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## Quality of Work Life at LIC of India Ltd. Kurnool

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### **Abstract:**

Organizations in the past, gave more importance on advanced technology for higher productivity surpassing and neglecting the needs and psychological needs of the employees. This resulted in negative attitude against the working environment and led to low employee morale. It was realized that societal support goes hand in hand with technical innovations which can be realized through QWL programs. The success of a organization is highly dependent on how it recruits, motivates and retains its workforce. Today's organization's need to be highly flexible so that they are equipped to develop their workforce and in turn enjoy their commitment. The present study aims at assessing the presence of work life and quality at LIC of India, Kurnool and the strategies that can be formulated to enhance QWL and thereby increase efficiency, reduce stress and balance work and life of the employees. QWL is assessed by relating to working Conditions, Compensation and Benefits and the extent of Human Relations present at work amongst the employees of LIC. The study infers that the QWL at LIC is just above average and a lot to be done in the days to come.

**Key words:** QWL, Stress, Human Relations, Compensation and Benefits

### **1. Introduction**

The Quality of work life (QWL) is a wide term covering an immense variety of programmes, techniques, theories and management styles through which organizations and jobs are designed so as to grant employees more autonomy, responsibility and authority than is usually done. It is comprehensive, department wide program designed to improve employee satisfaction, strengthening workplace learning and helping employees. A high quality of work life is essential for organizations to continue, to attract and retain employees (Sandrick, 2003). Many factors contribute to QWL which includes adequate and fair remuneration, safe and healthy working conditions, social integration in the work organization that enables an organization to develop and use all his or her capacities.

Richard and L. Joy defined QWL as "the degree to which members of a work organization are able to satisfy important personal needs through their experience in the organizations."

According to Vincent Lombardi, "the quality of a person's life is in direct proportion to their commitment, excellence, regardless of their chosen field or endeavor"

### **2. Research Methodology**

#### *2.1. Objectives of the Study*

The study was undertaken with the following objectives:

- To identify the major factors that influence the Quality of work life of employees
- To compare the Quality of work life that prevails in the Insurance Industry.
- To study the effectiveness of QWL in improving Job satisfaction, stress Reduction and balancing work and life.
- To suggest measures to improve the QWL in this industry.

#### *2.2. Research Design*

The study uses a "Cross-Sectional Survey" designed to identify the work life quality amongst Insurance sector employees that might influence work commitment, working conditions and satisfaction.

### 2.3. Collection of Data

The data was collected from the employees by contacting them personally after giving a brief description about the nature and purpose of study. A total number of 40 employees' were contacted and responses collected with the help of a questionnaire consisting of questions in 3 sections. Section 1- working conditions, Section 2- compensation and benefits to employees and Section 3- work life balance of employees.

### 3. Analysis and Discussion

- Section 1- This section consists of questions describing various factors that should be considered to decide the influence of working conditions on QWL. The answers were rated on a 5 pt scale, 5 being strongly agree and 1 being strongly disagree

Sl. No	Working Conditions	Mean Value
1	Motivating work environment	3.5
2	Adequate physical working conditions	3.5
3	Good drinking water facility	4
4	Good canteen facility	3
5	Good transport facility	2
6	Good lunch room facility	3
7	Satisfied rest duration	3.8
8	Convenient working hours/time	3.8
9	Devoid of noise and air pollution	3
10	Good infrastructure availability	4
Mean Score		3.3

Table 1: QWL and Working Conditions

From the mean score of 3.4, it can be inferred that the working conditions for the employees are average in LIC of India Ltd.

- Section 2 – QWL and Compensation and Benefits**

Section 2- This section consists of questions describing various ways in which the compensation and benefits provided to the employees are perceived by the employees as satisfied or not and their influence on QWL. The answers were rated on a 5 pt scale, 5 being highly satisfied and 1 being highly dissatisfied.

Sl. No	Compensation and Benefits	Mean Value
1	Adequate and fair compensation	3.3
2	Satisfied with regular increments	3.9
3	Satisfied with target based incentives	4.2
4	Satisfies with paid time off	3.4
5	Satisfied with linking rewards to performance	3.3
6	Satisfied with health benefits	3.9
7	Satisfied with life insurance benefiys	3.4
8	Satisfied with retirement plan option	3.5
9	Satisfied with equitable and justified compensation package	3.3
10	Satisfied with fringe benefits option	4.1
Mean Score		3.6

Table 2: QWL and Compensation and Benefits

The Mean value of 3.6 signifies that the employees are satisfied with regards to pay policies, benefits and various incentives as part of their service and also satisfied the way rewards were linked to performance on the job.

- **Section 3 – QWL and Human Relations at Work**

Section 3- This section consists of questions describing various ways in which the Human Relations at work influence their QWL in the organization. The answers were rated on a 5 pt scale, 5 being Excellent and 1 being bad.

Sl. No	Human Relations at work	Mean Value
1	Credibility of the Top Management	3.7
2	Employee problems are solved by the management	2.9
3	Cooperation from fellow workers	3.2
4	Cooperation from superiors	3.8
5	Support and help from subordinates	4.2
6	Interpersonal work behavior is good	4.1
7	Employees are given chance to express their views	3.9
8	Dignity and respect on the job	3.7
Mean Score		3.1

*Table 3*

The Mean score of 3.1 tells that human relations of employees at work is just good.and their interpersonal behavior is not as expected and need to be improved.

#### 4. Recommendations to Improve QWL

This study is able to pinpoint some grey areas with respect to factors of QWL in LIC of India that need special attention. They involve hygienic and motivational factors such as t&d, human relations, work environment, work scheduling and counseling. Some recommendations are

- Provide an opportunity to staff to interact socially with colleagues both formally and casually.
- A genuine attempt to improve the whole work environment which may lead to distress prevention but also find ways to generate eustress.
- Recruit more employees so that present employees are relaxed from extending working hours and there by reduce fatigue.
- Management should provide the necessary work-life balancing strategies so that they get job-satisfaction, and also their morale increases.

#### 5. Conclusion

Thus, QWL is not a concept that deals in a limited arena but its seen as incorporating a hierarchy of concepts that not only includes work-based factors but also broadly focuses on life happiness and general feeling of well-being. To retain a good talent in the organization, it is important for the organization that the employees should have low stress levels and high quality of work life. The study demonstrated that QWL should not be researched in terms of initiatives designed to improve work life of employees but also stress on many associated potential factors that can impact QWL. Commitment to professionalism can transcend the detrimental forces that impact both quality of work life.

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