Introduction

“Its common sense when people feel great about the place where they work….. Better customer” – Dick Clark, Group leader of financial services at Monsanto.

“Employee satisfaction leads to customer satisfaction. When internal customers (employees) are happy, they treat external customers well. Customers will keep coming back for more. This grows the relationship and leads to customer loyalty”- Richard Federico, Vice President and national work-life practice leader at The Segal Company’s.

“Any company trying to compete… must figure out a way to engage the mind of nearly every employee.” – Jack Welch, former CEO General Electric.

Employee satisfaction is the terminology used to describe whether employees are happy and contented and fulfilling their desires and needs at work. Many measures purport that employee satisfaction is a factor in employee motivation, employee goal achievement, and positive employee morale in the workplace. The term job satisfaction was brought to limelight by Hoppock (1935). According to him job satisfaction is a combination of Physiological & environmental factor that makes a person to admit “I am happy at my job”. It has also been defined as ‘the end state of feeling’.

The majority of executives and leadership teams in business today are focused on managing to a specific return on investment (ROI). ROI can be measured in real terms with quantifiable results. Too often, these ROI focused executives do not manage to the “softer disciplines” such as human capital. These executives and corporate leaders are missing a huge opportunity. In today's business environment, it is imperative that executives and leaders focus on the human capital of their firms and not just on their balance sheets. In today's global macroeconomic environment, companies that succeed will not only manage to the bottom line, but will successfully manage their human capital.

The satisfaction of employees is extremely important to organization. The performance and efficiency of the organization totally relies on the satisfied employees. The satisfied employee tends to be creative and innovative and come up with the breakthrough that makes the company to grow and profitability. The employee satisfaction in the organizations is paramount as this is what will determine the success or failure of a company. When employees are satisfied and happy in terms of wages and benefit along with working environment in an organization, the customer is the first person to notice that. It completely depends on the employer to ensure they do not have their top talent drained away by the new competitor on the block.

It becomes essential for the employer to be aware and understand the signals that are given out by the employees. The management must put their effort to readdress the due demands of the employees before it is too late and the employee makes the decision to quit. This understanding gives the employer an edge and a time to take corrective measures in order to prevent talent loss. It could be possible that the employee may not be happy with the environment or he may be suffering from a relationship issue with a colleague or a superior. These issues need to be handled before they get out of hand. Employee satisfaction means different things for different workers. When an employee satisfaction survey is taken up, it has to take into account some common job satisfaction factors among all employees such as Relationship, Compensation, Physical Environment, and Job-specific.

Employee satisfaction is an important component of a successful company. Employee satisfaction is important to company profitability, competition, and customer satisfaction. Employee satisfaction leads to low level of Absenteeism, Turnover Rate. The more the employees are satisfied the more they are
committed to their duties. Highly satisfied employees are more likely to be high performers. This means that they are more productive and the quality of their products is high.

The India textile industry has a significant presence in the economy as well as in the international textile economy. Its contribution to the Indian economy is manifested in terms of its contribution to the industrial production, employment generation and foreign exchange earnings. It contributes 20 percent of industrial production, 9 percent of excise collection, and 18 percent of employment in the industrial sector, nearly 20 percent to the country total export earning and 4 percent to the Gross Domestic product. CITI (The Confederation of Indian Textile Industry) has projected the growth of total textile and clothing market at USD 100 billion in 2015 against USD 55 Billion at present. These estimates will see phenomenal growth in the manufacturing, processing and garmenting sectors of the textiles industry, which in turn will throw up the need for an estimated 12 million new jobs, of which 5 million will be in the organized sector, and remaining 7 million in supporting and ancillary services.

Textile in State of Maharashtra is having highest area under cotton cultivation i.e. 3.12 million hectares and is second highest cotton producer in the country i.e. 5.2 million bales per annum. There are about 9.24 lakh power looms working in the decentralized power loom sector. These power looms are producing about 8870.40 million meter cloth per annum and providing direct employment to about 1.5 million people. The power loom sector is spread over small villages and towns of the state. Each unit is comprises of 2 to 4 power looms and termed as small and tiny units. In addition to this, there are 32,000 handlooms in the state. Textile of Maharashtra is known for Hand-block printing is mostly done in the Vidarba region of Maharashtra. Bavasars (as the community is known as) mainly use natural colours. Bedcovers Wraps and quilts are the main products. Folk styles are used to make floral and animal designs.

The scope of this study is, it will help to understand exactly what matters most to your employees. This information is critical to understanding exactly what need to fix. It might be finding that employees are quite dissatisfied with some aspect of their jobs or it might be find that your employees are moderately satisfied with some other aspect of their jobs. An employee survey provides an organization or business with the information to understand employee perceptions of their work environment. How employees perceive their employer’s attitudes and actions is critically important to management if they want to retain a motivated and happy workforce. An employee satisfaction survey is useful to collect information on effectiveness and usefulness of employee training . The data from an employee survey provides the employer with useful information to keep the organization on the right track. The limitation of the study is that the research will be limited to western & Southern Maharashtra with special reference to (solapur, Ichalkaranji, Bhendi, Malegaon) due to time and cost constrains.

The study on employee satisfaction will help the textile industry to understand what are major factors which lead to satisfaction and dissatisfaction of employees in an organization. The industry will also understand how employee satisfaction has a direct and positive impact on productivity which in turn leads to organization profits. The study will help management of textile factories to understand where their employees are satisfied and dissatisfied what are the reasons for dissatisfaction and what can be done to improve their employee satisfaction level, also help them in making required changes in their policies & procedures. This study will help academicians & research students to explore more deeply the relationship between employee satisfaction and productivity and will give them an view of what are the difficulties faced by textile industry work force in India and what is there satisfaction level.

The study in border sense is important as around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agricultural based raw-material production like cotton and related trade and handling could be stated to be around another 60 million. The accepted growth of textile industry in India is by year 2015 is USD 100 billion which in turn
will throw up the need for an estimated 12 million new jobs, of which 5 million will be in the organized sector, and remaining 7 million in supporting and ancillary services. This requires major changes in the coming feature to keep such a large work force satisfied and productive which in long run will help in growth of India.