

QUALITY OF WORK LIFE AT ALLIANCE GROUP CHENNAI

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ABSTRACT

Quality of work life refers to an integrated focus towards well-being of an employee, instead of just focusing on work-related aspects. It is concerned with how an organization values their employees, on each and every aspect of work and its environment. Quality of work life is now a day's becoming a most important factor, that motivating employees to improve their productivity and also helps to achieve the goals of the organization. Quality of work life helps to retain and attract talented employees, towards the organization.

The key areas considered to be vital, for achieving quality of work life in an organization are

- Work Timings
- Holidays and Leave policies
- Promotion Policies
- Safety and health measures
- Fringe Benefits

Taylor attempts to achieve this, with the idea of 'Scientific Management, of 'Time Study' and Work Study'. He viewed that, the burden of planning and designing the work should be removed from the shoulders of workers. They should be given specific tasks and clear instructions before hand, as to how a particular job should be done.

KEYWORDS: Work Environment, Work Procedures and Methods & Interpersonal Relationship

INTRODUCTION

Company Overview

Alliance Infrastructure Projects Pvt. Ltd., is one of the leading real estate developers in India. It is headquartered in Bangalore, and has branches in Chennai, Hyderabad & Mysore. The company's vision is to become world's largest real estate developer, by 2035.

The company values are: Operate the business with high levels of integrity, Inculcate quality culture at all levels, Value time commitments given to customers and complete projects on time every time, Win-Win: Develop large scale projects, to achieve scales of economy and share a part of the cost savings with customers – thus, making purchases economical for customers and ensuring a win-win deal.

The ongoing projects of the company are: Premium Apartments, High Rise residential Apartments, Luxury Villas, Villas and Plots.

RESEARCH METHODOLOGY

Research Type

Descriptive Research: Descriptive research includes, surveys and fact-finding enquiries of different kinds. The major purpose of research is a description of the state of affairs, as it exists at present. Descriptive research studies are those studies, which are concerned with, describing the characteristic of a particular individual or of a group. In descriptive studies, the researcher must be able to define clearly, what he wants to measure and must find adequate methods for measuring it, along with a clear cut definition of the population he wants to study.

Data Collection: Data sets of information collected by different means, subject to analysis for a definite purpose.

Research Instrument: The research instrument used as a tool, for the collection of data was the questionnaire.

Sample Size: A sample size refers to a number of items, selected from a population to constitute a sample. The size of the sample chosen or study is 100.

STATISTICAL TOOLS USED

- Chi-square

Null Hypothesis (H₀): Null hypothesis are formulated, only to test whether there is any relationship between variables related to the problem being studied. Usually, the null hypothesis is formed as a negative statement.

Alternate Hypothesis (H₁): Alternate Hypothesis (H₁) is a statement, which is accepted after the null hypothesis is rejected, based on the test result. The alternate hypothesis, usually is formed as a positive statement.

CHI-SQUARE TEST

The framed hypothesis was tested, using Chi-Square test.

$$\Psi^2 = \frac{(O_i - E_i)^2}{E_i}$$

Table 1: For Observed Frequencies

Gender	Working in Group					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Male	22	21	18	16	-	77
Female	5	10	6	2	-	23
Total	27	31	24	18	-	100

Table 2: For Calculation of Expected Frequency

O _i	E _i	O _i - E _i	(O _i - E _i) ²	(O _i - E _i) ² /E _i
22	12.5	9.5	90.25	7.22
5	12.5	-7.5	56.25	4.5
21	12.5	8.5	72.25	5.78
10	12.5	-2.5	6.25	0.5
18	12.5	5.5	30.25	2.42
6	12.5	-6.5	42.25	3.38
16	12.5	3.5	12.25	0.98
2	12.5	-10.5	110.25	8.82
		$\sum (O_i - E_i)^2 / E_i$		33.6

Chi Square calculated value =33.6

Degree of freedom = (R-1) (C-1) = 8-1 = 7

From the table, chi square value = 14.067

Since $X^2 = 33.6 > 14.067$

We reject H_0 and accept H_1

INTREPRETATION

Since, the calculated value is less than the table value, thus, the **null hypothesis is accepted** at the 5 % level of significance. Thus, it signifies that, there is no significant relationship between gender and working in groups.

SUGGESTIONS

- From the outcome of the study, it reveals that, the management of ALLIANCE GROUP OF CONSTRUCTION, would take effort not only to retaining the employees, but also to retain both the knowledge and skills of effective employees.
- The management would concentrate on financial needs for the employees, so that; the employees get satisfied in their job.
- The management would also take effort in providing proper Fringe Benefits, so that, the employees are motivated.
- The management should provide Compulsory Performance Appraisal, for all the employees every year. So, that the employees would be encouraged and shows improvement, in their performance.
- The management should provide proper safety and health, for all the employees in the organization.
- The management must provide better quality of work life, by knowing the employee requirement and fulfilling their needs to the level possible.
- The management should reduce the workload for the employees, so that, stress can be removed from them.
- The management must create an environment, which permits an employee to have carrier growth prospects in the organization.

CONCLUSIONS

The study was conducted with emphasis of, the quality of Work life, in “Alliance Groups”. The main objective of the study is, to analyze the factors influencing quality of work life find out whether the quality of work life helps in achieving their benefits effectively, with their potential employees. It permits the organization in achieving potential needs, which are satisfactory. The survey, conducted in quality of work life is to improve their financial needs, and appraisal so that, it helps the employee to get satisfied and also motivated in their job. It also helps them in effective decision making, and brings innovative ideas to change the organization.

The survey, conducted by the employees in ALLIANCE GROUP has given a clear view of, why people stay with the organization, what measures to be taken to withstand the employees, and what makes the employees to quit the

company are critically analysed and defined. From the study, it is conducted that, quality of work life should be implemented properly, in order to achieve the organizational goals, in a successful manner.

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