

**A STUDY ON PERCEPTION OF THE EMPLOYEES RELATING TO THE  
JOB SATISFACTION AT STANDARD FIREWORKS IN SIVAKASI**

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**ABSTRACT**

*The development of any country depends upon its industrial development. Of course, the industrial development is the only main tool, for the image of any nation. The growth of industries in a country paves way for the effective utilization of its abundant resources like capital, material, men and Chemicals. In India, Fireworks occupy a predominant position in the industrial development of the country. The firework is one of the labour intensive industries. It has very high employment potential. Employee satisfaction is the terminology used to describe whether employees are happy and contented and fulfilling their desires and needs at work. This paper highlights the perception of the employees relating to the job satisfaction at standard fireworks industry in sivakasi.*

**INTRODUCTION**

India is basically an agricultural country. Most of the people depend up on agriculture and allied activities because the industrial development is the only tool which boosts up the image of the nation all over the world. It is one of the essential ingredients used domestically in the production of most fireworks, which have also been used for centuries Indian religious ceremonies. The development of any country depends upon its industrial development. Of course, the industrial development is the only main tool, for the image of any nation. The growth of industries in a country paves way for the effective utilization of its abundant resources like capital, material, men and Chemicals. In India, Fireworks occupy a predominant position in the industrial development of the country. The firework is one of the labour intensive industries. It has very high employment potential. Naturally India is a rich in human resource. In any business organization the employees are the most valuable

human resource because they are the key tool to stipulate the success of the organization. Besides both the employer and employee of the organization should maintain healthy relationship. Job satisfaction is the favourable or unfavourable term used to assess their work. It expresses the nature of agreement between one's expectations of the job and rewards that the job provides. Job satisfaction is the ultimate function of so many individual attitudes taken together. It has an impact of both physical and mental health of workers. A worker, who is satisfied with his job, possesses happiness in general. Job satisfaction influences the value of judgment of workers. In this paper an attempt has been made to analyze Job Satisfaction of the Employees at Standard Fireworks in Sivakasi.

### **STATEMENT OF THE PROBLEM**

An industry is development depends up on the satisfaction of the employees. Sivakasi is a fast growing town in virudhunagar district with commercial and industrial activities comprising large number of fire work industries. Fireworks are one of the labour intensive industries. This industry mainly depends up on women workers than up on men. Most of the women workers come for work to tide over their economic difficulties and supplement their family income. They are facing many problems at work spot such as bad working conditions, welfare facilities and so on.

### **REVIEW OF LITERATURE**

To study the job satisfaction of the employees at standard fireworks industry in sivakasi researcher has reviewed the important studies already undertaken on the subject area.

C.L.Nataraj and A. Hajeez in their study ,” A Study of Job Satisfaction among Skilled Workers” have stated that skilled workers are more highly satisfied workers than those in other categories.

B.Ramya in her Study,” A Study on Job satisfaction of women workers in cement industry in Rajapalayam Taluk” has presented the job satisfaction of women workers.

S.Mariappan in his study on,” Job Satisfaction of the women workers” has explained the living conditions, working conditions, welfare measures and industrial relations of the women workers in the factories and stated that they are not good.

D.Sinha in his study, "Job Satisfaction in office and Manual workers" found that inadequate salary and insufficient leave were the most frequent contributors to dissatisfaction and that salary and security were more important to dissatisfied workers than the satisfied workers.

R.Soundara valli in her study, "Living conditions of workers in Fireworks" observed that the socio-economic conditions of the women workers in the fireworks are poor.

V.Kumaravalli in her study on the, "Job satisfaction of women workers in virudhunagar district" stressed that women workers are satisfied with their job only upto medium level.

Mr.Jayaraj in his study titled, "A Study on job satisfaction of the women workers in Firework industries at virudhunagar district" has suggested that majority of the workers in the study units are women. They are not given proper education in their childhood. He has suggested some measures to promote their education.

### **PROFILE OF THE STUDY**

Sivakasi industries grew out of the economic struggles of India in the 1960s. Without government aid, the local people constructed matches, fireworks, and printing industries, which today contribute 80 per cent of India's total safety matches production, 90 per cent of India's total fireworks production, and 60 per cent of India's total offset printing solutions. It is one of the highest Sales/Excise/Customs Duty paying towns, and has achieved 100 per cent employment. Sivakasi may be called as "A town of three industries", namely printing / Offset Printing Press, Pyrotechnics (Fireworks) & Crackers and Safety Matches & Colour Matches. Standard Fireworks has established in-house facilities for manufacturing every component in its entire product range. These also include raw materials, product design, packaging, printing, labeling, covers, cases, shells, raw material mixing, machining and storage. The facilities also include units for fuse making, wire cutting, extruding, manufacture of paper tubes, gunpowder, roll and dot caps. The company's ease in arriving at new products and thereby commencing production to meet mass market demands, speaks volumes of its highly experienced and dedicated pyrotechnicians. Standard Fireworks has harnessed in Sivakasi, the right combination of location, humidity and temperature, availability of raw materials, technology and labour to

produce an amazing range of products that meet International standards. At the horizon, the stage is all set for the Standard Fireworks products to display its capability, at celebrations across the globe. Its range of products is expansive and cost effective. The company has focused its attention and importance on every safety detail, while striving to achieve an `Accident-Free-Production Zone.

### **OBJECTIVES OF THE STUDY**

To study the profile of the research area

To measure the perception of the employees relating to job satisfaction

To offer suggestions based on findings of the study

### **METHODOLOGY**

The research article is based on secondary as well as primary data. Primary data was collected by conducting personal interviews using structural interview schedule which has been prepared and used to have a personal contact to collect information from the employees. Secondary data has been collected from periodicals, text books, newspapers, journals and so on.

### **SAMPLING DESIGN**

In order to study the level of job satisfaction of the employees, a survey was conducted and for the purpose of the survey 150 employees were elected out of 500 workers, using the stratified random sampling technique. Each department is considered to be one stratum. A structured interview schedule was used for collecting the data.

## **PERCEPTION OF THE EMPLOYEES RELATING TO JOB SATISFACTION**

### **Sex-Wise Classification**

Both women and men are working in the standard fireworks industry. The sex-wise classification of the workers has been analyzed in Table-1.

**Table-1**  
**Sex-Wise Classification**

Sl.No	Sex	No. of Respondents	Percentage of Total
1	Male	65	43
2	Female	85	57
Total		150	100

*Source: Primary Data*

Table-1 portrays that 43 per cent of the employees are males and 57 per cent of them are females. It is inferred from that majority of the respondents are female members.

### **Age of the Respondents**

The age influences the workers in getting satisfaction in their age and job satisfaction in interrelated with each other.

**Table-2**  
**Age of the Respondents**

Sl.No	Age	No. of Respondents	Percentage of Total
1	Up to 20 years	36	24
2	20-30 years	47	31
3	30-40 years	39	26
4	Above 40 years	28	19
Total		150	100

*Source: Primary Data*

Table-2 explicates that out of 150 respondents 24 per cent are in the age group of up to 20 years, 31 per cent of them in the age group of 20-30 years, 26 per cent of them in the age group of 30-40 years and rest of them are the category of above 40 years. It is concluded from the Table2 is that majority of the respondents are in the age group of 20-30 years and 30-40 years respectively.

### **Marital Status of the Respondents**

Table-3 shows that the Marital Status of the employees.

**Table-3**

**Marital Status of the Respondents**

Sl.No	Marital Status	No. of Respondents	Percentage of Total
1	Married	96	64
2	Unmarried	54	36
Total		150	100

*Source: Primary Data*

Out of the 150 respondents about 64 per cent are married and the remaining 36 per cent of them unmarried. A significant note of the study is that majority of the respondents are married.

**Educational Qualification of the Respondents**

Educational Qualification has been identified as one of the important factors influencing the level of employees.

**Table-4**

**Educational Qualification of the Respondents**

Sl.No	Educational Qualification	No. of Respondents	Percentage of Total
1	Primary Level	73	49
2	Middle Level	31	20
3	High School Level	27	18
4	Higher Secondary Level	19	13
Total		150	100

*Source: Primary Data*

Table-4 exhibits that 49 per cent of the respondents studied up to primary level, 20 per cent of them have studied up to middle school level, 18 per cent of them have studied up to high school level and rest of them have studied up to higher secondary level. It is to be noted that most of the workers studied up to primary level. It is concluded that employees have only less qualification because they required only skill and they do not require education.

### **Monthly Income of the Respondents**

Income is one of the major influencing factors to determine the position of employee's expenditure.

**Table-5**

#### **Monthly Income of the Respondents**

Sl.No	Monthly Income	No.of.Respondents	Percentage of Total
1	Below Rs.1500	24	16
2	Rs.1500-Rs.2000	36	24
3	Rs.2000-Rs.2500	59	39
4	Above Rs.2500	31	21
Total		150	100

*Source: Primary Data*

Table-5 depicts that out of the 150 respondents , 16 per cent are with the income range of below Rs.1500, 24 per cent of them in the income range of Rs.1500 to Rs.2000, 39 per cent of them in the income range of Rs.2000-Rs.2500 and rest of them in the income range above Rs.2500.

### **Length of Services**

A work experience is an important factor that influences the level of job satisfaction. It is given in Table-6.

**Table-6**

#### **Length of Services**

Sl.No	Period of Services	No. of Respondents	Percentage of Total
1	Below 5 years	59	39
2	5 – 10 years	42	28
3	Above 10 years	49	33
Total		150	100

*Source: Primary Data*

Table-6 highlights that 39 per cent of the respondents have below 5 years of experience, 33 per cent of them have above 10 years of experience and the remaining 28 per cent of them have 5 – 10 years of experience. It is inferred that majority of the respondents have below 5 years of experience only.

### **Mode of Payment of Wages**

Wages is the payment made by the employers to the weekly and monthly basis. It is financial reward to the workers. Table-7 indicates this to the respondents.

**Table-7**  
**Mode of Payment of Wages of the Respondents**

Sl. No	Mode of Payment	No. of Respondents	Percentage of Total
1	Daily	43	28
2	Weekly	79	53
3	Monthly	28	19
Total		150	100

*Source: Primary Data*

Out of the 150 respondents 28 per cent are getting wages on daily basis, 53 per cent are getting on weekly basis and the rest of them are getting wages on monthly basis. Anyhow, a majority of the respondents are getting wages on weekly basis.

### **Wages and Satisfaction of the Respondents**

When the workers are getting higher wages the level of satisfaction is also high likewise when the workers are getting low wages, the level of satisfaction is also low.

**Table-8**  
**Wages and Satisfaction of the Respondents**

Sl. No	Satisfied with Wages	No. of Respondents	Percentage of Total
1	Satisfied	114	76



2	Not Satisfied	36	24
Total		150	100

*Source: Primary Data*

Table-8 highlights that out of 150 respondents 76 per cent of them are satisfied with their wages and the remaining 24 per cent of them are not satisfied. It is concluded that majority of the employees are satisfied with their wages because the industries consider the problems of the employees.

**Bonus of the Respondent**

Bonus refers the extra amount provided to the workman in the fireworks unit in the study area.

**Table-9**  
**Bonus of the Respondent**

Sl.No	Bonus	No. of Respondents	Percentage of Total
1	Received	101	68
2	Not Received	49	32
Total		150	100

*Source: Primary Data*

Table-9 shows that 68 per cent of the respondents are getting bonus and the remaining 32 per cent of them do not receive bonus.

**Safety Measures**

The risk of fire and explosion is ever present in the fireworks industry, besides health hazards due to the dust and fumes.

**Table-10**  
**Safety Measures**

Sl.No	Safety Measures	No. of Respondents	Percentage of Total

1	Adequate	117	78
2	In adequate	33	22
Total		150	100

*Source: Primary Data*

Table-10 shows that, 78 per cent of the respondents feel that adequate facilities are provided and the remaining 22 per cent of them feel that inadequate facilities are provide by the fireworks industries.

### **Summary of Findings**

1. Majority of the respondents are female members
2. Most of the respondents are in the age group of 30-40 years
3. Majority of the respondents are married
4. Most of the respondents have only under qualified
5. Most of the respondents are in the income range of Rs.2000 to Rs. 2500
6. Majority of the respondents have below 5 years of experience only
7. Majority of respondents are getting wages on weekly basis
8. Majority of the employees are satisfied with their wages
9. Majority of the respondents are received the bonus amount
10. A large majority of the respondents felt that the safety measures are adequate

### **Suggestions**

The detailed analysis of employees in the fireworks industry has made the researcher to offer the following suggestions for the betterment of the employees in the fireworks industries

1. Since most of the employees are at primary level the Non Formal Education may be properly arranged in each factory after the working hours.
2. Depending upon the number of employees' rest room and other facilities should be arranged
3. To avoid the monotony in work, the employer can provide recreational facilities

4. The wages can be incremented to help the workers to improve their standard of living
5. As far as the safety measures are concerned, the risk of fire and explosion is ever present in the fireworks industry besides health hazards.
6. Installation of emergency doors, fire resistance, warning siren and training in using them are necessary to minimize the damages of fire.
7. Loan facilities for emergency requirement and for marriage occasion may also be instituted by the industry.
8. The management may also call for suggestions from the employees for the improvement of the fireworks industry and ask the opinion of employees while implementing working conditions, welfare measures in the fireworks industries.

## **CONCLUSION**

An emerging area of study is the interplay between job and life satisfaction. There are a number of possible methods for measuring employee attitudes in order to understand the job satisfaction level of employees. Employees are the backbone of the fireworks industry. They are coming from places near and around the fireworks and working in all the sections of fireworks. The employees are coming to this industry for different purposes. For every positive happenings due to the impact of employees mindset and provided environment. However it is the duty of the employer to make sure about the same. Factors contributing to employee satisfaction include treating employees with respect, providing regular employee recognition, empowering employees, offering compensation, providing employee perks and company activities, and positive management within a success framework of goals, measurements, and expectations.

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