

A STUDY ON PROBLEMS FACED BY EMPLOYEES IN GEENA GARMENTS, TIRUPUR CITY

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ABSTRACT

The study focuses on analyzing the problems faced by employees in Geena Garments, Tirupur city. The analysis is done based on both primary data and secondary data. The primary data used for the study is collected through convenient random sampling technique by using structured questionnaire from 120 employees in Geena Garments. The study is done by using statistical tools like Percentage analysis, Likert Scale analysis and Ranking analysis. The study concludes that most of the employees face various problems like workload, high working hours, etc. and these issues sometimes influencing their satisfaction level.

INTRODUCTION

The textile industry in India was an extremely well - organized sector, garment manufacturers, exporters, suppliers and wholesalers were the gateway to an enterprising clothing and apparel industry in India. Organization life was quite stressful new technologies, global competition; competitive pressures have multiplied the woes of employees in recent times. Workers who were stressed were also more likely to be unhealthy, poorly motivated, less productive and less safe at work. As per the study, Stress was a dynamic condition in which an individual was confronted with an opportunity, constraints, or demand related to what he or she desires and for which the outcome was perceived to be both uncertain and important.

Work stress was the harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities. Stress was the “wear and tear” our body experience as we adjust to our continually changing environment; it had physical and emotional effects on us and could create positive or negative feelings. As a positive influence, stress could help compel us to action; it can result in a new awareness and an exciting new perspective. It can cause feelings of distrust, rejection, wrath, and melancholy as a negative influence. Stress is an internal state of mind which can be caused by environmental and social situations.

World Health Organization's (WHO) definition, occupational or work-related stress was the response people may have when presented with work demands and pressures that were not matched to their knowledge and abilities and which challenge their ability to cope. Warr and Payne (1983) showed that stress more often comes from how we respond to stressful events than from the events themselves. Some people feel less stressed because they see themselves as able to cope. People who believe they are in control are less stressed.

The study aims at studying the work stress among the employees in garment industries. The main purpose of the present study was to find out the level of work stress, that an employee faces, various factors such as creativity, organizational climate, peer relationship among the workers and superiors were studied in detail and also suitable measures and suggestions have been recommended to manage the work stress.

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 were important in order to increase the actual satisfaction with their work. There by differences regarding what people want and actually perceive from their job were of significance. Women's income generates even the country's net national product. These researchers were looking into how women in the clothing business might better use their legal rights in that sector. The significant level of female participation in the industry, particularly in Tirupur, makes it a good pick. An investigation into women's rights in the garment sector near Tirupur was conducted here. During the study, researchers looked at the working environment for women and the challenges they encounter. The primary goal of research was to examine the psychological difficulties experienced by female employees in Tirupur City's textile factories.

Almost 33% of its knitwear production and about 20% of its woven - garment production, both by the volume, enters export markets. Overall about 25% of the volume of its garment production goes into export markets, leaving 75% for domestic consumption. Tirupur

Garment Industry has units all along the value chain of knitwear starting from spinning, knitting wet processing, printing, garment manufacturing and exports. Garment making was a labor-intensive industry and most of the employment goes to women. To fulfill the economic needs of the family and to achieve higher standard of living the women participates in economic activities. The way of behaving, thinking and doing the work by the women was completely different from the men.

At the same time now a days women have been faced many challenges and the problems by inequality in the work force of garment industries based up on the working environment, working conditions, occupational stress, health hazards, harassment and wage discrimination and recognition at the workplace. According to the data available, approximately 60% of the population employed in the garment industry were women. The Study have reported that women perform a dual role and often end with stress, which result in psychological related problems.

STATEMENT OF THE PROBLEM

Stress was one of the most important things that play a major role in human life. Since all the companies depend upon man power, it was one of the important issues to be taken care of and also it has become a major concern of the modern times. Employees' health and performance can suffer as a result of stress. As a result, it becomes necessary for every organization to know about the level of stress among the employees and its consequences so that the company can overcome it. The study attempts to analyze the various problems faced by employees in Geena garments.

OBJECTIVES OF THE STUDY

- To identify job satisfaction level of employees in Geena Garments.
- To study the common problems faced by employees working in Geena Garments.
- To study better strategies to overcome the problem in Geena garments.

SCOPE OF THE STUDY

The study would help to identify the benefits gained and problems faced by employees in garment industry. The research work will provide the guidelines for the Geena garments owners in maximizing their employee's satisfaction and retaining them within their organization.

REVIEW OF LITERATURE

Malini T N (2022), The study was aimed that identified the various issues and problems faced by these garment women in their personal as well as in professional life. The data has been conducted based on the primary data captured through well- constructed questionnaires. The data collected from 120 respondents were analyzed using Garrett ranking method. The study concluded that the predominant issues related to job and organization was identified as rigid human resources policies, compensation for their job work pressure, sanitation, health issues etc. Therefore, the organization need to work on resolving these issues and problems of the worker for improving organizational productivity.

Dr. D. Kanchana and B. Suganya (2021), The article discussed now a days women have been faced many challenges and the problems by inequality in the work force of garment industries based up on the working environment and recognition at the workplace. The objective was to analyze and evaluate the women employees working condition in the organization. The study was based on descriptive in nature. A sample of 100 respondents were selected the potential sampling units. The collected data were analyzed by simple percentage and Henry Garrett ranking method was used to find out the study. The study concluded that the garment industry should also mind that providing welfare scheme and build the work life of women employees better and also enhance their standard of living.

S. Hepzibha Subhashini and Dr. N Rameshkumar (2019), The study discussed on existence or non – existence of stress among the employees in the textile shop and identifies the factors which were contributing for stress. The objective was to know the problems faced by women employees in selected textile industry. The Primary data was collected within Coimbatore city through survey and personnel interview. The research designs undertaken for the study was in descriptive one. The methodology involved in the design was mostly qualitative in a nature. In the study satisfied random sampling technique has been used and 110 employees were selected and analyzed through percentage. The study concluded that to found in the various problems like workload, work condition, time management and environment among women employees in Coimbatore district.

Mrs. D. Anita Rachel and K. Mohana Priya (2018), The research was undertaken to analyze about the women's rights in garment industry (in Tirupur). The primary objective of the present study was to evaluate the Women Employee Rights in garment industry in Tirupur. Descriptive research has been adopted and the information was obtained from primary as well as secondary sources. Samples were collected from 100 women employees in the apparel industry. Convenient sampling method was adopted for collecting primary data. The researcher has concluded that main problems of garment exporters were financial problems, transport problems, infrastructure etc. The research was concluded that there will be a chance of development in Tirupur city in the fields of garments export if proper solution has been provided by the industrial association and government.

RESEARCH METHODOLOGY

The methodology includes area of the study, source of data, sample size and statistical tools. The study was based on descriptive in nature and the information was obtained from primary as well as secondary sources. Convenient sampling method was adopted for collecting primary data.

RESEARCH DESIGN

A descriptive research design was used in the study.

DATA COLLECTION

- a. Primary data
- b. Secondary data

a. PRIMARY DATA

Primary data was collected for the first time. In the study primary data was in the questionnaire form and it was collected from the employees at apparel Geena garments.

b. SECONDARY DATA

The sources for secondary data include books, journals and websites.

SAMPLING TECHNIQUE

The Convenient random sampling technique was used in the study.

SAMPLING SIZE

Data was collected from 120 respondents from employees in Geena garments Tirupur.

TOOLS AND TECHNIQUES

- Percentage Analysis
- Likert Scale Analysis
- Ranking Analysis

AREA OF THE STUDY

The area considered for the study in Geena garments.

LIMITATIONS

- The respondents' attitudes and behavior shift throughout time. Hence the result of the research work may be applied only to the present.
- The sample size was limited to 120 people.

PROFILE OF THE STUDY

3.1 ABOUT GEENA GARMENTS

Geena Garments is India's leading knitwear manufacturers and exporters since 1967. The company has been playing a leading role in the Indian Knitwear industry. The international business division was started in 1991, and today, Geena caters to a host of reputed customers across the globe. Geena believes in professionalism and quality in products and customer service. Geena is a vertically integrated ISO 9001 company and certified by Oeko-Tex. Geena has made great strides to become a name to reckon, with over 350 employees.

Geena was founded by **Mr. A. Loganathan**, Chairman of the company, in 1967 to manufacture knitwear garments for the Indian market. Right from inception the policy of the company has been to provide total customer satisfaction by offering quality knitwear in time. Uniqueness of Geena lies in its clearly designed quality policy and management structure and the capability to offer a wide range of knitwear including garment washed knitwear, garment dyed knitwear, UV protected knitwear, Spanish finish, Bio-wash, organic. Cotton apart from the mainline products of regular knitted garments range. Geena is also quite conscious of its social obligations and employees' welfare measures. Our social policy is fully in accordance with the laws of our country.

3.2 QUALITY POLICY

We trust in continual improvement of Productivity, Quality, Service, Relationship and Human Resource to achieve our goal of Total customer satisfaction.

3.3 MISSION STATEMENT

Our mission is to supply garments worldwide to fashion market, where the garments supplied provide better value in quality, price, and service than it's competitors so that the whole supply chain is benefited.

To innovate, to lead, to enhance, to provide best-value products and services to global customers. To make a difference through our branding to stay ahead of fashion trends, market changes and the latest technology. To enhance the quality of life for our business partners, customers and employees.

3.1 COMPANY'S STRATEGIC ASSET INFRASTRUCTURE

Yarn Singeing, Knitting, Yarn Dyeing, Fabric dyeing, Machinery & Equipment, Laboratory, Reverse Osmosis Zero Discharge Effluent Treatment, Garmenting, Other Special Processes. Infrastructure Asset Management is a strategic and systematic process of optimising decision- making in resources allocation with the goal of achieving planned alignment of an infrastructure asset with corporate goals throughout its lifecycle.

3.2 KNITTING

Software controlled fabric engineering techniques are employed to set and monitor the fabric dimension in knitting. Knitting is a method for production of textile fabrics by interlacing yarn loops with loops of the same or other yarns. It is used to create many types of garments. Knitting may be done by hand or by machine.

3.3 DYEING

A state of the art laboratory facilitates the dyeing and finishing of various fabrics with respect to color , fastness and dimensional stability according to customer requirements. They use 100% eco – friendly dyes and chemicals and their modern effluent treatment plant treats the effluent water.

Dyeing is the application of dyes or pigments on textile materials such as fibers, yarns, and fabrics with the goal of achieving color with desired color fastness. Dyeing is normally done in a special solution containing dyes and particular chemical material.

3.4 GARMENT DYEING

Garments are processed electronically controlled Garment Dyeing units. This gives perfect dyeing, vintage looks and washed effects. Garment dyeing entails coloring clothes after they've been cut and sewn. Ordinarily, fabrics are woven and dyed by the roll, but if you make up a shirt or suit first and then apply the dye, this softens both color and texture, giving new pieces the rumpled elegance of vintage.

3.5 OTHER SPECIAL PROCESSES

1. Embroidery

The embroidery division is equipped with 9 color 20 head imported computerized embroidery machine from Barudon, Japan. Embroidery is the skilled technique of embellishing and decorating a garment by hand, using stitches in silks and yarns and sometimes including sequins, beads, feathers and pearls.

2. Applique fixing

- Applique design on their garments are completely machine made and stitched to perfection.
- Applique, sewing technique in which fabric patches are layered on a foundation fabric, then stitched in place by hand or machine with the raw edges turned under or covered with decorative stitching.

3. Stone fixing

High quality stones and studs are fixed on garments using ultrasonic light system.

3.6 ACCREDITATIONS

1. Worldwide Responsible Accredited Production – Gold Certificate of Compliance awarded to Victus Dyeings. (2014-05-30 Certificate 9330 (Gold) Victus Dyeings)
2. Hohenstein, Textile Testing Institute, GmBT&Co.KG – Confidence in textile, Tested for Harmful Substances.(OEKO_TEX_Geena_Garments)
3. Testex AG, Swiss Textile Testing Institute (Print-tex-India-OEKO-Tex-2014-2015)
4. Global Organic Textile Standard Textile Certification (Victus-Dyeings-gots-Tex-2014- 2015)
5. Organic Content Standard (OCS) -Victus-dyeings-14-ocs-scope

CONTACT DETAILS

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ANALYSIS AND INTERPRETATION

**TABLE SHOWING RANKING LEVEL OF AGREEMENT WITH EACH OF THE
FOLLOWING STATEMENTS**

S.NO	PARTICULARS	1	2	3	4	5	TOTAL	RANK
1	Overall satisfaction	51(5)	37(4)	8(3)	9(2)	15(1)	460	1
2	Quality of work	21(5)	35(4)	38(3)	14(2)	12(1)	399	3
3	Salary	28(5)	24(4)	43(3)	10(2)	15(1)	400	2
4	Benefits	15(5)	16(4)	16(3)	52(2)	21(1)	312	4
5	Bonus	12(5)	11(4)	22(3)	24(2)	51(1)	269	5

INTERPRETATION:

In the above table, it is understood that Overall satisfaction is ranked as 1, Salary is ranked as 2, Quality of work is ranked as 3, Benefits is ranked as 4 and Bonus is ranked as 5.

INFERENCE:

In this study the majority of the respondents ranked 1 for Overall satisfaction.

FINDINGS

PERCENTAGE ANALYSIS

- 46.67% of the respondents belongs to the age group of 30 years - 40 years.
- 50.83% of the respondents are Male.
- 55% of the respondents are at HSC level.
- 81.67% of the respondents are married.
- 54.17% of the respondents are earning Rs 1 lakh to 2 lakhs.
- 47.50% of the respondents have 5-10 Years of experience.
- 45.83% of the respondents are working 7-8 hours in a day.
- 96.67% of the respondents are satisfied with their working hours.
- 95% of the respondents have enough time for their family after working hours
- 89.17% of the respondents are able to balance their personal and work life.
- 55.83% of the respondents are fairly motivated by work environment.
- 50.83% of the respondents sometimes work for long hours.
- 65.83% of the respondents do not feel depressed with their work.
- 50.83% of the respondents are involved in stitching.
- 96.67% of the respondents are satisfied with their work.

LIKERT SCALE ANALYSIS

PROBLES FACED BY THE RESPONDENTS REGARDING THE FOLLWING FACTORS

- The respondents face problem at moderate level regarding the labour shortage factor.
- The respondents face problem at high level regarding the yarn price high.
- The respondents face problem at moderate level regarding the infrastructure facilities.
- The respondents face problem at moderate level regarding the power cuts.
- The respondents face problem at high level regarding the production cost.

FACTORS AFFECTING THE RESPONDENTS IN BALANCING THEIR WORK AND FAMILY COMMITMENTS

- The factors affect the respondent at moderate level in balancing work and family commitments regarding long working hours.
- The factors affect the respondent at moderate level in balancing work and family commitments regarding compulsory overtime.
- The factors affect the respondent at moderate level in balancing work and family commitments regarding shift work.
- The factors affect the respondent at moderate level in balancing work and family commitments regarding travelling far away from home.

RANK CORRELATION

- The respondents ranked overall satisfaction as first.

SUGGESTIONS

- Working conditions should be made comfortable for the employees and provide facilities to maintain the physical and mental health of the employees.
- The majority of the respondents earn a range of Rs.1 lakh – 2 lakh as their annual income. Due to the rising cost of living wage, it isn't easy to manage their family with their pay. So, the management of Garment Company may consider increasing the wage or pay for their employees.

- There is no extra compensation for overtime work granted to employees. The management of garment must therefore provide overtime pay.
- Proper communication must be established between employees, supervisors, and employers.

CONCLUSION

The manager creates positive environment in the garments. The garments must provide high job security to the employees so that they will concentrate more on employees to improve the employment and participation for overall growth of the garments to achieve their goals. This study found that most of the employees face various problems like work load, working hours, etc. These issues and problems are influencing the employees sometimes dissatisfaction level. Therefore, it is necessary to provide the working employees with appropriate trainings, reduce work pressure by division of work, counselling programs to cope up with their stress level as well as their career and to attain job satisfaction.

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WEBSITES

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2. [https://www.researchgate.net/publication/329656057 Problems Faced by Garments Workers A Study on Matrix Sweaters Limited](https://www.researchgate.net/publication/329656057_Problems_Faced_by_Garments_Workers_A_Study_on_Matrix_Sweaters_Limited)