

Social Sustainability of Tea Industries: Measuring Through Subjective Happiness of Tea Garden Workers of Dibrugarh District, Assam

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[Abstract] The present study investigated the subjective happiness of tea garden workers of Dibrugarh district, Assam, concerning gender (male and female) and income group (middle and lower-income groups). The sample comprised 100 (50 male, 50 female) tea garden workers aged 21 to 60 years. A survey research design was implemented in this study, while the purposive sampling technique was used for selecting participants. A socio-demographic sheet and subjective happiness scale was used to collect data. Mean, standard deviation, percentage (%), and t-test were computed for statistical analysis of the responses. The findings reveal that the subjective happiness of male and female tea garden workers is significantly different at the 0.01 level. Male workers perceive more pleasure than their female counterparts; further, it was found that lower- and middle-income group workers perceive an equal level of satisfaction in their lives; no significant difference was found between them.

[Keywords] gender, middle-income group, subjective happiness, social sustainability, tea garden workers

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Introduction

Sustainability and sustainable development are essential in making industry or business more profitable in other fields. Although some people use the words “sustainability and sustainable development” interchangeably, they both talk about the possible danger of excessive consumption of natural resources without refilling them. However, there are some subtle differences between the two: sustainability focuses more on present status, while sustainable development focuses more on future outcomes.

Moreover, the term sustainable is broad, as it includes both environmental and social and economic sustainability, which are called three pillars of sustainability (Kaur & Kumar, 2022). These are also represented as a planet, people, and profit. That means an industry can be sustainable only when it saves its natural resources, has a healthy workforce, and remains financially stronger by generating long-term revenue. Sustainable means something that is to be sustained continually to a certain level. In 1987, the United Nations Brundtland Commission (United Nations, 2022) defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

On the other hand, sustainable development describes the processes to be sustained continually by achieving some goals called sustainable development goals, such as improving long-term economic