

STATUS OF WOMEN EMPLOYEES AND JOB SATISFACTION IN SAFETY MATCH INDUSTRIES OF VELLORE DISTRICT

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ABSTRACT

The economic advancement of a country is measured on the basis of its industrialization. As a step towards industrialization, the Indian Government has decided to develop both small-scale and large-scale industries. A rewarding development in India has been the impressive growth of modern small-scale industries. They have made a notable contribution in realizing the principal objective of expanded employment opportunities. Job satisfaction is one of the important factors which have drawn the attention of managers in the organization as well as academicians. Various studies have been conducted to find out the factor which determines job satisfaction and the way it influences productivity in an organization. Though there is no conclusive evidence that job satisfaction affects productivity directly because productivity depends on so many factors, it is still a prime concern for managers. The study mainly concentrated only on the employees' perspective that is job satisfaction of the employees and job satisfaction of the women workers of the match industry.

Keywords: *Small Scale Industries, Women Workers, Match Industries Job satisfaction.*

1. INTRODUCTION

The economic advancement of a country is measured on the basis of its industrialization. As a step towards industrialization, the Indian Government has decided to develop both small-scale and large-scale industries. A rewarding development in India has been the impressive growth of modern small-scale industries. They have made a notable contribution in realizing the principal objective of expanded employment opportunities.

A small-scale sector has been an important ingredient that contributed to India's growth and development. There is no denying the fact that SSIs are accepted as an engine of economic development and for promoting equitable development. This growth has been achieved after the successful implementation of different policies at every level of economic development. In this respect, Indian SSI plays a dominant role with 12.3 million units producing more than 8000 products. Small industrial sector including the village and cottage industries functions as a powerful

instrument for the rapid and diversified growth of a country like India. Small scale industry requires a small capital outlay. It also provides more job opportunities than large-scale industries. Moreover, a small-scale industry does not require highly advanced technology.

The Match industry is one of the important Small Scale Industries which produce matchboxes required for the use of all sections of the society. It consists of both mechanized and non-mechanized units. The nature of mechanized units is capital intensive and produces on large scale. The non-mechanized units are labour intensive and can be identified as small-scale and cottage industries.

The origin of the match industry dates back to the new stone-age (10,000 B.C. to 5000 years). The Match industry has mass production and provides employment opportunities to society. It plays a vital role in building up the economic structure of society. A family venture has been behind the growth of the match industries in Tamilnadu. For the effective regulation of the match industry in

India and the levy of excise duty, the Government of India classified the various match units under the classes, namely, A, B, C, and D. This classification was made on the basis of the methods of production.

2. JOB SATISFACTION

Job satisfaction is one of the important factors which have drawn the attention of managers in the organization as well as academicians. Various studies have been conducted to find out the factor which determines job satisfaction and the way it influences productivity in an organization. Though there is no conclusive evidence that job satisfaction affects productivity directly because productivity depends on so many factors, it is still a prime concern for managers.

Job satisfaction is favorable or unfavorable according to the view of the employee on his work. It agrees with one's expectation of the job and the rewards gained from that job. Job satisfaction is a part of life satisfaction.

The nature of one's job environment is a part of his life because job satisfaction influences one's general life satisfaction. Job satisfaction, thus, is the result of various attitudes possessed by employees. In a narrow sense, these attitudes are related to the main and basic factors such as wages. Supervisors of employment, conditions of work, social relation on the job, prompt settlement of grievances and fair treatment by the employer. However, a more comprehensive approach requires that many factors are to be included before a complete understanding of job satisfaction can be obtained. Such factors of employee's age, desire and level of aspiration should be considered. Further, his family relationship, social status, recreational outlets, activity in the organizations etc. contribute ultimately to job satisfaction.

Job satisfaction is of vital importance for the growth of any organization. It refers to a person's feeling on the job, which acts as a motivation to work. It is a compound of emotions, beliefs, sentiments, evaluation and other allied behavioural tendencies. In any organizational setting, job satisfaction is an essential state to achieve its objectives. Match

Industry is a labour oriented industry in which human capital is very important. Today, the banking sector is witnessing sea changes due to the performance of their employees. The performance of the employees depends upon their job satisfaction. Satisfied employees are the backbone for the successful function of the Industry. The level of job satisfaction of the employees depends upon many factors. Hence, an attempt has been made to analyse the factors influencing the job satisfaction of safety match industry employees.

3. IMPORTANCE OF THE STUDY

Matchbox manufacturing is a small-scale industry here, typically a one-man show where the entrepreneurs have to manage everything. There are barely 110 units employing 5000 people. The past decade has seen a dramatic reversal in the relative market shares of organised and unorganised matchbox manufacturers in Gudiyattam Taluk. The share of unorganised players has risen to 70 percent, and that of organised players has fallen to 30 percent. A decade ago it was just the reverse. One reason for this state of the industry has to do with a tax exemption that encourages people to sell machine-made matches as hand-made ones. The present study intends to explore a wide range of issues ranging from economic conditions, family life, working relationship, labour legislations to look into the terms of employment and living conditions of the safety match industry workers and their level of job satisfaction.

4. STATEMENT OF THE PROBLEM

The entrepreneurs, with an industrial background, started match units, availing of local raw materials and labour. This paved the way for the development of fireworks, printing presses and other allied industries in a big way. The growth of these business houses is attributed to the industry being low-cost, low-tech, labour intensive, low-investment, high-turnover, high-profit, protected and state-supported. Satisfying the domestic markets, the entrepreneurs are competing with international markets and grabbing new opportunities. Since Vellore Districts experience scanty rainfall, people in this district cannot depend on agriculture for their survival. Hand-made and semi mechanised safety match industries in Gudiyattam Taluk

provide job opportunities to a large population in this study area. This is the main place for handloom and match production in Vellore District. Men, women, the elderly and partially handicapped persons are employed in labor-intensive match units. It requires a low level of technology and relatively small capital investments. Many operations in the production process can be easily undertaken at home. These factors clearly demonstrate the significant socio-economic value of small-scale match production. The study mainly covers the employees' perspective that is job satisfaction of the employees and job satisfaction of the women workers of the match industry.

5. REVIEW OF LITERATURE

A review of the studies of economic conditions of safety match industry workers and related investigations can be guided in the right way with the help of related literature. There are several studies about the match industry and match workers and some are related to workers. Accordingly, to achieve the objectives, a brief review of some of the selected studies is presented below.

Archana Thulaseedharan and Vinith Kumar Nair (2015) in their article entitled, "Factors Affecting Job Satisfaction of Women Employees in the Sector" have discussed that satisfaction is considered as the most important factor in motivating attitude of the people in the organizations. Hence today's organization takes a lot of effort to satisfy their employees because they are the cornerstones for their development. The most popular strategies used by the organization in this scenario are to retain them more successfully in the form of implementing their requirements in proper time.

J. Srinivasan (2015) in his research article titled, "Employees Morale in fireworks Industry Sivakasi" has concluded that employee morale plays a very important role in every organization. Good employee morale helps the success of the organization. Unless an employee has good morale there is always a possibility for employee disharmony and also affects the smooth running of the organization.

R.C. Saravana Kumar and G. Karunanidhi (2016) in their article entitled, "A Study on Problems Pertaining of Women Labourers in fireworks Industry with Special Reference to Sivakasi" have studied that

Women are the heart of the family and play a vital role in upbringing the family. Such women face a lot of adjustment problems. Thus this study has made a conscious effort to analyse the problems faced by women working in the fireworks industry.

R. Shobana Devi and P. Sundarapandian (2016) in their research article, "Impact of Innovation Adoption on Business Performance of Safety Match Industry in Virudhunagar District" have empirically proved that adoption of innovation positively influences business performance. This positive causal relationship has been established between various types of innovations adopted by the firms and business performance measured in terms of financial and market performance. Match manufacturers indicating a propensity to import and install modern technologies augurs further consolidation of this industry, contrary to doomsayers' caution that the flame, in the near future, would be doused by alternative products.

K. Jegatheesan, M. Selvakumar and K. Kalaivani (2017) in their article entitled, "Quality of Work Life of Workers in fireworks Industry – A Study with Reference to Tamilnadu" have concluded that good Quality of Work Life can only provide a safe and secured work environment to the workers. Moreover Quality of Work Life is considered to be very important in the fireworks industries.

6. OBJECTIVES OF THE STUDY

The primary objectives are:

1. To examine the socio-economic development of the employees of safety match industry in Gudiyattam Taluk, Vellore District.
2. To analyse the job satisfaction of the employees of safety match industry in Gudiyattam Taluk, Vellore District.

7. METHODOLOGY

In this present study, the researcher has applied a descriptive research design to estimate the problems and prospects of the safety match industrial employees in Gudiyattam Taluk, Vellore District. The study is based on both primary data and secondary data.

a. Collection of Data

For the purpose of the study, interview schedule at the worker-level were designed. In the worker-level interview schedule, information on aspects such as demographic particulars, employment and working conditions; wages and earnings; indebtedness and housing conditions was collected from the workers and information regarding opinion about the wages, bonus, welfare amenities, and safety measures working environment and management and job satisfaction of women employees in the match industry. Secondary data was collected through the documentary research method. The study also depends on the secondary data available on books, leading journals, published and unpublished documents, records and reports issued by the Central Excise Department, Safety match industry associations and match experts.

b. Sampling Design and Size

To ensure the respondents, the proportionate random sampling method has been used in the present study. The present study is based on the primary data collected from a sample of match industry women workers from Gudiyattam Taluk, Vellore District. In Gudiyattam taluk, there are about 110 match industries are functioning and these industries form the universe of the study. From the universe, 10 match industries were selected out of 10 match industries, 100 workers have been selected based on the top-most level from Gudiyattam taluk. The total numbers of 100 sample respondents were selected by using a proportionate random sampling method.

c. Tools for Analysis

a. Demographic Profile

Research data collected were codified, classified and then tabulated with the help of computers. In the present study, many statistical tools were used with the help of SPSS for analyzing the collected data. The applied statistical tools are; Percentage Analysis, Garrett Ranking Method and Chi-square Test.

8. LIMITATIONS OF THE STUDY

- The survey has been conducted in Gudiyattam Taluk of Vellore District. Match Industry is a labor-intensive industry and so this research focuses only on the semi mechanised and handmade units and the fully mechanized industries are not taken for the study.
- In most of the match industries, proper labour records like registers for wages, advances and bonuses, and so on are not maintained. Some rough records showing the workers' details, working days, wages paid and production are maintained. The conclusions based on this study cannot be generalized for all regions uniformly where each region has different local conditions in the country.

9. DATA ANALYSIS AND INTERPRETATION

An analysis is made to know the opinion of the workers towards working conditions and other facilities provided by the employer to their workers in match industries.

Table 1 Demographic Variables

Demographic Variables		Frequency	Percentage
Gender	Male	10	10%
	Female	90	90%
	Total	100	100%
Age	Below 30 Years	20	20%
	31-40 Years	50	50%
	41-50 Years	25	25%
	Above 51 Years	05	05%
	Total	100	100%
Marital Status	Married	80	80%
	Unmarried	20	20%
	Total	100	100%
Educational Qualification	Post Graduate	05	05%
	Graduate	16	16%

Experience	Up to high school	72	72%
	Illiterate	07	07%
	Total	100	100%
	Below 5 Years	32	32%
	5-10 Years	28	28%
	10-15 Years	30	30%
	Above 15 Years	10	10%
	Total	100	100%

It is found that the majority (90%) of the respondents are women, the majority (50%) of the respondents are in the age group of 31-40 years, the majority (80%) of the respondents are married, the majority (72%) of the respondents are studied up to high school and the majority (32%) of the respondents have below 5 years.

b. Type of Works

Matchbox filling and packing are the most important work as they require a lot of manpower and time in the match industry. These works are generally carried out by women workers as they work in the surrounding areas. The information on the type of work has been collected separately for male and female workers. Table 5.1 shows the type of works engaged by the workers.

Table 2 Type of Works

Sl. No.	Type of Work	No. of Employees	Percentage
1.	Machine Operator	13	13.0
2.	Box filling	44	44.0
3.	Chemical Grinding	09	9.0
4.	Box Labelling	06	6.0
5.	Bundle Making	23	23.0
6.	Other Works	05	5.0
	Total	100	100.0

It is evident from Table 2 that 44 workers are engaged in inbox filling, 13 workers are machine operators, 23 workers are engaged in bundle making, 9 workers are engaged in chemical grinding, 6 workers are engaged in box labeling and 5 workers are

engaged in other works that are inner and outer box making, chemical coating and the like. Hence it is found that many number (44%) of workers are engaged in box-filling which is done by female workers.

c. The opinion of Women Respondents about the Overall Job Satisfaction

Table 3 The opinion of Women Respondents about the Overall job Satisfaction in Match Industries

Sl. No.	Factors	The opinion of the respondents in %					Total Scores
		HS	S	NO	DS	HDS	
1.	Company name (or) Goodwill	14	77	6	2	0	100.0
2.	Wages and financial benefits	11	75	11	2	0	100.0
3.	Work load	9	40	35	14	1	100.0
4.	Working condition	11	54	20	14	2	100.0
5.	Relationship with higher officials and subordinates	7	45	40	6	2	100.0
6.	first aid and other medical facilities	10	64	16	8	2	100.0
7.	Drinking water facilities	11	66	15	6	1	100.0
8.	Rest room facilities	10	60	15	12	3	100.0
9.	Canteen facility	7	32	32	26	3	100.0
10.	Maternity leave	11	66	13	6	3	100.0
11.	Sickness holidays	12	55	24	7	2	100.0

12.	Festival holidays	11	56	23	9	2	100.0
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(H.A. – Highly Satisfied, S. – Satisfied, N. O– No Opinion, D.S. Dissatisfied, H.D.S. – Highly Dissatisfied)

It is disclosed from the above table that a majority of the respondents have rated as satisfied and highly satisfied for all the statements such as Company name (or) Goodwill, Wages and financial benefits, Workload, Working condition, Relationship with higher officials and subordinates, first aid and other medical facilities, Drinking water facilities, Restroom facilities, Canteen facility, Maternity leave, Sickness holidays and Festival holidays about the overall satisfaction of working of the match industries.

d. Socio-Economic Variables and the Overall Job Satisfaction of Women Workers in Safety Match Industries – Chi-Square Test

For testing the relationship between the socio-economic variable of the respondents and regarding the level of satisfaction of safety match industries in Gudiyattam Taluk, Chi-square Test has been employed.

H₀: There is no relationship between age, gender, educational qualification, marital status, income per month, nature of the family, number of members in the family, number of earning members in the family, number of members working in safety match industries, number of dependents in the family and years of experience of the workers and their level of opinion about the overall satisfaction of safety match industries in Gudiyattam Taluk.

Result of Chi-square Test

1. It is concluded that there is no significant relationship between age and overall satisfaction in safety match industries.
2. It is concluded that there is a significant relationship between the gender of the respondents and the level of satisfaction towards the safety match industries in Gudiyattam Taluk.
3. It is concluded that there is no significant relationship between the Educational qualification of the respondents and the level of satisfaction towards the working of safety match industries in Gudiyattam Taluk.
4. It is concluded that there is no significant relationship between the marital status of the respondents and their level of

satisfaction towards the safety match industries in Gudiyattam Taluk.

5. it is concluded that there is no significant relationship between the monthly income of the respondents and the level of satisfaction towards the safety match industries in Gudiyattam Taluk.

10. FINDINGS AND CONCLUSION

- It is found that the majority (90%) of the respondents are women, the majority (50%) of the respondents are in the age group of 31-40 years, the majority (80%) of the respondents are married, the majority (72%) respondents are studied up to high school and the majority (32%) of the respondents have below 5 years.
- It is evident from Table 5.1 that 44 workers are engaged in box filling, 13 workers are machine operators, 23 workers are engaged in bundle making, 9 workers are engaged in chemical grinding, 6 workers are engaged in box labelling and 5 workers are engaged in other works that are inner and outer box making, chemical coating and the like. Hence it is found that many number (44%) of workers are engaged in box filling which is done by female workers.
- It is disclosed that a majority of the respondents have rated as satisfied and highly satisfied for all the statements such as Company name (or) Goodwill, Wages and financial benefits, Workload, Working condition, Relationship with higher officials and subordinates, first aid and other medical facilities, Drinking water facilities, Restroom facilities, Canteen facility, Maternity leave, Sickness holidays and Festival holidays about the overall satisfaction of working of the match industries.
- For job satisfaction of the workers, the pattern of working is an important factor. Working patterns are classified in match units because the male workers are suited for shift work, but female workers prefer day shift only.
- The safety match industry workers are not complying with the eight-hour working norms. Generally, women workers start

working at 8 o'clock in the morning and continue till 5.30 p.m in the evening. The lunch break is also very short, at the maximum, it would be lasting from 15-45 minutes only. Those who get a one-hour break go home for lunch. Other workers bring lunch to the industry.

- The periodicity of the payment of wages in the safety match industry varies from unit to unit in the study area. The periodicity of payment of wages is classified into daily, weekly, monthly and fortnightly. Job satisfaction is mainly determined by the wages paid to the workers. It is a financial reward to the workers.

The socio-economic conditions of the workers in safety match industries and the welfare amenities provided to them through various legislations like Factories Act, 1948, Maternity Benefits Act 1962, etc., are analysed. Information on most of the social security benefits like medical facilities and the problems faced by the match industry workers are also collected and are discussed in this study. This study also discusses the workers and their level of satisfaction towards the match industries in Gudiyattam Taluk, Vellore District.

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