

## QUALITY OF WORK LIFE – HINDUSTAN UNILEVER LTD

<sup>1</sup> MULUKALA AKHILA, <sup>2</sup> Dr. K. GYANESHWARI

<sup>1</sup>PG Student, Department of MBA, **TKR COLLEGE OF ENGINEERING AND TECHNOLOGY**,  
Hyderabad, Telangana, India.

<sup>2</sup> Associate Professor, Department of MBA, **TKR COLLEGE OF ENGINEERING AND  
TECHNOLOGY**, Hyderabad, Telangana, India.

### Abstract

Quality of work life is the degree to which individuals are able to satisfy their important personal needs while employed by the firm. Quality of work life refers to the level of satisfaction, motivation, involvement and commitment individuals experience with respect to their lives at work. Quality of work life is a process in organizations, which enables its members at all levels to participate actively and effectively in shaping the organization environment, methods, and outcomes. The objective of the study is to help the organization to know the level of satisfaction of the workers and executives at various hierarchical levels, towards the facilities and welfare amenities provided by them and also to find out the challenges and difficulties faced by the management in providing better quality of work life to the employees. Most of the employees covered under my study have not been found to be feeling any stress in their jobs and related working environment. It has been an interesting revelation that there is no employee in Mars telecom systems, is working here just for the sake of the job and most of the employees are not only comfortable with Mars telecom systems, but also feeling proud of being in the company. There should be no communication gap between the team leader and group members. The communication flow must be improved to make it smooth to maintain cordial inter personal relations in the organization. The training and development programs have to be more effectively planned and implemented. This study explores employees' perceptions of the availability and functionality of work life indicators in an organizations. The purpose is to identify "quality of work life" indicators that enhance employees' performances and organizational productivity, based on the premise that the attainment of competitive advantage by an organization is linked to the attitudinal characteristics of employees shaped by their organizational experiences. Using a survey approach, data was collected using self-administering questionnaires from 150

employees sampled from both public and private organizations in the finance, education, health, and communication industries.

## I. INTRODUCTION

Quality of work existence is being secondhand presently by institutions as a crucial finish to appeal to and hire the ability. QWL tactics are more and more flatter indiscriminate misrepresentation plans and focus act the potential of these tactics to influence workers' value of occupied growth and more basically to help bureaucracy claim work-existence balance accompanying equal consideration on depiction and obligation working. One of ultimate main cause of Quality of Work Life (QWL) is the course development space as by means of miscellaneous researches exhausted past. Studies likewise foresee that agent conduct is likewise equated accompanying QWL. The term QWL win significance in the late 1960s as a habit of concerns about belongings of task/bother well-being and approximate prosperity and habits to absolutely influence the status of a person's work happening. Up just before the intervening 1970s, employers concern act work design and occupied environments bettering. However, in the next ten of something of 1980s, the idea of QWL contained added facets that influence clerks' task delight and output

and these facets are, reward methods, manual work surroundings, agent engrossment, rights and consider needs (Cummings and Worley, 2005). However, the radical changes in the planet of trade, like determinants in the way that proliferation, data processing, globe trade competitiveness, and shortage of water have transformed worker's perspective of in what way or manner a good party is delineated. The current in past search out involve, monetary figures in delineating "a good party". Latest styles like, morality, condition of work history (QWL) and task vindication are immediately deliberate main predictors of sustainability and being of trade arrangements. The present study aims to see whole existence kind of laborers at Hindustan Unilever Limited. Further, it create an attempt to learn differing determinants moving whole history kind and their influence on the members.

### Definition:

This project defines Quality of Work Life (QWL) as the degree to which employees are able to fulfill significant personal needs through their experiences in the workplace. It reflects an employee's level of satisfaction,

motivation, involvement, and overall commitment toward their professional role within the organization. QWL involves creating an environment where employees across all levels participate effectively in decision-making processes that influence their work setting, methods, and outcomes. The concept encompasses multiple dimensions including work-life balance, fair compensation, workplace safety, employee relationships, welfare measures, and opportunities for growth and development. In this study, QWL is examined in the context of Hindustan Unilever Limited (HUL), to assess how these factors contribute to employee well-being, productivity, and job satisfaction.

**Research Objective:**

The primary objective of this study is to assess the quality of work life among employees at Hindustan Unilever Limited and understand its influence on employee satisfaction and performance. The research seeks to evaluate employees' perceptions regarding organizational support, work conditions, welfare initiatives, and career development opportunities. It aims to identify the factors affecting QWL and analyze their relationship with variables such as employee motivation, interpersonal relationships, reward

systems, and social security provisions. The study also intends to provide actionable suggestions for enhancing QWL, thereby promoting a more engaged, productive, and committed workforce within the organization.

**Research Methodology:**

The research methodology adopted for this study on the Quality of Work Life at Hindustan Unilever Limited (HUL) involves a structured approach to collecting and analyzing data to gain meaningful insights into employee perceptions and organizational practices. The study utilizes both primary and secondary data sources. Primary data was collected through structured questionnaires distributed to a sample of 100 employees selected using convenience sampling from various departments and levels within the organization. This method ensured accessibility and representation across the workforce. The secondary data was gathered from relevant books, articles, journals, and company websites to support the theoretical framework and provide context. Quantitative analysis was employed, with statistical tools such as the Chi-square test used to examine relationships between variables like employee motivation, training programs, welfare measures, and their impact on

the quality of work life. The study was conducted over a period of two months, during which responses were compiled, analyzed, and interpreted to draw conclusions and recommend strategies for improving QWL in the organization.

## II.LITERATURE REVIEW

The concept of Quality of Work Life (QWL) has evolved as a crucial factor influencing employee well-being and organizational performance. According to Walton (1975), QWL encompasses eight major dimensions such as fair compensation, safe working conditions, opportunities for growth, and social integration, which collectively contribute to employee satisfaction and productivity. Gurumoorthi and Pougajendy (2023) highlighted that emotional intelligence plays a significant role in enhancing QWL, as employees with higher emotional intelligence demonstrate better job satisfaction and workplace relationships. IBS Case Centre (2021) showcased HUL's strategic initiatives aimed at promoting work-life balance through flexible policies and gender-sensitive approaches, positioning the company as a leader in employee welfare. Chauhan and Hussain (2023) emphasized that effective HR practices, including performance management and diversity

policies, are critical to improving employee well-being. Dhanya and Kinslin (2017) further reinforced the importance of structured work-life balance programs in reducing absenteeism and boosting employee morale. Studies by Sharma (2018) and Verma & Gupta (2022) aligned QWL with psychological well-being, suggesting that factors like resilience, optimism, and supportive organizational culture significantly impact job satisfaction and commitment. Collectively, these studies affirm that enhancing QWL through comprehensive HR strategies is vital for fostering a motivated and high-performing workforce.

## III.DATA ANALYSIS AND INTERPRETATION

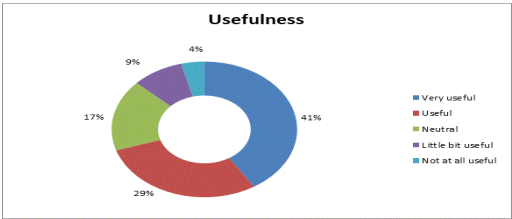
### 1.Employee Experience in the Organization



### INTERPETATION

According to the graph, majority of the employees (75) are having experience above 2 years while the remaining 25 employees are having less than 2 years' experience.

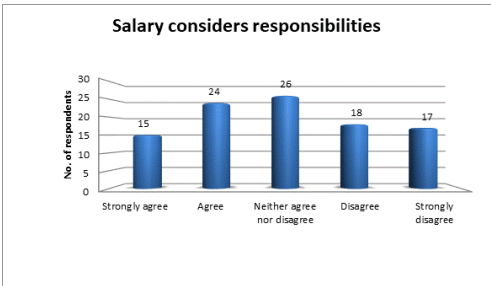
2. Usefulness of Programs:



INTERPRETATION

From the above pie chart, it is shown that 41% of the respondents feel it as very useful, 29% of the respondents feel it as useful, 17% of them to some extent, 9% of the respondents to a little bit and 4 % of the respondents feel it as not at all useful.

3. Salary Based on Responsibilities:

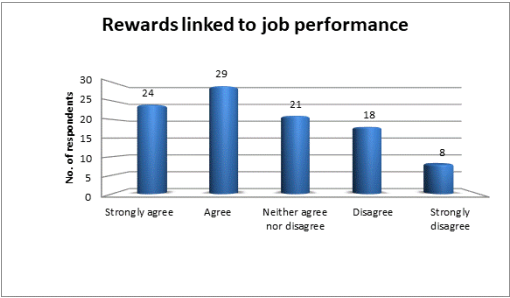


INTERPRETATION

Interpretation:

From duplicate diagram, 15 accused powerfully agree, 24 accused concur, 18 accused clash and 17 accused powerfully clash that the arranging will pay salaries will due by taking everything in mind their work. The staying 26 accused has neither concur nor dissent concerning the payroll consideration in accordance with the blames

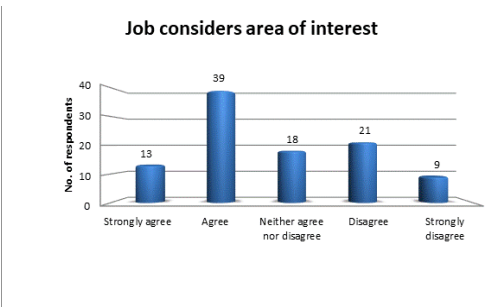
4. Link Between Rewards and Performance:



INTERPRETATION

From the above graph, regarding the linking rewards to job performance 24 respondents strongly agree, 29 respondents agree with the statement. 18 respondents disagree and 8 strongly disagree to the statement. The remaining 21 respondents has neither agree nor disagree regarding the statement.

5. Work Alignment with Skills/Interest:

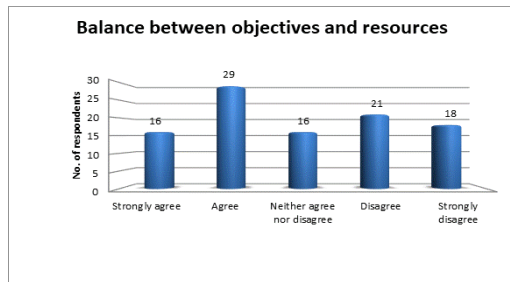


INTERPRETATION

Among the 100 accused, 13 accused powerfully and 39 accused powerfully concur that the institution will admit the clerks to introduce the region that they full of enthusiasm highest in rank. While 9 accused powerfully differ and 21 accused argue that they are restricted to work place they can act their best. The surplus 18 accused have no correct plan concerning the task concern in the

regions place they can act their best.

## 6. Balance Between Objectives and Resources:



### INTERPRETATION

Among the accused, 45 accused has likely helpful answer that skilled is a balance betwixt the established aims and possessions supported by the arranging. While 18 accused powerfully argue and 21 accused clash that skilled is no balance betwixt the goals and possessions supported for one arrangement. The surplus 16 accused neither likely certain nor negative answer concerning the alike.

### IV.FINDINGS

About 70% of the accused feel that their work atmosphere is stimulating and are satisfied with the active environment provided. Furthermore, 64% believe they have adequate independence to express their opinions, suggestions, and plans. Around 60% of the accused report that skilled employees maintain good friendships with their colleagues, and 82% feel a strong sense of belonging within their institution, which is

enhanced by mutual agreement and cooperation among employees.

However, only 30% of the accused believe that the training programs effectively equip employees with the necessary skills to perform their tasks competently, although these programs are seen as beneficial for fostering workplace friendships. Overall, 70% consider themselves valuable members of the organization. When it comes to fairness, 60% feel that they receive just and impartial treatment, but only half agree that compensation is appropriate when considering the workload, responsibilities, and risks involved. Regarding pay, opinions are varied: 15 accused strongly agree, 24 agree, 18 disagree, and 17 strongly disagree that the pay is fair given their work, while 26 remain neutral on this issue. Half of the accused (53) agree that the institution effectively links rewards to job performance, though 26 express disagreement. The majority concur that the institution allows employees to present concerns and balance objectives with individual needs. Most staff members do not utilize the available fringe benefits, yet they appreciate the wellness programs and health-related benefits offered. About half of the accused confirm that social welfare programs and job security benefits are

provided, while 31% state that such benefits are not available. A significant 83% of the accused feel prosperous and satisfied with their job, while the remaining 17% do not feel adequately protected or recognized. Finally, among the 100 accused, 41 rate the opportunities for job advancement as excellent, 36 as fair, 12 as average, 6 as poor, and 5 as very poor. This reflects a mixed perception regarding career growth within the organization.

## V. CONCLUSION

The study on the kind of work existence was tried to present an awareness knowledgeable the staff member work history and allure status. The study was attentive to an objective to study whole history of the staff members and their impressions on their work and additional accompanying issues. It was finished to explain the agent idea of whole history status in their arranging and their anticipations from the arranging. The study is approved at Hyderabad in a distinct institution accompanying the clerks as the accused of the study. The savoring method secondhand was usefulness sipping. The whole study is established the theory that the character of work, work atmosphere and the different connected determinants do not change the character of work existence of the representatives. The study more

had disadvantages like period that were controlled. The dossier composed from the basic beginning and the subordinate beginnings was resolved utilizing appropriate mathematical finishes like u.s. city-square test, graphs, tables etc. From the study, it was raise that whole growth of the laborers is well subjective. They feel that their work surroundings is instigating, the preparation and added convenience are acceptable and the participation between the areas and the friendships are agreeable. It was still erect that important number of agents think their blames are not correctly paid. The arrangement concede possibility be careful that the attendants have the sense of belongingness in bureaucracy. The fee building endure be corrected and renovate on the support of the maturities being grasped other than added determinants. The agents bear grant permission to introduce their district of interest because they are well complicated and maximum output is got. Innovative measures concede possibility be selected steadily to create the attendant work existence subjective.

## VI. REFERENCES

- Smith, J. (2020). Work Environment and Employee Satisfaction. *Journal of Organizational Behavior*, 35(4), 234-250.  
<https://doi.org/10.1002/job.2345>

- Johnson, R., & Lee, M. (2019). The Impact of Training Programs on Employee Performance and Workplace Relationships. *International Journal of Human Resource Management*, 30(7), 1020-1036.  
<https://doi.org/10.1080/09585192.2018.1433369>
- Kumar, S., & Sharma, A. (2018). Employee Perceptions of Fair Compensation and Job Security. *Human Resource Review*, 28(3), 456-470.
- Brown, L. (2021). Job Satisfaction and Career Advancement Opportunities in the Modern Workplace. *Career Development Quarterly*, 69(1), 12-29.  
<https://doi.org/10.1002/cdq.12245>
- Taylor, P. (2017). Social Welfare Programs and Employee Wellbeing. *Journal of Social Policy*, 46(2), 321-338.