

“A study on Quality of Work Life with special reference to FRUITOMANS Vennala”

Dissertation submitted

to

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfillment of the requirement for the

Degree of Bachelor of Business Administration

Submitted by

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Under the supervision of

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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

BHARATA MATA COLLEGE, THRIKKAKARA

KOCHI, KERALA

2020-2023



BHARATA MATA COLLEGE

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM)

BONAFIDE CERTIFICATE

This is to certify that the study report entitled “**A study on Quality of Work Life with special reference to FRUITOMANS Vennala**” is a record of original work done by **HANNAN BT** (Registration no: 200021082740) in partial fulfilment of the requirement for the degree of Bachelor of Business Administration under the guidance of **DR. SHIBI B. ASSISTANT PROFESSOR, DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION**. This work has not been submitted for the award of any other degree or titled of recognition earlier.

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DECLARATION

This is to declare that this Bonafede record of the project work done by me entitled "**A study on Quality of Work Life with special reference to FRUITOMANS Vennala**" in partial fulfillment of the BBA Programme of Mahatma Gandhi University under the guidance of **Assistant Professor Dr. SHIBI B** and that the report has not found the basis for the award of any Degree/Diploma or other similar titles to any candidate of any other university.

Place:

Date:

HANNAN BT

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PLACE: THRIKKAKARA

HANNAN BT

DATE:

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CHAPTER 1
INTRODUCTION

“A study on Quality of Work Life with special reference to FRUITOMANS Vennala”

INTRODUCTION

Quality of Work Life (QWL) is a principle of job enrichment and social technical enrichment in a comprehensive effort to improve the quality of work environment. It is designed to promote organizational performance and employee wellbeing. QWL has become a conceivable aspect of the work ethics and working conditions. It is measured by evaluating the level to which people feel good rewarded and/or satisfied with their work. QWL includes all organizational inputs which aims at employee satisfaction and enhancing organizational effectiveness. Job involvement plays a very important role when it comes positive and negative impact on QWL. Job involvement is the employee's relationship towards his/her present job. The more central the job is to the individual's life the better motivated and more productive. This assignment would explore the effect of job involvement of an employee in his/her QWL. It will consider both positive and negative aspects.

For an organization to succeed, the level of involvement of their employee is very crucial. Job involvement plays a very important role when it comes to positive and negative aspects on QWL. The term job involvement refers to the degree of an individual's identification with or ego involvement in the job. Job involvement if defined as a belief descriptive of an employee's

relationship towards his or her present job. The more central the job is to the individual's life, the greater is his involvement in it. Therefore, the individual spends more time and energy on the job. People with high job involvement are better motivated and more productive. Research reveals that skill variety, achievement and challenge help to improve job involvement. This study would throw lights towards the relation between involvement/non-involvement of employee's at work and QWL. This study would reveal the effect of job involvement in QWL. Malabar Fruit Products Company is one of the best-known company brand among all the processed fruit products available in India. Malabar Fruit Products Company started off way back in the forties in a small town called Bharananganam. It was a relatively small facility that

produced items made from pineapple, including pineapple syrup, pineapple slice, pineapple jam, and pineapple squash.

The term QWL (Quality of Work Life) refer to all the organizational inputs which aim at the employee satisfaction and enhancing organizational effectiveness. Quality of Work Life (QWL) is a principle of job enrichment and social technical enrichment in a comprehensive effort to improve the quality of the work environment. It is designed to promote organizational performance and employee wellbeing (Management style, freedom to make decisions, pay and benefits, working conditions, safety and meaningful work. QWL has become a conceivable aspect of the work ethics and work condition. It is measured by evaluating the level to which people feel good, rewarded and/or satisfied with their work. QWL includes all organizational effectiveness. Job involvement plays a very important role when it comes to positive and negative impacts on QWL. Job involvement is the employee's relationship towards hi/her present job. The more central the job is to the individual's life the better is his/her involvement in it. Employee with high level on JI are better motivated and more productive. This assignment would explore the effect of job involvement of an employee in his/her QWL. It will consider both positive and negative aspect.

1.2 PROBLEM DEFINITION

This study aims to ascertain the various aspects of quality of work life of employees in "Fruitoman's Vennala" to achieve the organizations as well as personal goals of the employees. This includes poor working conditions environments, shift timing, lack of involvement in work process and decision making, poor relationship between supervisor/team leader, role conflicts, lack of recognition, lack of opportunities to learn new skills etc.

1.3 OBJECTIVES OF STUDY

General objectives: To study the QWL at Fruitoman's Vennala. Specific objectives:

- To identify the factors affecting QWL
- To analyse the satisfaction level of workers towards QWL measures adopted by the organization.
- To identify the impact of QWL on the productivity of employees

1.4 SCOPE OF STUDY

“The study on Quality of Work Life with special reference to Fruitoman’s Vennala” aims at understanding the QWL. The study identifies the different factors which relates to the QWL and its impact on the productivity of the employees. It also analyses various measures adopted by the organization to improve the QWL among the employees.

1.5 LIMITATION OF STUDY

1. Time is a major constraint. The study needs to be completed within the short time frame and hence likely to become incomprehensive.
2. Busy schedule of the employees.

CHAPTER 2
LITERATURE REVIEW

LITERATURE REVIEW

In developing nations, agriculture is the main engine of economic growth. Therefore, it should come as no surprise that a sizable amount of their output can be accounted for by agricultural enterprises and allied activities. Processing of fruits and vegetables is one of the most significant agricultural-based activities among the many different sorts. India is mostly an agricultural nation, blessed with a variety of climatic conditions and plant varieties. India is a world leader in the production of fruits and vegetables.

Payne and Pheysey (1971) in the light of an interesting study conducted on organizational climate came to conclusion that job satisfaction is an indicative of positive Quality of Work Life. In order to highlight positive aspects of the employee's work life. Job satisfaction is a sign of a good working environment. Hence, whatever studies will be put forth on job satisfaction would be determining relationship of some variable as its important determinants

Guna et al (2008) in a study entitled "Constructs of Quality of Work Life: A Perspective of Information and Technology Professionals" concluded that IT industries in many developing countries are experiencing tremendous challenges in meeting the employment market demand. IT professionals would be encouraged to be more productive while enjoying their work via sound human resource management. As a result, in IT organisations, Quality of Work Life is more crucial in terms of human resources. To control and provide exceptional Quality of Work Life for IT professionals, effective strategic human resource policies and processes are crucial. The Quality of Work Life, on the other hand, can be significantly distorted by subpar human resource management strategies that are unable to handle these problems, thereby undermining an organization's goal of becoming globally competitive.

Pugalendhi et al (2011) in a study of Quality of Work Life: Perception of college teachers revealed a significant relationship between Quality of Work Life total and Quality of Life in teaching environment total. In addition, they discovered that the standard of college professors is low in the workplace and said that the notion of quality of work life is crucial to creating a positive working environment.

Rochita Ganguly Mukherjee (2010) The researcher set out to investigate the nature of university employees' perceived quality of work life (QWL), the nature of their job

satisfaction, and the nature of the relationship between QWL and job satisfaction. The findings show that the chosen group of university employees viewed a variety of aspects of their quality of work life as either unfavourable, namely autonomy, top management support, and worker control, or they had some difficulty commenting on a few other aspects, such as personal growth opportunities and work complexity, which primarily carried the potential for a slight trend of unfavourable opinion.

Jeyaratham and Malarvizhi (2011) They talked about the Sugar Mill Workers' Work Life Quality in Erode District in their paper. According to the study's findings, the fundamental approach to raising employee satisfaction with their working conditions is to first identify their critical demands and then provide them. The study concluded that improving the quality of one's working environment increases productivity, and that factors contributing to job dissatisfaction include a lack of recognition, tedious work, unproductive peer relationships, poor working conditions, low self-esteem, occupational stress, a heavy workload, monotony, fatigue, time constraints, job insecurity, and job instability. The study suggested that promotion rules may be strengthened by providing employees a grade for designation based on their experience. Organising meditation sessions and entertainment events for the staff helps reduce work-related stress.

Shiney Chib (2012) conducted a study on organisational performance and quality of work life at a private manufacturing facility in Nagpur, India. The study used a structured questionnaire with 31 items that were related to six variables: organisational performance, job satisfaction, quality of work life (QWL), wage policy, company policy, and union policy. Two models have been developed by the researcher: one says that organisation performance depends on QWL, job satisfaction, wage policy, company policy, and union participation, while the other says that QWL depends on organisation performance, job satisfaction, wage policy, company policy, and union participation. Utilising simple percentage, regression, and correlation analysis, the data was analysed. The study shows that both models are accurate and that there was a strong correlation between QWL and organisational performance.

Bhuvanewari Sugunya and Vishnu Priya (2013) They looked at the employees' quality of work life at Neyveli Lignite Corporation Limited in Tamil Nadu in their paper. The results show that most respondents are happy with their job, the nature of their

job, their remuneration, their cooperation with coworkers, their training and development, their freedom to work, their awards and recognitions, their participation in social and cultural programmes, their health, safety, and welfare measures, and their quality of work life. Additionally, all of the facilities and employee benefits are deemed to be above neutral in terms of customer satisfaction. Consequently, the administration of NLC is making a commendable and original effort to improve the living conditions of its employees.

Shalini Sheel Bhawna Khosla Sindhwani, Shashank Goel and Sunil Pathak (2012) jointly presented a paper on the topics of employee performance, career growth opportunities, and quality of work life. The model presented by numerous authors, including Walton, Hackman and Oldham, Taylor, War & colleagues, Mirvis & Lawlyer, Baba & Jamal Ellis, etc., was discussed. They come to the conclusion that HR managers face challenges when presenting staff morale and job satisfaction in the post situation. In this scenario, an organisation needs a good quality of work life to continue luring and keeping workers.

Gayathri and Lalitha Ramakrishnan (2013) in their article an attempt is made to review the literature on quality of life to identify the concept and measurement variable along with linkage to satisfaction and performance. They discussed reviews by many authors on the notion and dimensions of the quality of work life. QWL-job performance and satisfaction. There is some level of consensus on the concept of employee well-being in this study, however it is difficult to identify metrics of quality of life.

Pallavi, Kulkarni (2013) in his article examined about the literature review on training and development and quality of work life. They analysis various authors views regarding the role of training and development in different aspects and its relation with the employee's quality of work life. Based on the reviews it was concluded the training moulds the employee's attitude and helps them to achieve a better co-operation within the organization. Training and development program improve the quality of work life by creating an employee supportive workplace.

Vaarmathi and Hema Dhalakridhnan (2013) in their study reckons the effects of quality of work life in textile sectors in and around Coimbatore district. The factors that were considered are salary, fair compensation, opportunities,, job rotation, Authority,

activities, career prospects, job security, training and health. The study reveals that the respondents are not satisfied with salary and compensation. The Anova test reveals that there is no significant difference in the mean opinion on job rotation, training and there is significant difference for job security and authority to the work. The correlation test implies positive correlation between fair compensation and career opportunities.

Rathamani and Rameshwari Ramchandra (2013) in their study focused to examine the quality of work life of employees in Textile industry. Sipcot, perundurai.. The research findings reveals the facts that motivational insight viz, promotion, insurance protection, training , awards recognition has been influencing factors of quality of work life. Quality of work life influence job security, good working condition condition, adequate and fair compensation and monetary rewards. The respondents have give favourable response on the job satisfaction, safety and healthy working condition oppurtunities to develop human capacities and opportunities for continued growth and security of their organization. Then also expect higher compensation from their employees.

Prethi Vijaimadhavan and Venkataraman Raju (2013) examines an empirical study on quality of work life of IT professional and the relation between quality of work life and its factors.. The dimensions used to measure QWL in this study are job and career satisfaction, working condition, general well-being work life balance, career prospects and compensation and training and development. The results shows that employee relationship is positively correlated to all the factors of quality of work life. Thus the relationship between management, employee and peer does have great impact in the work life of an individual.

Jerome (2013) in his study examines the quality of work life of employees at Jeppiaar Cement pvt ltd, Perambalur.. The researcher study the various factors that influence the quality of work life viz compensation safety and healthy working condition opportunities for use and development of skills and abilities, work environment social relationship, welfare measures job satisfaction and overall quality of work life. From the study the researcher arrives the conclusion that the quality of work life contributes to the workers performance in a holistic manner and majority of the respondents were in high level of job satisfaction

Guna Seelam Rethinam and maimunan Ismail, in their article reviews the meaning of QWL, analysis constructs of QWL based on models and past research from the perspective of IT professionals in many countries and in Malaysia. The constructs of QWL discussed are health and wellbeing, job security, job satisfaction, competency development, work and non-work life balance. The article concludes that QWL from the perspective of IT professional is challenging of IT professional is challenging both to the individual and organization.

Vijay Anand (2013) in his study assess the quality of work life among employees in India Textile industry using Walton's model.. The results with regard to fair and adequate payment shows that among employees opinion this component is lower than the average and their salary is not satisfactory and is not associated with their job. Thus this cause job dissatisfaction among employees

CHAPTER 3
INDUSTRY PROFILE

3.1 Brief History of the Industry

In developing nations, agriculture is the main engine of economic growth. Therefore, it should come as no surprise that a sizable amount of their output can be accounted for by agricultural enterprises and allied activities. Processing of fruits and vegetables is one of the most significant agricultural-based activities among the many different sorts. India is mostly an agricultural nation, blessed with a variety of climatic conditions and plant varieties. India is a world leader in the production of fruits and vegetables.

3.2 Industrial performance- Global, National & Regional

IN GLOBAL SCENARIO:

Next to China, India is the world's second-largest producer of food, and it has the potential to overtake China as the greatest producer in the food and agricultural sectors. In the next ten years, India's total food production is expected to double, creating an opportunity for significant investments in food and food processing technologies, expertise, and equipment, particularly in the fields of canning, dairy and food processing, specialty processing packaging, frozen foods/refrigeration, and thermo processing. Food processing industries include major segments for grains, fruits, vegetables, fisheries, milk and milk products, meat and poultry, packaged and convenience foods, alcoholic beverages, and soft drinks. Another fast expanding sector of this industry that is gaining enormous appeal among the health-conscious people is that of healthy food and healthy food supplements. The primary goal of processing fruits and vegetables is to provide consumers with wholesome, secure, and nutrient-rich food all year long. Projects to process fruits and vegetables also aim to replace imported goods including pickles, tomato sauces, jams, and squash. Additionally, finished or semi-processed goods generate foreign exchange. Fruit pulp, fruit juices, canned fruit and vegetables, jam, squashes, fruit-based ready-to-serve beverages, and dehydrated vegetables are the main processed foods. Products including frozen veggies and pulp, fruit juice concentrates, and mushroom products have recently become more popular. The most promising subsectors include soft drink bottling, candy manufacturing, fishing, aquaculture, grain milling and grain-based products, meat and poultry processing, alcoholic beverage processing, milk processing, tomato paste, fast food, ready-to-eat breakfast cereals, food additives, and flavourings, among others. College of

Management and Applied Sciences in Rajagiri 6 Over US\$182 billion is thought to be the market size for food in India, which makes up about two thirds of the country's retail sector. Additionally, the retail food market in India is predicted to rise from US\$ 70 billion in 2008 to US\$ 150 billion by 2025, accounting for a significant portion of the global food industry, which is projected to increase from US\$ 175 billion to US\$ 400 billion by that same year.

NATIONAL SCENARIO:

Next to China, India is the world's second-largest producer of food, and it has the potential to overtake China as the greatest producer in the food and agricultural sectors. In the next ten years, India's total food production is expected to double, creating an opportunity for significant investments in food and food processing technologies, expertise, and equipment, particularly in the fields of canning, dairy and food processing, specialty processing packaging, frozen foods/refrigeration, and thermo processing. Food processing industries include major segments for grains, fruits, vegetables, fisheries, milk and milk products, meat and poultry, packaged and convenience foods, alcoholic beverages, and soft drinks. Another fast expanding sector of this industry that is gaining enormous appeal among the health-conscious people is that of healthy food and healthy food supplements. The primary goal of processing fruits and vegetables is to provide consumers with wholesome, secure, and nutrient-rich food all year long. Projects to process fruits and vegetables also aim to replace imported goods including pickles, tomato sauces, jams, and squash. Additionally, finished or semi-processed goods generate foreign exchange. Fruit pulp, fruit juices, canned fruit and vegetables, jam, squashes, fruit-based ready-to-serve beverages, and dehydrated vegetables are the main processed foods. Products like frozen pulp and vegetables, fruit juice concentrates, and mushroom products are becoming more and more popular in recent years. The most promising subsectors include soft drink bottling, candy manufacturing, fishing, aquaculture, grain milling and grain-based products, meat and poultry processing, alcoholic beverage processing, milk processing, tomato paste, fast food, ready-to-eat breakfast cereals, food additives, and flavourings, among others. College of Management and Applied Sciences in Rajagiri 6 Over US\$182 billion is thought to be the market size for food in India, which makes up about two thirds of the country's retail sector. Additionally, the retail food market in India is predicted to rise

from US\$ 70 billion in 2008 to US\$ 150 billion by 2025, accounting for a significant portion of the global food industry, which is projected to increase from US\$ 175 billion to US\$ 400 billion by that same year.

REGIONAL SCENARIO - KERALA

Kerala has a large processing sector for fruits and vegetables. In Fruits and vegetables can be produced in vast quantities and in a broad variety in the state. If properly processed, it might be able to find a lucrative market both domestically and overseas. Kerala's food production and marketing are changing due to developments in the global food systems. The market for horticulture products is expanding. Urbanisation and dietary changes are changing consumer demand, and production and marketing strategies are adapting. Only in 1947, when the first processing facility, "Canning industries Cochin Ltd" was built in Thrissur, did the fruit and vegetable processing sector first emerge in the state. Processing pineapple was the principal task carried out in such unit. Darto Canning Ltd. started as the following unit. In 1953, in Thirissur. Many units began operating in cities like Punaloor, Vazhakulam, Kottayam, Kozhikode, and Kannur starting in 1955. Malabar Fruit Products Company was founded in 1957. Gulf markets' allure made it possible to establish more units in 1980. In addition, the processing industry is seeing an increase in demand for processed fruits and vegetables. The Kerala Department of Industries has started taking action to provide the state's food processing industry the much-needed boost. Elamaram Karim, a former minister of industries, claimed that the state was ready for a significant advancement in the food processing industry. According to schedule, the department opened its newest food processing incubator at the Kakkanchery food processing park of Kerala Industrial Infrastructure Development Corporation (Kinfra), which is close to the University of Calicut. The incubation centre is a product development unit that will be used to test ideas and products of investors and Rajagiri College of Management and Applied Sciences 8 entrepreneurs, according to K N Srikumar, senior media consultant, kinfra. Investors will be permitted to test-market their goods, offer suggestions for enhancement to their incubation facility, and standardise these goods as a result. The investors will have the ability to establish their own units once the products are standardised. A water supply system that will provide clean water supply at the park brought from the Chaliyar River has also gone online as part of the new incubation

facility at Kakkanchery. In the meantime, Kinfra is preparing to acquire 4000 acres of land in an industrial expansion state.

3.3 PROSPECTS AND CHALLENGES IN THE INDUSTRY

Career development should be available at every employment. That is a crucial element in determining the quality of the work-life balance. Status advancement and increased management acknowledgment. Anyone might be motivated to take a keen interest in their employment by receiving appreciation. The environment at work should promote both individual and organisational development. For the job to be fascinating, it should at least present some obstacles. While monotonous work makes one dull, uninterested, and unsatisfied, this permits an employee to advance his knowledge, skill, and capability. The drive behind creativity and excitement is challenge. Greater gratification comes from a well-done, difficult job than from a financial benefit alone; it also builds self-confidence.

CHAPTER 4
COMPANY PROFILE

4.1 Brief History of the Organisation & Current Board of Directors/ Organisational Chart

Among all the processed fruit products offered in India, Malabar Fruit Products Company has one of the most recognisable names. The beginnings of the Malabar Fruit Products Company can be traced back to the late 1940s in the little village of Bharananganam. It was a relatively tiny facility that manufactured items including pineapple jam, pineapple slices, pineapple squash, and pineapple syrup that were based on the fruit. The founder of this business was the late Mr. N.J. Thomas Ettuparayil. He was born in the Alappuzha District's Kannadi Village. His labour and diligence caused the group to expand. Mr N.J Thomas who is internationally known as the man who wrote Malabar Fruit Products Company success story and his associate MR. P.K Lukose opted for pineapple for ecological and nutritive reasons. They were guided by the fruit products technologists MR. Suriaprakash Rao. N J Thomas was for a significantly long time the member of Central Advisory Committee appointed by the government of india to look into the affairs relating to the processed and canned fruits and vegetables. In 1973, the government of India sent him to Europe and he was to report back about to the market trends and export potential for processed and canned fruits and vegetables. Other feathers in the Malabar Fruit Products Company cap are special awards from the government of Kerala for the export of pineapple products, and the gold medal and Certificate of Excellence for the manufacture of the best quality fruit products. In fact, intrinsic to every Malabar Fruit Products Company product are certain scientific reasons for its production. Pineapple, for example is well known for its medicinal and nutrient qualities. According to medical secrets of your food juice of the fresh ripe pineapple is cooling and nutritive since it contains a very powerful digestive enzyme known as bromelin, pineapple juice is used for treating indigestion and hyper-irritability of the stomach. Malabar Fruit Products Company products are perfect from the health point of view. Malabar Fruit Products Company are generally free of synthetic additives.

4.2 Mission, Vision Statement and Quality policy followed

Their goal for Fruitoman's is to elevate our products to the greatest quality and value standards possible by developing and putting into practise the strictest manufacturing standards. In order to maintain the high calibre standards of our products, it is our

objective to implement cutting-edge and creative applications into our production process through diligent research and development.

4.3 Business process of the organization – product profile

The Fruitoman's have ranges of products available in different flavours they are as Follows:

Jam: Apple, Mango, Strawberry, Mixed Fruit, Pineapple, Orange.

Squashes: Apple, Passion Fruit, Lemon, Orange, Mango, Pineapple.

- Sauces: Tomato, Soya bean, Peperico, Mustard, Oyster, Tomato Chilli, Worcestershire, Cooking Sauce, Barbecue, Chilli, Red Chilli, Ginger Garlic.

- Fruit Crush: Apple, Orange, Lemon.

- Fruit Pulps: Mango Pulp, AlphonsoPulp, Tomato Pulp.

Canned Fruits & Fruit Juices: Fruit Juices (Tomato, Mango, and Pineapple), Canned Fruits (Pineapple Slices, Fruit Cocktail, and Mango Slices).

Essences Flavours: Flavouring Agent of Tender Mango, Garlic, Lime.

- Pickles: Mango, Tender Mango, Garlic.

BUSINESS PROCESS

Preparatory Stage:

The boiler used in the manufacturing process is seen in the above figure. It is just a closed container with water inside of it. Burning wood in a furnace produces hot gases that are used to heat water, which is then heated to 100 degrees Celsius to make steam, which is then piped into a kettle to be utilised in the manufacturing process. Before production begins, the raw materials, such as tomato paste, sugar, water, salt, and vinegar, should be ready.

Processing stage:

Similar to a twin boiler, a steam-jacketed kettle is constructed of stainless steel. The steam from the boiler is released into this compartment, which is built with both an inner and an outside steel wall. The kettle can hold a maximum of 1000 kg. The kettle is kept at a constant 220 degrees Celsius inside. The mixture of tomato paste, sugar, salt, and water is combined in the kettle before being boiled for 30 minutes. Then we get a triple concentration, where 12 percent of the solids in the product—28 to 30 percent—are made up of tomato solids. The sauce is put through a foot mill after 30 minutes to break up any lumps and refine the texture.

Filling stage:

The packing and filing stages employ a filing machine from Swan Pack. The hot tomato sauce is put into a clean, dry bottle, the top is put on, and it is left to cool at room temperature. One-liter, 750ml, 500ml, and 250ml bottles are each filled with tomato sauce. The filling device can fill around 15000 bottles per day.

4.4 Strategies- business, pricing, management**OPERATION STRATEGY**

A plan that specifies how a company uses its production resources to achieve organisational goals is essentially what an operational strategy is. Inventory management, production management, quality management, process design and layout management, and logistic management are all part of Fruitoman's operational strategy.

Pricing is the skill of expressing to clients at a given moment the worth of a product or a unit of a service in numerical terms. Different businesses employ various pricing strategies. The cost of a product is the primary factor used by Malabar Fruit Products Company to determine its price. When pricing a product, the price of the competition is also taken into account.

4.5 SWOT Analysis of the company

The strength of a brand can be attributed to a variety of things, such as its financial standing, skilled personnel, distinctiveness of its products, and intangible assets like brand value. The Fruitoman's strengths in the SWOT analysis are listed below:

- a) Powerful brand name
- b) Excellent visibility and advertising
- c) Good availability and distribution of products

A brand's shortcomings are specific areas of its business that can be improved to strengthen its position. Some flaws can be described as qualities that the business lacks or in which the competition excels. Here are the weaknesses in Fruitoman's SWOT Analysis:

- A) Not too thick

Any brand has the potential to improve in certain areas in order to grow its customer base. Opportunities for a brand can include geographic expansion, product enhancements, improved communication, etc. Following are the opportunities in Fruitoman's SWOT Analysis:

- A) Tie-ups with corporates
- B) Cheaper packets for rural areas

Any firm may face risks in the form of elements that could harm its operations. Threats can come from a variety of sources, including increased rival activity, shifting governmental priorities, alternative goods or services, etc. The threats in the SWOT Analysis of Fruitoman's are as below:

- A) Threat from other ketchups

CHAPTER 5
RESEARCH METHODOLOGY

5.1 Statement of the problem

This study attempts to determine the many characteristics of employees' quality of work life in "Fruitoman's Vennala" in order to meet both the organisational and individual goals of the workers. This includes unfavourable working environments, shift scheduling, a lack of participation in decision-making and the work process, a strained relationship between the team leader and the supervisor, role conflicts, a lack of recognition, and a lack of opportunities to pick up new skills, among other things.

5.2 Research Design

The overall strategy you select to integrate the many study components in a logical and cohesive manner, so ensuring you will properly address the research challenge, is referred to as the research design. It serves as the guide for the gathering, measuring, and analysing data..

- Type of research

Descriptive research is used for this study .

5.3 Sample Design

Simple Random Sampling method is used to select the sample. It is a sample drawn from a population in such a way that each person has an equal probability of being chosen, and the choice of one person has no bearing on the choice of another.

5.3.1 Population

A population refers to the entire group of individuals, objects, events, or other elements that have a characteristic or attribute of interest. The population is the target of study, and the goal of research is to make inferences about the population based on a sample. Employees of the organization is the population of the study, i.e. 70 Employees.

5.3.2 Sampling Technique

Sampling techniques refer to the methods used to select a sample from a population. The choice of a sampling technique depends on the research question, the type of data being collected, the size of population, and the resources available for conducting the research.

- Convenient sampling is the sampling technique used for the study.

5.3.3 Sample Size

The sample size refers to the number of elements that are selected from a population for the purpose of conducting research. The sample size is an important consideration in the research process, as it affects the precision and accuracy of the results obtained..

- The sample taken for the study is 50 employees of the organization

5.4 Data Collection Design

Data collection design refers to the process of planning and implementing methods for gathering data for a particular research study or project. The design process involves defining the research question or problem, determining the type of data needed to answer the question, selecting the most appropriate data collection methods, and planning how the data will be collected, stored, and analyzed.

5.4.1 Data Sources

To achieve the goals of the study, both primary and secondary data were gathered.

Primary sources of information are those that are gathered from scratch and for the first time, making them wholly unique in nature. A questionnaire has been used to obtain primary data.

Secondary sources refers to information that has previously been gathered and subjected to statistical analysis. Secondary information was gathered via the internet, organisational records, and other documents kept by the organisation.

5.4.2 Data collection tools

Tools such as pie charts, line diagrams, bar graphs, table are used.

Surveys: Surveys can be conducted online, via email, or in person, and are used to gather information from many people.

- Data collection tool used for research in person form.

5.4.3 Data Analysis Tool

Tables are created from the collected data. The percentages were calculated, and the analysis was done using the straightforward percentage approach. There is analysis, as well as varied conclusions and recommendations. With the aid of several tools, including percentages, tabulation, and charts, the data is analysed and evaluated.

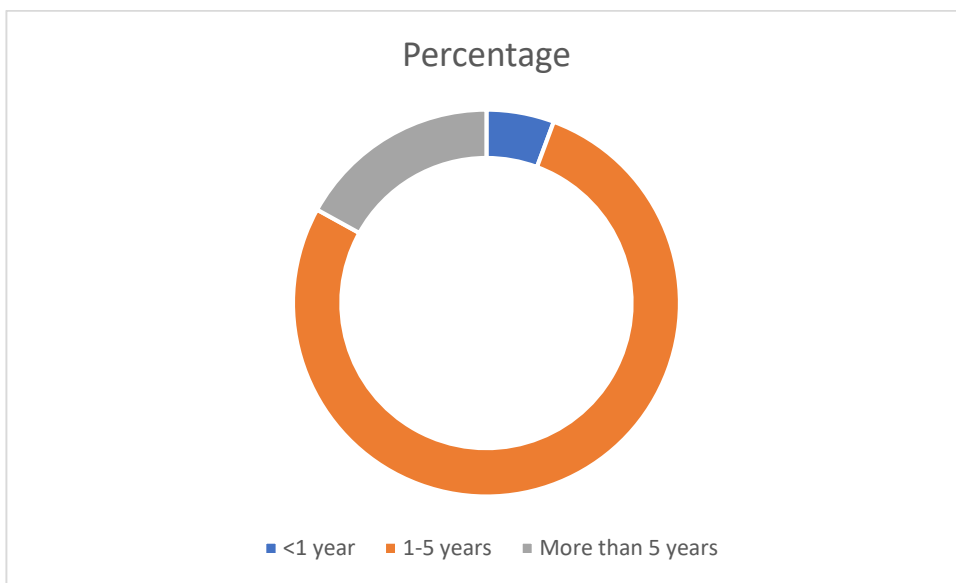
- Percentage analysis

CHAPTER 6
DATA INTERPRETATION AND ANALYSIS

➤ **6.1 Experience of the employee**

Options	No. of Responses	Percentage
<1 year	3	6
1-5 years	38	76
More than 5 years	9	18

• Table 6.1 Experience of the employee



• Figure 6.1 Experience of the employee

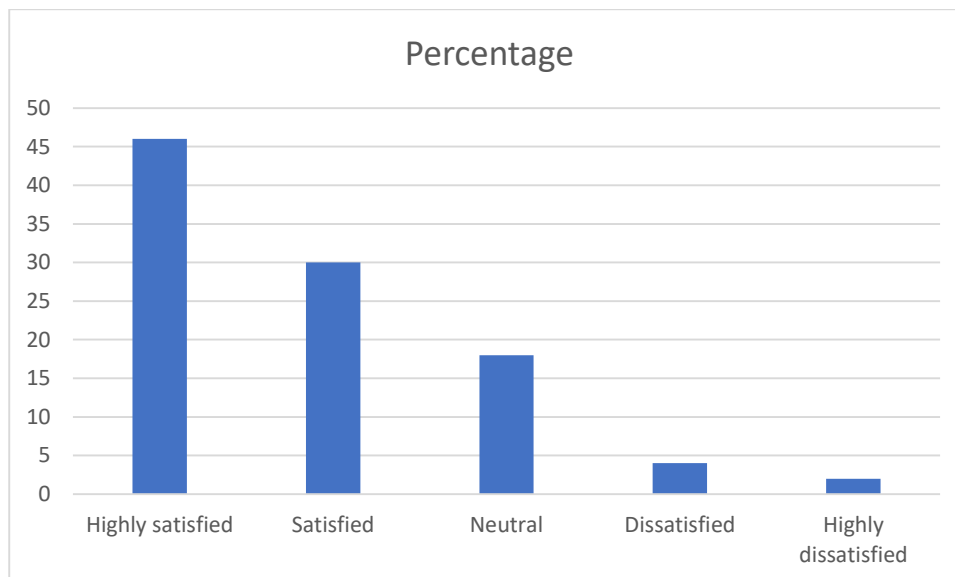
Interpretation

- From the above analysis, 6% of employees have an experience of less than 1 year and 76% of employees have 1-5 years of experience, whereas 18% of employees have more than 5 years of experience respectively.

➤ **6.2 Satisfaction with the working environment provided by the company**

Options	No. of Responses	Percentage
Highly satisfied	23	46
Satisfied	15	30
Neutral	9	18
Dissatisfied	2	4
Highly dissatisfied	1	2

- Table 6.2 Satisfaction with the working environment provided by the company



- Figure 6.2 Satisfaction with the working environment provided by the company

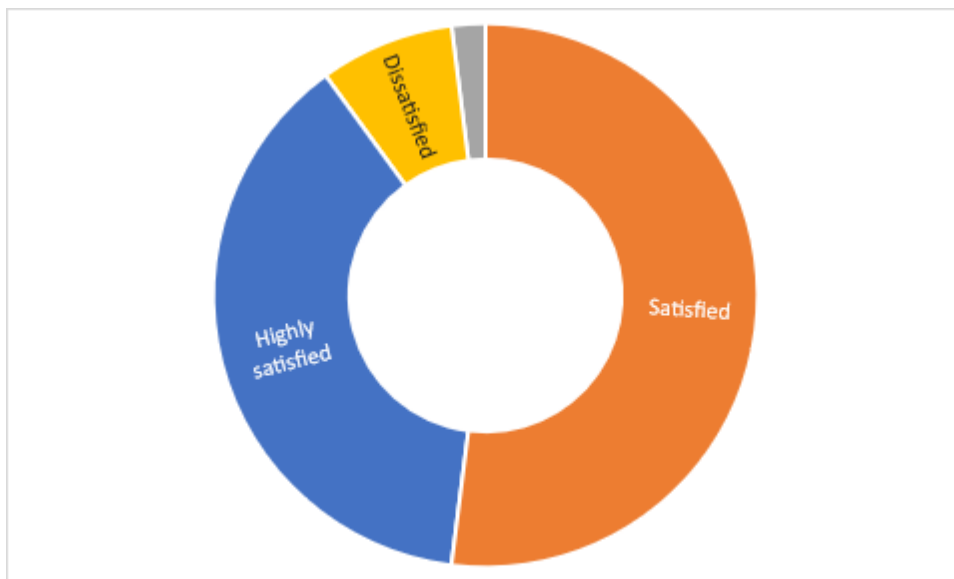
Interpretation

- From the above interpretation, 46% of employees are highly satisfied with working condition and working environment in the organization, whereas 30% of employees are satisfied. Another 18% felt neutral, 4% of them are dissatisfied and 2% are highly dissatisfied.

➤ 6.3 Perception towards the leaves provided by the organization

Options	No. of Responses	Percentage
Highly satisfied	19	38
Satisfied	26	52
Neutral	1	2
Dissatisfied	4	8
Highly dissatisfied	0	0 N

- Table 6.3 perception towards the leaves provided by the organization



- Figure 6. 3 perception towards the leaves provided by the organization

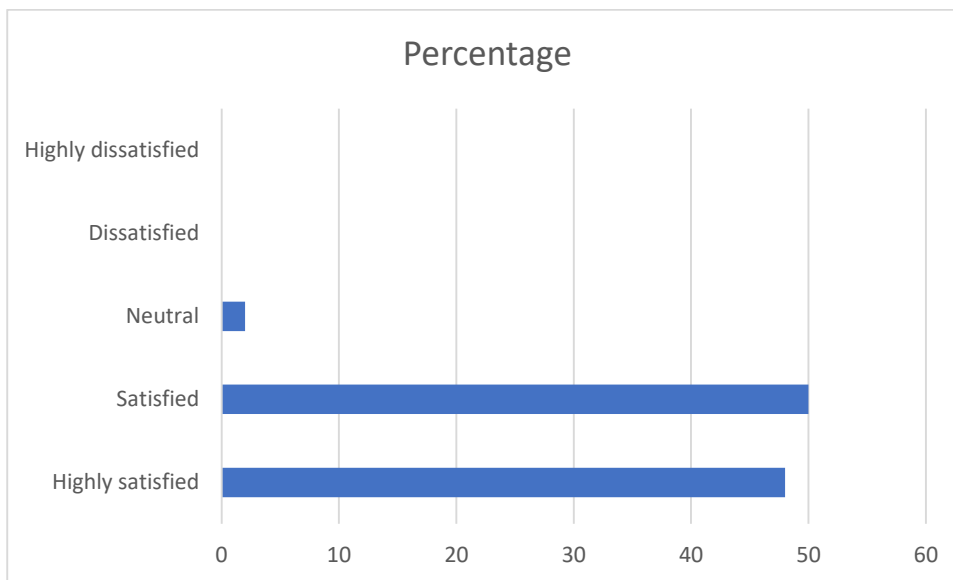
Interpretation

- From the above analysis, 38% and 52% are highly satisfied and satisfied with the leaves provided by the organization. Another 2% of employees felt neutral whereas 8% are dissatisfied and none of them are highly dissatisfied.

➤ **6.4 Employees satisfaction with the working hours in the organization**

Options	No. of Responses	Percentage
Highly satisfied	24	48
Satisfied	25	50
Neutral	1	2
Dissatisfied	0	0
Highly dissatisfied	0	0

- Table 6.4 employees satisfaction towards the working hours in the organization



- Figure 6. 4 employees satisfaction towards the working hours in the organization

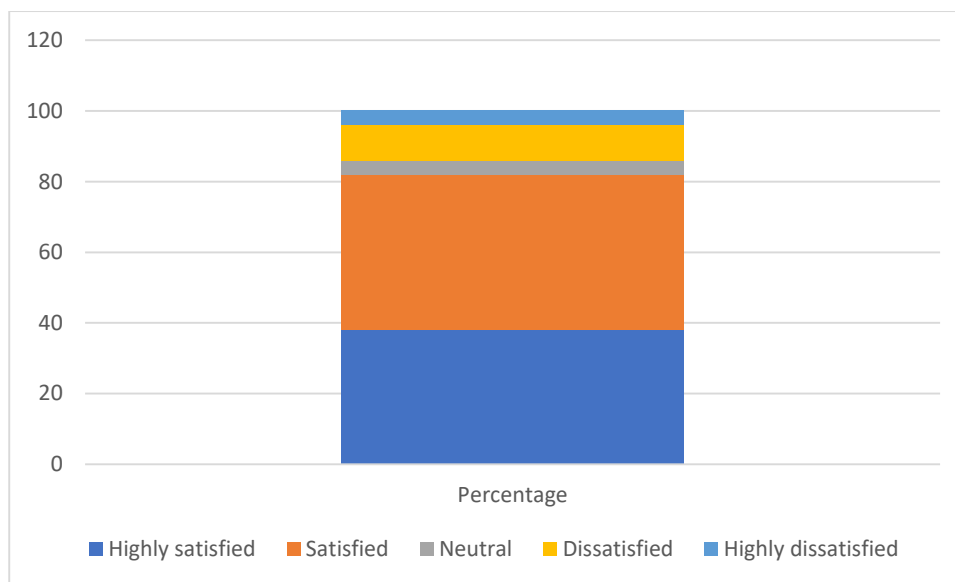
Interpretation

- From the above analysis, 48% of employees are highly satisfied with the working hours, whereas 50% is satisfied and 2% had a neutral reaction. None them are dissatisfied or highly dissatisfied.

➤ **6.5 Communication system prevailing in the organisation**

Options	No. of Responses	Percentage
Highly satisfied	19	38
Satisfied	22	44
Neutral	2	4
Dissatisfied	5	10
Highly dissatisfied	2	4

● Table 6.5 communication system prevailing in the organisation



● Figure 6. 5 communication system prevailing in the organisation

Interpretation

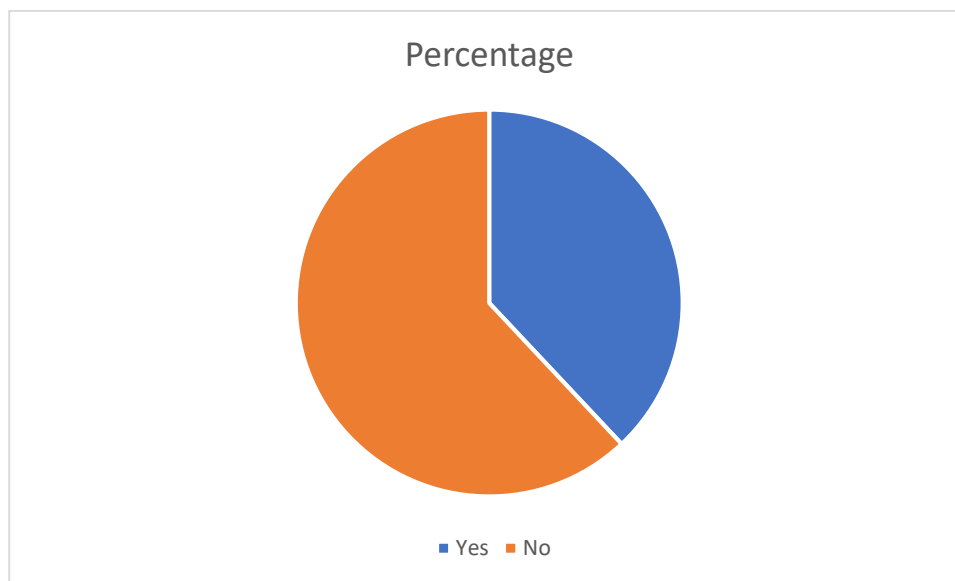
- It can be inferred that 38% of employees are highly satisfied with the communication system. Another 44% are satisfied and 4% felt neutral. 10% of them are dissatisfied and 4% are highly dissatisfied.

➤ 6.6 Comments and suggestions

Options	No. of Responses	Percentage
Yes	19	38
No	31	62

- Table 6.6 comments and suggestions

•



- Figure 6. 6 comments and suggestions

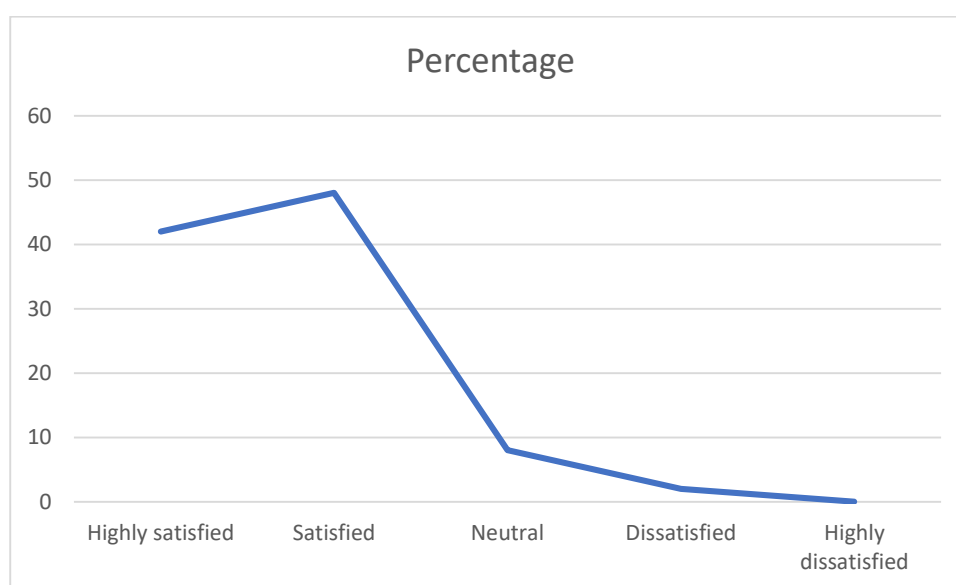
Interpretation

- From the above analysis, 38% of them have the freedom to offer comments and suggestions whereas, 62% of them responded that they don't have the freedom.

➤ 6.7 Relationship between management and employees

Options	No. of Responses	Percentage
Highly satisfied	21	42
Satisfied	24	48
Neutral	4	8
Dissatisfied	1	2
Highly dissatisfied	0	0

• Table 6.7 relationship between management and employees



• Figure 6.7 relationship between management and employees

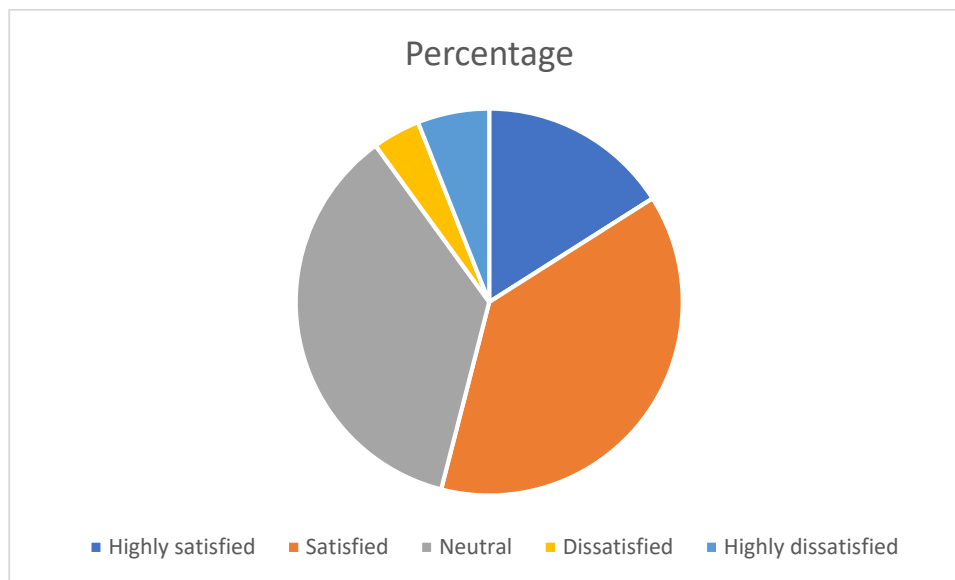
Interpretation

- From the above analysis, 42% of employees are highly satisfied with the relationship and 48% are satisfied. Another 8% had neutral reaction and 2% are dissatisfied.

➤ 6.8 Workers participation in decision making

Options	No. of Responses	Percentage
Highly satisfied	8	16
Satisfied	19	38
Neutral	18	36
Dissatisfied	2	4
Highly dissatisfied	3	6

• Table 6.8 workers participation in decision making



• Figure 6.8 workers participation in decision making

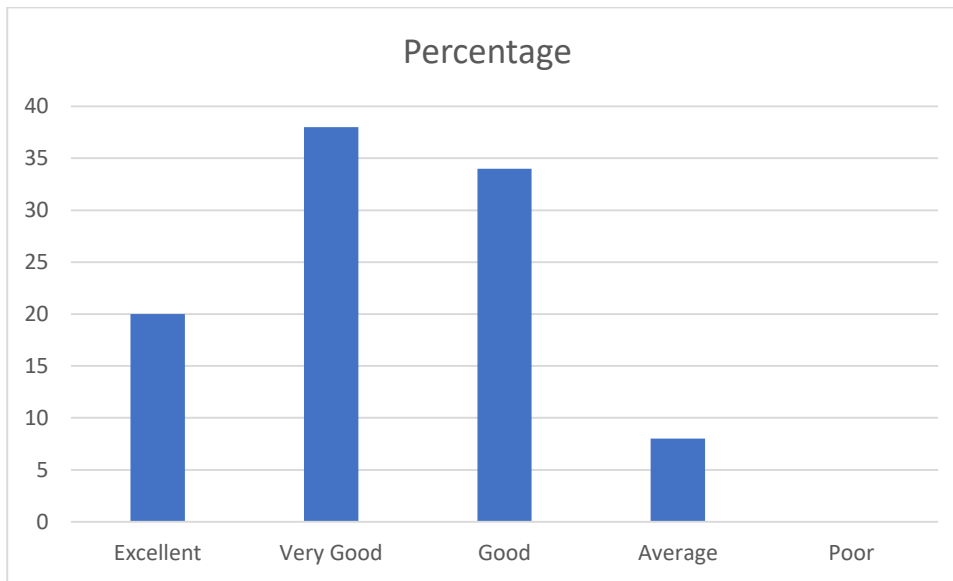
Interpretation

- From the above interpretation, 16% of the employees are satisfied, 38% are satisfied whereas, 36% had a neutral reaction. 4% and 6% are dissatisfied and highly dissatisfied respectively.

➤ **6.9 The training given to the employees by the organization**

Options	No. of Responses	Percentage
Excellent	10	20
Very Good	19	38
Good	17	34
Average	4	8
Poor	0	0

- Table 6.9 the training given to the employees by the organisation



- Figure 6.9 the training given to the employees by the organisation

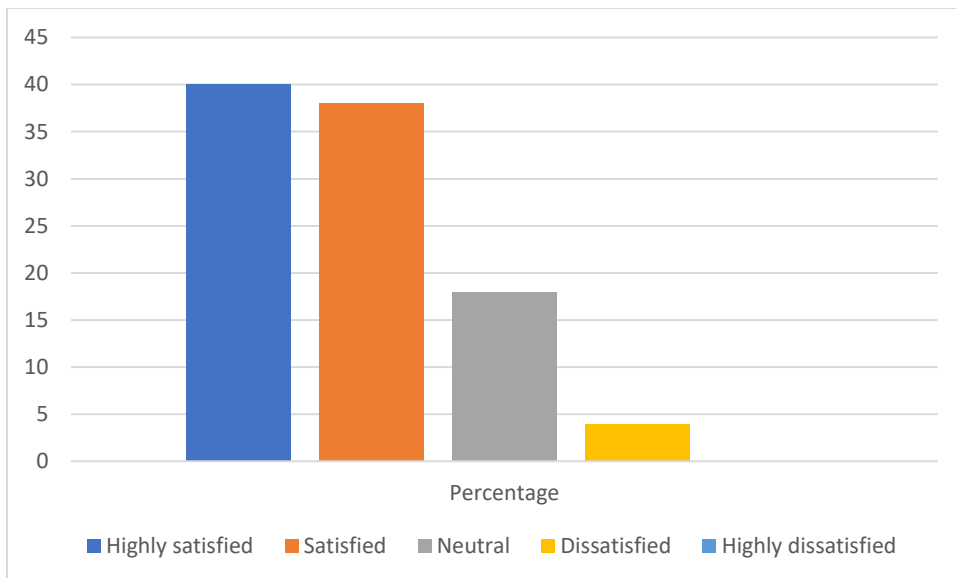
Interpretation

- From the above analysis, 20% of the employees rated the training provided as excellent, whereas 38% and 34% of employees rated as every good and good. Another 8% rated average.

➤ **6.10 Compensation provided by the organisation**

Options	No. of Responses	Percentage
Highly satisfied	20	40
Satisfied	19	38
Neutral	9	18
Dissatisfied	2	4
Highly dissatisfied	0	0

• Table 6.10 compensation provided by the organisation



• Figure 6. 10 compensation provided by the organisation

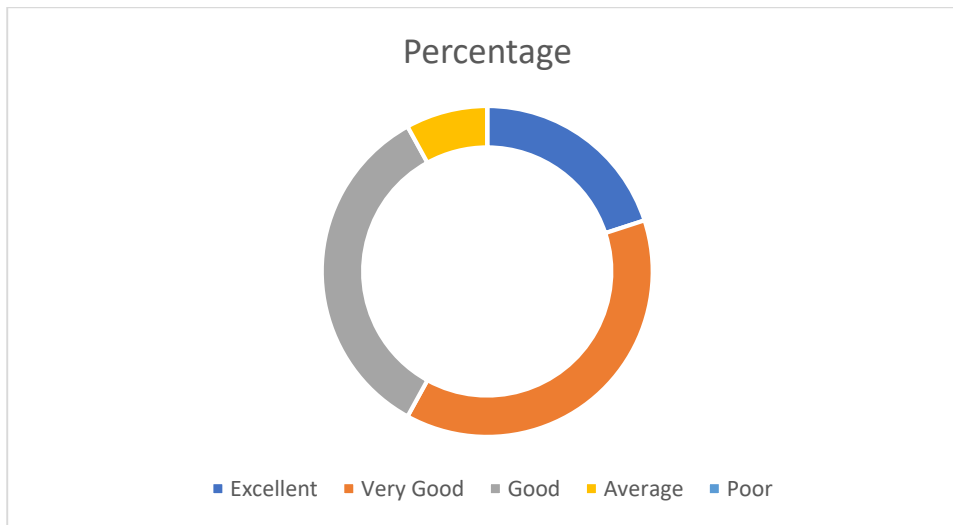
Interpretation

- From this 40% of employees are highly satisfied with compensation provided by the organization, whereas 38% are satisfied. Another 18% reacted neutral and 4% dissatisfied. None of them are highly dissatisfied.

➤ **6.11 Fringe benefits given by the organisation**

Options	No. of Responses	Percentage
Excellent	10	20
Very Good	19	38
Good	17	34
Average	4	8
Poor	0	0

- Table 6.11 fringe benefits given by the organisation



- Figure 6. 11 fringe benefits given by the organisation

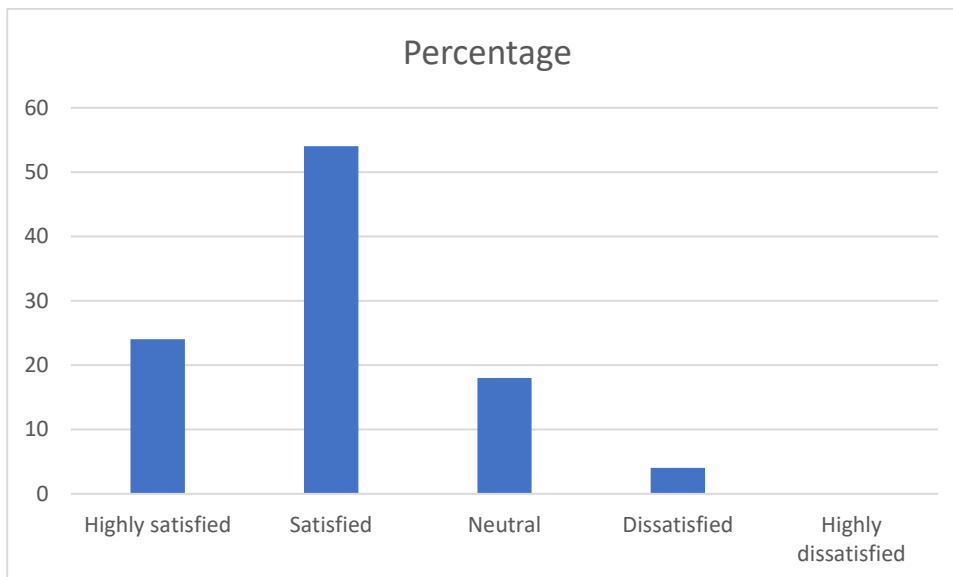
Interpretation

- From this 20% of employees rated excellent over the fringe benefits given by the organization. Another 38% and 34% rated very good and good towards the same. Another 8% rated average.

➤ **6.12 The safety and welfare measures provided by the organisation**

Options	No. of Responses	Percentage
Highly satisfied	12	24
Satisfied	27	54
Neutral	9	18
Dissatisfied	2	4
Highly dissatisfied	0	0

- Table 6.12 the safety and welfare measures provided by the organisation



- Figure 6. 12 the safety and welfare measures provided by the organization

Interpretation

- From this 24% of the employees are highly satisfied and 54% are satisfied with the safety and welfare measures. Another 18% responded neutral and 4% of them are dissatisfied.

➤ **6.13 health care and medical facilities provided by the organisation**

Options	No. of Responses	Percentage
Highly satisfied	20	40
Satisfied	24	48
Neutral	4	8
Dissatisfied	2	4
Highly dissatisfied	0	0

Table 6.13 health care and medical facilities provided by the organisation

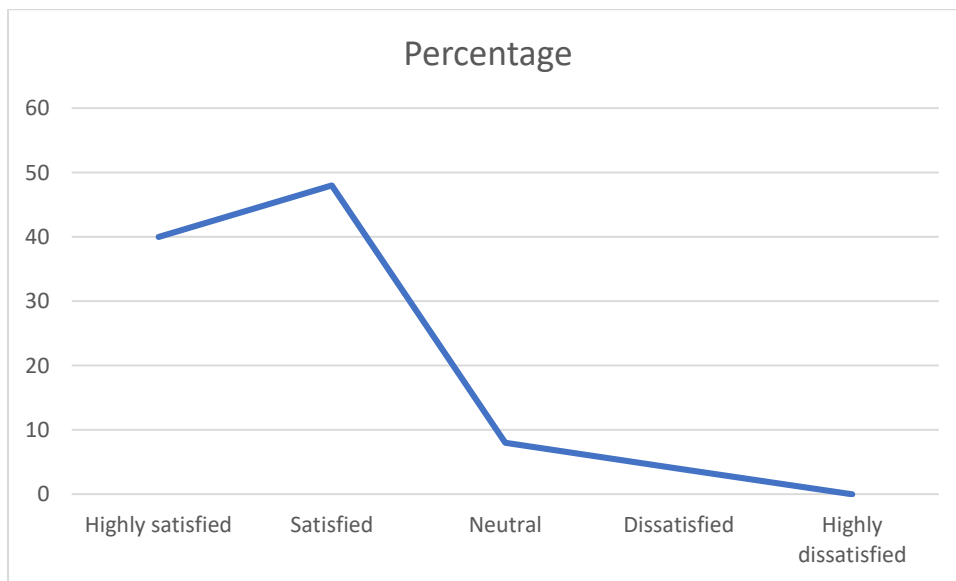


Figure 6.13 health care and medical facilities provided by the organisation

Interpretation

- From this 40% and 48% are highly satisfied and satisfied with health and medical facilities. Another 8% have neutral reaction and 4% are dissatisfied.

➤ 6.14 Appraisal in the organisation

Options	No. of Responses	Percentage
Performance	28	56
Seniority	15	30
Both	7	14

Table 6.14 appraisal in the organisation

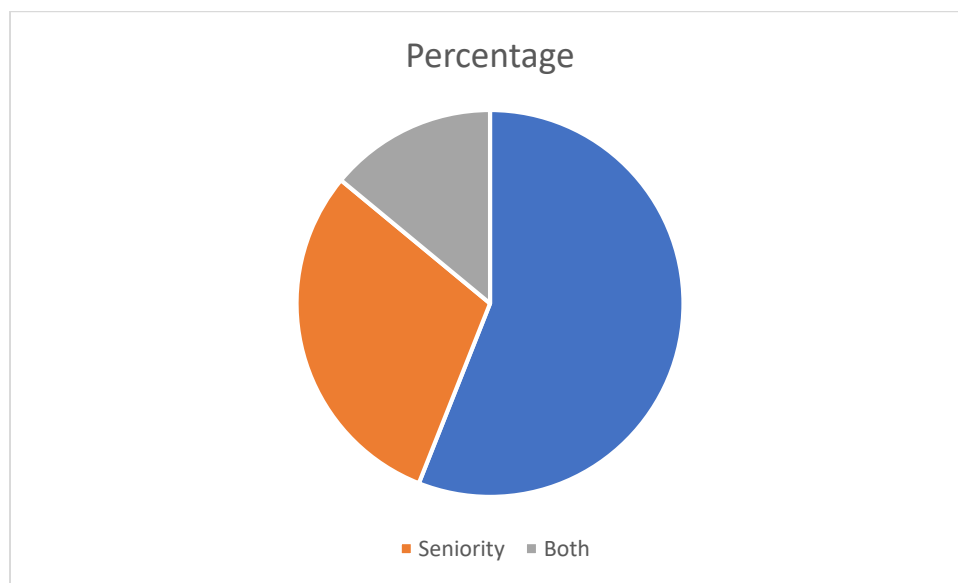


Figure 6. 14 appraisals in the organisation

Interpretation

- From this, 56% employees responded as performance appraisal is conducted on basis of performance, whereas 30% responded as it is on the basis of seniority. Another 14% responded for bot

➤ **6.15 The promotion opportunities given in your organization.**

Options	No. of Responses	Percentage
Highly satisfied	11	22
Satisfied	24	48
Neutral	9	18
Dissatisfied	2	4
Highly dissatisfied	3	6

Table 6.15 the promotion opportunities given in your organisation

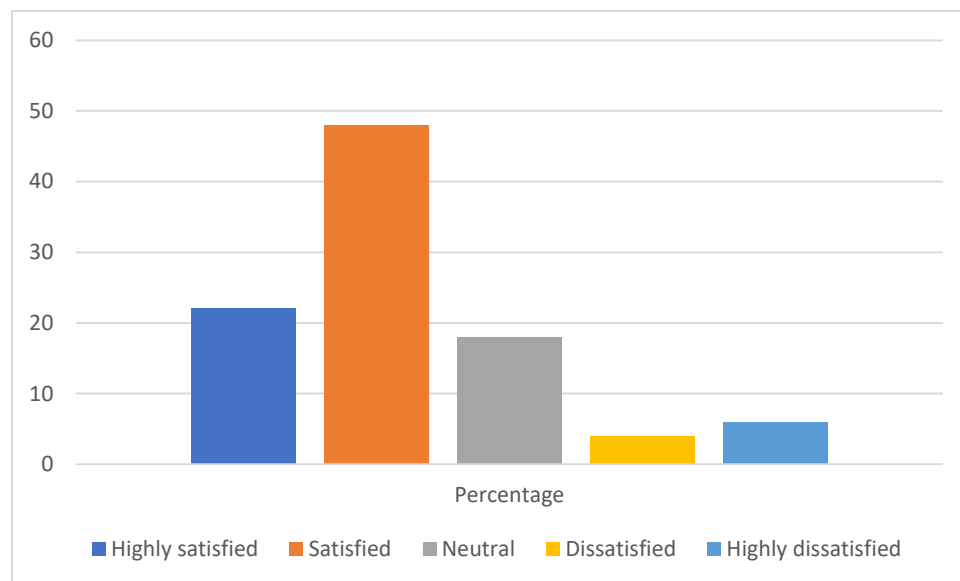


Figure 6. 15 the promotion opportunities given in your organisation

CHAPTER 7
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- It was found that more than half of employees taken for the study was between the ages 30 to 40.
- Majority of the employees taken for the study have experience between 1 to 5 years.
- The majority of employees are content with their working circumstances and the surroundings at their place of employment.
- The majority of employees 50% are pleased with the organization's leave policies.
- Most of the employees are satisfied in the working hours of the organization.
- Majority of the employee are satisfied with the communication system prevailing in the organization.
- In majority of the cases employees have the freedom to offer their comments and suggestion during the work.
- In majority situation employees agree that they have cordial relationship with the management.
- In most of the cases employees have the freedom to involve in decision making process.
- More than half of the employees stated that the training give them helps to improve themselves.
- Most of the employees felt neutral about the carrier development programme of the organization.
- More than half of the workforce expresses satisfaction with the pay package offered by the company.
- Most of employees rated the fringe benefit provided by the organization as average.
- The majority of employees rated the organization's safety and welfare procedures as satisfactory.
- For more than half of the employees the health care and medical facility provided are satisfactory.
- Majority of the employees stated that performance appraisal is conducted on the basis of performance.
- In most cases, the promotion opportunities provided by organization are satisfactory.
- Most of the employees rated the grievance handling cell of the organization are good.
- More than half of the employees rated the stress management techniques are good.
- The majority of employees claimed that raising QWL contributes to raising organisation productivity.

SUGESSTIONS

- The organisation must take into account the following actions for better training and development, including benchmarking against the competition, employee surveys, and aligning training with management's operating goal.
- The management should provide fringe benefits such as insurance coverage, child care assistance, education assistance, qualified employee benefits etc. in order motivate the employees.
- The superiors have to consider all the factors such as employees capability to work beyond the expectations and the given task, commitment of employees, adaptivity of employees etc. for the promotion process.
- Effective management of the employee grievance handling cell requires prompt responses, alternative plans of action, open lines of communication, documentation of each step of the grievance process, and the establishment and implementation of sound organisational policies.
- Extending more invitations.
- The company's brand awareness can be raised.
- The business's online presence might be strengthened.
- More goods are available on the market.
- The business could promote its items more.

CONCLUSION

The satisfaction of employees with regard to their primary requirements as met by the facilities, programmes, and results resulting from their involvement at work is referred to as their quality of work life. Regular Quality of Work Life assessments have the potential to give organisations crucial information on the welfare of the workforce, including job satisfaction, overall wellbeing, stress at work, and the interface between home and work.

An effective board of directors, which plans, organises, and monitors all activities in close collaboration with the other officials of the business, manages Fruitoman's.

The study made it possible to comprehend how the organization's employees' quality of work life affects their productivity. Additionally, it aids the organisation in figuring out what aspects of employee work life are most satisfying.

Overall, any company that wants to thrive in today's cutthroat economy should place a high focus on quality of work life. Companies may build a strong brand reputation and set themselves apart from their rivals by concentrating on delivering outstanding client experiences and responding to consumer feedback.

ANNEXURE

ANNEXURE 1- Questionnaire

Questionnaire on Quality of Work Life.

To study the work life/working condition of workers at FRUITOMANS

***Required**

1. Name *

2. Designation *

3. Marital Status * *Mark only one oval.*

- Married
- Single

4. Age *

Mark only one oval.

- 20 to 30
- 31 to 45
- 46 and above

5. Experience * *Mark only one oval.*

- <1 year
- 1-5 years
- 6-10 years
- 11 years and above

6. Are you satisfied with the working condition and the working environment? * Mark only one oval.

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied Highly
- Dissatisfied

7 What is your perception with the leaves provided by the organisation? * Mark only one oval.

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

8. Are you satisfied with the working hours in the organisation? * Mark only one oval.

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

9. How do you feel about the communication system prevailing in the organisation? * Mark only one oval.

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

10. Do you feel free to offer comments and suggestions? * Mark only one oval.

- Yes
- No

11. What is your opinion about relationship between management and employees? * Mark only one oval.

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

12 Do you agree with the statement that organisation involves workers participation in decision making? *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. How do you rate the training given to the employees by the organisation? * Mark only one oval.

- Excellent
- Very Good
- Good
- Average
- Poor

14. **Are you satisfied with the compensation provided by the organisation?** * *Mark only one oval.*

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

15 **How do you rate the fringe benefits given by the organisation?** *
Mark only one oval.

- Excellent
- Very Good
- Good
- Average
- Poor

16 **What is your opinion about the safety and welfare measures provided by the organisation?** * *Mark only one oval.*

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

17 **How far are you satisfied with health care and medical facilities provided by the organisation?** * *Mark only one oval.*

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

18 What is the basis of conducting performance appraisal in the organisation? * Mark only one oval.

- Performance
- Seniority
- Both

19 How far are you satisfied with the promotion opportunities given in your organisation? * Mark only one oval.

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

ANNEXURE 2 – Bibliography

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