A STUDY ON EMPLOYEE SATISFACTIONTOWARDS WELFARE MEASURES: WITH REFERENCE TOAKR INDUSTRY

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Abstract — Welfares are the measures of promoting the employee's efficiency in an organization. The various welfare measures provided by anorganisation will have immediate impact on the satisfaction level of employees working in an organisation and overall efficiency of employeesand thereby contributing to the higher productivity. One of the main purposes of employee welfare measures is to improve the employee lifeand to keep them happy and conducted. Welfare measures may be both statutory and non-statutory, which includes housing, canteen, education,medical and laws require the employer to extend certain benefits to employees in addition to wages or salaries. In the present study an attempthas been made to study the employee satisfaction towards the welfare facilities at AKR Industry, Trichywhich helps to retain the employees working in an organisation that leads to success of an organisation. In this study, I used Descriptiveresearch design. Totally 120 employees from various departments has been selected as respondents to fill the questionnaire for this study.Findings of this study are only related to the employees of AKR Industry.

I. INTRODUCTION

Employee welfare is a broad area of social welfare both conceptually and operationally. It includes a broad field of state of well-being,happiness, satisfaction, conservation, and human resources development which helps to motivation of employee. Every Organizations providewelfare facilities to their employees to keep their level of motivation high. It is necessary to secure the cooperation of employee force toincrease the production and to earn higher profits. The cooperation of employee force is possible only when they are fully satisfied with theiremployer and welfare measures provided by an organisation.

The employee welfare schemes can be categorized into two viz. statutory and non-statutory welfare schemes. The statutory schemes are thosefacilities that are compulsory to provide by every organization to all employees as compliance to the laws governing employee health andsafety, these include: canteen facilities, drinking water, proper and sufficient lighting, facilities for sitting , changing rooms, first aidappliances, latrines and urinals, rest rooms. Non statutory welfare facilities may include personal health care, flexitime, employee assistanceprograms, harassment policy, employee referral scheme, med-claim insurance scheme. The non-statutory schemes vary from organization toorganization and from industry to industry.The welfare measures play an important role in every employee, because without welfare measures, they cannot work effectively in theorganization. If people do not want to work, it is impossible for every organization to attain its goals. The different welfare measures whichare provided by the employer to the employees will have a quick impact on the health, physical, mental efficiency alertness, morale and overallefficiency of the worker, which contributes to the higher productivity.

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II. REVIEW OF LITERATURE

Sabarirajan et.al. (2010), in his article he found that 15% of the employees are highly satisfied with their welfare measures, 22 % of theemployees are satisfied with their welfare measures.39 % of the employees are average with their welfare measures, and 16% of them are inhighly dissatisfied level. Welfare measures plays greater role in every employee satisfaction which results in higher quality of work life. Hisstudy throws light on the

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effect of welfare measures on QWL among the employees of textile mills in Salem district.

Satyanarayna and Reddi (2012), in their article they stated that the overall satisfaction levels of employees about welfare measures in theorganization cover is satisfactory. But, a few of them are not satisfied with their welfare measures provided by the organization. Therefore,they suggested that the existing welfare measures may be improved further. These welfare measures improve the employee's living standardand their satisfaction levels.

Sindhu (2012), she stated that the employee welfare measures increase the productivity of organization and promote healthy industrialrelations there by maintaining industrial peace. Usually every organizations provide various welfare facilities to their employees to hold theirmotivation levels high. They provide many statutory and non-statutory things policies to maintain employee's satisfactory level in average.When they get better canteen facilities, good water to drink, clean restrooms, clean and hygiene washrooms and bathrooms, regular medicalcheck-ups, health insurances, Employee assistance programme, better seating facilities or best workplace provides employee a greatersatisfactory level. This leads an organisation to grow quicker.

Upadhyay and Gupta (2012), in their article they conclude that communication plays a major role in increasing the satisfaction of anemployee. Satisfied employees are said to have greater morale. Welfare measures and work experience does not necessarily relate tosatisfaction. Therefore, they recommended that company should provide for adequate welfare measures but should not burden itself by.

1) *OBJECTIVES OF THE STUDY*

Based on the conceptual discussions made above the following objectives are framed for the successful conduct of this study.

1. To study the evaluation of training program and work life
2. To study the training effectiveness on employee overall performance.
3. To analyse the types of training that is provided to the employees in the firm.

4. To analyse overall performance towards improving training activities.
5. To measure employee performance after the training provided.
6. To know the opinion about the skills that measure learning from training effectiveness program.

2) *HYPOTHESES OF THE STUDY*

It means tentative generalization of the validity of which remains the tested. In short it deals with certain assumptions made in the study.

1. Null Hypothesis: A hypothesis which assumes that there is no significant difference between sample statistics and population parameter is called null hypothesis. It is denoted by Ho
2. Alternative Hypothesis: A hypothesis which assumes that there is a significant difference between sample statistics and population parameter is called alternative hypothesis. It is denoted by H1

3) *RESEARCH DESIGN AND METHODOLOGY*

Research Methodology is the study of how research is implemented scientifically. It is the method to systematically get the solution for theresearch problem by logically adopting different ways. Moreover, it derives the methods in which the information is collected for the research.The collection of facts and information will be followed by processing using scientific technique and tools to arrive at a reasonable conclusion.The research design used in this study is descriptive in nature. The present study attempts to study about the various welfare measures providedto the employees by an organisation and the satisfaction level of employees towards it. The main objective of this study is to find the satisfactionlevel of the employees on welfare measures.

4) *DATA COLLECTION METHODS*

A. *Primary Data*

Primary data is the data that is collected by researchers themselves during their own research using research tools such as experiments, surveyquestionnaires, interviews, and observation. In this study the primary data were collected from

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the employees of AKR Industry, Trichy through questionnaire.

B. Secondary Data

The Secondary data is the data that are gathered from the studies, surveys, or experiments that have been run by other people or foranother research. In this study the secondary data were collected from books, journals, and websites.

5) Sample Size

The information is collected through questionnaire from 120 employees of AKR Industry, Trichy. In this study I adoptedconvenience random sampling technique. After collecting the data, it has analysed with the help of tools like Percentage Analysis, regression and Correlation.

III. DATA ANALYSIS

1) Descriptive Statistics

This chapter deals with the descriptive and statistical analysis of the primary data collected from the employee who working in theorganization. The hypotheses drawn by the researcher are confirmed with the support of statistical tools and results are inferred.

Percentage analysis is a simple statistical instrument which is widely used in analysis and interpretation of primary data. It deals with thenumber of Respondents' reply to a questionnaire in percentage attained from the total population nominated for the study. It is one of thesimple forms of analysis which helps the researcher to realize the outcome of the research. It is normally used for inferring the results inquantitative terms. In this study, percentage analysis was used to measure the percentage of demographic profile of those employees whoparticipated in the study on various aspects.

2) INFERENCE

The above table shows that all respondents (100%) are aware of welfare measures provide by the organisation. About 93.3% are satisfiedwith overall medical facilities and only 6.7 % are not satisfied with overall medical facilities, 85.8% are satisfied with overall educationalfacilities and only

14.2% are not satisfied with overall educational facilities, 90% are satisfied with overall canteen facilities, housing loanprovided, housing facilities and only 10% are not satisfied with overall canteen facilities, housing loan provided, housing facilities. Amongall recreation benefits, about 60% of the respondents are satisfied with marriage hall, 20% are satisfied with clubs and 19.2% are satisfied withtour. Among all allowances, 50.8% are satisfied with bonus, 28.3% are satisfied with medical and 20.8% are satisfied with loan. About 87%are satisfied with increment provided and only 12.5% are not satisfied with given increment. About 93.3% are satisfied with restroom facilitiesand only 6.7% are not satisfied with it, about 94.2% of the respondents say that workplace are cleaned regularly and only 5.8% say that it isnot cleaned regularly, 95% of the respondents are satisfied and only 5% are not satisfied with overall lunchroom and restroom facility. All therespondents (100%) agree with maternity leave provided to the female employees. About 86.7% are satisfied and only 13.3% of the respondentsare not satisfied with working hours,87.5% are satisfied with insurance provided and gratuity calculated whereas only 12.5% are not satisfiedwith it.

The above table revealed that the mean score of Medical Facility during the study ranges from 1.28 to 1.45 and standard deviation scorevaries between 0.52 and 0.70 among the employees. The statement 'First Aid' scores lowest mean and the statement 'Routine Check-up' scoreshighest mean. The statement 'First Aid' scores lowest standard deviation and the statement 'Routine Check-up' scores highest standarddeviation

3) MAJOR FINDINGS

About 50% of the respondents are from age 46-55 about 95% of the respondents are male. It was found that 95% of the respondents aremarried. It was found that 43% of the respondents have more than 15 years of working experience. About 52% of the respondent's income isfrom 26000 to 35000.About 93% of the respondents are satisfied with overall medical facilities. About 85% of the respondents are satisfiedwith overall educational facilities. About 90% of the respondents are

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satisfied with overall canteen facilities. About 90% of the respondentsare satisfied with the housing facilities. It was found that 60% of the respondents are satisfied with recreation facilities which includes marriagehall.

IV. CONCLUSION

From the study, it is concluded that this organisation is providing various welfare facilities to the employees working in it. The managementrequired to provide good facilities to all employees in such way that employees become satisfied about employee welfare facilities. It increasesproductivity as well as quality and quantity. Therefore, there is necessity of making some provision for improving the welfare facility throughthat employees will become happy, employee's performance level become increase. It leads to improve favorable effects of profitability andproducts of the organization. At last it can be concluded that the employee welfare facilities provided by the organisation to employees aresatisfied and it is commendable, but still of scope is there for further improvement. So that efficiency, effectiveness and productivity can beenhanced to accomplish the organizational goals.

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