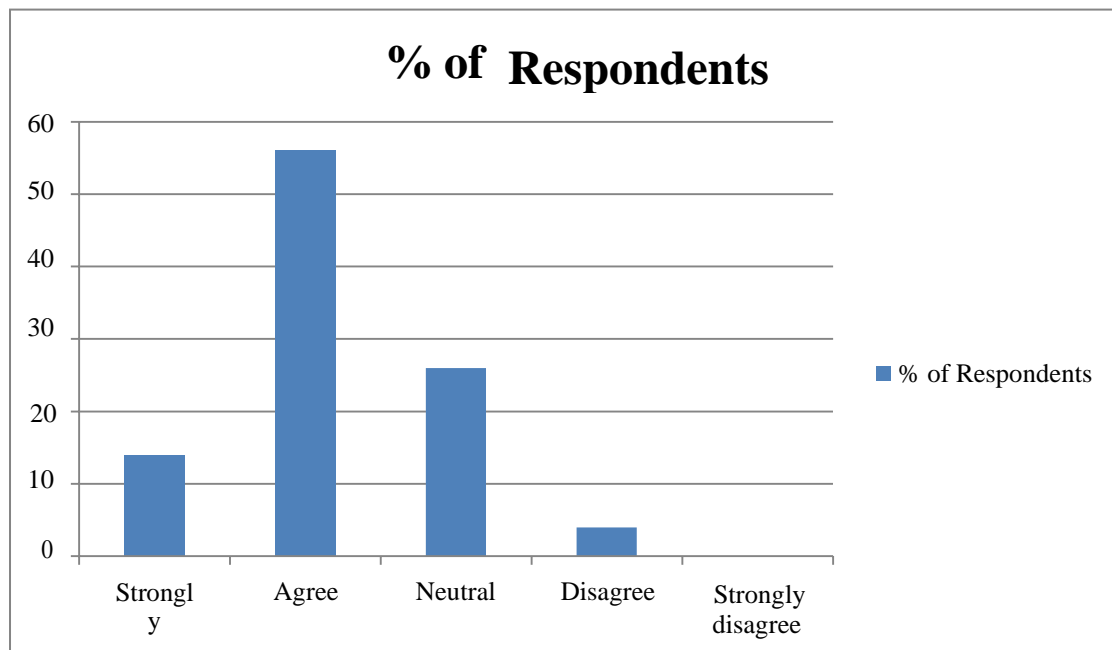
Table No 5.13

Job security and work life balance are linked with each other

Particulars	No of Respondents	% of Respondents
Strongly agree	7	14%
Agree	28	56%
Neutral	13	26%
Disagree	2	4%
Strongly disagree	0	0%
Total	50	100%

Source: primary data

Chart No 5.13



Interpretation

From the chart 14% employees strongly agree that job security and work life balance are linked with each other, 56% agrees to this statement, 26% were responded neutral to this statement and only 4% of employees show disagreement with this statement

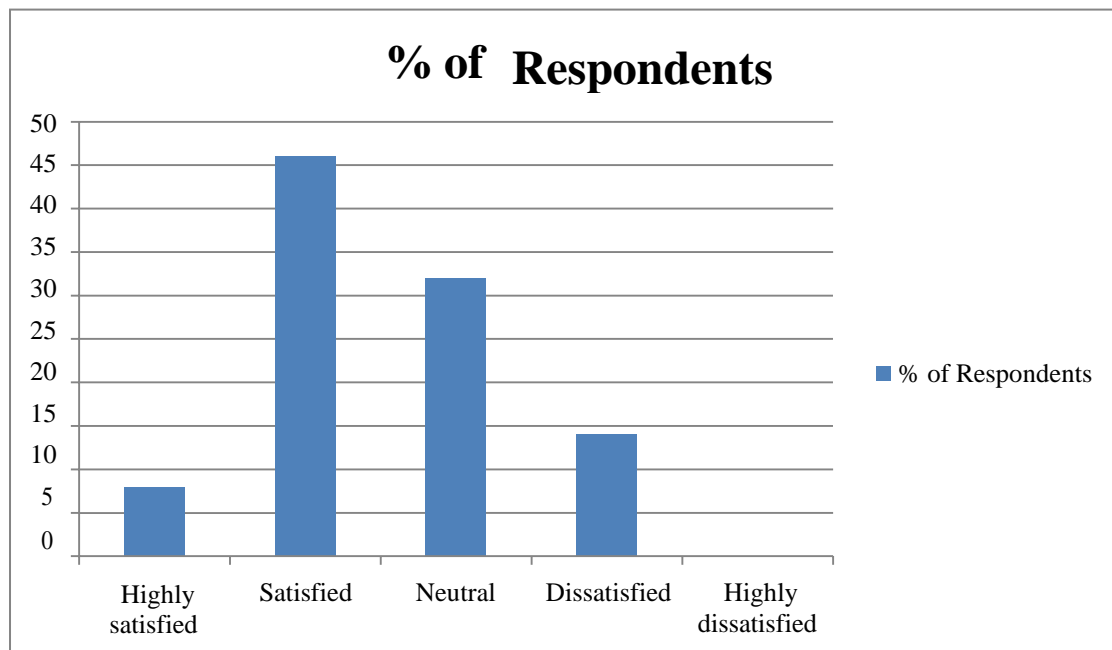
Table No 5.14

Opinion regarding work life during COVID-19 pandemic situation

Particulars	No of Respondents	% of Respondents
Highly satisfied	4	8%
Satisfied	23	46%
Neutral	16	32%
Dissatisfied	7	14%
Highly dissatisfied	0	0%
Total	50	100%

Source: primary data

Chart No 5.14



Interpretation

From the given chart 8% of women employees are highly satisfied with the work life during COVID-19 pandemic situation, 46% were satisfied, 32% of respondents were neutral to this, and 14% of employees were dissatisfied in their work life during COVID-19 pandemic situation.

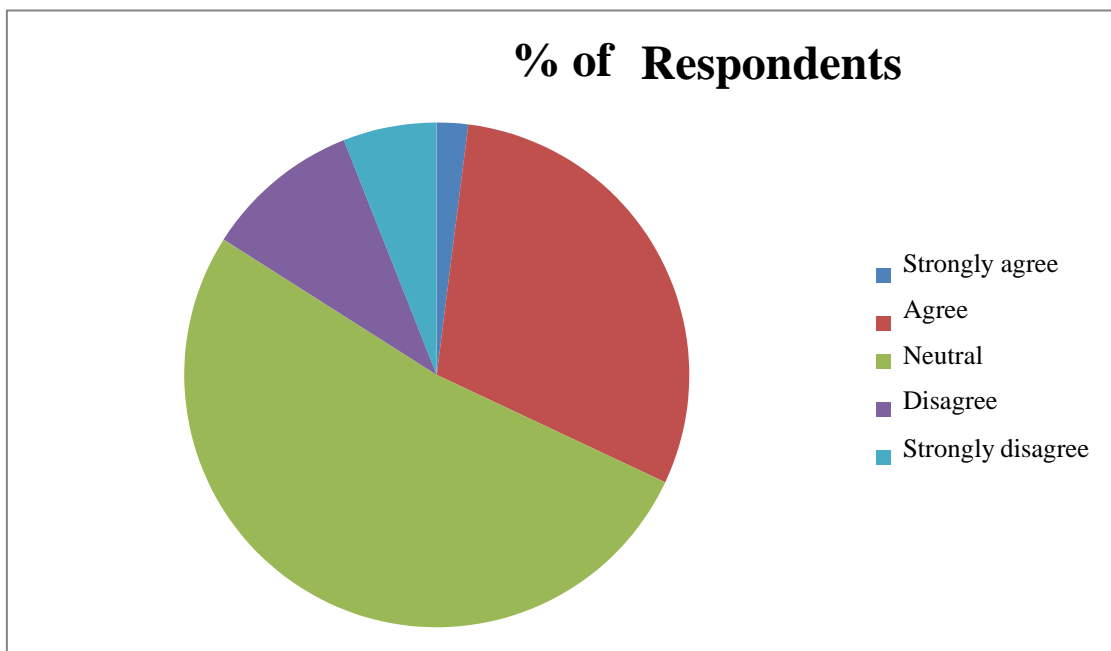
Table No 5.15

Opinions regarding fulfillment of financial needs of employees

Particulars	No of Respondents	% of Respondents
Strongly agree	1	2%
Agree	15	30%
Neutral	26	52%
Disagree	5	10%
Strongly disagree	3	6%
Total	50	100%

Source: primary data

Chart No 5.15



Interpretation

From the chart it is clear that, 2% of respondents strongly agree that the company were fulfilling their financial needs, 30% of respondents agree to the statement, the majority 52% were neutral, 10% disagree with this and 6% of respondents strongly disagree with this.

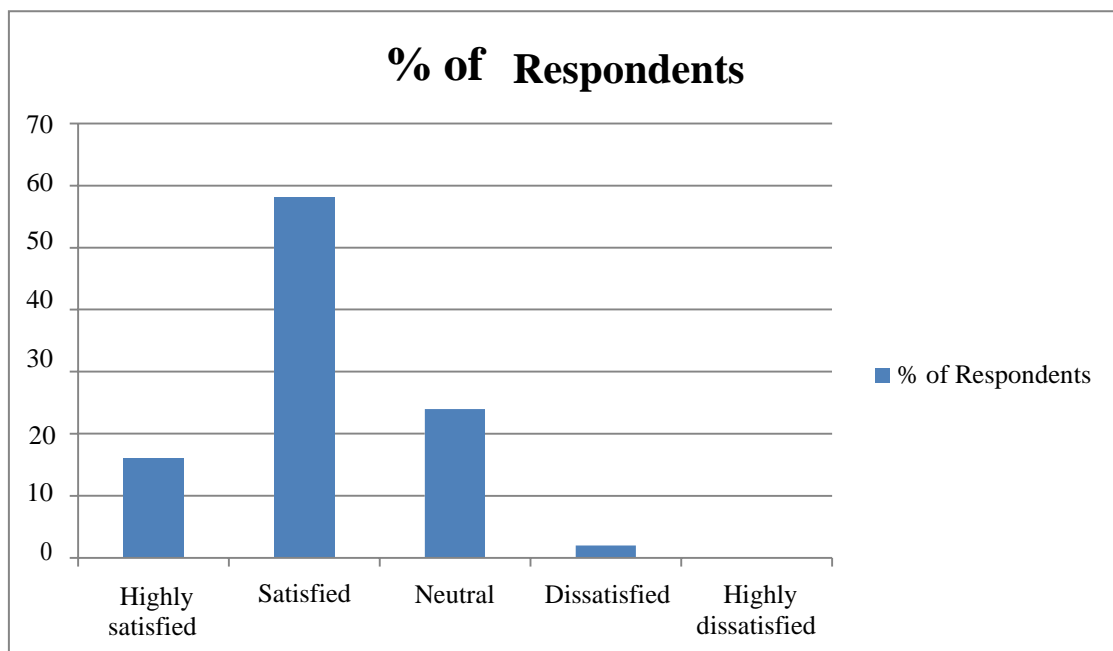
Table No 5.16

Health care facilities provided during COVID-19 pandemic situation

Particulars	No of Respondents	% of Respondents
Highly satisfied	8	16%
Satisfied	29	58%
Neutral	12	24%
Dissatisfied	1	2%
Highly dissatisfied	0	0%
Total	50	100%

Source: primary data

Chart No 5.16



Interpretation

From the given chart 16% of women employees are highly satisfied with the health care facilities provided during COVID-19 pandemic situation, 58% were satisfied, 24% of respondents were neutral to this, and 2% of employees were dissatisfied in their health care facilities provided during COVID-19 pandemic situation.

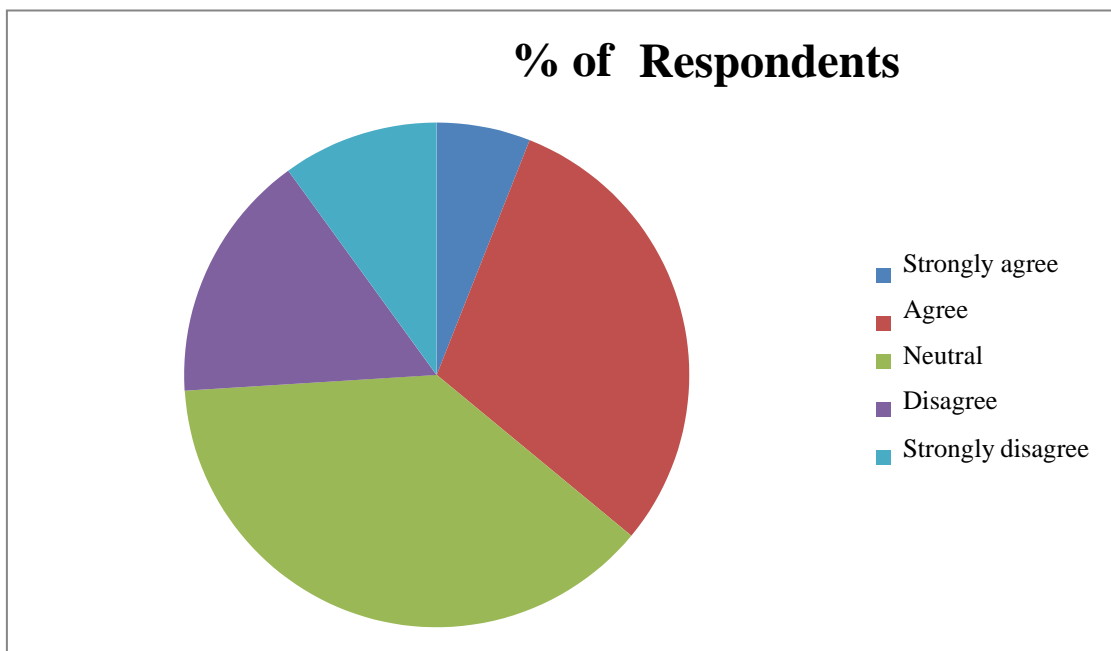
Table No 5.17

Opinions regarding job rotation reduce work stress

Particulars	No of Respondents	% of Respondents
Strongly agree	3	6%
Agree	15	30%
Neutral	19	38%
Disagree	8	16%
Strongly disagree	5	10%
Total	50	100%

Source: primary data

Chart No 5.17



Interpretation

From the chart it is clear that, 6% of respondents strongly agree that job rotation helps the employees to reduce stress, 30% of respondents agree to the statement, the majority 38% were neutral, 16% disagree with this and 10% of respondents strongly disagree with this.

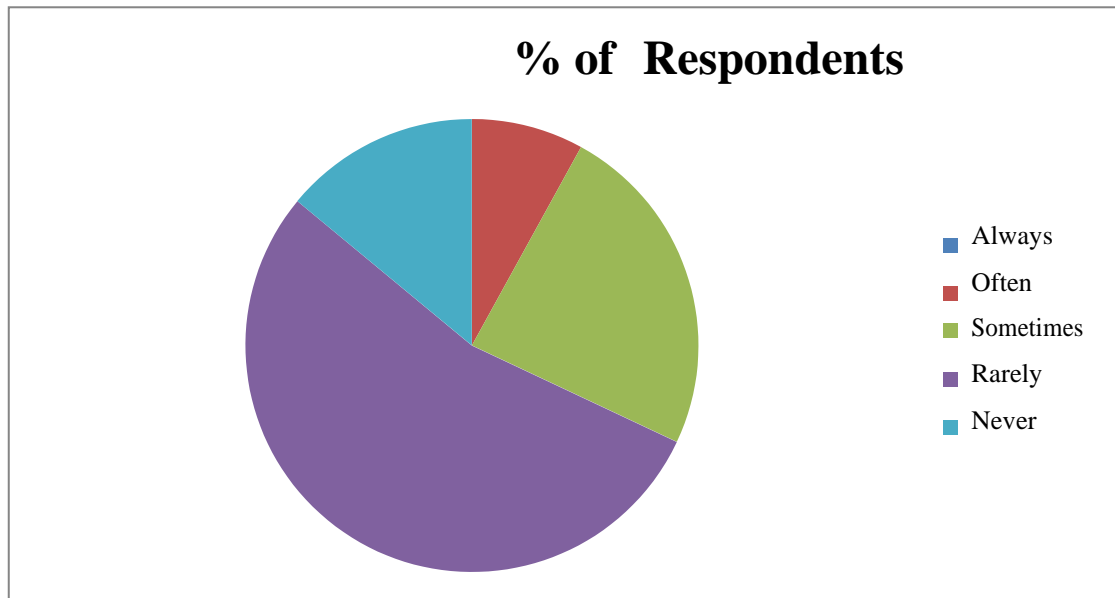
Table No 5.18

Opinions regarding personal needs are secondary

Particulars	No: of Respondents	% of Respondents
Always	0	0%
Often	4	8%
Sometimes	12	24%
Rarely	27	54%
Sometimes	7	14%
Total	50	100%

Source: primary data

Chart No 5.18



Interpretation

From the chart it is clear that 54% of employees rarely feels that their personal needs are secondary. 8% of employees often feels that, 24% of employees sometimes feels that and 14% of the employees never feels that their personal needs are secondary.

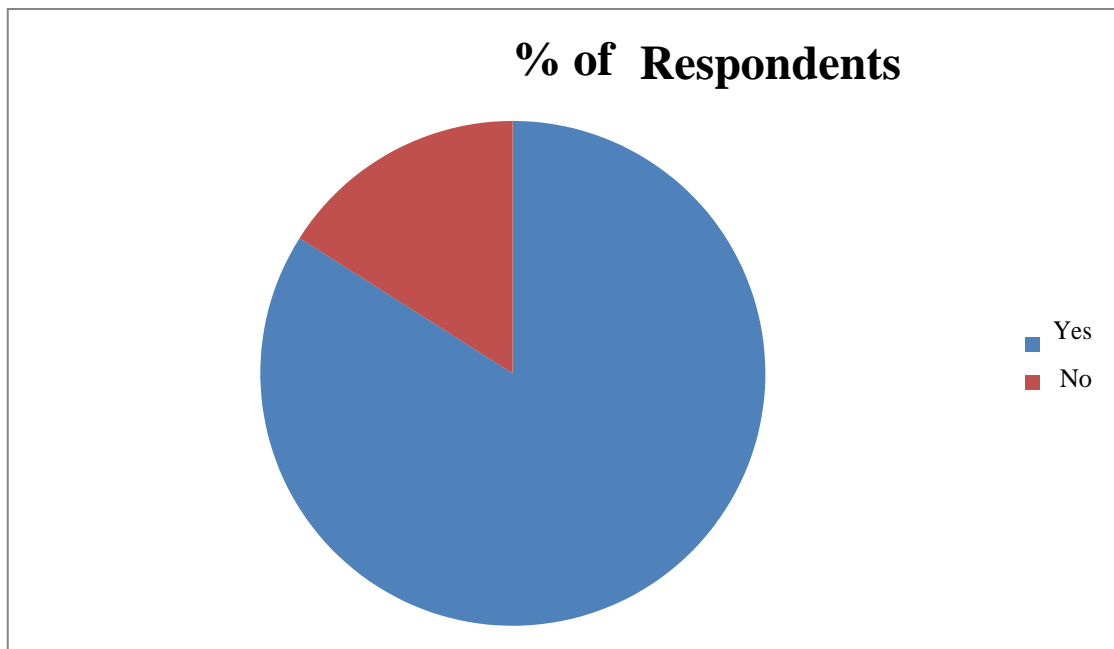
Table No 5.19

Opinions regarding, feeling of relaxation and comfort when at home.

Particulars	No: of Respondents	% of Respondents
Yes	42	84%
No	8	16%
Total	50	100%

Source: primary data

Chart No 5.19



Interpretation

The above table reveals the feeling of employees when they are at home, 84% of employees were feel comfort and relaxed at home, were 14% are not.

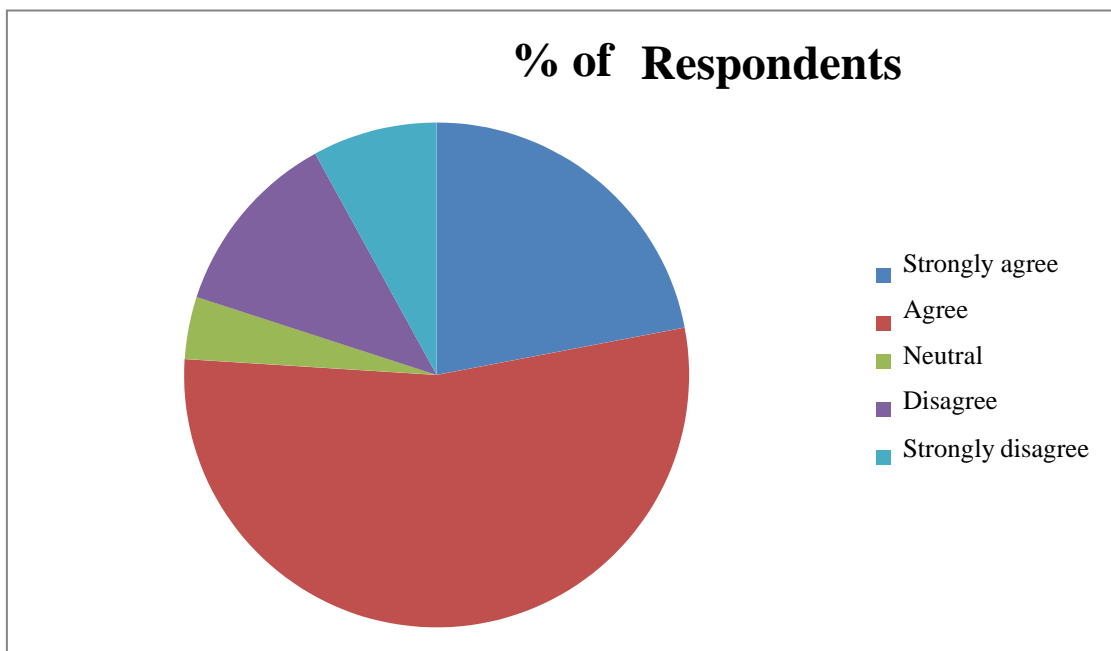
Table No 5.20

Opinion regarding quality of work and life has an impact on working efficiency

Particulars	No of Respondents	% of Respondents
Strongly agree	11	22%
Agree	27	54%
Neutral	2	4%
Disagree	6	12%
Strongly disagree	4	8%
Total	50	100%

Source: primary data

Chart No 5.20



Interpretation

From the chart it is clear that, 22% of respondents strongly agree that quality of work and life has an impact on work efficiency, 54% of respondents agree to the statement, 4% were neutral, 12% disagree with this and 8% of respondents strongly disagree with this.

CORRELATION ANALYSIS

Correlation between facilities offered and work life satisfaction during COVID-19 pandemic situation

Categories	X(Facilities offered)	Y(Worklife satisfaction)	XY	X ²	Y ²
Strongly agree	7	4	28	49	16
Agree	38	23	874	1444	529
Neutral	4	16	64	16	256
Disagree	1	7	7	1	49
Strongly disagree	0	0	0	0	0
Total	50	50	973	1510	850

Table no : 5.21

Coefficient of correlation, r =

$$\begin{aligned}
 & \frac{n\sum xy - (\sum x \cdot \sum y)}{\sqrt{n\sum x^2 - (\sum x)^2} \cdot \sqrt{n\sum y^2 - (\sum y)^2}} \\
 &= \frac{5 \cdot 973 - 50 \cdot 50}{\sqrt{5 \cdot 1510 - (50)^2} \cdot \sqrt{5 \cdot 850 - (50)^2}} \\
 &= \frac{4865 - 2500}{(\sqrt{7550 - 2500}) \cdot (\sqrt{4250 - 2500})} \\
 &= \frac{2365}{\dots}
 \end{aligned}$$

$$71.06 \times 41.83$$

$$= 0.79 \text{ (Highly Positive Correlation)}$$

Interpretation

From the analysis it is clear that, during this COVID-19 pandemic situation facilities offered has a significant role in the work life satisfaction of the employees and they are highly linked with each other. So we can conclude that they are highly correlated

WEIGHTED MEAN

The weighted Arithmetic mean is used whenever the relative importance of the items in a series differs. While calculating the weighted mean each item is given a weight judged by its relative importance.

Weighted mean are thus obtained by taking into account the weights or importance of those items. Each value is multiplied by its weight. Then their sum is divided by the total weight. Weighted mean often gives fair measures of central tendency.

Let $X_1, X_2, X_3, \dots, X_n$ be n values with corresponding weights $W_1, W_2, W_3, \dots, W_n$.

Then the weighted mean=

$$\frac{W_1X_1 + W_2X_2 + \dots + W_nX_n}{W_1 + W_2 + W_3 + \dots + W_n}$$

WHICH FACTOR IS MOST IMPORTANT IN WORK-LIFE BALANCE OF WOMEN EMPLOYEES IN TEXTILE INDUSTRY?

- Work stress affects personal life
- Job security and work life are linked with each other
- Company fulfilled the financial needs of employees properly
- Job rotation helps the employees to reduce stress
- Quality of work and life has an impact on the employees efficiency

Table No 5.22

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted mean	rank
Work stress	8	32	10	0	0	13.2	5
Job security and work life	7	28	13	2	0	12.67	4
Financial needs	1	15	26	5	3	10.4	2
Job rotation	3	15	19	8	5	10.2	1
Quality of work & life	11	27	2	6	4	12.33	3

Table No 5.23

WEIGHTED MEAN CALCULATION	
$8 \times 5 + 32 \times 4 + 10 \times 3 + 0 \times 2 + 0 \times 1$	$198/15=13.2$
$7 \times 5 + 28 \times 4 + 13 \times 3 + 2 \times 0 + 0 \times 1$	$190/15=12.67$
$1 \times 5 + 15 \times 4 + 26 \times 3 + 5 \times 2 + 3 \times 1$	$156/15=10.4$
$3 \times 5 + 15 \times 4 + 19 \times 3 + 8 \times 2 + 5 \times 1$	$153/15=10.2$
$11 \times 5 + 27 \times 4 + 2 \times 3 + 6 \times 2 + 4 \times 1$	$185/15=12.33$

Interpretation

From the analysis table, it is found that job rotation ranks first following the fulfillment of financial needs which scores the second position and the quality of work and life, job security and work life and work stress attains the subsequent ranks.

So Job rotation maintains the work-life balance of women employees in textile industry.

CHAPTER 6
FINDINGS OF THE STUDY

FINDINGS

- ❖ Most of the employees from the surveyed data say that they feel that their work life and home life is either balanced or very well balanced. In short we can say that employees are balancing their dual life.
- ❖ Majority of the employees in the firm are under the age of 30.
- ❖ Most of the employees are coming from family where 2 members are employed.
- ❖ About half of the employees are not suffering from occupation related health problems. Only 22 % always have occupation related health problems.
- ❖ From the survey, it is clear that most of the women employees need not spend much hours in their work.
- ❖ Many employees get the chance to spend time with their family.
- ❖ .During this COVID-19 pandemic situation employee work life satisfaction is high because of the facilities provided by the company, also good health care facilities were provided.
- ❖ Employees prefer listening to music as a stress relieving activity, followed by, watching TV, reading books, playing games and others.
- ❖ Majority of employees feel that their work stress affect their personal life and they worry about their work often when they are not artwork.
- ❖ The majority that is 28% of women employees has does not require frequent travelling for work and 13% always frequently travelled for work.
- ❖ From the study it is clear that job rotation is the main factor which helps the women employees to manage their work life. From the opinion of employees leave benefits are the major factor provided by the company for balancing the work life.
- ❖ 56% of the employees agree that job security has closely linked with work life balance, and job security has a major impact on work life balance.

- ❖ The majority that is 46% of the respondents were satisfied in their work life during the COVID-19 pandemic situation, and 32% were feel moderate to this.
- ❖ From this study it is clear that the company fulfills the financial needs of their employees.
- ❖ Most of the employees agree that personal life has an impact on work efficiency and quality of work.

CHAPTER 7

CONCLUSIONS

CONCLUSIONS

The family and work life are both important to employees in any sector and if these two are not maintained properly it creates stress and strain and results in to various diseases. This study is found important because it tries to know how the work life and family life interface results into stress.

Achieving a good balance between work and family commitments is a growing concern for contemporary employees and organizations. There is now mounting evidence – linking work-life imbalance to reduce health and wellbeing among individual and families. It is not surprising that there is increasing interest among organizational stakeholders (eg: CEO, HR Manager) for introducing work life balance policies in their organizations.

Work life policies most likely to be successfully main streamed in organization which have a clear understanding of their business rationale and which respects the important of work life balance for women employee.

SUGGESTIONS

- If possible, the company must analysis the factors within the company which is a major reason for causing health issues for employees.
- Medical camps can be provided periodically to check the health status of employees
- Training or other similar activities should be provided to women employees, which help them to manage their dual life.
- It is suggested to provide various entertainment or recreational activities within the company which helps to reduce stress.
- It would be better to provide a get together for the family members of the employees along with a seminar stating the importance of support from the family members to working women employee.
- If is better if, work load of employees should be minimized as their stress affect their personal life.
- Continue with the environmental and sanitation hygiene as the employees are very much satisfied with them during this COVID-19 pandemic situation
- Develop a complaint redressal cell for women employees for solving their issues such as gender discrimination, sexual harassment etc.
- If possible, provide hostel facilities for employees who were suffering from frequent travelling.
- From this study it found that job rotation helps the employees in reduce their stress and balancing their work life, so conduct more job rotation activities

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ANNEXURES

QUESTIONNAIRE

Personal Data

Name:

Age :

Marital status:

Experience: a) 0-5 b) 6-10 c) 11-15 d) Above15

1. What kind of family is yours?

a) Joint b) Nuclear

2. Number of working people in your family?

a) 1 b) 2 c) 3

d) 4 e) 5 and above

3. Are you satisfied with the way you are balancing your work life and personal life?

a) Highly satisfied b) Satisfied c) Neutral

d) Dissatisfied e) Highly dissatisfied

4. Are you suffering from any occupation related health problems?

- a) Always b) Often c) Sometimes
d) Rarely e) Never

5. Does your work require a lot of travelling?

- a) Always b) Often c) Sometimes
d) Rarely e) Never

6. How many hours do you spend with your family?

- a) Less than 2 b) 2 - 3 c) 4 - 5
d) 6-7 e) Above 7

7. Do you work for long hours or overtime and even on holidays?

- a) Always b) Often c) Sometimes
d) Rarely e) Never

8. "work stress affects personal life" do you agree with this statement?

- a) Strongly Agree b) Agree c) Neutral
d) Disagree e) Strongly Disagree

9. What do you do to manage stress?

- a) Reading b) Listening to music c) Watching TV
d) Playing games e) All the above

10. Are you satisfied with the facilities offered during COVID-19 pandemic situation?

- a) Highly satisfied b) Satisfied c) Neutral
d) Dissatisfied e) Highly dissatisfied

11. What are the initiatives taken by your organization for managing the work life?

- a) Flexible work timing b) Provide leaves to manage work life
c) Job share option d) Job rotation Others
e)

12. Which among the following factors largely contribute to work life balance?

- a) Flexible working condition b) Monetary benefits
c) Leave benefits d) Personal benefits e) Others

13. "Job security and Work Life Balance are linked with each other" do you agree with this statement?

- a) Strongly Agree b) Agree c) Neutral
d) Disagree e) Strongly Disagree

14. Are you satisfied with your Work Life during COVID-19 pandemic situation?

- a) Highly satisfied b) Satisfied c) Neutral
d) Dissatisfied e) Highly Dissatisfied

15. Do you agree that the company fulfilled your financial needs properly?

- a) Strongly Agree b) Agree c) Neutral
d) Disagree e) Strongly Disagree

16. Are you satisfied with the Health Care facilities provided during COVID-19 pandemic situation

- a) Highly satisfied b) Satisfied c) Neutral
d) Dissatisfied e) Highly Dissatisfied

17. Do you agree that the "Job rotation" helps the employees to reduce stress?

- a) Strongly Agree b) Agree c) Neutral
d) Disagree e) Strongly Disagree

18. Do you feel that your personal needs are secondary?

- a) Always b) Often c) Sometimes
d) Rarely e) Never

19. Do you feel relaxed and comfortable when you are at home?

- a) Yes b) No

20. Do you agree that the Quality of Work and Life has an impact on your Efficiency?

- a) Strongly Agree b) Agree c) Neutral
d) Disagree e) Strongly Disagree