

## **QUALITY OF WORK LIFE SUSTAINS VIBRANT ORGANIZATION CULTURE -A STUDY ON KERAFED OIL COMPLEX**

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### **ABSTRACT**

Human resource is an important and dispensable part of a business organization. A high quality worklife is essential for organizations to continue to attract and retain employees. A quality of worklife (QWL) is gaining momentum as it considers as one of the remedy for all kinds of organization ailments. The term QWL was introduced by Louis Davis (1972) at the first international quality of worklife conference held in Toronto. This concept originated in India during mid 70s.

This paper focus on existing quality of worklife (QWL) conditions in Kerafed oil complex, Kerala. It is an attempt to identify the role of QWL in creating a strong organization culture in Kerafed. Primary data was collected through well structured questionnaires. Secondary data was collected through websites, journals, brochures etc. The collected data's are analyzed with statistical tools like simple percentage analysis, chi-square tests etc. Quantitative findings suggested that majority of workers were dissatisfied with the prevailing QWL practices in Kerafed. The study revealed that certain dimensions of QWL were positively contributed to the strong organization culture. Creating and sustaining a healthy worklife for the workers in Kerafed is highly recommended for a strong organization culture.

**KEYWORDS:** Autonomous Work Group, Dimension of QWL, Quality Circle, Quality of Work life, Recognition, Vibrant Organization Culture, Worker