Job satisfaction and Quality of Work Life in Cement Industry of Rajasthan

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Abstract: Cement is one of the core industries which plays a vital role in the growth and development of a nation. The industry occupies an important place in the Indian economy. India ranks as the second largest producer of quality cement in the world. Firstly in 1889 a Kolkata-based company started manufacturing cement from Argillaceous. Later the industry started getting the organized shape in the early 1900's. India Cement Company Ltd was established in 1914 in Porbandar with a capacity of 10,000 tons and production of 1000 tons installed. The first initial thrust to the cement industry in India was during the World War 1 and then the industry started growing at a fast rate in terms of production, manufacturing units, and installed capacity. This particular stage in the history was referred to as the Nascent Stage of Indian Cement Industry. In 1927, Concrete Association of India was established to create public awareness on the utility of cement as well as to propagate cement consumption. These changes had the desirable effects on the Indian Cement industry. The role of the government has been extremely crucial in the growth of the industry. The cement industry plans to add new capacity of about 71 MT in the next two financial years. At present, it has an installed capacity of over 315 MT to cater to the demand of about 230 MT.

Introduction
Indian Cement Industry is the second largest cement producer in the world after China with a total capacity of 151.2 Million Tonnes (MT). Government of India has been giving immense boost to various infrastructure projects, housing facilities and road networks, the cement industry in India is currently growing at an enviable pace. In the coming years more growth in the Indian cement industry is expected to come. The Indian cement industry is dominated by 20 companies, which account for almost 70% of the total cement production in India. The companies all over India have produced 11 MT cement during April-September 2009. The Indian Cement industry plays a major role in the growth of the nation in that case in any country. Industry Cement Industry was under full control and supervision of the government. However, it got great relief at a large extent after the economic reform which made its growth easier. Still government interference, especially in the pricing, is evident in India.

Opportunity in rajasthan cement industry
Major producing regions in Rajasthan. The factories of white cement are situated in Gotan (Nagaur) and Kharia Khangar (Jodhpur). The number of cement factories is regularly increasing in western districts of the state in the last several years. Main reasons for this are availability of enough water through canals and sufficient power supply through alternative sources. At present times, establishment of small scale units is given priority due to less power requirement and less production cost. The geological conditions in Rajasthan are very favorable to this industry. By using modern technology and by solving related problems, cement industry can be motivated and cement production can be increased at minimum cost.

Growth Of Indian Cement Industry
The Indian cement industry is the 2nd largest market after China accounting for about 7-8% of the total global production. It had a total capacity of about 330 m tonnes (MT) as of financial year ended 2021-22. Cement is a cyclical commodity with a high correlation with GDP, growing at around 1.2x of GDP growth rate. The housing sector is the biggest demand driver of cement, accounting for about 64% of the total consumption. The other major consumers of cement include infrastructure (17%), commercial & institutional (13%) and industrial segment (6%). Despite the fact that the Indian cement industry has grown at a commendable rate in the last decade, registering a compounded growth of about 8%, the per capita consumption still remains substantially poor when compared with the world average. This underlines the tremendous scope for growth in the Indian cement industry in the long term.

Review of Literature
According to G Nasl Saraji, and H Dargahi (2021) survey QWL is a comprehensive, department wide program designated to improve employee satisfaction, strengthening workplace learning and helping employees had better manage change and transition by conducting descriptive and analytical study they showed that the majority of employees were dissatisfied with occupational health and safety, intermediate and senior managers, their income, balance between the time they spent working and with family and also indicated that their work was not interesting and satisfying.
Hackman and Oldhams (2020) highlight the constructs of QWL in relation to the interaction between work environment and personal needs. The work environment that is able to fulfill employees’ personal needs is considered to provide a positive interaction. They emphasized that the personal needs are satisfied when rewards from the organization, such as compensation, promotion, recognition.

Background of The Study

Quality of Work Life:
Quality of Work Life is the existence of a certain set of organizational conditions or practices. This definition frequently argues that a high quality of work life exists when democratic management practices are used, employee’s jobs are enriched, employees are treated with dignity and safe working conditions exist.

Quality of work life (QWL) is viewed as an alternative to the control approach of managing people. The QWL approach considers people as an 'asset' to the organization rather than as 'costs'. It believes that people perform better when they are allowed to participate in managing their work and make decisions.

Objective of The Study

- The objective of the study is to find out the quality of working life of the employees and Workers of Cement industry in Gujarat.
- The objective of the study is to help the organization to know the level of satisfaction of the workers and executive’s at all hierarchical levels towards the facilities and welfare amenities provided by them.
- The study is also aimed at reviewing the working conditions including total environment to bring in positive change for betterment of the Quality of Work Life of employees and Workers.
- The objective of the study is also to find out the challenges and difficulties faced by the management in providing better Quality of Work Life to the employees and Workers.
- The objective of the study is also to find out the thinking of the employees and workers with respect to the work culture in the organization.

Hypothesis

H0:- There is no significant relationship between Age of the respondents and the level of satisfaction with the quality of work life in cement industry of Rajasthan.  H1:- There is significant relationship between Age of the respondents and the level of satisfaction with the quality of work life in cement industry of Rajasthan.

<table>
<thead>
<tr>
<th>Sr. no</th>
<th>Age group</th>
<th>No. of respondent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below 20</td>
<td>17</td>
<td>22.7</td>
</tr>
<tr>
<td>2.</td>
<td>20-30</td>
<td>15</td>
<td>20.0</td>
</tr>
<tr>
<td>3.</td>
<td>30-40</td>
<td>13</td>
<td>17.3</td>
</tr>
<tr>
<td>4.</td>
<td>40-50</td>
<td>18</td>
<td>24.0</td>
</tr>
<tr>
<td>5.</td>
<td>50 and above</td>
<td>12</td>
<td>16.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>

Table no. 1
Interpretation:
It is seen from the table that 16% of employees are below the 25 age group, 22.7% of employees are 25-35 age group, 24% of employees are 35-45 age group, 17.3% of employees are 45-55 age group, and 20% of employees are 55 and above the age group.

<table>
<thead>
<tr>
<th>Level of satisfaction</th>
<th>No. of respondent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Highly satisfied</td>
<td>13</td>
<td>17.3</td>
</tr>
<tr>
<td>2. Satisfied</td>
<td>14</td>
<td>18.7</td>
</tr>
<tr>
<td>3. Neutral</td>
<td>12</td>
<td>16.0</td>
</tr>
<tr>
<td>4. Dissatisfied</td>
<td>13</td>
<td>17.3</td>
</tr>
<tr>
<td>5. Highly dissatisfied</td>
<td>23</td>
<td>30.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>75</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

It is seen from the table that 18.7% of employees are highly satisfied with the salary package 16% of employees are satisfied 17.3% of employees are neutral, 30.7% of employees are dissatisfied, and 17.3% of employees are highly dissatisfied.

Conclusion
Most of the employees covered under study have been found some of the stress in the job related and working environment. The employees/ workers in general felt that the work culture in the company is not good as per the employee’s/ worker’s requirement. Under the study, training and development modules have not been developed in a systematic way or not as per the level of satisfactory in Cement Industry of Rajasthan. The employees working in the company are able to satisfy and achieve the organizational goals through their experience but they have provided neutrally support from the top management.

References
2. D.K.Bhattacharya- Research Methodology