

EMPLOYEES SATISFACTION OF NEWSPAPER INDUSTRY IN KERALA**Dr.Dileep.A.S* T.Rajesh******Abstract**

The Newspaper Industry plays a significant role in of disseminating information among the people of every country and act as a powerful instrument of social change. Newspapers take an active part in educating the people in general and student community in particular. Employees are the backbone of every organization. The main objective of the study is to evaluate the level of satisfaction of employees about the various welfare measures adopted by the newspaper industry.

Key words: News paper Industry, HRM, Welfare measures, job satisfaction.

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Introduction

In a democratic country, the print media plays a vital role in dissemination of information and has withstood the threat of being overthrown by the electronic media. This has led to the consistent growth of the press in India, both in number and circulation. Today, people across the country have access to a wide range of newspapers and periodicals, often at their doorsteps. These come out in different languages and even dialects and at various intervals. Also, there are a variety of newspapers and periodicals catering to the diverse taste and needs of readers and dealing with a plethora of subjects.

The Newspaper Industry plays a significant role in of disseminating information among the people of every country and act as a powerful instrument of social change. Newspapers take an active part in educating the people in general and student community in particular. It has rightly been said that the news paper industry discharges a vital duty in a democracy by serving as the mirror of public opinion held up to the authorities so that they can see how they look in the public eye and adjust their actions and policies accordingly. It is essential

that in discharging this duty the press is allowed all facility and freedom to reach at the sources of news. The system of accreditation of press correspondents to government is one of the many methods, which help to provide and ensure this accessibility to bonafide news, its investigation and interpretation. On the reverse side of the coin accreditation enjoins a sense of social and moral responsibility on the part of the correspondent. Employees are the backbone of every organization. The news paper industry has no exception to this reality. The employees' interest and satisfaction towards job and the attitude of employees towards enterprise is very important for the success of the undertaking and it is applicable to all type of business. The creation of satisfied employees is not an easy task. There are several welfare measures individually and jointly responsible for the creation of satisfied employees. But these measures are not common to all but varies depending on the type of organization and the type of product produced. Welfare measures are important one for retaining the employees, for reducing labour turnover and absenteeism. In newspaper industries as well, various welfare measures are extended to its employees via working journalists and non working journalists.

Objectives of the Study

The main objective of the study is to evaluate the level of satisfaction of employees about the various welfare measures adopted by the newspaper industry.

Data base and Methodology

Data collection

The study is based on primary and secondary data. The data has been collected from both Primary and Secondary data.

a. Primary Data

Primary data are collected from employees working in the newspaper industries through an interview schedule.

Sample design

Journalists and non-journalists employees of three leading News Papers in

Analytical Results

The analytical results of the study are presented in the following section.

1. Age Group

Age is a parameter for analyzing the welfare measures of employees. The age of employees of the respondents are collected and tabulated in Table 4.1

Table 1

Age wise classification of Respondents

Age	No. of Res	%
Below 30	18	15
30-40	30	25
40-50	48	40
Above 50	24	20
Total	120	100

Source: Primary Data

It is seen from Table 1 that 48 respondents (40 per cent) out of 120 respondents belong to the age group of 40 to 50 years of age. 30 respondents (25 per cent) belong to the age group of 30 to 40 years.

2. Sex

Both Male and Female workers are working in the company In the case of welfare measures, special care should be given to female workers. The most of the statutory welfare measures are available to female workers engaged in factories. The Sex wise classification of respondents in the sample is depicted in Table 2.

Table 2 Sex wise classification of Respondents

Sex	No. of Respondents	%
Male	84	70
Female	36	30
Total	120	100

Thiruvananthapuram District selected as sample for the study.

Sample size

40 employees from each leading News Papers are selected as sample employees by using random sampling methods. Thus the total sample size of the study is 120.

b. Secondary Data

Secondary data were collected from Circulars, Notices, Standing Orders, Resolutions, Reports, Journals, Publications, Documents, and Various Acts and also from Web Site.

Tools for Collection of Data

Structured Interview Schedule specifically developed for the purpose has been used for collected primary data. It is finalized after a Pilot Study.

Source: Primary Data

It is noticed from Table 4.2 that 84 respondents (70 per cent) out of 120 respondents belongs male group and 36 respondents (30 per cent) belongs to female groups.

3. Selection of employees

The employment of the press and news paper business includes working journalists and non-working journalists. The non-working journalists include managers, clerks, printers and workers. The labour welfare measures will vary dependent on the nature and type of jobs. The respondents in the sample include working journalists and non working journalist employees and are tabulated in the table 3.

Table 3 Classification of Respondents on the basis of Nature of Work

Respondents	No. of Respondents	%
Working Journalists	40	30
Non working Journalists	80	70
Total	120	100

Source: Primary Data

It is seen from the Table 3 that 40 respondents (30 per cent) belong to working journalists and 80 respondents (70 per cent) belongs to non-working Journalists.

II Level of satisfaction of employees on welfare measures

The Labour Welfare measures of press or news paper industry in Kerala extend various welfare measures such as Statutory and Non statutory to protect the interest of the workers of both working Journalists and Non Working Journalists. The important Welfare Measures taken for evaluating the level of satisfaction are:

1. Bonus
2. Canteen Facilities
3. Medical facilities
4. Recreational facilities
5. Shift Allowance Facilities

1. Bonus

Bonus is something given extra to employees for their contribution to earn profit by companies. It is a Statutory Welfare measure as per the Payment of Bonus Act, 1965. The bonus scheme is implemented by the news paper industry is based on the productivity. The workers will get bonus in accordance with their productivity. The level of satisfaction of the employees of the news paper industry in respect of bonus is given in Table 4.

Table 4 Levels of Satisfactions of Respondents on Bonus

Type of units	LEVEL OF SATISFACTION					Total	Mean Score
	0-20	20-40	40-60	60-80	80-100		
News per- I	16 (40)	12 (30)	7 (18)	4 (5)	10 (25)	40 (100)	30
News Paper- I	6 (19)	6 (15)	13 (33)	12 (30)	3 (8)	40 (100)	32
News Paper- I	13 (33)	12 (30)	8 (20)	6 (15)	1 (2)	40 (100)	30
Total	35	30	28	22	5	120	31

Source: Survey data.

It is noticed from Table 4 that 16 (40 percent) respondent units from News paper I recorded a satisfaction level at 0 to 20 per cent. 10 respondents (25 percent) recorded level of 80 to 100 percent. The overall mean satisfaction level (31) is more than the individual recorded

level of satisfaction of 30 per cent. The respondents from News paper II are that 3 respondents (8 percent) recorded a high level of satisfaction of 80 to 100 per cent. 6 respondents (15 per cent) recorded a low level of satisfaction of 0 to 20 per cent and 20 to 40

per cent. 13 respondents (33 per cent) recorded a low level of satisfaction of 40 to 60 per cent and 12 respondents (30 per cent) recorded a level of satisfaction of 60 to 80 percent. The individual mean is 30 compared to overall mean of 31 per cent. The respondents from Newspaper III recorded a low level of satisfaction of 0 to 20 per cent by 13 respondents (3 per cent) .Only 1

respondent (20 per cent) recorded a high level of satisfaction of 80 to 100 per cent. 12 respondents (30 per cent) recorded a satisfaction level of 20 to 40 per cent. 6 respondents (15 per cent) recorded a high level of satisfaction of 60 to 80 per cent The individual mean is 30, which is less than the overall mean (31).

2.Canteen Facilities

There is a provision (Section 46) in the Factories Act, 1948 for giving canteen facilities to employees provided the number of employees belongs to these factories exceeds 250. The basic requirement of these canteen facilities is that they should provide quality foods at reasonable rate to workersThe level of satisfaction of employees on Canteen facilities by news paper industries are depicted in Table 5.

Table 5 Levels of Satisfactions of Respondents on Canteen Facilities

	LEVEL OF SATISFACTION						Mean Score
	0-20	20-40	40-60	60-80	80-100	Total	
News Paper I	10 (25)	5 (13)	5 (13)	10 (25)	10 (25)	40 (100)	30
News Paper II	5 (13)	5 (13)	10 (25)	15 (13)	5 (15)	40 (100)	28
News Paper III	15 (38)	10 (25)	5 (3)	5 (3)	5 (13)	40 (100)	22
Total	30	20	20	30	20	120	24

Source: Survey data.

It is noticed from Table 5 that 10 (25 percent) respondent units from Newspaper I recorded a satisfaction level at 0 to 20 per cent. Another10 respondents (25 percent) recorded a level of satisfaction of 80 to 100 percent. 10 respondents (25 per cent) .The overall mean satisfaction level (24) is less than the individual recorded level of satisfaction of 30 per cent. In Newspaper II 5 respondents each (13 per cent) recorded a level of satisfaction of 0 to 20 per cent and 20 to 40 per cent. 5 respondents recorded a satisfaction level of 80 to 100 per cent. Another 15 respondents (38 per cent) recorded a satisfaction level of 60 to 80 per

cent and 5 respondents (13 per cent) recorded a level of satisfaction of 80 to 100 per cent. The individual mean is in this case is 28 per cent which higher than the combined average (24 per cent).The respondents from Newspaper III recorded a low level of satisfaction of 0 to 20 per cent by 15 respondents (38 per cent). 5 respondents (13 per cent) recorded a high level of satisfaction of 80 to 100 per cent. 10 respondents (25 per cent) recorded a satisfaction level of 20 to 40 per cent. 5 respondents (13 per cent) recorded a high level of satisfaction of 60 to 80 per cent. The individual mean is 22, which is less than the overall mean o f 24 per cent.

3. Medical facilities

The workers are entitled to medical benefits. Those employees come under the Employees State Insurance Act and they are entitled to medical re-imbursement as well. The level of satisfaction of employees of newspaper

industry in respect of on the Medical Facilities are shown in Table 6.

It is seen from Table 6 that the level of satisfaction by respondents of News paper I is 0 to 20 per cent by 8 respondents (20 per cent) and 80 to 100 per cent by 14

respondents (35 per cent). The individual mean satisfaction level recorded is 35 per cent. The 10 respondents (25 per cent) from News Paper II recorded a satisfaction level of 0 to 20 per cent and only 4 respondents (5 per cent) recorded a satisfaction level of 80 to 100 percent. Another 10 respondents (25 per cent) recorded a high level of satisfaction of 60 to 80 per cent. The individual satisfaction level recorded is 26, which is less than the respondents (30 %)

cent, which is higher than the combined combined mean satisfaction level of 27 per cent. In the case of News Paper III 13 respondents (33 per cent) recorded a satisfaction level of 0 to 20 per cent and only 5 respondents (13 per cent) recorded a high level of satisfaction of 80 to 100 per cent. 20 per cent to 40 per cent level of satisfaction is recorded by 12

Table 6 Levels of Satisfactions of Respondents on Medical Facilities

Type of units	LEVEL OF SATISFACTION						Mean Score
	0-20	20-40	40-60	60-80	80-100	Total	
News Paper I	8 (20)	5 (13)	5 (13)	8 (20)	14 (35)	40 (100)	35
News Paper II	10 (25)	7 (18)	9 (23)	10 (25)	4 (5)	40 (100)	26
News Paper III	13 (33)	12 (30)	4 (5)	6 (15)	5 (13)	40 (100)	28
Total	31	24	18	24	23	120	27

Source: Survey data.

Recreational Facilitie

Recreational facilities are provided to employees for increasing their mental health and relaxation. These facilities actually motivate the employees and freed from their work stress. In every establishment there is recreational clubs to which implement various programmes like arts and sports. The level of satisfaction of employees on Recreational facilities in News paper industry is shown in Table 7.

Table 7 Levels of satisfactions of Respondents on Recreational facilities

Type of units	LEVEL OF SATISFACTION						Mean Score
	0-20	20-40	40-60	60-80	80-100	Total	
News Paper I	6 (15)	11 (28)	7 (18)	6 (15))	10 (25)	40 (100)	26
News Paper II	6 (15)	5 (13)	12 (30)	12 (30)	5 (13)	40 (100)	28
News Paper III	13 (33)	12 (30)	8 (20)	6 (15)	1 (2)	40 (100)	25
Total	25	29	28	22	16	120	26

Source: Survey data.

It is evident from the Table 7 that 6 respondents (15 percent) out of 40 respondents from News paper I recorded a satisfaction level on Recreational facilities at 0 to 20 per cent. But 10 respondents (25 per cent) recorded a satisfaction level of 80 to 100 per cent. The individual mean satisfaction level recorded in this case is 26 per cent, which is equal to the combined mean level of satisfaction level of 26 per

cent. 6 respondents (15 per cent) out of 40 from News paper II recorded a satisfaction level of 0 to 20 per cent and 5 respondents (13 per cent) recorded a level of satisfaction of 20 to 40 per cent. 12 respondents (30 per cent) recorded a level of satisfaction of 60 to 80 per cent and 5 respondents (13 per cent) recorded a satisfaction level of 80 to 100 per cent. The individual mean level of satisfaction in this case is 28, which is higher

than the combined mean level of satisfaction of 26 per cent. 13respondents (33 per cent) out of 40 respondents from News paper III recorded a level of satisfaction of 0 to 20 per cent and 12 respondents (30 per cent) recorded a level of satisfaction of 20 to 40

per cent but only a minor per cent (2 per cent) recorded a high level of satisfaction of 80 to 100 per cent. The individual mean is 25 per cent, which is less than the combined mean of 26 per cent.

Shift Allowance

In the case of printing work it needs shift because it works for 24 hours or round the clock. There are two shifts in operation i.e., day shift and the night shift. For working the shift they are provided with shift allowance. The level of satisfaction of employees of News paper industry in kerala in respect of Shift allowance are shown in Table 8.

Table 8
Levels of satisfactions of Respondents on Shift Allowance

Type of units	LEVEL OF SATISFACTION						Mean score
	0-20	20-40	40-60	60-80	80-100	Total	
News Paper I	10 (25)	5 (13)	8 (20)	8 (20)	9 (23)	40 (100)	31
News Paper II	8 (20)	7 (18)	10 (25)	10 (25)	5 (13)	40 (100)	30
News Paper III	9 (23)	11 (35)	5 (13)	10 (25)	5 (13)	40 (100)	28
Total	27	16	23	28	24	120	30

Source: Survey data.

It is clear from Table 8that 10 respondents (25percent) from News paper I, 8 respondents (20 per cent) from News paper II and 9 respondents (23 per cent) from News paper III recorded a satisfaction level of 0 to 20 percent . 9 respondents (23 per cent) fromnWES PAPER I , 5 respondents (13 per cent) from News paper II and 5 respondents (13 per cent) from News paper III recorded a satisfaction level of 80 to 100 per cent. 9 respondents (23 per cent) from News paper I, 10 respondents (25 per cent) from News paper II and 10 respondents (25 per cent) from News paper III recorded a level of satisfaction level of 60 to 80 per cent. The mean score 31 in the case of News paper I is higher than the combined mean level of satisfaction 30. The individual mean satisfaction level of 30 in the case of News paper II, which is equal to the combined mean of 30 per cent. The mean level of satisfaction of News paper II is 28 per cent, which is less than the combined mean level of satisfaction of 30 per cent.

Major Findings

The major findings of the study are as follows:

1. Majority of the employees of News paper II recorded a better satisfaction level about bonus, next come employees of News paper I and is followed by News paper III.
2. A majority of the employees of News paper I recorded a better satisfaction level about bonus, next comes employees of News paper II the last by News paper III.
3. To sum up, the employees of News Paper I are more satisfied with the medical

facilities provided to employees. In respect of recreational facilities the employees of News paper II are recorded a better satisfaction than other News paper selected for the study.

4. In respect of shift allowance employees of News paper I and News Paper II are recorded a better satisfaction than News paper III.