

INTRODUCTION

Employee satisfaction plays a crucial role in the overall success of an organization, influencing productivity, retention rates, and workplace morale. Satisfied employees tend to be more engaged, motivated, and committed to their work, leading to higher efficiency and better business outcomes. Various factors contribute to employee satisfaction, including fair compensation, work-life balance, career growth opportunities, workplace environment, and effective management. A company that prioritizes employee well-being benefits from reduced turnover, increased innovation, and improved customer service. On the other hand, dissatisfaction can lead to decreased performance, higher absenteeism, and a negative workplace culture. Therefore, understanding and addressing employee concerns is essential for fostering a healthy and productive workforce.

Several key elements impact how employees perceive their work environment and overall job satisfaction. Organizational culture and leadership style significantly influence employee morale, as transparent communication, respect, and recognition create a positive atmosphere. Additionally, opportunities for skill development and career advancement contribute to job satisfaction, as employees feel valued and motivated to grow within the company. Workplace facilities, safety measures, and a balanced workload also play a role in shaping employees' overall job experience. Companies that conduct regular employee satisfaction surveys and take proactive measures based on feedback are more likely to retain talent and maintain a motivated workforce. Addressing concerns related to stress, job security, and team dynamics can further enhance satisfaction levels, leading to a more cohesive and efficient organizational structure.

In the case of Western India Plywood, Kannur, employee satisfaction is influenced by multiple factors, including job stability, working conditions, and organizational policies. As one of the leading plywood manufacturers in the region, the company employs a diverse workforce engaged in various production, administrative, and managerial roles. Ensuring employee satisfaction in such an industry requires a focus on fair wages, occupational safety, and professional growth opportunities. The

company's ability to create a supportive and inclusive work environment directly impacts productivity and employee retention. By implementing employee-centric policies, recognizing contributions, and fostering a culture of continuous learning, Western India Plywood can enhance overall job satisfaction, ultimately contributing to long-term organizational success.

OBJECTIVES OF THE STUDY

- To assess the overall level of employee satisfaction at Western India Plywood, Kannur.
- To identify the key factors influencing employee satisfaction, such as salary, work environment, and job security.
- To analyze the impact of management policies and workplace culture on employee morale.
- To examine challenges faced by employees that may affect their job satisfaction.
- To suggest strategies for improving employee satisfaction and retention in the company.

SIGNIFICANCE OF THE STUDY

Employee satisfaction plays a crucial role in maintaining a productive and motivated workforce, directly impacting efficiency, retention, and overall business performance. A positive work environment with fair compensation, career growth opportunities, and supportive management fosters employee commitment and reduces turnover. In labor-intensive industries, addressing workplace challenges such as job security, occupational safety, and workload balance is essential for sustaining employee morale. At Western India Plywood, Kannur, understanding employee satisfaction is important for enhancing productivity and ensuring long-term stability. By analyzing key factors influencing job satisfaction, this study can help the company implement effective strategies to improve employee well-being and organizational growth.

SCOPE OF THE STUDY

This study focuses on analyzing employee satisfaction at Western India Plywood, Kannur, by examining factors such as work environment, salary, job security, and management policies. It aims to identify areas for improvement and suggest strategies to enhance employee well-being and organizational efficiency.

LIMITATIONS OF THE STUDY

- The information collected is limited to the responses provided by employees.
- The study is conducted purely for academic purposes.
- The survey covers only a specific group of employees, making it difficult to generalize findings to the entire workforce.
- The responses provided by employees may be influenced by personal bias or external factors.

PERIOD OF THE STUDY

It refers to the period of the study taken to complete. The study was carried for the duration of three months. (January 1, 2025 to March 31 2025).

CHAPTER SCHEME

The study has been organized into five chapters to ensure a logical flow:

The first chapter introduces the study, including the statement of the problem, objectives, scope, research methodology, limitations, and chapter scheme.

The second chapter provides a detailed review of literature

The third chapter focuses on the theoretical framework of the study

The fourth chapter presents data analysis and interpretation based on the primary and secondary data collected,

The fifth chapter concludes the study with a findings. suggestion and conclusion

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