

A STUDY ON WORK COMMITMENT AND SATISFACTION AMONG THE WORKERS OF GOTA INDUSTRY AJMER, RAJASTHAN

Pragya Sharma, Dr. S.L. Chaudhary

Research Scholar,
Department of Commerce (E.A.F.M),
M.D.S.U Ajmer, Rajasthan
sharma01.pragya@gmail.com

Associate Professor,
Department of Commerce (E.A.F.M),
S.D. Govt. College, Beawar, Rajasthan

Abstract

The study discusses the work satisfaction of workers of the Gota industry Ajmer. Ajmer is a central city of Rajasthan, India. It is fabulous for its unity in diversity in religion, race, caste and workmanship. It is a religious center for Muslims and Hindus. A number of tourists visit the palace and are impressed by city art and architecture. The city is famous for Gota patti work. More than 400 families work in the industry. As the demand for its products is increasing day by day; it developed the researcher's interest to measure the commitment and satisfaction of the workers in the area. Factors like commitment and job satisfaction are equally important for the employee and employer. The knowledge of these factors is important for the business. The data for the study was collected with the help of the District Industrial Center, Ajmer. A total of 100 respondents were selected through convenience sampling. They voluntarily participated in the survey. Well reputed scale from renowned journals was adopted for the study. The study is cross-sectional in nature. The researcher found a low level of commitment and satisfaction among the workers of the industry. The researcher found the need for training among the workers of the industry on various aspects.

Keywords: Commitment, Gota, Industry, Job, Satisfaction.

INTRODUCTION

In India, the textile industry is the second largest in generating employment after agriculture. Both types of manpower, skilled and unskilled works in the industry. The industry has a long history of existence. It is linked to many countries like Egypt, China through the silk route and western countries. It was the main source of exchange while trading in Mughal Domain. States like Bengal and Gujarat were famous for handmade cotton from America to Japan. Rajasthan state also has a rich culture of art, architecture and painting. The Gota industry Ajmer is unique in all senses. Its products are demanded and accepted all over the world. It is perennial and demand for its products varies with seasons. Cheap homely grown quality raw material and cheap labor in the country makes its products long-lasting, durable and affordable. The Gota industry Ajmer has a long tradition of existence. More than 400 families and 1700 employees are working in the industry. The industry mainly works in clusters and Ramsar Cluster, Sarwar Cluster and Bhinay Cluster are the main clusters existing in the industry. The families are distributed in the areas like Foy Sagar Road, Gota Colony, Ramsar, Sawar, Bhinay, Kundan Nagar, Lohagal Road, etc. in Ajmer.

The absenteeism of workers in the unorganized/informal sector is the main problem. Employees are not regular to their work, their productivity is low, they face different environments while working in different workplaces, training is not provided to them, their personal factors are a hindrance in work, their socio-economic fabric is not improved by the industry, etc. All these factors together lead to absenteeism. The workers become less committed towards the work. They don't feel satisfied, so loyalty for the work and organization can't be expected from them. The paper is an effort to know, plan and determine the worker's commitment and satisfaction in the Gota industry Ajmer. It will determine the strength of the business. It measures the inadequacy and treats of the business. The study will convey the circumstances of the business. It will uplift the standards of the Indian material industry. The study will determine the aspects of the business that will lead to more commitment, satisfaction and improvement. With this production, the size and prosperity of business will grow.

OBJECTIVE

To determine the commitment and satisfaction among the workers of Gota industry Ajmer.

REVIEW

Day by day competition for businesses is increasing. Due to the advancement of technology, the distance between different identities has reduced [1]. Organizations needed advanced tools and manpower. Retaining skilled and talented manpower has become a necessity for any business [1]. It is a challenge different organizations are facing presently. Organized/Formal organizations are somehow successful in retaining the manpower but unorganized/informal organizations don't have proper norms, infrastructure, and facilities that can improve the worker's commitment towards the organizations and they feel satisfied. These two factors play vital roles in worker's retention rate [2]. These two are multidimensional variables and influenced by different factors. Commitment means dedication towards the work [2]. Job satisfaction is an employee's own assessment of their job by considering all matters against and in favor of the job. It is a combination of sentiments and emotions an employee has for the organization [3]. It influences the employee attitude at the work and is directly related to its productivity. Highly committed and satisfied employees perform better, enhance value culture, enhance motivation level of other colleagues, show no absenteeism, etc. The turnout and burnout of the employees decrease with satisfaction [4]. They feel more engaged in the work. The committed and satisfied employees are a great asset to the organization. They become participative in communication, meetings and collectively work to achieve the objectives. Each organization wants to preserve the best manpower. They are talented and skilled workers who create magic at the workplace [5]. This is only possible when they are satisfied. Organizations need to create a more humanized design job process that eases the work process for employees and they feel more committed towards the work [6]. A few factors like organization policy, engagement of employees in day-to-day activities, training, working conditions, better communication, etc. can improve the worker's commitment and satisfaction towards the work [7][8].

ANALYSES

Gota industry Ajmer is an unorganized/informal sector. Data related to this type of sector is not proper and reliable. Its number of employees keeps on changing according to the seasons and work demand. With the District Industrial Center, Ajmer researchers were able to get the contacts and approached them personally. The data collected from the workers only once, they were not under any observation and independent of any time frame. Hence it is a cross-sectional study. The study is exploratory in nature. It explores the commitment and satisfaction among the Gota industry workers and its causes, remedies, etc. The study adopted both qualitative and quantitative methods. While adopting scale to measure the commitment and job satisfaction study followed a qualitative approach and the results of the study are analyzed by quantitative approach. For commitment measurement study adopted the scale provided by Hayday (2003). To measure job satisfaction study adopted the scale provided by Macdonald & MacIntyre (1997). Both the scales are worldwide renowned and used by a number of studies for the measurement. Both are published in well-reputed journals and have a long history of literature about their reliability and validity. The area of the study is the individuals who have been residing and working in Ajmer. The sample size for the study is 100. The significance level for the results of the study is 10%. For this level of significance, 100 sample size is maximum irrespective of population size but not infinite [9]. The data was collected by a close-ended questionnaire (attached in the Annexure). It is analyzed through SPSS software by measuring the instrument's reliability, validity, etc. Descriptive statistics and Pearson correlation analysis were used to reveal the results and relation between the items of the instrument in the study.

RESULTS AND DISCUSSION

The data had no missing values. Missing values are common in the survey methods. Total of 100 respondents voluntarily participated in the survey. The majority (78%) were female. It indicates that the Gota industry Ajmer is a women-oriented industry. 81% of respondent's annual income was less than 1 lakh. The reliability and validity of instruments were measured through Cronbach alpha and factor analysis. The value of alpha for the commitment scale was 0.81 and for the job satisfaction scale, its value was 0.82. In social sciences value above 0.7 is considered reliable. Exploratory factor analysis was carried out to measure the validity of the instrument. The Kaiser-Meyer-Olkin and Bartlett test of sphericity for the instrument were 0.77 and 0.000. The KMO value above 0.5 indicates that the result of the factor analysis will be useful [10]. The lesser the value of the Bartlett test more valid data is [10]. So, by these measures, it is certain that the questionnaire and data are reliable and valid, and the analysis will reveal useful results. The score for the commitment scale was 25. The score comes under the low category according to the scale standards. The scale was on a five-point Likert scale where 5 points were given for strongly agree responses. The total number of items on the scale was 7. So, 35

can be the highest score where all workers will be declared highly committed. The results indicate that although employees are committed the level of their commitment is low. There was no difference in the opinions among males and females. The score for the satisfaction measurement was 31. It is considered as low by scale standards. The scale was on a five-point Likert scale where 5 points were given for strongly agree responses. The total number of items on the scale was 10. So, 50 can be the highest score where all workers will be declared highly satisfied. The results indicate that although employees are satisfied the level of their satisfaction is low. There was no difference in the opinions among males and females.

Table 1: Correlation between the satisfaction and commitment scale.

Correlations			
		Satisfaction scale	Commitment scale
Satisfaction scale	Pearson Correlation	1	.712**
Commitment scale	Pearson Correlation	.712**	1

** Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation reveals the strong relation between the commitment and satisfaction of the workers in the Gota industry Ajmer. The study results are in sync with Yousef (2017) study. Yousef's (2017) study about job satisfaction, commitment and attitude revealed that commitment and job satisfaction of the employees are correlated to each other. So, it can be stated that a highly committed workforce is highly satisfied.

CONCLUSION

Although the industry made good progress in all aspects in the state and country. A few improvements regarding its manpower and other functions can make it more demanding in the art market. The industry requires quality material, skilled and dedicated manpower. The highly committed manpower delivers great results in any business. As it is a highly informal and unorganized industry. The scales were found reliable and valid in the study. There was no difference in gender for the results. Sleeping problems, feeling dizzy, exhaustion at the end of the day, desire for counseling are common phenomena existing all over the working industry nowadays. So, if low satisfaction comes for the Gota industry is not a cause of worry but necessary steps should be taken to improve the factors for the workers. Job satisfaction improves the attitude of the workers and changes the working environment accordingly. It requires a sensible and planned blueprint of its progress to fulfill necessities. A platform should be provided to the people of the industry to expand globally. Training regarding work, business, optimum use of resources, etc. is required in the industry. The employees of the industry need monetary advancement. An effort is needed to make it an organized industry and supply all benefits to the workers. The majority of workers work from home and require a professional working environment.

REFERENCES

- [1] Dawson, C., Veliziotis, M., & Hopkins, B. (2017). Temporary employment, job satisfaction and subjective well-being. *Economic and Industrial Democracy*, 38(1), 69-98.
- [2] Hayday, S. (2003). Questions to Measure Commitment and Job Satisfaction. *The Institute for Employment Studies*.
- [3] Agarwal, R. N. (2016). A study on the relationship of employee satisfaction VIZ-A-VIZ attitude and perception of the employees towards the organization. *International Journal of Information, Business and Management*, 8(1), 67-87.
- [4] Nanjundeshwara, S. T. (2016). An empirical study on absenteeism in Garment industry. *Management Science Letters*, 6(4), 275-284.
- [5] Macdonald, S., MacIntyre, P. (1997). The Generic Job Satisfaction Scale: Scale Development and Its Correlate. *Employee Assistance Quarterly*, Vol. 13(2), pp 1-15.
- [6] Kouvousis, E. (2016). Job Satisfaction of Lower-Ranking Officers serving at the Financial Department of the Hellenic Armed Forces. *International Journal of Caring Sciences*, 9(1), 64-71.
- [7] Sudha, V., & Beena Joice, M. (2017). Factors determining job satisfaction among private sector bank employees. *International Education and Research Journal*, 3(3), 31-32.
- [8] Yousef, D. A. (2017). Organizational Commitment, Job Satisfaction and Attitudes toward Organizational Change: A Study in the Local Government. *International Journal of Public Administration*, 40(1), 77-88.
- [9] Glenn D. Israel (2009). Determining Sample Size. *University of Florida*. IFAS extension

- [10] Hadi, N., Naziruddin, A., & Ilham, S. 2016. An Easy Approach to Exploratory Factor Analysis: Marketing Perspective Noor Ul Hadi. *Journal of Educational and Social Research*. 6. 215-223. 10.5901/jesr.2016.v6n1p215.