

A Study on the Effectiveness of Labour Welfare Measures Adopted by Lucky Star Bakers Pvt. Ltd. Cheloor

Dr Twinkle. K. Anthony, Mary Stella, Saneesh Kumar

Assistant Professor, Nirmala College of Management Studies, Meloor, Kerala, India

Abstract: Employee turnover is reduced due to the provisions of welfare facilities and they take active interest in their jobs and work with the feeling of involvement and satisfaction. Labour welfare is also in the interest of the large society because the health, efficiency and happiness of each individual represent the general well-being of all. The researcher collects all the needed information directly from the employees through questionnaires and interviews.

Keywords: Employee Turnover, Welfare.

I. INTRODUCTION

Every business organisation depends on its pool of able and willing human resources for its effective functioning. The industrial progress of any country depends on its committed employees¹. Hence the workplace should provide adequate facilities to protect the health of the workers from any occupational disaster. So as to increase the productivity, it is essential to improve and also maintain the morale and the sense of security at workplace. It is for this reason, that the organisation provides amenities in addition to regular salary, which may be termed as welfare facilities. Every individual has certain needs and motives which he/she wants to fulfill. Any welfare measures which fulfills their needs and motives give him satisfaction. There are some situational factors responsible for employee satisfaction². The important causes of employee satisfaction are wage incentive systems the work environment, length of working hours behavior of supervisor, security, scope for promotion and recognition of merit. Besides proper evaluation of work, impartial behavior and social relationship with co-workers etc.

The term welfare proposes many ideas, meanings, and conditions such as the state of well-being, health, happiness, prosperity and the development of human resources. As a total concept of welfare, it is desirable state of existence involving physical, mental, moral and emotional well-being³. The welfare simply means working out of things for the wellbeing of the labour. In other words, labour welfare implies the setting up of minimum desirable standards and provisions of facilities like health, food, medical assistance, education, insurance, job security, recreation etc, which will enable the workers and their family to live a good work-family-social life. A study on satisfaction level of employees towards welfare Measures is the project topic that I selected. A lot of factors will involve for welfare activities and employee satisfaction analyzes each factor and find out the impact of welfare activities on employee satisfaction. The very logic behind providing welfare schemes is to create efficient, health, loyal and satisfied labour force for the organization. The purpose of providing such facilities is to make their work life better and also raise their standard of living

Now days, welfare has been generally accepted by employers as a social right. But the degree of importance given by them varies. Therefore, the Government also intervenes and introduces legislation from time to time to bring about uniformity in providing such amenities. The intervention of the state, however, is only to widen the area of its applicability.

II. SAMPLING

A sampling is definite plan for obtaining the samples from given population. It refers to the technique for procedure for selecting items for the sample.

Sample Size: 50 respondents are selected using non-probability sampling technique.

Data Analysis

Table 4.1: Table Showing the work experience of employees

Particulars	Number of employees	Percentage of employees
1-5years	5	10
5-10years	11	22
10-15years	13	26
15ormore	21	42
Total	50	100

Table 4.2: Table showing the employees level of satisfaction with the working hours

Particulars	Number of employees	Percentage of employees
Highly satisfied	39	78
Satisfied	9	18
Dissatisfied	2	4
Highly dissatisfied	0	0
Total	50	100

Interpretation

From the above figures, it is found that 78 percentage of the respondents said that they are highly satisfied and 4 percentage dissatisfied with the working hours in the company.

Table 4.3: Table showing the rating of employees about the seating arrangements of the company

Particulars	Number of employees	Percentage of employees
Strongly agree	31	62
Agree	12	24
Disagree	5	10
Strongly Disagree	2	4
Total	50	100

Table showing weather employees welfare activities of the organization gives them a feeling of safety

Particulars	Number of employees	Percentage of employees
Yes	43	80
No	7	20
Total	50	100

Table showing satisfactory level of rest room and lunch room facilities

Particulars	Number of employees	Percentage of employees
Strongly agree	28	56
Agree	11	22
Disagree	8	16
Strongly Disagree	3	6
Total	50	100

Table showing, satisfaction level with the rules and regulation

Particulars	Number of employees	Percentage of employees
Highly satisfied	35	70
Satisfied	9	18
Dissatisfied	6	12
Highly dissatisfied	0	0
Total	50	100

Table showing the safety measures for employees

Particulars	Number of employees	Percentage of employees
Yes	43	80

No	7	20
Total	50	100

Table showing whether welfare benefits would bring considerable improvement in the performance of the employees

Particulars	Number of employees	Percentage of employees
Always	22	44
Sometimes	13	26
Occasionally	9	18
Notatall	6	12
Total	50	100

Table showing the opinion about the loan facilities and welfare funds

Particulars	Number of employees	Percentage of employees
Satisfied	27	54
Average	16	32
Needs improvement	6	12
Dissatisfied	1	2
Total	50	100

Table showing employees satisfaction level with drinking water facilities

Particulars	Number of employees	Percentage of employees
Satisfied	16	64
Average	13	21
Dissatisfied	11	25
Total	50	100

Table showing satisfaction with the relationship of superiors and subordinates

Particulars	Number of employees	Percentage of employees
Yes	36	72
No	14	28
Total	50	100

Table showing the opinion about the quality, quantity, cost of goods supplied in the company

Particulars	Number of employees	Percentage of employees
Excellent	32	64
Good	11	22
Average	5	10
Poor	2	4
Total	50	100

Table showing opinion regarding the time duration of Interval

Particulars	Number of employees	Percentage of employees
Satisfied	20	66
Average	12	12
Needs improvement	8	13
Dissatisfied	10	9
Total	50	100

Table showing, satisfaction level with pay over-time allowances

Particulars	Number of employees	Percentage of employees
Excellent	10	20

Satisfactory	27	54
Not satisfactory	13	26
Total	50	100

Table showing what motivates employees to work more

Particulars	Number of employees	Percentage of employees
Goodpay	38	88
Goodworkingcondition	12	12
Promotion	0	0
Total	50	100

III. FINDINGS

From the survey it was found that 42 percentages of the labour are working in company for more than 15 year and others are less than 15 years.

1. Major portion of the labours says that they are highly satisfied with the working hours of the organization.
2. Labours strongly agree with the seating arrangement of the employees.
3. Majority of the labours says yes that employee welfare activities of the organization give a feeling of safety and improves their performance.
4. From the survey it is clear that, most of the labours strongly agree with the rest room and lunch facilities to the labours.
5. More than half of the labours have the opinion that they highly satisfied with the rules and regulations of the firm.
6. Almost every individual labour is satisfied with the safety measures in the firm.
7. Around 44 percent of the employees says adequate welfare benefits would bring considerable improvement in the performance of the employees.
8. Majority of the labour satisfied in the loan facilities and welfare funds provided by the company and 2 percent are dissatisfied.
9. Most of the employees are satisfied in the drinking facilities provided by the company.
10. Majority of the labours are satisfied with the relationship of subordinates with superiors.
11. More than half of the labours are happy with the quality, quantity, and cost of the goods supplied in the company.
12. About, 66 percentage of the labours said that they are satisfied with the time duration of interval, 9 percentage says they are dissatisfied.
13. Most of the labours are not satisfied with over time allowance for the work.
14. From the study it is clear that, large portion of the labours says good pay is the factor that motivates them and some of the said good working condition motivates them to work more.

IV. SUGGESTION

1. Rest room and lunch facilities to the labour should be given consideration.
2. Over time allowance should be provided to the labours.
3. Time duration of interval in the course of work must be changed.

4. There is a need of providing loan facilities to the employees of the organization.

V. CONCLUSION

This study highlighted so many factors which will help to create the awareness of welfare to the labours. The company is having better welfare activities and the labours are satisfied with their welfare schemes provided by the management. It is helpful for the growth of the company to improve its productivity. The company can follow welfare facilities such as, ESI schemes, clean & hygienic toilets & drinking facility.

Labour welfare awareness meetings and presentation must conducted periodically, this in turn helps to improve the labour satisfaction and the will lead to increase of productivity. Labour welfare is very important to run the company successfully so the company should follow the welfare activities regularly to improve the labour satisfaction in their working environment.

REFERENCES

- [1] K. Aswathappa "Human resource and personal management, Tata McGraw Hill publishing limited 2006 Edition 8-chapter 6 marketing management page no 64.
- [2] CR Kothari "Research methodology"New age international pvt ltd 1995 Edition 5 Chapter 4 Census and sample survey. Page number 55.
- [3] Balaji "Implication of employee welfare and rewards on job satisfaction and procedures" Global research analysis Edition 2013 Chapter 2 page number 38.