



A STUDY ON QUALITY OF WORK LIFE OF SMALL SCALE ENTREPRENEURS IN OOTY

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ABSTRACT

The Quality of Work Life (QWL) has assumed increasingly interest and importance in all the countries of the World. It is very significant in the context of commitment to work, motivation and job performance. It is also means to facilitate the gratification of human needs and goal achievement. Work life naturally means the life of workers, physical and intellectual, in their work environment in office or factory or field-working. The basic objective is to develop jobs that are excellent for people as well as for production. The main aim of the study is to know how entrepreneurs balance the personal life and the enterprise. For this purpose the quality of work life is measure by taking into account the working environment and career prospects of business. The sample size for the study was 110 and the primary data was collected from small scale entrepreneurs in Ooty. From this study it was found that the division of task at all levels, cordial relationship employees, appropriate training programmes for employees and involving employees in decision making are the vital dimensions in the influencing the quality of work life of small scale entrepreneurs.

Keywords: Career Prospects, Entrepreneurs, Work life.

INTRODUCTION

Entrepreneurs are those who take risk for the purpose of earning profit .Independently owned and managed business that does enough dominate its market is enough as small business. Small scale entrepreneurs are able to provide product and services were small orders are required and tend to fill unique customers need which larger companies do enough provide. The QWL gives us a brief idea of how these small entrepreneurs run their life with this small business. The term quality of work life is based on the concept that improvements in human satisfaction and increase in performance and productivity are a function of dynamic interaction between the nature of work system, the contents of work, nature of enough, management practices and employee attitude, enough ledge and skills. Underlying this concept are certain principles and values which encompass recognition of employee needs and rights redesign of work organization in way that benefits an employee as well as stake holder's participative orientation for decision making and problem solving and integrated approach to organizational change.

Through human beings to continue the premium movers, enough and organizational dynamics and especially their inter linkages are equally important for improving quality of

work life and productivity this is because quantum jumps in enough entail shifts in organizational design , culture and social relationships.

NEED FOR THE STUDY

In current scenario every organization wants more output in comparison of less input; it can be possible when working employee find its working place comfortable as per the job requirement. So it's very important for an organization to make a Quality relationship between its employees and working environment. Now-a-days, there is no balance between the family and work life due to job pressure and conflicting interests and over-socialization that lead to too much of interest about the co-workers for satisfaction of their ego, creating problems in the minds of neighbours.

The work-norms impose on workers too much of burden and control by their bosses. And the rules are for workers or employees. They have to follow, and the employer has right to lay-off the worker due to marketing and technological factors.

It is therefore enough difficult to understand why the question of improving Quality of Work Life has lost its importance in our country. The Quality of Work Life movement which draws "attention to workers" need for meaningful and satisfying work and for participation in decisions that affect their work situation. And work is a major formation experience which can either promote or limit a man's growth in ways which affect the whole man and which therefore shape his life outside the job as well as within it.

LITERATURE REVIEW

Zohurul (2009) Found that the core pillar of quality of work life was to create a environment the employees can work cooperatively with each other in order to achieve organizational objectives and to improve QWL in SSI. Fatehi et al., (2015) found that the quality of relationship between employees and the total working environment. Donaldson (1999) examine the relationship between employee's health behavior and quality of work life. Entrepreneurs with personnel had better work ability than salary earners, but there were no differences in Quality of work life and health related quality of life. Sumaira Rehman (2001) The results show that among other motivational drives starts their own businesses, achieving work-life balance is one of the most significant once. Their own business give them flexibility, control and freedom to juggle with their family and social responsibilities. Lacks of significant time, gender basis, social and cultural norms as well as family responsibilities are the most significant challenges women face to achieve balance in a particular Islamic society. Strategic planning organising and delegating are the most effective strategies women use to cope with competing roles of work and family. Nanjundeswaraswamy (2012) found that the high quality of work life is essential for organization to continue to attract and retain employees. QWL is processes in which organization recognizes their responsibility to develop job and working conditions that are excellent for the employee and organization. An effective leader influences the followers in a desired manner o achieve goals.

OBJECTIVES OF THE STUDY

- To find out the factors influencing quality of work life of small scale entrepreneurs.

- To examine the relationship between career prospects of business and quality of work life.
- To identify the most crucial factors in order of preference that influence QWL of SSE
- To suggest the suitable measures to improve quality of work life of small scale entrepreneurs in Ooty.

METHODOLOGY

The descriptive cum exploratory study was conducted to find out the quality of worklife of small scale entrepreneurs in Ooty. The data was collected through both primary and secondary data collection methods. Questionnaire was used to collect data from sample respondents. Journals, magazines and internet were used as the secondary sources. 110 sample small scale entrepreneurs were chosen for the study on purposive sampling basis. A structured questionnaire was framed using likert scaling technique. The collected data were tabulated and appropriate statistical tools were used. The study was carried out for the period of 2 months.

DATA ANALYSIS AND INTERPRETATION

I. percentage analysis for demographic variables

Variables	Age	No.of Respondents	Percentage%
Age	20-29	39	35.45
	30-39	36	32.73
	40-49	26	23.64
	50 & above	9	8.18
Gender	Male	77	70
	Female	33	30
Marital status	Married	72	65.45
	Unmarried	38	34.55
Educational qualification	School level	18	16.36
	Under graduate	55	50
	Post graduate	18	16.36
	Others	19	17.28
Annual Turnover	Less than 5,00,000	42	38.18
	5,00,000- 10,00,000	46	41.82
	Above 10,00,000	22	20
Tenure of Business	Less than 5 yrs	36	32.73
	5-10 yrs	42	38.18
	More than 10 yrs	32	29.04
Type of Business	Wholesale	16	14.54
	Retail	28	25.45
	Manufacturing	37	33.63
	Trading	18	16.36
	Services	11	10
Business dealt	Consumer goods	28	25.45
	Industrial goods	49	44.55
	Others	33	30
Type of Firm	Sole proprietorship	61	55.46
	Partnership	41	37.27
	Others	8	7.27

Socio – economic profile of small scale Entrepreneurs

It is found from the study that 85% of the small scale entrepreneurs have registered their firm. With respect to the tenure of the business is concerned, 60% of the sample respondents were in the business for more than 10 years, 28% of the respondents were in between 5-10 years and remaining respondents were below 5 years in the business.

FACTORS PROMOTING QWL OF SMALL SCALE ENTREPRENEURS

SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SDA- Strongly Disagree

S. No	Factors	SA	A	N	DA	SDA
1	Good working environment	42(38)	53(48)	11(10)	3(3)	1(1)
2	Interference of profession with family life	18(16)	34(31)	10(9)	37(34)	11(10)
3	Interference of climatic conditions affecting the business	14(13)	47(42)	16(15)	20(18)	13(12)
4	Stability of earning through business	29(26)	62(57)	10(9)	6(5)	3(5)
5	Ability to grab new opportunities	37(34)	34(31)	10(9)	18(16)	11(10)
6	Coping up with stress in the business	27(25)	50(45)	14(13)	9(8)	10(9)
7	Satisfied towards the employees attitude in business development	36(33)	54(49)	16(15)	1(1)	3(3)
8	Progress in career growth	41(37)	42(39)	12(11)	8(7)	7(6)

From the table it is identified that, 48% of the respondents are agreed that good working environment is prevailing to carry out the business. 34% disagree with the interference of profession in family life, 42% of entrepreneurs felt that climatic condition affect the smooth running of their business, nearly 57% of SSE’s earning through business is highly stable. Ability to grab new opportunities is highly present among 34% of SSE’s. 45% of entrepreneurs were able to cope up with stress in the business. Nearly 49% are satisfied with the employee’s attitude for further business development and progress in business growth is strongly felt by 39% of SSE’s.

CHI SQUARE TEST

Relationship between career prospects of business and demographic variables

Ho: there is significant relationship between career prospects of business and Age, Tenure of Business and Type of Business.

Demographic variables	Degree of freedom	Level of significance	Chi square value	Significant / Not Significant
Age	12	0.05	0.012	Significant
Tenure of Business	8	0.05	0.023	Significant
Type of Business	16	0.05	0.036	Significant

Results and Discussion

The above table indicates that the p value is lesser than 0.05 for age and career prospects of business (0.012) , tenure of business and career prospects of business (0.023) and types of business and career prospects of business(0.036), hence there is significant association between career prospects and demographic variables age, tenure of business and type of business. Thus the framed null hypothesis is accepted.

WEIGHTED AVERAGE SCORE

Table showing influence of factors on QWL of small scale Entrepreneurs.

S. No	Factors	Weighted Average Score	Score
1	Time to learn new things	3.555	7
2	Adequate time schedule	3.695	6
3	Cordial relationship employees	4.262	2
4	Maintain smooth relationship with suppliers and customers	3.866	5
5	Division of task at all levels	4.365	1
6	Involving employees in decision making	4.012	4
7	Appropriate training programmes for employees	4.109	3

The above table shows that the division of task at all levels carries the highest weighted score of 4.365 followed by cordial relationship with a score of 4.262. appropriate training programmes stands in the third place (4.109), followed by involvement of decision making, maintaining of smooth relationship with employees, adequate time schedule and provision of adequate time to learn new things.

SUGGESTIONS

The study reveals the present quality of work life among small scale entrepreneurs. The fresh and upcoming entrepreneurs can be encouraged to take active part in entrepreneurship development programmes organized by various association with an aim to promote and assist entrepreneurs. The innovation in working environment can be introduced to make the working place more pleasant for the workers to work which would be conducive for higher productivity. The entrepreneur's busy schedule and time may be rescheduled in such a way that they take active participation in both employees development and monitoring the organization growth and performance on regular basis. EDP programmes will ensure entrepreneurs to enhance their skills and scope to build their competency in all core areas. Small scale entrepreneurs may involve in trade associations for promoting their enterprise which might lead to the economic development of the country.

CONCLUSION

A good entrepreneur practice would encourage all employees to be more productive while taking work joyfully. Therefore, QWL is becoming an important human resources issue in all organizations. The Quality of Work Life intends to develop trade union among the employees, to improve Quality of products, services, productivity and satisfy the workers psychological needs for self-esteem, participation, and recognition etc., Improved Quality of Work Life leads to improved performance. Performance means not only physical output but also the behaviour of the worker in helping his/her colleagues in solving job related problems, team spirit and accepting temporary unfavourable work conditions without complaints.

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