

# EMPLOYEE WELFARE SCHEMES IN STERLING HOLIDAYS AND RESORT LIMITED IN YERCAUD, SALEM DISTRICT, TAMILNADU, INDIA : AN ANALYTICAL STUDY

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**Abstract**— The research paper is to determine the study of the employee welfare measure. Employees are the most valuable asset of an organization. Employees' welfare entails everything from services, facilities and benefits that are provided or done by the employer for the advantage or comfort of an employee. It is undertaken in order to motivate employees and raise the productivity levels. The objective is to know the employee welfare is to improve the life of the working class, to bring about holistic development of the worker's personality and so on. Employees' welfare facilities include housing facilities, free medical facilities, retirement benefits, children and adult educational benefits, welfare measures for the employee's families, loan facilities, etc. The research design used is descriptive in nature. The data collection instrument is primary data that is collected through questionnaires. In the research of 110 respondents were taken. There is utmost need for the employee's welfare in any type of organization. Majority of the employees' are motivated through feedback and increase their productivity. The study also throws light on impact of welfare measures on the employees' performance.

## I. INTRODUCTION

### 1) ABOUT SRI VASAVI THANGA MAALIGAI

Sterling Yercaud is a 6-acre resort perched on a rocky ledge atop the Shevaroy Hills. It has 69 rooms, accessed partly by lift & partly by stairs, overlooking coffee plantations & each with a lovely view of the valley & a night view of the lights of Salem. Yercaud is a small hamlet formed around a beautiful lake with thick forests and pretty gardens around it. Sterling Yercaud is at a walking distance from some key tourist spots like Lady's Seat,

Gent's Seat, Children's Seat and the Rose Garden. At dusk, you get a fantastic view as the Salem city lights up at the foothills. The resort can also arrange customized treks, road trips, night safaris, bird watching tours and nature walks. Yercaud is a great place to explore by cycle, which can be hired from the resort, head to Zing, the multi-cuisine restaurant at Sterling Yercaud, to try the local delicacies of the region.

### 2) SIGNIFICANCE OF THE STUDY

Employee welfare is a term including various services, benefits and facilities offered to employees by the employers. The welfare measures need not be monetary but in any kind/forms. Welfare includes the activities that is done for the improvement and comfort of employees and is provided over and more than the wages. Welfare is a broad concept referring to a state of living on an individual or a setup is a desirable relationship with the total environment – ecological, economic and social. Employee welfare includes both the social and economic contents of welfare. Employee welfare measures “the efforts to make life, According to Todd”. ‘Employee welfare means anything done for the comfort and improvement, intellectual or social, of the employees over and above the wages paid which is not a necessity of the industry’.

An organisation is influenced by various human resources factors. The employee welfare measure is one of the factors penetrating in the life of employees those who are working in the small scale sector. This study explores the employees' employee welfare measures of Sterling Holidays and Resorts Limited in Yercaud. It also studies the employee view about the Labour welfare measures on the productivity of chemical.

Another aspect identified in the study is the factors that contribute to improve the standard of employee

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welfare measures of selective sample size. It covers every dimension of work including economic reward, security, working conditions and interpersonal relationship.

### **3) WELFARE AND SAFETY REPRESENTATIVES PERFORM THEIR ACTIVITIES**

All activities regarding the designation, function and training of representatives must be performed during normal working hours.

Welfare and safety representatives are entitled to do the following:

#### **4) Welfare and Safety Audits**

Representatives may check the effectiveness of welfare and safety measures by means of welfare and safety audits.

#### **5) Identify Potential Dangers**

Representatives may identify potential dangers in the workplace and report them to the welfare and safety committee or the employer.

#### **6) Investigate Incidents**

Representatives may together with the employer investigate incidents, investigate complaints from workers regarding welfare and safety matters, and report about it in writing.

#### **7) Make Representations**

Representatives may make representations regarding the safety of the workplace to the employer or the welfare and safety committee or, where the representations are unsuccessful, to an inspector.

## **II. REVIEW OF LITERATURE**

The review's goal is to provide context for justification for the research conducted. It is a description of what has been published on a topic by accredited scholars and researchers, and it discusses published information in the specific subject area and, at the time, within a specific time period. It is emphasized that this chapter is so important that its omission represents the avoidance or absence of a major element in research. This chapter provides a brief overview of studies on the concept of

performance appraisal conducted by various scholars and experts. An attempt was also made to identify the gaps in the literature.

**P.V.Satyanarayana (1997)** in his work *A Study on the welfare measures and their Impact on QWL* provided by the Sugar companies declared that improved quality of work life among the employees increases their involvement in job and results in increased productivity of the organization. The organizations make efforts to maintain smooth relationship between workers and management, which leads to attainment of organizational efforts.

**Harikrishnan (2014)** in his work *A Study On Labour Welfare Measures – With Special Reference To Rubber Board of India*, a well-fed, well-clad and satisfied worker is an asset to the organization. He makes no loss of man hours by absenteeism, strikes etc. and he feels essence of allegiance to the organization in which he works. A satisfied worker makes other resources meaningful. It is concluded from this study that Rubber Board is very much interested in providing welfare facility to their plantation workers. Workers have good opinion about Group Insurance Cum Deposit Scheme, Medical Attendance Scheme, Sanitary Subsidy Scheme and Housing and sanitary Subsidy Scheme. Workers are satisfied about Educational Stipend Scheme. They are less satisfied with Merit Award Scheme, Housing Subsidy Scheme for north east.

**Dr. Usha Tiwari (2014)** in her study *A Study on employee welfare facilities and its impact on employees efficiency at vindha Telelinks Ltd* conducted the study of Employees welfare schemes and its impact on employees efficiency at Vindha Telelinks Ltd. The results appeared positive. It increases productivity as well as quality and quantity. Therefore there is necessity of making some provision for improving the welfare facility through that employees will become happy, employees performance level become increase.

### **1) RESEARCH OBJECTIVES**

To conduct the company study, the following objectives were drafted:

- To study the impact of welfare facilities on employee satisfaction.

- To know the employees' opinion about the present welfare facilities.
- To know the opinion and satisfaction level of employees about health measures, safety measures and welfare measures followed in the company.
- To Study the extent of awareness for Labour welfare measures among workers.

## 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  $H_0$

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  $H_1$ .

## 3) RESEARCH DESIGN AND METHODOLOGY

The research design of this study is descriptive in nature. Both primary and secondary data used to investigate the study on employees welfare measures. The major interest, however, is in the use of primary data via the questionnaire method. The data is gathered using a structured questionnaire, and the sample size is 110. The frequency and reliability tests were used to analyze the data. Mean, Standard Deviation, Coefficient of Skewness, Test of Reliability have been used for research analysis.

## 4) DATA SOURCES

Data was taken mostly through primary data. However company and product profiles were referred too. A structured UN- disguised interview schedule was designed to collect data source. The schedule method was opted since the method would help to concise amount of information.

## 5) STATISTICAL TOOLS APPLIED

Statistical tools like simple percentage and chi square used in the compilation and computation of data.

- Percentage Analysis

- Chi-Square Test
- Correlation Analysis

The primary data had was collected from the samples from various areas and have been properly arranged, edited and tabulated in a systematic format and analyzed by using appropriate statistical tools. A bipartite correlation and liner regression analysis were carryout using SPSS.

## 6) LIMITATION OF THE STUDY

Though the researcher took utmost care and efforts to avoid shortcomings in the process of data collection and analysis, the study is prone to some limitations, which are mentioned below:

1. The time span of the study was very short.
2. Due to short span of time the sample size is restricted to 110 respondents only.
3. Personal bias or attitude of the respondents may be an obstacle
4. Analysis of the information is done on the suspicion that the respondents have given the right information

## III. DATA ANALYSIS AND INTERPRETATION

**TABLE: 1.1 FIRM PROVIDE SAFETY INFORMATION TO EMPLOYEES**

Sl.No	Satisfaction Level	No of Respondents	Percentage
1	Strongly agree	24	22%
2	Agree	34	31%
3	Neither agree nor disagree	22	20%
4	Disagree	17	15%
5	Strongly disagree	13	12%
Total		110	100

Source: Data collected from primary

The above table shows that the firm provides safety information to employees, 22% of the respondents are strongly agree, 31% of the respondents agree, 20% of the respondents are disagree, 15% of the respondents are neutral and remaining 12% of the respondents are strongly disagree. Majority 31% of the respondents agree

with company provide safety information to employees.

**TABLE: 1.2 TYPES OF SAFETY MEASURES PROVIDE BY THE ORGANISATION**

Sl.No	Satisfaction level	No of Respondents	Percentage
1	Fire safety	25	22%
2	First aid	38	35%
3	Transport	14	13%
4	Safety training	212	19%
5	Handrails and guarding	12	11%
Total		110	100%

Source: Data collected from primary

The above table shows that safety measures provided by the organisation, 22% of the respondents are need fire safety, 35% of the respondents are need first aid, 19% of the respondents are need transport, 19% of the respondents are need safety training and remaining 11% of the respondents are need handrails guarding. Majority 35% of the respondents are need first aid box in the company.

### 1) INTERPERTATION

It has been observed that the male employees are motivated with the education facilities satisfactory as compare to female employees. Here it has observed that significance test value for education facilities is greater than signifance level 0.05, hence null hypothesis is rejected which suggest that there is significant relationship with age.

### 2) RECOMMENDATIONS:

- Company should help employee achieve their professional goals.
- Organisation should encourage learning and personal development.
- Raise salaries, expand benefit.
- Keep open lines of communication.
- Implement a health and wellness program.
- Do plan for employee mediclaim& life insurance.
- Implementation modern communication and collaboration tools.

## IV. CONCLUSION

In this research it is conducted that overall respondents are satisfied with the welfare measure of employee's performance method. It also increases the effectiveness and productivity of employees and organization as a whole. The employees are aware about social security measures provided by the organisation. Overall the welfare measure of employer's performance method is designed well and is beneficial to the employees.

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