



IMPACT OF DEMOGRAPHIC FACTORS ON QUALITY WORK LIFE IN STEEL PLANTS:

A Study of Selected Steel Plants In Hyderabad Karnataka Region

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Abstract : This study to explore the impact demographic factors on quality of work life (QWL) practices in steel plants of Hyderabad Karnataka region. The gender equality has opened new frontiers for job opportunities globally. The steel industry in specific is associated with heat, dust, physical effort, adaptiveness etc. at work place. Hence the factors were studied to reflect upon age, gender, sex, physical health, shifts etc. The study emphasizes work life practices in steel manufacturing sector for theoretical and empirical framework and by undertaking survey to enumerate the link of level of advances in technologies of steel manufacturing in different steel plants and impact on quality of work life. The identified Hyderabad Karnataka region is cluster of steel plants on availability of natural resources. The study will have similar reflections elsewhere with similar technology and size in practice for steel making at large. The study using field data for statistical modeling to explore the link to quality of work life with technology and scope for further studies and improvement of quality of work life. The period of study is from Dec 2019 to June 2023.

IndexTerms – Quality of Work Life(QWL), Demographic, Steel Plants, Hyderabad Karnataka Region.

I. Introduction

In social sciences research studies, the primary and secondary data plays important role to bring best inferences of study. The current topic encompasses measuring the demographic factors by administering the structured questionnaire to bring out best results to propose and implement best practices for the development of industrial demography and its essentials, It is the means through which the researcher presents the succinct summary of the entire work carried out through the thesis. In a way it is an overview of what was proposed to be done, what has been done, what are the outcomes and their implications for the theory and practice, and for further research.

II. NEED FOR THE PRESENT RESEARCH INQUIRY

Steel industry in general, use human resource management practice to equip employee's attitude and behavior to achieve their organizational goals and gain competitive advantages as well as focusing on job satisfaction of employee. The organizations cannot compete unless organizations adopt employee retention practices which cannot be imitated easily. This implies, employers should be concerned about how to propose employment practices that best meet these diverse employee expectations. To put it plainly, employee's demographic characteristics are related to their preference, for a range of employee benefit practices then organizations would need to be very much aware of these employee expectations. In one sense, as Friedman (2005) points out, the world has become flat. But not for all, people with competencies alone can move across the continents on a flatter screen. The others have to go around the globe like Columbus and Vasco-de Gama. The mega process has brought with it unprecedented changes, challenges, and opportunities, and also ways and means to overcome the challenges. All industries not been able to take advantages of opportunities by overcoming the challenges by reengineering their QWL. This kind of situation is very much pronounced in Hyderabad Karnataka – the study area – which has been emerging as a very big industrial and business region of Karnataka. But, as the review of theoretical and empirical works shows that no matching effort has been

made either by the owners of steel plants or by the QWL researchers of India in general and Karnataka in particular. There is a virtual paucity of works on the QWL of steel plants. The paucity is more pronounced in the study area.

The large demand for steel made the production rise from 595 million tone's in 1970 to 1527 million tone's in 2011. The industry directly employs 2 million people, with a further 2 million contract workers and 4 million in ancillary industries. Considering steel's position as the key product supplier to industries such as automotive, construction, transport, power and machine goods, the steel industry is at the source of employment for more than 50 million people. (Eldar Askerov, 23-24 April 2012, World steel association).

India is the fifth largest steel producer at the global front, (Steel industry outlook 2012) India has acquired a central position on the global steel map with its giant steel mills, acquisition of global scale capacities by players, continuous modernization and upgradation of old plants, improving energy efficiency, and backward integration into global raw material sources. Major steel giants from across the world have evinced interest in the industry due to its phenomenal performance.

But the QWL varied from region, ownership, size, technology, products and employees. So are they meeting global requirements on QWL? To what extent the QWL exist in these steel plants, if so how they are benefitted, if not what is the cause and effect. Hence the review of theoretical and empirical works show that no matching effort has been made either by owners of the owners of steel plants or by any researchers in the Indian as well as Karnataka context; there is a virtual paucity of works on the QWL in steel plants. The paucity is more pronounced in the study area.

In fact, the studies on the QWL of steel sector, that prompted to focus on demographics is a big challenge with the shadow of pandemic haunting the manufacturing sector. the present piece of research for doctoral thesis.

III. FINDINGS

The studies covered the demographic survey as applied to steel manufacturing plants/units in particular, after conducting the pilot study it was found that the following factors depicted played most significant role demographic identity in the select steel plants of the region

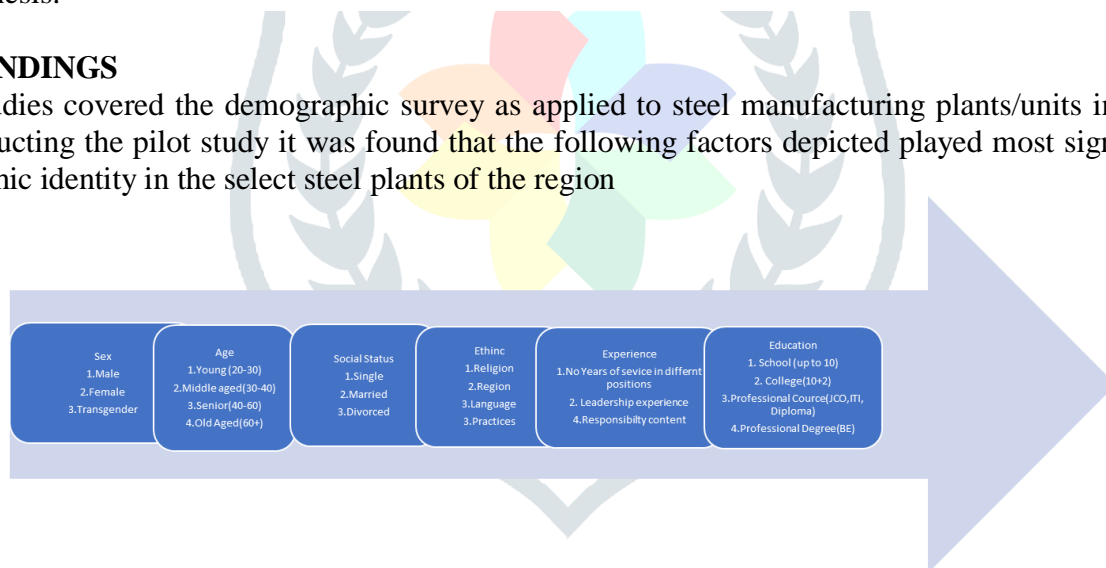
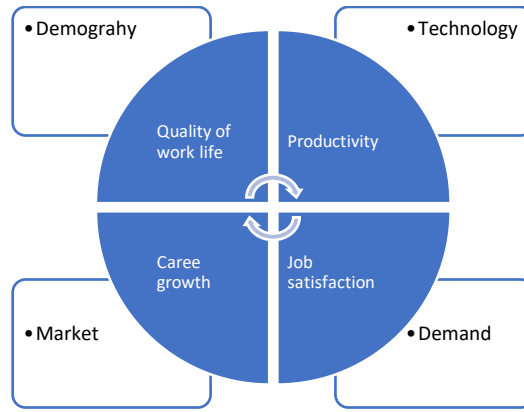


Fig 1 Demographic factors identified in steel plants

The core of Quality of work life in the steel plants of the region is depicted as below after the pilot studies in the Structured Equation Model



The selected steel plants of Hyderabad Karnataka region demographic trend is presented As below

Table 1 Demographic distribution among different departments

Age Group (in years)		Grade		Department		Total Experience (in years)	
Category	%	Category	%	Category	%	Category	%
Below 31	43	L1	10	Operation	68	Below 06	36
31 – 40	34	L2	40	Maintenance	22	06 – 10	46
41 – 50	18	L3	50	Other	12	11 – 15	10
Above 50	5					16 – 20	7
						Above 20	1

In Table 1, the abbreviations L1, L2,L3 are the levels of the employees from upper level(L1) to lower level(L3)

The findings of the research highlight potential role of employee demography in effectiveness of HR practices. Whilst the results suggest some of the demographic constructs greatly affect employee behavior towards HR practices, still some research exists that advises demographics to be part of sample selection and statistical analysis. As summarized the younger employees work force dominates steel plant recruitments, and middle aged more reluctant to change work place for better positions after gaining the experience and expertise. The last category which is senior most usually comprises of the ownership and nearest loyalists.

the non-executive employees perceive training, career development, reward and recognition, compensation and benefit, performance appraisal and work environment practices to be substantially better placed as compared to executive grade employees. Furthermore, employees having total work experiences of 10 years or below perceives career development, reward and recognition, compensation and benefit, performance appraisal and work environment practices to be substantially better placed than what was experienced by the employees having total work experiences above 10 years.

finding of crucial role that demography plays in area of HR research. HR professionals can be benefited with the study of employee demographics and its linkage with employee’s behavior and approach towards jobs and organization. Demographic attributes have the potential to anticipate traits for employee attitude In the process of designing and developing HR policies and practices in the organization, employee demographics should be considered as an integral part of HR policies and practices

The present study has some limitations. Further study on employee demographics should include other variables like gender, marital status, employee seniority, etc. along with other HR practices like employee participation, communication and job design to name a few. The study was limited to few Metro Rail service

sector organizations with smaller sample size. Future study should span over several Metro Rail service sector organizations with bigger sample size.

CONCLUSION

To conclude that it can be said that demographic factors in human resource department of steel plants more and more demanding day by day, they have to face lot of problems like retention, attraction of employee, dealing with different cultural people, managing work force diversity, technological and informational changes to overcome with these challenges training is necessary of HR people.

This will certainly help in creating challenges in term of equality, and will allow human resource professionals to become much more culturally aware so that they are well trained and experienced to manage employees from different countries, culture and ethnic groups. It is clear that these demographic shifts are going to require new ways of thinking by HR departments globally, who will need to update their practices to meet the challenges that will arise.

Employers should selectively motivate and promote the benefits of employment in the hotel industry to different groups of employees. Proper performance evaluation system and proper career development plans should be used in the organization to reduce professional mobility. The motivation of different groups of employees must be encouraged with different motivational factors, taking into account the importance of demographic factors. By understanding both, demographic factors and their influence on motivational factors, it is possible to successfully motivate different groups of employees. Human resource should put stress on how to selectively motivate different groups of employees according to different demographic characteristics.

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