

A STUDY OF PROBLEMS FACED BY WOMEN EMPLOYEE'S IN TIRUPUR APPAREL INDUSTRY

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ABSTRACT: *Women are playing a vital role in earning even net national product of the country through their income. This study is undertaken to study about how the women are utilizing their rights properly especially in garment industry. The reason to choose the industry is that the women participation in the industry is 70,000 especially in Tirupur. This research is undertaken to analyze about the women's rights in garment industry in the area of Tirupur. This study is undertaken to make an analysis of how women are working in their working area and also regarding the facilities provided in the working environment such as crèche facilities, ventilation facilities and payment benefits, work enrichment opportunities. The prime objective of the present study is to evaluate the Women Employee Rights in garment industry in Tirupur. The study was conducted on the basis of descriptive research. The employees have been selected by using non-probability convenience sample method from various departments. Totally 200 sample respondents were selected and analyzed using Percentage Analysis tool Garrett's ranking method. This is the exact study of the Problems faced by women employee's in Tirupur Apparel Industry.*

Keywords:- *Women Employee's, study of their problems, Garment Industry, Tirupur*

1 INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

Employees are a valuable resource that may contribute in several different ways to a company's activities, provided that the company gives them an appropriate chance. In order to be successful, a company needs employees who act towards the goals of the organization and have a strong desire to remain in the company. Such loyalty and commitment may be generated by solving the woman's employee's problem.

Some people work is a source of great satisfaction; for many others it is the reason for dissatisfaction. Regarding the fact that employees are spend a large part of a day at works for 40 to 45 years. It is important that those employees spend a large part of a day at work for 40 to 45 years, it is important that those employees experience positive feelings towards their tasks. Otherwise, it would be a long time to be frustrated, dissatisfied and unhappy. Moreover, these negative feelings may affect the family or social life as well as the physical and emotional health of an individual.

Working in an officer or on a bench, will experience their tasks, as well as the workday totally differently if the attitudes toward the job are good or if too they are bad. In addition, the employee feelings toward their work a significant influence on the success and failure of the company. For instance, during hard times the leave of morale with in the work force may determine whether a company will survive. In other words, motivated employees contribute to a company's survival. The knowledge about needs and expectations of employees at work represents the basis for their motivation. Moreover, the structure of the work and the employee's degree of satisfaction with the job are important in order to increase the actual satisfaction with their work. Thereby differences regarding what people want and actually perceive from their job are of significance. The strongest motivators are something that people value, But lack. The knowledge about that strong improvement is of great value and may serve as a starting point for the re-design of work, in order to increase an employee's confidence and satisfaction.

1.2 OBJECTIVES OF THE STUDY

The main objective of the study is to analyze and evaluate the women employees working condition in the organization.

- To study the women employees nature in the apparel industry.
- To collect the time management details for womens in tirupur sector.
- To study the work place, skill & efficiency status for a women in garment field.
- To identify the physical problems faced by the women employees in the apparel industry.
- To identify job satisfaction level of women employee.

1.3 NEED OF THE STUDY

In order to be successful, companies need the commitment of employees. That includes the commitment to act towards the goal of the company, as well as the commitment to stay in the organization.

1. The need of this study is to analyze the problem faced by the women employees in apparel industry.
2. To inform the organization about the expectations of women employees regarding the protecting system followed by the organization
3. To increase the level of protection in the company, that strengthens the relationship among the women employees and management.
4. To know the techniques motivating women employee where the management could guide the women employees in right direction for accomplishing the organization goals.

1.4 SCOPE OF THE STUDY

A company has to be aware of what motivates and satisfied the women employees at work in order to stimulate them to perform their job as best as possible and remain in the company. The company has many divisions. Research has been done in various departments to know about the competitive situations feed by women employees. The study will help the organization to find out the appropriate factors that motivates the women employees and their expectations from the organization to increase their performance. This study makes women employees to be committed and reduces the problem faced by them. Through this analysis the organization can increase the motivation of women employees through monetary and non-monetary means i.e. encouragement, promotion, transfer, awards and rewards, job rotation, safety measures, welfare measure, which will increase the performance of the women employees.

1.5 LIMITATIONS OF THE STUDY

1. This study is limited to find the problems faced by women employees working in apparel industry and the results are not generalized to other state industries.
2. Since the data is collected through questionnaire the respondents were reluctant due to their busy work.
3. The sample size was restricted to 100.
4. The area of the study was restricted to tirupur industries this study more emphasis only to employee point of you.
5. Time study is major limitation the study was concluded with period of 3 months. This period is not enough to gather information relating to all aspects of the study.

2 REVIEW OF LITERATURE

Shapiro et.al.(1974)¹ , studied job satisfaction as measured by the Job Description Index (JDI), of seventy-five employees in a steel manufacturing concerns. The results indicated that Taylor's concept of money as a prime motivation of human efforts was still avoidable hypothesis. It was concluded that employees were not highly motivated by social, self-esteem, self-actualization (or) work associated needs. Dreher (1980), found that satisfaction on similar jobs may vary because employees desires and values may differ. It was found in a large nationwide oil company, that satisfaction among managers, professional and technical employees varied depending on characteristics of the community, in which the employees lived, sex through the type of work and company policies were roughly comparable across the communities. Rai et.al.(1987)³ , in their study on personality determinants of job satisfaction of college teachers reported that job satisfaction depends upon a variety of factors, internal and external conditions of work life salary, advancement, recognition, feeling of achievements, responsibility dealing of the boss, relation with colleagues, boss and students, financial return and attitude of management.

3 RESEARCH METHODOLOGIES

Descriptive research has been adopted for the present study. The information is obtained from primary as well as secondary sources. The primary data is in the questionnaire form and it is collected from the women employees at apparel industry in tirupur city. The sources for secondary data include books, journals and websites. Area of the study is confined to the tirupur city. Samples are collected from 100 women employees in the apparel industry. Convenient sampling method is adopted for collecting primary data.

Research methodology is one of the main aspects of any research. Extreme care must be taken in every step of the research for the project to provide reliable data.

Methodology as the name indicates is the method of analyzing the situation and interpreting the solution. Several facts like research design, sampling and sample size, tools for research, data collection have to be decided before evaluating the following method has been adopted in conducting the study on problem faced by working women employees at special reference to tirupur industries.

3.1 RESEARCH DESIGN

The research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. Descriptive research design was used for this research. The research design is of two type's quantitative and qualitative research. Both of these types of research are considered in research design, data collection, analysis, and reporting. The quantitative method allows the measurement of relationship between variable in a systematic and statistical way and qualitative method, on the other hand, is most appropriate for the research in order to gain a deeper understanding of a special research problem.

3.2 SAMPLING AND SAMPLE METHOD

As there are many employees in the organization, it is not possible to meet each and every employee and conduct a survey because it is a time consuming and tedious process. Hence and among the sampling design, this survey undergoes the stratified sampling. In each stratum, the sample was selected using random sampling. A total of 100 respondents were selected as sample size for this study.

3.3 TOOLS FOR RESEARCH

The selected data was properly tabulated and analyzed. The relevant statistical tools used for present study such as:

- ❖ Simple percentage analysis

3.3.1 PERCENTAGE ANALYSIS

The data collected was converting in to 100% and the percentage was analyzed.

3.3.2 SIMPLE PERCENTAGE METHOD

This form of analysis looks at raw streams of data in the form of a percentage. This is done to learn more about the data collected

3.3.3 DATA COLLECTION

The collection of data represents a prerequisite for carrying out the study and can be derived from a number of different sources. These sources are classified into primary data and secondary data.

3.3.4 PRIMARY DATA

Primary data consist of new material collected for the purpose at hand by the use of questionnaires, interviews, and participant observation.

3.3.5 SECONDARY DATA

Several forms of secondary data are used. These include books, articles and course literature with useful information for this study. It is not only used as an indication of the content as well as an idea of their quantity, but also to gain a deeper understanding of this study. This secondary data was then used for writing the theoretical framework and the background.

4 EXPORTING COUNTRIES

Indian textile handlooms and handicrafts are exported to more than 100 countries: Europe continues to be India's major exports market with 22% share in textile and 43% in apparel, the US is the single largest buyer of Indian textiles and apparel with 19% and 32.6% share respectively. Other significant countries in the export list include the UAE, Saudi Arabia, Canada, and Bangladesh, China, Turkey and Japan.

4.1 FUTURE

According to the apparel export promotion council, the future of the apparel exports is bright. In the last few years, we made rapid strides. We expect apparel exports to grow at a healthy rate of 12% year on year. Next financial year, we expect the exports to be in excess of \$ 10 billion, says AEPCC. Indian apparel is considered as value for money. The confidence the international brands have in Indian exports is very high. That has enhanced the brand value, "says Nitin Mandhana, chairman and managing director, Indus Fila. International brand gap now sources nearly 30% of its apparel goods from India. That is very encouraging sign." With an estimated investment of Rs. 2,000 crore from 50 players, the SEZ alone is likely to export apparel and accessories worth Rs. 5,000 crore every year.

4.2 TIRUPUR- A KNIT CAPITAL OF TAMILNADU

Tirupur is the seventh largest city in Tamil Nadu and is one of the fastest developing cities in the state. Tirupur is the center of Tamil Nadu cotton knitwear industry and successfully markets its products in India and overseas. It is called as the knit capital of India as it caters to famous brands and retailers from all over the world. Nearly every buyer of knits in the world comes to Tirupur. Even though the city is very prosperous, the infrastructure is very minimal. The city grew very quickly due to high demand for manufacturing for the popular clothing brands mostly in the US and Europe. But the modern machinery used and the availability of skilled labor enable this city to prosper and compete internationally.

4.3 TEXTILE INSTITUTIONS

There are some textile specific institutions functioning here. The apparel export promotion council has a full-fledged office in Tirupur which was looking after quota administration. NIFT-TEA knitwear fashion institute has established its centers to provide training in the area of fashion, design, skills, management, etc. Various infrastructural development activities directed towards the textile industry have been initiated by the government and other trade promotional bodies and industrial associations.

4.4 PROBLEM FACED BY WORKING WOMEN

4.4.1 Problems Faced by Women at Workplace

Women excel in all fields including space exploration and rocket science. Women play a vital role in economic development of the country and their contribution is nothing short of their male counterparts. However, there are still several issues and problems that women face today. Sometimes, they are not treated equally in their workplace and are considered as inferior to their male co-workers. In some cases, they do not get the same benefits as that of a male employee. The major issues and problems that women face in their workplaces include unequal pay, security, sexual harassment, lack of proper family support, deficient maternity leave, etc.

4.4.2 Sexual Harassment

It is a major issue that women face at their workplace and many women fall victim to sexual harassment at workplace. At times, employers try to take sexual favors from women employees in return of other benefits and promotions. It can be classified into various categories like.

- ❖ Physical contact and advances.
- ❖ Showing pornography.
- ❖ A demand or request for sexual favors.
- ❖ Any other unwelcome physical, verbal or non-verbal activities (like whistling, obscene jokes, comments about physical appearances, threats, innuendos, gender based derogatory remarks etc.)

4.4.3 Unequal pay

It is another issue that women face at their workplace. Even though, women prove to be more efficient than male employees most of the time, they are not paid equally.

4.4.4 Poor security

It is another major issue that women face in the workplaces. Women working in BPO sector mostly fall victim of various crimes at workplace and this is due to lack of security provided to the employees. There are many cases that has been registered where women working at BPO sector have become victims of sexual abuses and rapes while going back home and this is due to lack of proper security.

4.4.5 Insufficient Maternity Leaves

Insufficient maternity leave is another major issue that is faced by a working mother.

This not only affects the performance of women employees at work, but is also detrimental to their personal lives.

4.4.6 Consequences of Problems Faced by Women

Due to the various problems faced by women at workplace, an organization may have to face bad consequences of the same. Some of these are mentioned below:

- ❖ Increased absenteeism and dropout rates.
- ❖ Reduced efficiency
- ❖ Additional costs of recruitment & training on resignation.
- ❖ Damage to image in the market.
- ❖ Lawsuits and high legal costs involving court fees, settlements, etc

4.4.7 Tackling Problems Faced by Women

The UN Convention of the Elimination of all forms of Discrimination against Women (CEDAW), adopted in 1979 at Beijing, recognizes and also acknowledged that sexual Harassment is serious problem and has categorized it as gender discrimination and a form of gender based violence. Most developed and developing countries are a signatory to it. This puts the onus on the employers to provide a safe and healthy workplace to all its employees. To accomplish this, the employers deploy various policies. Few of them are listed below.

- ❖ Education campaign for women employees about their rights.
- ❖ Training for managers and others in workplace including acceptable and professional workplace behavior, and diversity training.
- ❖ Forming a complaints committee, which will keep the privacy of the employee complaining and investigate the complain independently.
- ❖ Creating appropriate work conditions to ensure that there is no hostile environment towards women.
- ❖ Ensuring women do not work late hours, except in secure situations.
- ❖ Ensuring participation of women at all level of management.
- ❖ Providing safe pickup and drop facility in odd hours.
- ❖ Providing adequate maternity leaves.
- ❖ Providing day care facilities for working mothers.
- ❖ Retention of performance ratings- this means that organization secure the performance ratings of women during maternity leave.

4.5 WOMEN AT WORK

Demographic changes in the work force across the world are becoming more evident as women workers are entering in a large number than ever before. This change is driven by rising social expectations, increased level social status and greater acceptance of work by women and by their families. As the number of women in the workforce is increasing, the need to understand women's problems and career needs and the interaction between work and family interface have assumed greater importance.

The demand of work and family has a tremendous impact on the lives and careers of women who are entering the world of paid work. This is complicated by the fact that there is a gender role division within the family, which is carried into the world of work. Thus, there are feminine and masculine social role and corresponding feminine and masculine careers. Further, minorities, people of colors and people of different ethics backgrounds, join them. Organizations assume that their responsibility is discharged once they have recruited women. But some organizations are free from gender bias and provide equal opportunities to succeed.

4.6 EXPECTATIONS OF WOMEN EMPLOYEES

Women today form an important constituent of the labor force in textile industry. There are several factors that influences the work quality of women employees they are, the task involved in their work, physical work environment and social work environment within the organizations, administrative system of the establishment and relationship between life and job, economic benefits, mental state, job stress, effect of personal life, self respect etc.

The gender composition of the work place determines the extent and type of 'work life' that women employees experience at work. The main expectation of women employees are as follows

- A. Adequate and fair remuneration.
- B. Safe and healthy working conditions.
- C. Security of employment.
- D. Opportunity for growth and advancement.
- E. Promotion prospects.
- F. Nature of supervision
- G. Application of principles of natural justice and equity.
- H. Respect at work.

4.7 NEEDS AND EXPECTATIONS AT WORK

Individual are different and therefore also have different needs and expectations, which they attempt to fulfill in many different ways. These needs and expectations, altering and often conflicting with each other over time, may be classified in several ways. Two out of the variety of classification will be explained more detailed in the following.

4.7.1 Intrinsic and extrinsic encouragement

Needs and expectations are often considered in terms of being internal or external to an individual. Internal encouragement is, concerned with intrinsic needs that satisfy a person, whereas external motivations are considered as environmental factors bought by the company to the individual. Intrinsic encouragement is the desire of an individual to perform their work well, in order to achieve the satisfaction of intrinsic needs. In other words, an individual performs a task in order to achieve certain types of internal states, which they experience as rewarding. Intrinsic improvement relates to psychological rewards such as the recognition of a task completed. External rewards such as food, money, praise, and so on, are not the main reason for a person to engage in activities. Intrinsic helps can be satisfied by the work itself. In other words, the task itself is the main source of motivation, since it provides interest, stimulation, challenges and opportunities for person a growth and achievement to the individual. Intrinsically encouragement is the behavior that is determined by an individual's need for feeling competent and self determining. On the one hand, a person will seek out challenges that allow them to behave in ways that provide them with a sense of competence and self determination. On the other hand, an individual is engaged in a process of conquering challenges.

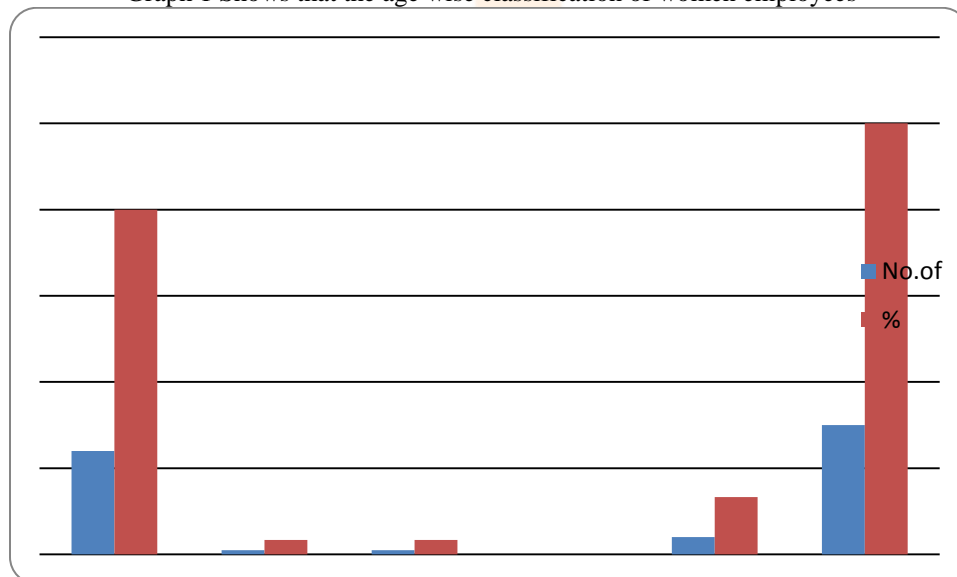
5 RESULTS AND DISCUSSION

1. Data analysis & interpretation
2. Simple percentage analysis
3. Respondent age

Table 1 Shows that the age wise classification of women employees

S.no	Education	No. Of	%
1	School level	24	80
2	Diploma	1	3
3	UG	1	3
4	PG	0	0
5	Other	4	13
	Total	30	100

Graph 1 Shows that the age wise classification of women employees



The result of this study project is A STUDY OF PROBLEMS FACED BY WOMEN EMPLOYEE'S IN TIRUPUR APPAREL INDUSTRY is a good response from the level of School state. This is the better interpretation to predict the women's problem.

6 CONCLUSIONS

From this study, the researcher has concluded that main problems of garment exporters are financial problems, transport problems, infrastructure, Lack in development of technologies, dying problems and dollar fluctuation. Hence, it is concluded that there is a chance of development in Tirupur city in the fields of garments exporter, if proper solution has been provided by the industrial association and government to solve existing problems by making export of garment at faster rate to boom Indian export market. Knitwear factories also need to react as well

as participate through in depth understanding of fashion and the industry has taken efforts by cope up with the present changing scenario. These problems getting solved, Export market is in antic

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