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ASSESSING SATISFACTION LEVEL AMONG TEXTILE INDUSTRY WORKERS IN PUNJAB (INDIA) AN EXPLORATORY ANALYSIS

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ABSTRACT
Present study is an endeavor to examine the factors affecting the level of satisfaction among workers of textile industry in Punjab using Principal Component Analysis. Primary data were collected using a pre tested schedule following proportionate random sampling Findings of the study revealed that proper remuneration and workplace environment is the most significant factor in deciding the level of satisfaction among the workers followed by safety measures, basic facilities and additional monetary benefits.
JEL Classification: J3, J5

I Introduction
The main drivers that clinch the growth and sustainability of any organization are the employees (Benn et al., 2014). Human Resources are a vital asset in today's dynamic work environment as they may play a major role in the growth of any organization. Without any doubt, we can say that success of any organization directly depends upon the efficiency, capability and commitment

of its human resources. The growth and goal achieving capability of any organization largely depends upon the dynamism, competence, motivation and efficiency of its employees. Therefore, finding manpower in any organization as a real growth agent, its satisfaction level is needed to be enhanced and maintained as well. Promotion of labour welfare measures positively impacts the performance of workers, customer satisfaction and productivity level.

The term labour welfare is comprehensive , as it includes all activities connected with the social, moral and economic advancement of workers on the part of any agency- Government, employer, employees or else. Modern and civilized societies consider workers as human beings who are entitled to protection on the part of law and Government (Alston & Goodman, 2008). They deserve to be treated with dignity and respect irrespective of their status at the workplace (Sayer, 2007). Unfortunately, even today, many organizations have not considered employee satisfaction a top priority, as they fail to understand the significant opportunity that lies in front of them in the form of implied benefits of promotion of labour welfare initiatives and resultant worker satisfaction. Now labour is the greatest asset and any measures that enhance and ensure the holistic wellbeing of the workers. All actions that are related to the on job- and physical safety, security, welfare, health, remuneration, education, social security and recreation of labour comes in the arena of Labour Welfare activities.

All these measures are very necessary to ensure labour satisfaction, and are now recognized as being crucial on a global level. Many organizations even today, do not give priority to employee satisfaction. They fail to understand that a well satisfied labour force can be created by deploying labour welfare initiatives which pay rich dividends in the long run in economic terms.

Brief History of Labour Welfare

Indian economic and manufacturing scenario was transformed by the arrival of the Industrial revolution and mechanization. From an agricultural, backward and dependent economy, India became an industrial hub, but new problems also emerged relating to child labour, forced labour and exploitation, etc. When the struggle for labour rights came to India through the press and the Indian National Movement, this changed. The British government in India was forced to pass legislations such as the Apprentices Act 1850, Fatal Accidents Act (1853), Merchants Shipping Act (1859), Factories Act 188 1 etc.

Moreover, with the formation of the International Labour Organisation (ILO) in 1919, Labour Rights gained global attention. In 1920, India also saw the formation of the First All India Trade Union Congress (AITUC). These developments paved the way for the passing of further legislation for improving manual and industrial labour conditions.

The Republic of India was founded on certain core principles such as Socialism, social justice and welfare state and the Constitution also gave precedence to these aspects. The Directive Principles of State Policy and

Fundamental Rights were included to ensure social and economic justice for all. Many Labour Welfare and Labour Rights bodies such as Hind Mazdoor Sabha (1948), Bhartiya Mazdoor Sangha (1955), Centre for Indian Trade Union (1970), were lobbying for more comprehensive legislation for the workers and labour.

The Factories Act 1948 was passed in the first year after independence and it was based on the recommendations of the Rege Committee 1944. This was followed by the The Mines Act 1952, The Plantation Labour Act 1952, The Merchant Shipping Act 1958, The Motor Transport Workers Act 1961 etc. These Acts undergo revisions and amendments as per the needs of the times.

2. Review of Literature

To formulate the problem precisely, it is important to present a brief review of the studies to accurately identify the research gaps in the existing literature.

Goyal (1992) analyzed the awareness and impact of labour welfare measures on job satisfaction in the Cotton Textile industry of Punjab at the micro-level. Two units each were selected from the public, private and cooperative sector. The study results showed a positive relationship between implementation of labour welfare and job satisfaction. **Bhalla (1999)** examined the labour welfare measures (statutory and voluntary) in the cotton textile industry of Punjab through a descriptive research design. Primary and secondary data both were used for analysis of data. Simple statistical techniques such as tabular analysis, ratios, percentage trends, averages, coefficient of correlation, and test of significance were applied. The study concluded that maximum workers were unsatisfied with implemented welfare measures, and there was a pressing need for further improvement. The Report of the **National Commission on Labour (2002)** has also recommended to the Indian Government that labour welfare activities must include Social Security, Provident Funds, pension, health care and other benefits so as to ensure that the welfare aspects of the Indian Constitution are translated into reality. **Mishra.S, and Bhagat.M (2010)** analyzed that provision of good health care, food, accommodation, cafeteria and family welfare activities is urgently needed. These welfare measures will drastically reduce labour absenteeism and other problems related to retention and productivity. **Garg (2013)** conducted a study to ascertain worker satisfaction regarding welfare facilities provided by the Cotton Textile firms of Punjab. The research design was descriptive, and used both primary and secondary data. Convenience sampling was employed and it was found that most workers were highly benefitted by these. They were also well aware of the welfare measures provided by the cotton textile industry. **Ashwani and Anand (2014)** evaluated the outcome of quality of work-life factors on the overall satisfaction of the employees. A sample of 154 employees from the manufacturing sector was collected and analyzed. Seven qualities of work-life factors were identified using PCA. The study detected job satisfaction as the significant factor for providing Labour satisfaction, followed by adequate and fair compensation.**Raj & Julius. S. (2017)** have analysed that labour welfare

measures, especially health insurance, housing facility, hygienic toilet facility, transport facility, rest and lunchroom facility, compensation on death and recreational facilities, do create a very positive impact on employee's commitment and satisfaction level.

The survey of literature available on the subject reveals that there are still large gaps in understanding of current scale and level of worker satisfaction in the industry. In North India, of which Punjab is a part, there is a lack of insightful studies that reveal the reasons for worker satisfaction or the lack of it. There is no study to ascertain the level of satisfaction among the workers of the Textile Industry of Punjab in the light of the recent changes. In recent times, the industry has undergone vital changes with governmental and employer emphasis shifting to employee initiatives. Moreover, with worker satisfaction gaining more focus, it is vital to find out how these measures are perceived by the workers themselves, their awareness and response to these measures and expectations for the improvement of the same. The issues and factors which are of utmost interest and concern to the workers also must be highlighted objectively, on the basis of primary data collection and analysis. The present study attempts to fill this gap in the literature by finding various factors affecting the level of satisfaction among the workers of the Textile Industry of Punjab.

3. Purpose of the Study

As there has been a lot of initiatives taken and focus given to Labour Welfare and employee satisfaction in recent times, by both the Government and Private Industry, the present study aims to examine and ascertain the effects on the ground. Through the examination of the Level of satisfaction among the workers of the Textile Industry of Punjab, the success of the various labour oriented legislation, schemes and initiatives can be gauged effectively, and concrete directions for future action in this regard may be determined.

The present study tries to assess the level of satisfaction among workers of the textile industry of Punjab keeping in view the statutory, non-statutory and social security measures.

Statutory welfare includes those provisions, which are sanctioned by the law. These are compulsory services and facilities that employers must provide to the workers according to various laws. The Government has laid down certain rules to conform to the minimum standards of health, safety and welfare of the workers. These include the provision of safety standards according to the industry requirements, toilets, washing facilities, crèches, welfare officers, canteens, lunch rooms etc.

Non Statuary provisions refer to all the facilities that are provided at the discretion of the employer and other agencies. These are not mandatory as per law but essential for the welfare and productivity of the employees. These services are provided over and above what is required by law and include medical, health, accommodation, transport and recreation facilities.

Database and Methodology

The universe of the present study comprises of all textile units registered with Directorate of industries, Punjab (Year 2017) under NIC code 17-Manufacture of textiles. As per data information culled from Directorate of Industries, Punjab, there are 10161 registered Textile units in Punjab and Small Scale units form overwhelming 98 per cent of these. The small scale sector provides direct employment to 60 per cent of total workforce and the rest is employed in medium and large scale units. The sample of the current study is drawn from all there- small, medium and large scale units to be truly representative and well balanced. It is worth mentioning that 8579 (84 percent) out of 10161 total units are located in district Ludhiana only which is the textile hub of Punjab. Ludhiana alone provides direct employment to 72 per cent of total textile workers. Districts like Sangrur and Mohali are minor shareholders with 7.3 per cent and5.3 per cent respectively (but maximum employment and production of textile after Ludhiana are in these districts). These districts jointly represent the major share of the textile sector in Punjab and hence, the sample has been selected from these three districts only. The determination of the sample size of workers from sample of firms was also critical. The methodology followed for deciding the sample size of both was as follows.

Sample size of firms: Cochran's[1] formula was used to determine the sample size of large, medium and small scale firms. Thus, 368 firms (Number) were shortlisted from Ludhiana- 8579 (97 per cent), Sangrur- 178 (2 per cent) and Mohali 63 (1 per cent), following the proportionate random sampling method. Therefore, 357 (97 per cent of 368), 7 (2 per cent of 368) and 4 (1 per cent of 368) firms have been randomly drawn from Ludhiana, Sangrur and Mohali respectively.

Sample size of workers: Cochran's Method was used again for total of 247161 workers employed in textile industry in Punjab. Out of the 382 units, 368 workers (number) have been identified from each sample unit i.e. firm. Remaining 14 are randomly selected from the same group of 368 firms.

4. Research Instrument

A 'Schedule ' was the main research instrument used. A set of statements measured on five point Likert scale to evaluate the level of satisfaction of the

[1]As per Cochran's formula (Cochran W.G, 1977) for the determination of sample size, the size of the sample is determined as $n = Z^2pq/e^2$(Equationi), where n= sample size, p= estimated proportion of an attribute that is present in the population, q= 1-p and e= desired level of precision (margin of error) in calculating p. With reference to the present research, there is no prior knowledge of 'p'. In such a case, the best possible choice is 50:50, that is 'p' should be taken as 0.50 and so, 'q' becomes equal to 0.50. In this study, a precision of 0.05 would be acceptable so, 'e' = 0.05. At the precision level of 0.05, the value of Z= 1.96. Substituting the values in Equation (i), the sample size is calculated to be 384.16 ~ 384. Further, Cochran (1977) pointed out that if the population is finite, then the sample size can be reduced slightly with the help of Cochran's correction

$$n_o = \frac{n}{1 + \frac{(n-1)}{N}} \quad \text{(ii)}$$

Where ' n' = Sample size derived from equation (1) 'N' = Size of the population = 8820 Since in the present study population size is 8820 and n = 384. Hence sample size (n_0) is found to be 368 (by solving equation ii).

workers of the Textile Industry of Punjab with regard to labour welfare provision. Direct personal investigation method was used to collect additional information from the respondents. A set of 31 statements about the availability/ provision of various facilities to workers, measured on a Five point Likert scale expressing the opinion of workers were coded (where 1 represents strong agreement, 3 represents a neutral response and 5 represents strong disagreement). The statements along with their respective codes average scores and standard deviation are exhibited in Table1. After that, the collected data were analyzed by making use of Principal Component Analysis (PCA).

Table 1: Descriptive Statistics

Statements	Code	Mean	Std. Deviation
Proper drinking water facility is available at workplace	X1	1.4701	0.98167
Proper ventilation and lighting facility is available at workplace	X2	3.9891	1.34099
Sufficient number of latrines and urinals at convenient places	X3	1.5054	1.01486
First aid facility is available at the workplace	X4	1.4946	0.96532
Sufficient work space is given to workers at the workplace	X5	4.0924	1.25155
Permissible limit (as per rules / laws) of exposure of workers to the chemical and toxic substances is being maintained	X6	2.6440	0.87715
There is a provision of Housing facility / HRA for workers	X7	4.4266	1.29347
Sitting arrangement is comfortable at workplace	X8	4.4701	1.19681
Employment of women / young workers in hazardous work prohibited?	X9	2.6630	0.87692
Proper arrangement for waste/ effluents discharge	X10	4.2826	1.14198
Free/ subsidized food in the canteen	X11	4.1359	1.20535
Proper uniform and safety material i.e. (mask , gloves, ear plugs etc) are provided	X12	4.2717	1.09099
Machines in use are properly maintained /repaired	X13	2.6793	0.87372
Wages (amount) being paid as per rules/ laws applicable	X14	4.1250	1.24214
Timely Wages	X15	3.5897	1.67937
Gratuity payments paid to workers as per rules	X16	4.1603	1.35069
Provision of leaves as per rules	X17	4.1440	1.19418
Employees state insurance scheme is functional	X18	2.7147	0.89052
Provision of overtime allowance	X19	1.5571	1.01327
Regular increments as per rules.	X20	4.2690	1.22682
Accident benefits in case of temporary and permanent disability	X21	4.3587	1.22269
Regular Training programmes	X22	2.7065	0.88324
Working hours limit as per rules is strictly followed	X23	4.1359	1.23218
Proper hygiene and cleanliness	X24	4.5353	1.20120
Equal remuneration to female workers	X25	4.1739	1.17753
Provision of loans / advances for workers	X26	3.9565	1.39022
Provision of Maternity leave for female workers	X27	3.8478	1.50157
Recreational facilities	X28	4.1848	1.25869

Timely Bonus	X29	4.0489	1.37030
Spittoons available	X30	4.3207	1.08012
Provident fund deduction as per rules is being done	X31	4.2174	2.91880

Source: Author's calculation based on primary data by using SPSS

5. Reliability of the Scale:

In the present study, the value of Cronbach's Alpha for 31 items was found to be .924, which assured the reliability of the scale used.

6. **Adequacy of collected data**

To examine the adequacy of data for Factor Analysis, various recommended tools are adequate sample size, construction of correlation coefficient matrix of explanatory variables, construction of anti-image correlation matrix, Kaiser-Meyer- Oklin (KMO) measure of sampling adequacy and Bartlett's test of Sphericity which are described below:-

Adequate Sample Size

In the present study, the sample size is 386 against 31 variables. Here, the sample size is 12.45 times the number of variables (statements) under consideration, and suitable for Factor Analysis.

Correlation Coefficient Matrix

The correlation coefficient matrix has been computed to check the inter-correlation among various variables. There is adequate correlation greater than 0.30 indicating the stability of data for the application of factor analysis.

Anti-image Correlation Matrix

All the possible pairs of anti-image correlations for the variables included in the analysis were computed and were found low. This indicates the presence of true factors in the data.

Kaiser- Meyer- Olkin (KMO) Measure of Sampling Adequacy "It is a measure used to analyze the suitability of Factor Analyse to a given data set. High values (between 0.5 and 1.0) show the adequacy of data for the application of Factor Analysis." (Malhotra & Dash, 2011). Here, Computed value of KMO statistics is 0.917, establishing the adequacy of data for factor analysis.

Bartlett's Test of Sphericity

"It is a statistical test for the overall significance of all correlations present within a correlation matrix." (Hair et al., 2006). Here, Bartlett's test's Chi-square value is 15150.388(approx.), d.f = 465, significant at 0.000. This significant value indicates that the correlation coefficient matrix is not an identity matrix.

The above discussion establishes that the sample size is adequate and the correlation coefficient matrix contains sufficient numbers of significant correlation values, Anti image correlation matrix contains low partial correlations. Value of KMO statistic is large and Value of Bartlett's test of sphericity is significant, thus establishing the adequacy of data for the application of factor analysis. After ensuring the reliability of the scale and testing the adequacy of data, the set of 31 statements in the schedule were subjected to factor analysis.

7. Empirical Analysis

The Schedule was reduced to 31 optimal statements and 4 factors using the Principal Component method using Varimax rotation (Shown in Table 2). All four factors together explain variance as high as 73.32%.Herein, factor loading greater than 0.30 is considered significant, 0.40 is considered more important and 0.50 or greater are considered very significant (Hair et al., 2006, p. 249)

Table 2: Factors affecting level of satisfaction among Textile Industry Workers in Punjab

ce explained)	Code	Loading (Communalities)	Statement (Factor Loading)
	X20	0.799	Regular increments are being given to workers as per rules
	X23	0.779	Working hours limit as per rules strictly followed
	X14	0.764	Wages (amount) are being paid as per rules/ laws applicable
	X17	0.729	Provision of leaves as per rules
	X25	0.730	Equal remuneration to female workers
	X11	0.718	Free/ subsidized food in the workspace canteen for workers
	X16	0.696	Gratuity payments made to workers as per rules
	X21	0.701	Accident benefits given to workers for temporary and permanent disability
	X10	0.680	Proper arrangement of waste and effluents discharge
	X12	0.634	Proper uniform and safety material i.e. (mask , gloves, ear plugs etc) are provided
	X30	0.632	Spittoons are available at workplace
	X24	0.618	Proper hygiene and cleanliness
	X28	0.558	Recreational facilities
	X8	0.549	Comfortable sitting arrangement for workers
	X7	0.509	Housing facility / HRA for workers
$F_{1:}$ Proper remuneration &workplace Environment	X2	0.487	Proper ventilation and lighting facility
	X5	0.462	Sufficient work space
(36.40%)	X15	0.353	Wages are being paid timely
	X13	0.979	Machines being used by workers are timely maintained /repaired
	X22	0.959	Regular Training programmes
	X9	0.954	Employment of women / young workers in hazardous work is prohibited in your organization.
$F_{2:}$ Safety Measures	X6	0.935	Permissible limit (as per rules / laws) to exposure of workers
(15.70%)			

			to chemical/ toxic substances
	X18	0.939	Employees state insurance scheme is functional
F_3 **:** Basic facilities (12.26%)	X19	0.964	Provision of overtime allowance
	X3	0.942	Sufficient number of latrines and urinals at convenient places
	X1	0.933	Proper drinking water facility
	X4	0.923	First aid facility is available
F_4 **:** Other Monetary Benefits (8.95)	X29	0.803	Timely Bonus is being paid
	X27	0.829	Provision of Maternity leave for female workers
	X26	0.746	Provision of loans / advances for workers
	X31	0.417	Provident fund deduction as per rules

Source: Based on author's own calculations on primary data.

Factor Interpretation

The extensive survey and interviews carried out across the spectrum of factories and job profiles in the textile industry, ranging from supervisor to the lowest level of manual labour or machine operator of both male and female gender brought deep insights. As the interviews were conducted personally, the researcher had the chance to ask follow up questions. This lead to a better understanding of various factors helping or hindering worker wellbeing. Owing to the one on one manner of asking the questions, the respondents got a chance to air their grievances, voice their opinions and aspirations and register their complaints or appreciation of various schemes and initiatives which benefitted or harmed their interests, as the case may be. The analytical interpretation of the data, based on statistical tools brought out the experiential understanding of the researcher and accurately represented her own assessment on the ground, based on personal experience.

Factor 1 (Proper remuneration and workplace Environment)

Factor is a critical factor accounting for 36.40per cent of the total variance. 18 variables X_{20}, $X_{23,}$ X_{14}, X_{17}, X_{25}, X_{11}, X_{16}, X_{21}, $X_{10,}$ $X_{12,}$ $X_{30,}$ $X_{24,}$$X_{28,}$ $X_{8,}$ $X_{7,}$ $X_{2,}$$X_5$ and X_{15} have been positively loaded on factor 1.

This factor highlights that proper remuneration and workplace facilities significantly and directly affect the satisfaction level of workers in the Punjab textile industry. Wages and working conditions are the two most critical factors in the performance and productivity of an employee. Higher wages ensure better productivity, commitment and efficiency and every improvement in the working conditions results in higher levels of satisfaction. Other studies have also underlined this factor that wages play a significant role in determining job satisfaction (Wharton et al., 2000; Kamal, 2009; Zhang et al., 2010).

Factor 2 (Safety Measures)

The second most critical factor is safety at work. Safety accounted for 15.702 per cent of the total variance. All the 5 Variables are positively loaded on this factor. Personal safety is a prime consideration or the workers as they do not want their health and future employability to be affected by any fatal accidents.

A work environment free from injuries and accidents is a prime consideration and important incentive. Well implemented safety measures keep employees safe, productive, stress free and protect industry equipment. As revealed during the survey, a comparatively large number of firms were providing proper safety to the workers which ensured that there were only minor complaints from the workers in this regard.

Factor 3 (Basic facilities)

Basic facilities that help in making the workplace comfortable, pleasant and safe for the workers such as first aid facility, provision of overtime allowance, and proper drinking water facility, adequate number of latrines and urinals are the third most important factor that enhances the satisfaction of workers, The four statements in this factor are loaded with 12.267 per cent of the total variance. This factor has been observed by researchers such as (Goyal, 1995) and (Sabbarirajan, 2010) who have remarked on the positive relationship between labour basic welfare facilities and job satisfaction.

Factor: 4: (other monetary benefits)

Other Monetary benefits accounts for 8.951 per cent of the total variance and have a total of 4 Variables and all are positively loaded. As wages and remuneration is the first factor affecting worker well-being and satisfaction, this factor that comprises of Bonus, Provision of Maternity leave, provision of loans/advances for workers and provision of Provident Fund is connected with the financial wellbeing and significantly affects worker morale and satisfaction.
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Summary and Conclusion

The results of the present study are in conjunction with the widely held universal views that financial remuneration and good working conditions are the most critical consideration for ensuring worker satisfaction at work. Other factors that significantly affect morale and satisfaction index of workers are the workplace environment, safety measures, basic facilities and other monetary benefits which have been arrived at by applying principal component analysis in this study.

The learning from the extensive study indicate that employee welfare activities have a direct impact on employee satisfaction, employee performance and on employee development. It is highly recommended that the Government, Employers and Factory and Industry owners take note of the various factors that influence workers and pay due attention to ensuring that these are taken up as essential components of Labour Welfare activities and schemes. Various facilities as workplace facilities, compensation/performance management, medical & canteen facility, loan facility and numerous other facilities should be provided to employees for their overall development which ultimately results in increased efficiency and output.

The enhancement in the working condition was suggested to improve the efficacy of the employee welfare measures like restrooms facility, maintained of hygiene and cleanliness, Proper ventilation and lighting facility and the comfortable sitting arrangement would boost the morale and reduce absenteeism also.

Simple measures that have critical impact include the provision of drinking water facilities (X_1), sufficient number of latrines and urinals at convenient places (X_3), First aid facility is available (X_4), Permissible limit (as per rules / laws) of exposure of workers to chemical and toxic substances (X_6), Timely maintenance of machines (X_{13}), Prohibition of employment of women / young workers in hazardous work (as per rules/ laws (X_9), Functional Employees state insurance scheme (X_{18}) , Provision of overtime allowance (X_{19}), Regular Training programmes (X_{22}).

The factors which do not hold as much weight in the employees self-assessment of their needs include provision of facilities like Sufficient work space (X_5), comfortable sitting arrangement (X_8), Housing facility / HRA provision (X_7), Proper arrangement of waste and effluents discharge (X_{10}), Free/ subsidized food availability(X_{11}), Proper uniform and safety material i.e. (mask , gloves, ear plugs etc) (X_{12}). This result was mildly surprising, as these measures are related to worker safety and comfort, but were relatively lower on the list of the priorities of the labour themselves.

Other prime considerations related to wages being paid as per rules/ laws applicable (X_{14}), Gratuity (X_{16}), Regular increments provision(X_{20}), Provision of leaves as per rules (X_{17}), Accident benefits in case of temporary and permanent disability (X_{21}), Proper hygiene and cleanliness facility(X_{24}), Equal remuneration provision (X_{25}), Provision of Maternity leave for female workers (X_{27}), Recreational facilities (X_{28}),Availability of Spittoons (X_{30}), Bonus (X_{29}), Provident fund deduction as per rules is(X_{31}).

In conclusion, as per the results of this study, there is an exigent need to focus on the problems being faced by the workers and proper responses to the same. The workers are not prepared to raise their voices against the injustice and poor working conditions due to the fear of being laid off. In the course of the survey, it was observed that the workers were nervous about voicing their concerns and fearful of consequences.

The concerned agencies, on the basis of the statuary and non-statuary directives given by the Government in this regard, should work earnestly in ensuring the welfare of the human resources as the human factor are the most critical component of the production process. The labour welfare provisions stated in the Factories Act, 1948; Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Gratuity Act, 1972 and Employees' Provident Funds and Miscellaneous Provisions Act, 1952 should be implemented fully. Timely and regular checks must be conducted by the concerned 'Labour Welfare agencies.

The study has brought to the fore the need for the management to get feedback from employees welfare measures as employee welfare facilities enable workers to live a richer and more satisfactory life. This in turn increases the productivity of an organization and promotes healthy industrial relations, leading to community welfare and national development.

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