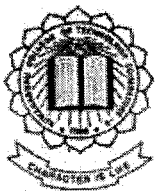

A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES OF DEVENTHIRA SPINNERS (P) LTD., SANKARI

By

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Of

DEPARTMENT OF MANAGEMENT STUDIES

KUMARAGURU COLLEGE OF TECHNOLOGY

COIMBATORE-641006

A PROJECT REPORT

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Of

MASTER OF BUSINESS ADMINISTRATION

August, 2007

KCT Business School
Department Of Management
Kumaraguru College of Technology
(An ISO 9001: 2000 Certified Institution)
Coimbatore – 641006

BONAFIDE CERTIFICATE

Certified that this project titled **'A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES OF DEVENTHIRA SPINNERS (P) LTD., SANKARI'** is the bonafide work of **Mr. MOHAN RAJA . R (Reg no: 71206631030),** who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Project Guide

Director

Evaluated and Viva-voce held on....29/10/07.....

Examiner I

Examiner II

DeVenthira Spinners Private Ltd.,

TIN No. 33903201324
CST No. 429037 dt. 14-07-93

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To

THE DIRECTOR,
KCT BUSINEES SCHOOL,
KUMARAGURU COLLEGE OF TECHNOLOGY,
COIMBATORE-641006.

SUMMER INTERNSHIP PROJECT COMPLETION CERTIFICATE

This is to certify that **Mr.R.Mohan Raja (Roll No.06MBA30)** a student of KCT Business School, Kumaraguru College of Technology, had undergone a project between **19.6.2007 and 1.8.2007** entitled A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES OF DEVENTHIRA SPINNERS PVT LTD.,

During the tenure his performance was **Very Good / Good / Average / Poor.**

Thanking You,

Yours Faithfully,
For DEVENTHIRA SPINNERS PRIVATE LIMITED

N.KRISHNAMURTHY,
(FACTORY MANAGER)

DECLARATION

I, hereby declare that this project report entitled as **"A Study on Job Satisfaction Among the Employees of Deventhra Spinners (P) Ltd., Sankari "** has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the summer internship project of Master of Business Administration. The project report is the record of the original work done by me under the guidance of Dr. B. Subramani during the academic year 2007 – 2008.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Date : 29/10/07

Place : Coimbatore

R. Mohan Raja

Mohan Raja . R

EXECUTIVE SUMMARY

Human resources are considered to be the most valuable asset to the organization. It is the sum total of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of employed persons who comprise of executives, supervisors, the rank and the file employees.

The project is the result of the study on job satisfaction among the employees of Deventhira Spinners (P) Ltd., Sankari. The main objective of the study is to measure employee satisfaction level from different perspectives.

The primary data was collected from the workers with a structured interview schedule.

For this study, questionnaire was conducted to find out the level and factors influencing employee satisfaction and to spot light the areas that the management need attention.

The building of the study reveals that the employees of Deventhira Spinners (P) Ltd., seem to have satisfaction regarding the training program, suggestion scheme and workers participation.

ACKNOWLEDGEMENT

Throughout my life I have always benefited from many wonderful people around me, and the last two months of this project have been no exception. I have many people to be thankful to.

I adore the almighty and extol their glory by paying my contribution of thankfulness for blessing me with all knowledge required to complete this project successfully.

I thank our respected chairman Dr. N. Mahalingam who helped us to undergo this master's degree and acquire a lot of knowledge.

I thank our beloved correspondent Dr. K. Arumugam, for his kind blessings and moral support for carrying out this project.

I express my sincere thanks to our principal Dr. Joseph V Thanikal for allowing us to carryout this project.

I express my gratitude to our director Mr. S. V. Devanathan, for his kind patronage and for his consent to carryout this project.

I take privilege and pleasure in expressing my sincere gratitude to my guiding spirit, Dr. B. Subramani, Senior Lecturer, KCT Business School, for his in-depth guidance and encouragement in executing this project right from beginning and making it a success

I am highly obliged to extend my sincere thanks to Mr. N. Krishna Murthy , Factory Manager, of Deventhira spinners (p) Ltd., for his effective guidance and valuable support to carryout this project in their premises.

My special acknowledgements and thanks to Department of Management Studies, Faculty Members and my friends for their help and motivation throughout.

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INTRODUCTION

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INTRODUCTION

Human resources are considered as one of the effective resource in the organization. Al the organization takes much care on this aspect as they don't want to loose any skillful labour. It may be noted here that human resource should be utilized to the, maximum possible extent, in order to achieve individual and organizational goals. So for this concern have to be shown towards the workers.

In field of textile there is scarcity of labours, the organization need more workers but they were not able to meet the requirement due to the heavy competition. In this area the employees intend to shift from one organization to another. (i.e.) where ever they get maximum pay they will shift over. So in order to avoid this, organization is providing lots of facilities to create interest in the minds of the workers. All the organization gives plenty of facilities to the workers so that they are satisfied and retained in their job. So apart from salary, the workers also look for facilities to make their life easy.

1.1 BACKGROUND OF THE STUDY

Of all the factors of production, man is by for the most important. The important of human factor in any type of cooperative endeavor cannot be over emphasized. It is a matter of common knowledge that every business organization depends for its effective functioning not so much on its material of financial resources as on its pool of able and willing human resources.

HRM can be defined as managing the function of employing, developing and compensating human resources resulting in the creating and development of human resources resulting in the creating and development of human relations with a view to contribute proportionately to the organizational, individual and social goals.

Monitoring employee satisfaction levels is essential for the acquisition and retention of a quality workforce. Tracking the attitudes and opinions of employees can identify problems areas and solutions related to management and leadership, corporate

policy, recruitment, benefits, diversity, training, and professional development. A comprehensive employee satisfaction study can be the key to a more a motivated and loyal workforce.

The subject related for the project was the Job Satisfaction Among the Employees in Deventhira Spinners (P) Ltd., Sankari. The term job satisfaction among the employees refers to how the employees feel about their jobs and many other factors has clear financial implications for the organizations future success.

1.2 REVIEW OF LITERATURE

The job satisfaction model embedded in the Price-Mueller turnover model was revised and estimated. The revised model examined the effects of a series of environmental, job characteristics, and personality variables that were excluded from the Price-Mueller model. Two-wave longitudinal data were collected from 405 employees of a 327-bed Veterans Administration Medical Center. Four different models representing refinements of the proposed model were estimated using LISREL maximum likelihood methods. The exclusion of important job characteristics (role conflict, supervisory support, and task significance) by the Price-Mueller model was not found to have a significant impact on the explanatory power of the revised model. However, the exclusion of an environmental factor (opportunity) and a personality variable (positive affectivity) was found to be a serious omission. Overall, it was found that the degree to which employees like their job is influenced by a combination of characteristics of the environment (opportunity), the job (routinization and distributive justice), and personality variables (positive affectivity and work motivation). Fifty-seven percent (57%) of the variance in job satisfaction was explained by the revised model, as compared with 49% for the Price-Mueller model. (Augustine O. Agho; Human Relations. Vol. 46. 1993)

Previous organizational citizenship behavior (OCB) research (a) has not demonstrated that extra-role behaviors can be distinguished empirically from in-role activities, and (b) has not examined the relative contributions of components of job satisfaction a and organizational commitment to the performance of OCBs. Factor analysis of survey data from 127 employees' supervisors supported the distinction between in-role behaviors and two forms of OCBs. Hierarchical regression analysis found two job cognitions variables (intrinsic and extrinsic) to be differentially related to the two types

OCBs, but affective variables and organizational commitment were not significant predictors. The link between the present findings and previous research is discussed, as are directions for future research. (Larry J. Williams; Journal of Management, Vol. 17, 1991)

Four hypotheses have been advanced regarding the causal relationship between job satisfaction and organizational commitment: (a) satisfaction causes commitment, (b) commitment causes satisfaction, (c) satisfaction and commitment are reciprocally related, and (d) no causal relationship exists between the two constructs. These four hypotheses were represented by separate structural equation models in a longitudinal research design. Using a sample of management information systems professionals, the models were tested using a combination of pseudo-generalized least squares, and full information maximum likelihood estimation procedures. The latter procedures controlled for the unmeasured causal variables problem characterizing past studies. Results supported the commitment-causes-satisfaction model. (Robert J. Vandenberg; Journal of Management, Vol. 18, 1992)

The differential associations that job satisfaction and organizational commitment have with job performance and turnover intentions were studied in a sample of bank tellers and hospital professionals. Results showed that organizational commitment was more strongly related than job satisfaction with turnover intentions for the tellers, but not for the professionals. Job satisfaction was related more strongly than organizational commitment with supervisory ratings of performance for both samples. The findings suggest that specific job attitudes are more closely associated with task-related out-comes such as performance ratings, whereas global organizational attitudes are more closely associated with organization-related outcomes like turnover intentions. (Lynn McFarlane Shore, Human Relations, Vol. 42, 1989)

This article reviews and summarizes two decades of empirical literature concerned with both direct and moderating variable-based analyses of the relationship of organizational stress with job satisfaction and job performance. Moderating influences of various constructs operationalized at the individual, group and organizational level of analysis are classified and then reviewed systematically. An evaluative summary of this research suggests that although there have been significant improvements in the analytical methods employed to investigate such phenomena, much of this research still does not

consider the role of reciprocal relationships that evolve over time. We provide four guidelines for improving the quality of both theoretical rigor and methodological robustness in this important area of organizational inquiry. (Sherny E. Sullivan; Journal of Management, Vol. 18, 1992)

1.3 OBJECTIVES

Primary objective:

- To study the job satisfaction among the employees of Deventhira Spinners (P) Ltd., Sankari.

Secondary objectives:

- To analyze the perception about the factors relating to job satisfaction among the employees.
- To study the gap between the existing and expectation on that factors relating to employees job satisfaction.
- To offer suggestions to the organization based on the results of the study.

1.4 SCOPE OF THE STUDY

The scope of the study is limited to exploring the perceptions of employees who are working in Deventhira spinners (p) ltd. The findings are limited to the employees of Deventhira spinners (p) ltd., only

1.5 RESEARCH METHODOLOGY

One of the basic desires of Man is to know the things around him. He wants to understand the things around him. No wonder does a man wish to acquire knowledge by inquiry. Many questions are darted to him like all the 'W' questions. Now that he needs all the answers. He asks many questions and finds answers to it. This prompts him to find solution to problems and urges him to do something better than the best.

Definition of Research

Research is a careful inquiry or examination to discover new information to expand and verify existing knowledge. The purpose of research is gaining knowledge, which will be used for solving problems or for satisfying one's need for knowledge. In

order to achieve the goals of the researcher, evidence has to be collected; the evidence may be pragmatic or printed or even both done. The main questions ensuring the gathering of printed field study evidence are interview, questionnaire and observation, master's thesis and doctoral dissertations.

1.5.1 Type of study

The study assumes the nature of descriptive research. The descriptive research describes the characteristics of a group in a given situation offers ideas for future research and helps to make certain simple decisions. The study describes the profile of employees, their satisfaction level towards the job and their perception about various factors offered by the company.

1.5.2 Census method

The data is collected from the entire population. The company has 159 labours which consist of 92 male and 67 female employees.

1.5.3 Method of data collection

Survey method

Survey research is one of the important areas of measurement in social research. The broad area of survey research encompass any measurement procedures that involve asking questions of respondents surveys are roughly divided into two broad areas; Questionnaire and interviews.

Interview

Interviews are one of the chief means of collecting data in social science researches. Interview may be defined as a systematic conversation initiated for a specific purpose and focused on certain planned content areas. It is not a two way conversation between an interviewer and the interviewee.

The interviewer asks him to respond to the questions relating to the opinions, experiences, attitudes, belief, future intentions or knowledge. The decision is taken with

the help of a structural schedule or a guide that is framed. It may be used as a main method or a supplementary one. In am pragmatic study the interview plays a major role.

Questionnaire

The questionnaire was prepared using the Likert Scaling Technique. This technique was used as it is highly reliable and can be adapted to the measurement of various kinds of attitudes. There were five parameters of rating,

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

The question is wise analysis is given and the suggestions are made there after so the Deventhira Spinners (P) Ltd., can leverage on its employee strength and capture the true essence of success

1.5.4 Tools for analysis

SPSS is used for analyzing the data collected. The study uses Percentage analysis, weighted average ranking method and ANOVA.

Percentage analysis is used to describe the profile of the employees, factors relating to job satisfaction and the satisfaction level.

Ranking method is used to describe the preference of factors relating to job satisfaction

ANOVA is used to describe the relationship between profile factors and the factors relating to job satisfaction

1.6 LIMITATIONS

- Time being a limited factor; the investigator could not go deep into the total position of the company.

- Due to managerial constraint, accessibility to internal document was not allowed.

1.7 CHAPTER SCHEME

The study is reported in five chapters. The first chapter discusses the background to study, objectives, scope, limitations and methodology of the study.

The second chapter deals with organization profile that includes history, management, organization structure and various functional areas.

The third chapter discusses about the macro-micro analysis which deals with the prevailing economic scenario with the industry.

The fourth chapter deals with data analysis and interpretation.

The fifth chapter deals with the results and discussions and considered recommendations.

CHAPTER 2

COMPANY PROFILE

CHAPTER 2

COMPANY PROFILE OF DEVENTHIRA SPINNERS (P) LTD., SANKARI.

2.1 COMPANY PROFILE

Deventhira spinners (p) ltd. was incorporated in the year 1993 as a private company; the main object of the company is to carry on business of cotton yarn and viscose yarn.

Mr. G. Subramaniam, a successful yarn technocrat has promoted the company. The day-to-day affairs of the company are looked after by Mr. G. Subramaniam, Managing Director, under his superintendence, direction and control of Board of Directors. A team of highly qualified and experienced professionals in yarn production assist him.

The mill started with an installed capacity of 15000 spindles, commenced production in January 1985 at Sanniyasipatty village, Sankari (West), Sankari. Subsequently its capacity increased to 30000 spindles during the year of 2002.

The company has got the raw materials from Tamilnadu as well as from other states also. It has got labour force from its surrounding villages and towns.

2.2 OBJECTIVES OF THE ORGANISATION

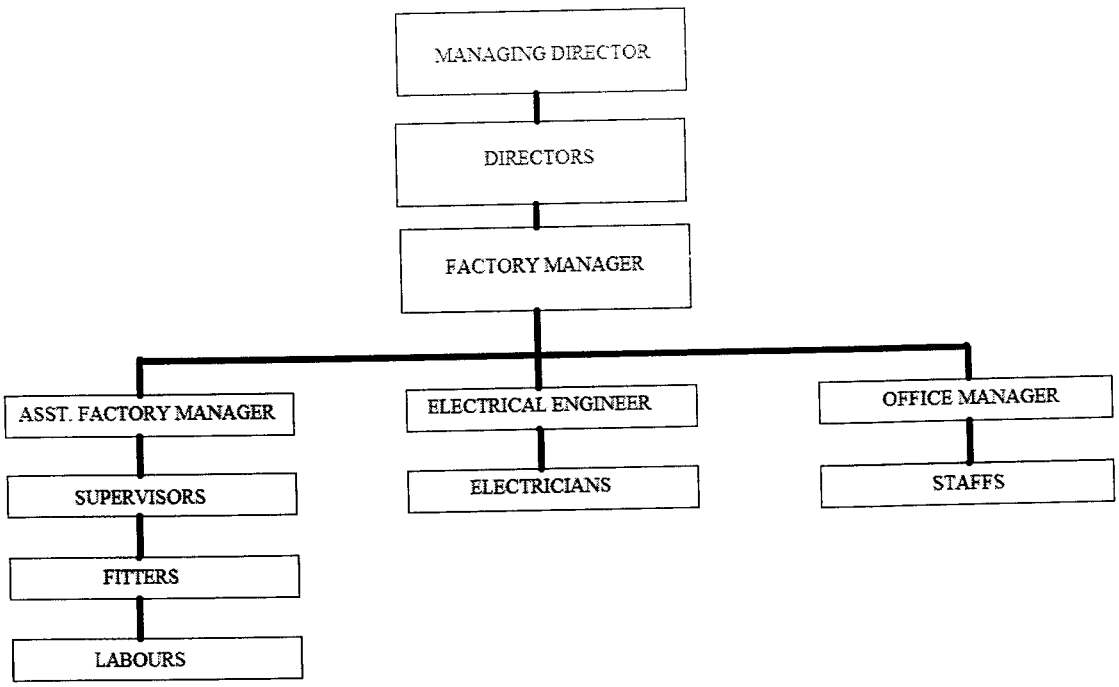
2.2.1 QUALITY POLICY

Company's commitment is to produce quality cotton yarn that conforms to standards, which would satisfy the customers continually.

2.2.2 QUALITY OBJECTIVES

- To maintain quality procedure and effects cost reduction by updating the process technologies.
- To attain maximum production b optimum utilization of plant and machinery.
- To ensure cleanliness and good house keeping

2.3 ORGAISATION CHART



2.4 PROCESS FLOW CHART

1. **FIBRE**

To manufacture different counts of Viscose Yarn. The main raw materials required are Viscose Fibre and Polyester Fibre. Raw materials come in bale form fibres are selected depending on the Yarn requirement.

2. **MIXING**

In case blends, two different fibres are mixed together to get a specified blend and in a single component, it is mixed to get better uniformity in the quality in case of viscose rayon, cotton, etc.

3. **BLOW ROOM**

In blow room, fibre are opened as turf and obtained in the form of lap suitable for next process. In blow room 100% Viscose Bales are mixed together to get better uniformity.

4. **CARDING**

Lap is fed into the carding machine. Carding machine individualizes the fibres. It is collected in Cans as sliver.

5. DRAW FRAME

Draw frame (Breaker and Finisher) are used to reduce the unevenness in the card sliver. 8 card Slivers are fed and one breaker sliver is collected by drafting, this is called breaker drawing. Again 8 breaker slivers are fed and one finisher silver is obtained.

6. SIMPLEX

Draw frame finisher sliver is drafted to get a roving which is suitable to creel and work in ring frame.

7. SPINNING

Depending on customer and end use requirement, yarn is spun. Yarn unit is count (Ne). Yarn is produced in Ring Frame in the form of cops.

8. AUTO CONER AND WINDING

Ring frame cops will be of small in size and also it will have some fault in it. These faults will be removed in winding machine or auto coner by Electric yarn cleaner and it will be round on bigger package called cones.

9. CHEESE WINDING

Cheese winding is used to make parailei yarns (2 or more) on cheese use which is suitable for Twisting in TFO or Ring doublers.

10. DOUBLING

Doubling machine is used to twist the parallel yarn and to make the yarn in cops form.

11. AUTO CONER / WINDING

Doubling frame cops will be of small in size and also it will have some fault in it. These faults will be recovered in AUTO CONER / WINDING by Electric and it will be round on sizes packing called cones.

12. PACKING

Cones are checked under U.V.Lamps and visually for finding in the cones. Good cones are packed in pallets or cartons depending on the customer demand.

OUTPUT RATIO

In every of stage of the above mentioned process, the waste is collected. It is about 3% to 5% for 100% artificial staple fibres (Not considering the waste reused). Output ratio 95% to 97% of Input

CHAPTER 3

MACRO AND MICRO ANALYSIS

CHAPTER 3

MACRO AND MICRO ANALYSIS

Textile HS codes

Harmonized System Codes (HS Codes) are a government, regulated system used to classify products and their corresponding tariffs. Before exporting your textile goods, you need to determine the HS code that applies to it. The Harmonized System is in short, an internationally developed and implemented commodity-description and coding system, on which the tariffs of most countries of the world (including the NAFTA countries) are based.

Textile agreement in the past

MFA (Multi-Fiber Agreement) is an agreement through which a particular country is restricted to export its textile products beyond a certain level to European and US markets. So, a specific quota is fixed for each country, and no country can exceed the quantity assigned. Thus, the motive behind this agreement was to provide a window of opportunity for the under developed and developing economies, or simply to save the interest of the domestic textile industries in the European Union (EU) and the US.

The textile segment has been governed by many agreements since last 30 years. To name a few: the Short Term Cotton Arrangement in the year 1961, the Long Term Cotton Arrangement from 1962 to 1973, and the Multi-fiber Arrangement from 1974 to 1994. It is clear, efforts to liberalize trade and textiles have been tough. The key players from the developed countries took protective measures and made heavy investments in textile, and the result, the developed countries became the most capital-intensive nations within the textile manufacturing segment.

At the same time, developing countries were subject to quantitative restrictions, thus keeping a strong hold on textile exports, keeping the edge by optimum textile production. The MFA was terminated on 31 December 1994, with entry into force of the WTO and its Agreement on Textiles and Clothing (ATC) on 1 January 1995. It was done

in order to have a multi-lateral liberal system of trading by terminating quota from textile exports by the end of 2005.

Textile growth figures

If you look at the global clothing scenario, where the textile market stands today is worth more than $400 billion and it is still growing every year. As a result, the recent globalization of the textile trade has opened up highly demanding and evolving requirements for outstanding in textiles.

During the last quarter of the previous century as depicted from Global Trade Analysis Project (GTAP) model, the share of developing countries in world textile exports improved from 15 to 50 per cent. Costs remain the driving factor in the post-quota world but now the advantage will be greater as retailers are bound to raise the bar higher on the responsiveness and flexibility from their suppliers.

A variety of fabrics are used worldwide in different applications such as apparel, household textiles and furnishings, medical equipment, industrial and technical products. Recent studies have highlighted that fabric weaving alone expends around 28 million tons of fibre every year. This figure is parallel to more than half of the global textile market. It is predicted that global production will grow by 25% between 2002 and 2010, to reach more than 35 million tons and Asia is one of the key regions for growth.

Competitiveness

Manufacturers in developed countries are more likely to adapt by relocating operations to production centers in low wage countries. Those who choose nearby locations will also benefit from market proximity and speed of response.

Investments in the regional domestic industries have started picking up. The important global players have started taking steps for capacity expansions and modernization.

Quota elimination has its flip side as well. It will force down clothing prices further and will also help retail buyers to concentrate upon the most competitive suppliers. The focus will be on suppliers in terms of cost, quality and productivity rather than suppliers offering shorter lead times through market proximity.

It will be a race and emerging winners would include companies who will be able to deliver large volumes from integrated structures through partnership and other ventures. The quantum leap in exports of textiles from developing countries occurred despite high tariffs and quantitative restrictions imposed particularly by economically developed countries.

It is important to highlight the role of the multifunctional textiles, intelligent textiles, eco-textiles, e-textiles and customized textiles in the future of the textile-apparel industry.

Moving ahead

The importance of multifunctional textiles has been realized to cope up with the changing face of textile industry. It is the role of multifunctional textiles that seem to hold new challenge and benefit for the future of textile and apparel industry.

Stable location may slowly disappear and the globalization factor may play a major role, building up challenges for companies to upgrade their models and networking. In the due process of globalization, the worldwide textile market looks for stability in the long run. It looks forward to sustainability within the modus operandi of free textile products circulation without any barriers between countries.

It is estimated that developing countries would have an income gain of about USD 24b per year, export revenue gain of USD 40b and employment generation of about 27m jobs in the post-ATC era. However, the textile quota system will hopefully be behind us, effective from January 1, 2006 when the textile sector will be reintegrated into the multilateral trading system.

The elimination of textile quotas in 2005 has opened trade to fierce competition. It has also opened window of opportunities for the countries who rely heavily on this particular sector. However, the benefits for the developing countries may not be spread evenly.

Countries who are more competitive will be able to exploit better opportunities. It would mean having an endemic textile industry. Value added products, and raw material available at home would play a crucial role for exports from developing countries. It also means that in-house productivity will need to be improved with to quality & to meet timely delivery requirements of the buyers.

Tamil nadu is the hub for the textile industry; but many spilling mills are on the verge of collapse thanks to appreciation of the rupee, cotton price hike and labour and power shortage.

Many of the spinning mills in Tamil nadu are facing closure and several mills have curtailed production as against the usual practice of working 24/7 round the year.

Among the reasons cited by the mills are hike in domestic cotton prices, appreciation of rupee value leading to stock piling of stocks, labour shortages and shortage of power.

"For the past two months, many mills are working only six days a week, some mills are forced to do away with one shift," says D Suresh Anand Kumar, Joint Secretary, and the Southern India Mills Association.

Worse affected by shortage of labour are the mills of Coimbatore which are forced to get labour from neighboring districts, according to K G Rajkumar, Managing Director Shree M T K Textiles Ltd.

The appreciation of the rupee value has created a chain reaction. On the one hand, exports have come to a grinding halt, which affects the garment and textile units. This in effect affects the weaving and spinning units because of lower uptake of yarn. Yarn prices have also come down as a result of this phenomenon and mills are flush with stocks.

Another reason cited for the slow off take of yarn is the power shortages in Mumbai and North India, which has seriously affected the production of weaving units in those places.

The three to four percent increase in cost of bank credit has also badly impacted the functioning of small spinning mills, according to P V Ramaswamy, Chief Executive of the south India cotton association.

"Banks go by balance sheet funding and ignore the working capital requirements of the mills. Banks could instead fund the units based on the commodity stock," Ramaswamy said.

The South India Small Spinners Association officials said that banks were raising PLR according to RBI policies and this has seriously affected the prospects of small spinners in Tamil nadu who don't have access to timely credit. Meanwhile, the spinners have alleged that despite a bumper crop, the domestic cotton prices are ruling high compared to international prices and they allege that a lobby is responsible for this state of affairs. "There is no parity between cotton prices and yarn sales or yarn prices. It keeps fluctuating. Cotton prices are fixed by world markets," according to Pravin Pujara, leading cotton broker in Coimbatore.

Outdated technologies of older spinning mills have also contributed to the present crisis according to S Venugopal, General Manager, Sree Laxmi Mills. Worker scarcity is acutely felt during the past two years and support from Tamil nadu government is lacking in this regard, he said. Adamant stand of trade unions come in the way in modernizing the units.

It has now become difficult for older spinning mills to modernize as the Technology Up gradation Fund is to be modified after March 31, 2007 to provide more investment to weaving, processing and dyeing units. Moreover there is a huge backlog of payments under the TUF scheme and some mills have not received TUF funding for the past 21 months, SISSPA officials said

However, SIMA is heavily lobbying to ensure more funds for spinning sector as it is vital for the survival of the industry, according to Suresh Anand Kumar of SIMA. The association has also impressed on the government regarding the high employment potential of this industry to get further modernization funds

R Kuppuswamy, President and G Soundarrajan, Vice President, SISSPA told Commodity Online that Tamil Nadu is experiencing power cuts five times a day which has seriously affected the operations of the mills and more over the price of power is higher compared to Andhra Pradesh. SISSPA has urged the Union Government to allow duty free import of cotton and curb cotton exports.

Tamil Nadu is the hub for the textile industry in the global map and accounts for 45 of the country's spindleage.

Over one third of the investment made in textile sector in the last decade has come to Tamil Nadu. Despite the problems of the spinning and garment units in the state, Tamil Nadu leading position is not likely to be threatened in the near future.

"This is a transition period and there is a supply-demand mismatch. The present crisis is of a short term nature and there is no reason to grumble. Overall exports and investments in the sector are showing positive growth," PV Ramaswamy (SICA) said.

Among all the sub sectors of the textile industry, spinning is perhaps the most modernized segment. Production in fiscal 1999-2000 (April-March) was 3,049 million kg, of which 2,205 million kg was pure cotton yarn and the rest was synthetics and blends, such as polyester/viscose; polyester/cotton and

Spun acrylics. The industry exported about 540 million kg of cotton yarn and about 100 million kg of blended yarn, which together works out to about a fifth of the total output.

The spinning industry grew at a very rapid pace in the first half of the nineties. Thereafter growth slowed to some extent but through the nineties, India has installed nearly 15 million spindles. India has been the largest investor in ring spinning for almost the entire decade. Even in 1999, when sales of spinning machines hit their lowest level in recent times all over the world, India was the largest recipient of new ring spindles, according to the annual survey by the International Textile Manufacturers Federation (ITMF).

The population of reasonably good spindles in India is estimated at around 20 million spindles, which includes spindles of less than 15 years of age and those machines that have undergone substantial renovation. (Replacement of drafting arms and rings, etc.)

Small Spinners

Indian cotton

Spinners catering to overseas markets are performing reasonably well. Average cash profits (before providing for depreciation) are running at about ten percent (plus) of sales. Most of the export-oriented units (EOUs), which account for about one half of total exports of a little over 500 million kg of cotton yam a year, were set up in the first half of the nineties, and the units are, generally speaking, in fine fettle.

However, spinners operating in the domestic market are facing a rather unique dilemma. Small spinners having investments in plant and machinery of less than Rs. 30 million enjoy an exemption from excise duty of 9.20% ad valorem payable by medium and large units. This has resulted in mushroom growth in the number of small units having 500 to 2,000 spindles. These small spinners are unable to produce quality yam but are able to offer prices that are 10-15% lower than the prices of medium and large spinners. This, in turn, is pulling average prices down and is hurting the viability of the spinning industry at large.

Another problem being faced by the spinning industry is the large capacity in the public sector. India has a very large spinning capacity in the public and cooperative sectors. The central government-owned National Textile Corporation alone owns some 120 odd mills. Then, there are textile corporations of individual states in addition to a large number of cooperative mills. Effectively, cooperative mills are functioning under government control. The public sector producers have generally been selling yarn at low prices, pushing realizations for the private sector down to a significant extent.

Competitive

Although fresh investments in spinning have been declining for the last 3-4 years, the industry is globally competitive. Nothing illustrates the competitiveness of the Indian cotton spinning industry more than the fact that imports of cotton in 1999-2000 (October-September) are expected to touch 2 million bales (of 170 kg each). This is equivalent to yarn production of nearly 300 million kg, and exporters are likely to have consumed at least one half of the imported cotton. The conclusion is that spinners are now able to compete globally without any advantage on account of the lower domestic prices of cotton.

CHAPTER 4

DATA ANALYSIS AND INTERPRETION

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE NO.4.1.1

AGE OF THE RESPONDENTS

S. No.	Age	No. of Respondents	Percentage
1.	Less than 30 years	57	35.8
2.	30 – 35 years	48	30.2
3.	Above 35 years	54	34.0
	Total	**159**	**100.0**

INFERENCE

From the above table most (35.8%) of employees are belong to age group less than 30. 34% of employees belong to the age group above 35. 30.2% of employees from the age group between 30-35.

CHART NO. 4.1.1

AGE OF THE RESPONDENTS

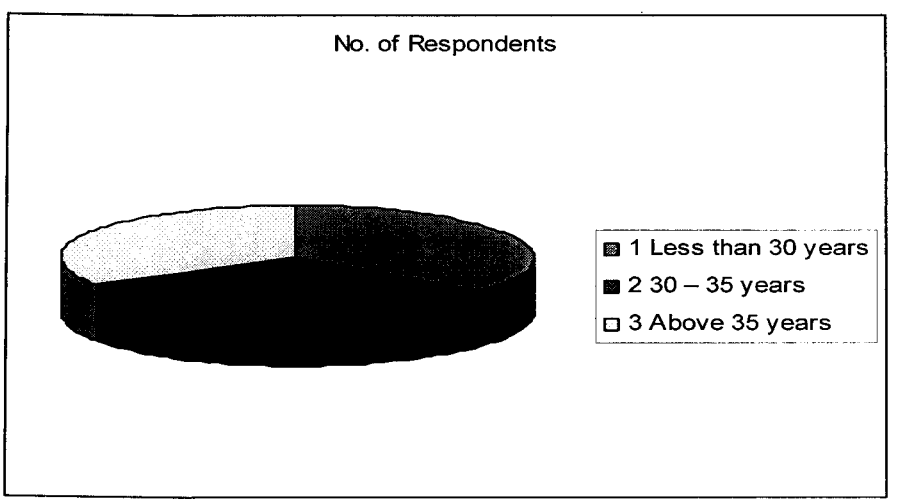


TABLE NO. 4.1.2

GENDER OF THE RESPONDENTS

S. No.	Gender	No. of Respondents	Percentage
1.	Male	92	57.9
2.	Female	67	42.1
	Total	**159**	**100.0**

INFERENCE

From the above table most (57.9%) of employees are male. 42.1% of employees are female.

CHART NO. 4.1.2

GENDER OF THE RESPONDENTS

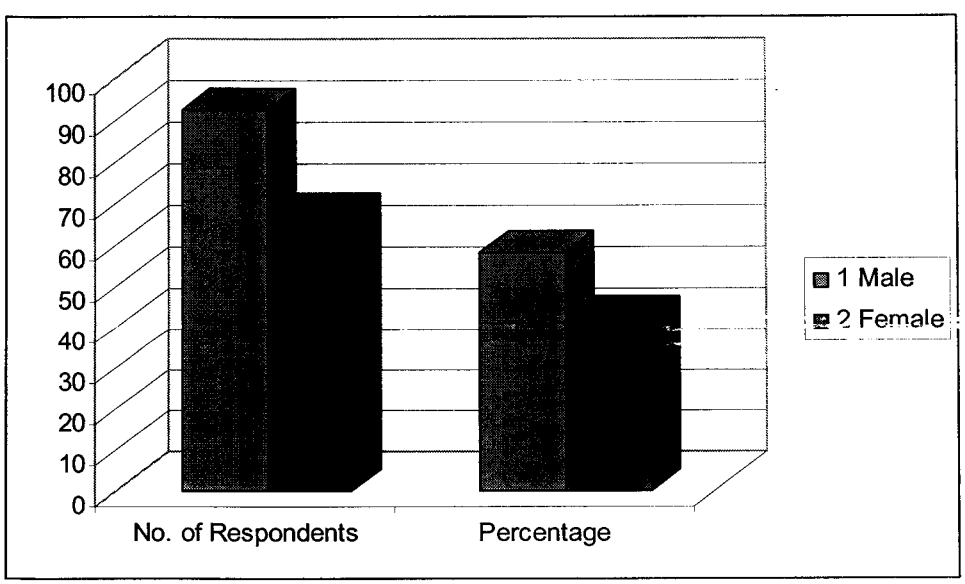


TABLE NO. 4.1.3

MARITAL STATUS OF THE RESPONDENTS

S. No.	Marital status	No. of Respondents	Percentage
1.	Married	33	20.8
2.	Unmarried	126	79.2
	Total	**159**	**100.0**

INFERENCE

From the above table most (79.2%) of employees are unmarried. 20.8% of employees are married.

CHART NO. 4.1.3

MARITAL STATUS OF THE RESPONDENTS

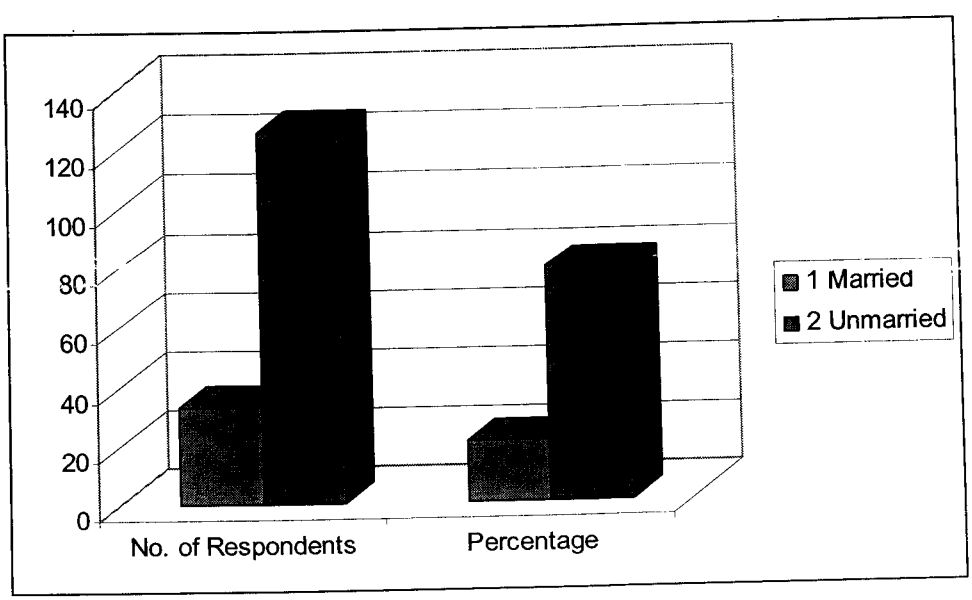


TABLE NO. 4.1.4

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S. No.	Educational qualification	No. of Respondents	Percentage
1.	School level	107	67.3
2.	Degree / diploma	17	10.7
3.	Post graduation	0	0
4.	Others	35	22.0
	Total	**159**	**100.0**

INFERENCE

From the above table most (67.3%) of employees have school level education. 22% of employees are uneducated. 10.7% of employees are degree/ diploma holders.

CHART NO. 4.1.4

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

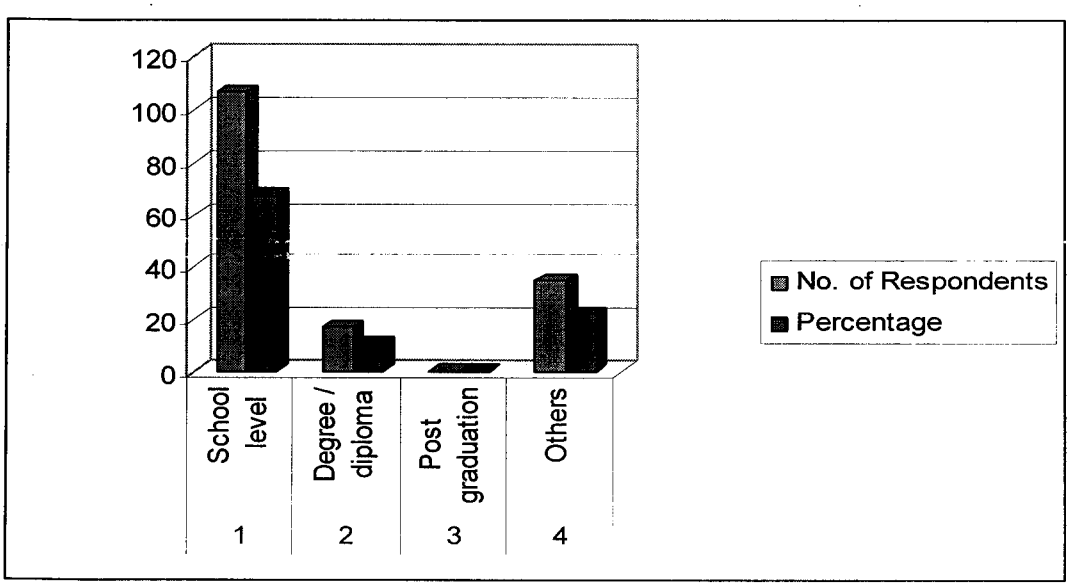


TABLE NO. 4.1.5

DEPARTMENT

S. No.	Department	No. of Respondents	Percentage
1.	Blow room	16	10.1
2.	Carding	12	7.5
3.	Drawing	8	5.0
4.	Simplex	21	13.2
5.	Spinning	66	41.5
6.	Cone winding	30	18.9
7.	Packing	6	3.8
	Total	**159**	**100.0**

INFERENCE

From the above table most (41.5%) of employees are working in spinning section. 18.9% of employees are working in winding section.13.2% of employees are working in simplex. 10.1% of employees from blow room. 7.5%, 5% and 3.8% of employees are from carding, drawing and packing sections respectively.

CHART NO. 4.1.5

DEPARTMENT

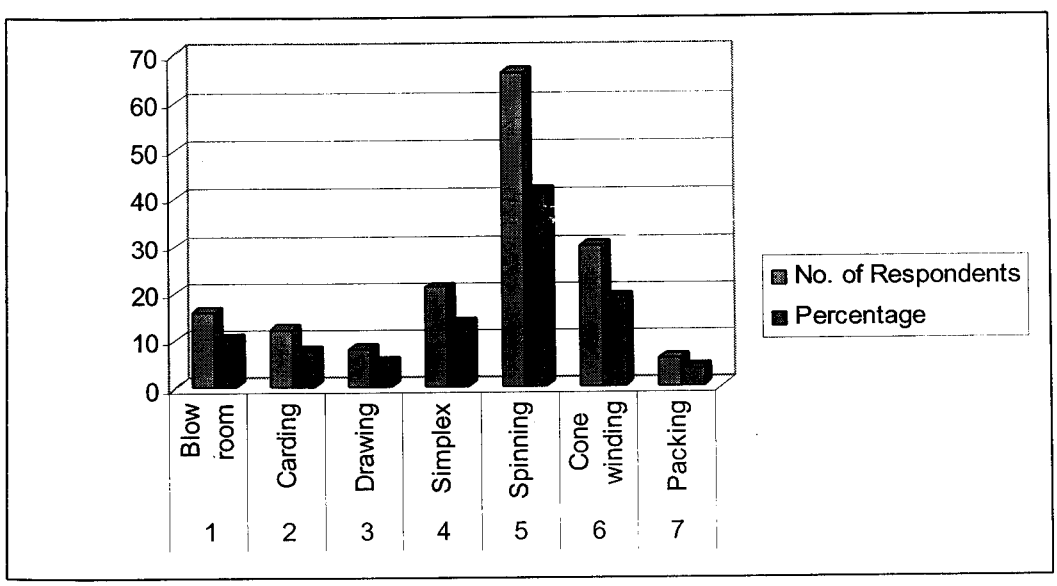


TABLE NO. 4.1.6

WAGE / SALARY OF THE RESPONDENTS

S. No.	Wage / Salary	No. of Respondents	Percentage
1.	< Rs.4000	32	20.1
2.	Rs.4001 – Rs.5000	70	44.0
3.	Rs.5001 – Rs.6000	44	27.7
4.	> Rs.6000	13	8.2
	Total	**159**	**100.0**

INFERENCE

From the above table most (44%) of employees are belong to wage group between Rs. 4001-5000. 27.7% of employees belong to the wage group between 5001-6000. 20.1% of employees from the wage group below 4000. 8.2% % of employees from the wage group above 6000.

CHART. 4.1.6

WAGE / SALARY OF THE RESPONDENTS

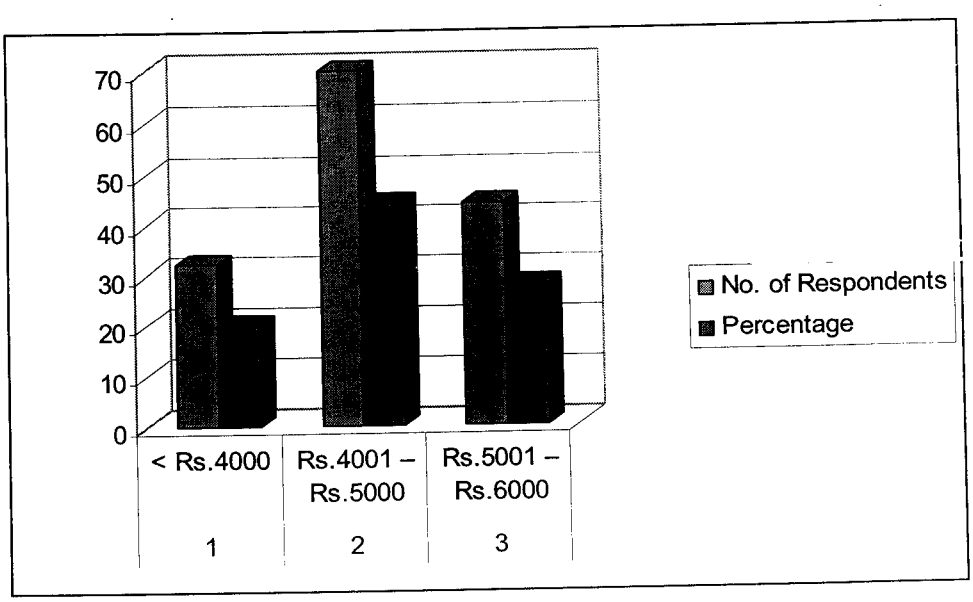


TABLE NO. 4.1.7

ALLOWED TO TAKE PART IN DECISION MAKING

S. No.	Opinion	No. of Respondents	Percentage
1.	Yes	9	5.7
2.	No	150	94.3
	Total	**159**	**100.0**

INFERENCE

From the above table most (94.3%) of employees are not allowed to take part in decision making. 5.7% of employees are allowed to take part in decision making.

CHART NO. 4.1.7

ALLOWED TO TAKE PART IN DECISION MAKING

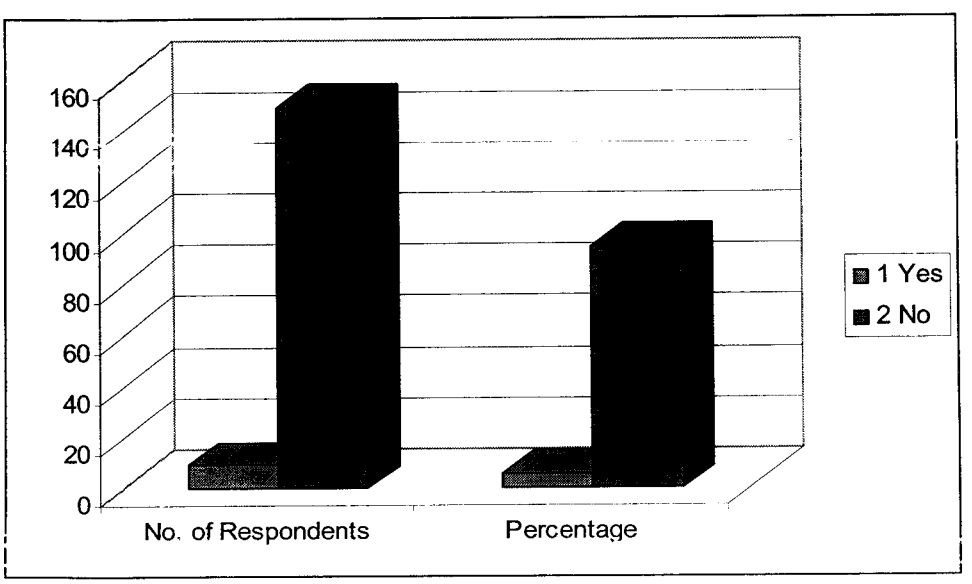


TABLE NO. 4.1.8

COURSE OF TRAINING RELEVANT TO THE JOB

S. No.	Opinion	No. of Respondents	Percentage
1.	Yes	87	54.7
2.	No	72	45.3
	Total	**159**	**100.0**

INFERENCE

From the above table most (54.3%) of employees said that the training is relevant 45.3% of employees said that the training is not relevant

CHART NO. 4.1.8

COURSE OF TRAINING RELEVANT TO THE JOB

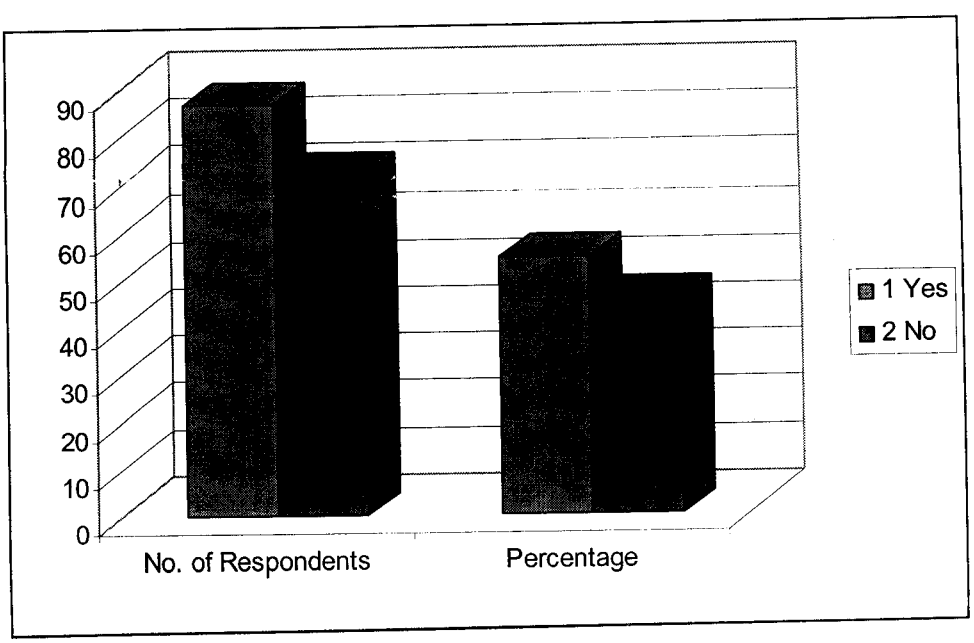


TABLE NO. 4.1.9

THE MANAGEMENT RECOGNIZE THE CONTRIBUTION

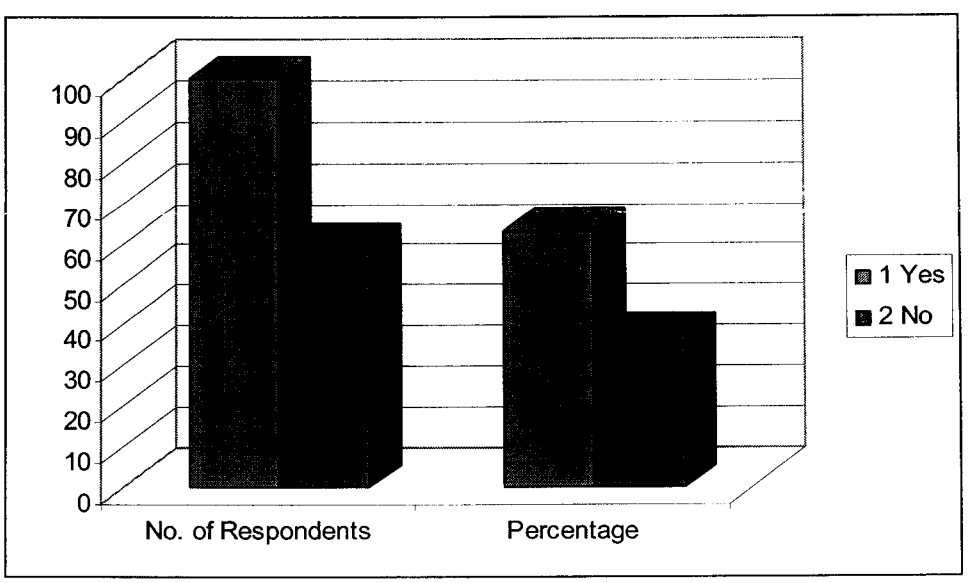
S. No.	Opinion	No. of Respondents	Percentage
1.	Yes	100	62.9
2.	No	59	37.1
	Total	**159**	**100.0**

INFERENCE

From the above table most (62.9%) of employees said that the management recognizes the contribution. 37.1% of employees that the management does not recognize the contribution

CHART NO. 4.1.9

THE MANAGEMENT RECOGNIZE THE CONTRIBUTION



4.2 RANKING

TABLE NO. 4.2.1

RANKING - PERCEPTION FACTORS

S. No.	Factors	Total Score	Weighted average	Rank
1.	Canteen	650	4.0881	I
2.	Rest room	620	3.8994	II
3.	Loans	529	3.3270	V
4.	Quarters	540	3.3962	IV
5.	Medical facilities	517	3.2515	VI
6.	Trade union	489	3.075	VII
7.	Cooperation among employees	550	3.4591	III

INFERENCE

From the above table canteen got the first rank and rest room got the second rank. After that cooperation among employees, quarters, loans, medical facilities and trade union have got 3rd, 4th, 5th, 6th and 7th ranks

TABLE NO. 4.2.2

RANKING - LEVEL OF SATISFACTION IN THE MILL

S. No.	Factors	Total Score	Weighted average	Rank
1.	Lighting	601	3.7799	II
2.	Ventilation	569	3.5786	V
3.	Cleanliness	593	3.7296	III
4.	Overtime wages	534	3.3585	VII
5.	Suggestion scheme	473	2.9748	IX
6.	Workers participation	471	2.9623	X
7.	Training program	531	3.3396	VIII
8.	Retirement program	568	3.5723	VI
9.	Existing machinery	591	3.7170	IV
10.	Salary due date	608	3.8239	I

INFERENCE

From the above table salary due date got the first rank and lighting got the second rank. And cleanliness got third rank and machinery got fourth rank. Then ventilation and retirement program got fifth and sixth ranks respectively. After that overtime wages, training program, suggestion scheme and workers participation got 7^{th}, 8^{th}, 9^{th} and 10^{th} ranks

ANOVA TEST

	Sum of Squares	DF	Mean Square	Calculated F value	Table Value	Remark
Between Groups	14.679	2	7.340	13.211	3.00	Significant at 5% Level
Within Groups	87.221	156	0.556			
Total	101.900	158				

INFERENCE

It is identified from the above result that calculated F value is greater than the table value at 5% level. Hence, the Null Hypothesis rejected. Thus, we conclude that, job satisfaction affect the employees based on their age.

TABLE NO. 4.3.2

ANOVA TEST TO FIND THE RELATIONSHIP BETWEEN GENDER AND LEVEL OF JOB SATISFACTION

S.No.	Gender	Level of job satisfaction			Total
		Low	Medium	High	
1	Male	34 (37.0)	37 (40.2)	21 (22.8)	92
2	Female	3 (4.5)	12 (17.9)	52 (77.6)	67
	Total	**37**	**49**	**73**	**159**

HYPOTHESIS

Null Hypothesis (H_0) - Job satisfaction does not affect the employees based on their gender.

Alternative Hypothesis (H_1) - Job satisfaction affect the employees based on their gender.

ANOVA TEST

	Sum of Squares	DF	Mean Square	Calculated F value	Table Value	Remark
Between Groups	29.046	1	29.046	62.992	3.00	Significant at 5% Level
Within Groups	72.854	157	0.461			
Total	101.900	158				

INFERENCE

It is identified from the above result that calculated F value is greater than the table value at 5% level. Hence, the Null Hypothesis rejected. Thus, we conclude that, job satisfaction affect the employees based on their gender.

TABLE NO. 4.3.3

ANOVA TEST TO FIND THE RELATIONSHIP BETWEEN DEPARTMENT AND LEVEL OF JOB SATISFACTION

S.No.	Department	Level of job satisfaction			Total
		Low	Medium	High	
1	Blow room	0	9 (56.3)	7 (43.8)	16
2	Carding	5 (41.7)	4 (33.3)	3 (25.0)	12
3	Drawing	5 (62.5)	2 (25.0)	1 (12.5)	8
4	Simplex	9 (42.9)	6 (28.6)	6 (28.6)	21
5	Spinning	10 (15.2)	19 (28.8)	37 (56.1)	66
6	Cone winding	8 (26.7)	7 (23.3)	15 (50.0)	30
7	Packing	0	3 (50.0)	3 (50.0)	6
	Total	**37**	**50**	**72**	**159**

HYPOTHESIS

Null Hypothesis (H_0) - Job satisfaction does not affect the employees based on their department.

Alternative Hypothesis (H_1) - Job satisfaction affect the employees based on their department.

ANOVA TEST

	Sum of Squares	DF	Mean Square	Calculated F value	Table Value	Remark
Between Groups	12.334	6	2.056	3.512	3.00	Significant at 5% Level
Within Groups	89.566	152	.585			
Total	101.900	158				

INFERENCE

It is identified from the above result that calculated F value is greater than the table value at 5% level. Hence, the Null Hypothesis rejected. Thus, we conclude that, job satisfaction affect the employees based on their department.

5.1.2 FROM WEIGHTED AVERAGE RANKING

- From perception factors ranking table, canteen got the first rank and rest room got the second rank. After that cooperation among employees, quarters, loans, medical facilities and trade union have got 3rd, 4th, 5th, 6th and 7th ranks

- From satisfaction factors ranking table, salary due date got the first rank and lighting got the second rank. And cleanliness got third rank and machinery got fourth rank. Then ventilation and retirement program got fifth and sixth ranks respectively. After that overtime wages, training program, suggestion scheme and workers participation got 7th, 8th, 9th and 10th ranks

5.1.3 FROM ANOVA

- From ANOVA test to find the relationship between age and level of job satisfaction, it is identified that calculated F value is greater than the table value at 5% level. Hence, the Null Hypothesis rejected. Thus, we conclude that, job satisfaction affect the employees based on their age
- From ANOVA test to find the relationship between gender and level of job satisfaction, it is identified that calculated F value is greater than the table value at 5% level. Hence, the Null Hypothesis rejected. Thus, we conclude that, job satisfaction affect the employees based on their gender.
- From ANOVA test to find the relationship between department and level of job satisfaction, it is identified that calculated F value is greater than the table value at 5% level. Hence, the Null Hypothesis rejected. Thus, we conclude that, job satisfaction affect the employees based on their department.
- From ANOVA test to find the relationship between experience and level of job satisfaction, it is identified that calculated F value is greater than the table value at 5% level. Hence, the Null Hypothesis rejected. Thus, we conclude that, job satisfaction affect the employees based on their experience.

CONCLUSION

This project was done in Deventhira spinners (p) ltd., to examine employees' job satisfaction. The project also evaluates how the employees in this company work hard for its bright future to uncover the future of textile sectors in India.

In this project, we found out the satisfaction level of the employees regarding various factors of satisfaction.

They satisfied with salary due date, lighting, cleanliness and existing machinery and job satisfaction level.

They dissatisfied with Workers participation, Suggestion scheme, Training program, Overtime wages.

We understand how employees perceive their work experience and to identify opportunities to improve the working environment and satisfaction level.

We understand employee satisfaction level from different perspectives.

We identify the perceived importance of satisfaction factors and the issues causing dissatisfaction.

5. Indicate your level of satisfaction on the following in the mill?

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
a. Lighting	☐	☐	☐	☐	☐
b. Ventilation	☐	☐	☐	☐	☐
c. Cleanliness	☐	☐	☐	☐	☐
d. Overtime wages	☐	☐	☐	☐	☐
e. Suggestion scheme	☐	☐	☐	☐	☐
f. Workers participation	☐	☐	☐	☐	☐
g. Training program	☐	☐	☐	☐	☐
h. Retirement program	☐	☐	☐	☐	☐
i. Existing machinery	☐	☐	☐	☐	☐
j. Salary due date	☐	☐	☐	☐	☐

6. Are you allowed to take part in Decision making?

☐ Yes ☐ No

7. Whether the course of training relevant to your job?

☐ Yes ☐ No

8. Does the management give proper motivation to perform your job?

☐ Yes ☐ No

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