

A Study on Impact of Employee Welfare Measures on Employee Satisfaction Deshabhimani, Cochin

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Abstract: *Employees welfare work aims at providing such service facilities and Amenities which enable the workers employed in an organization to perform their work in healthy congenial surrounding conducive to good health and high moral. Employee's welfare is a comprehensive term including various services, benefits and facilities offered by the employer. Employee welfare means activities designed for the promotion of the economic, social and cultural well-being of the employees. It includes statutory as well as non-statutory activities undertaken the employers, trade union and both the central and state governments for the physical and mental development.*

Keywords: Employees, Welfare, Benefits, physical development

I. INTRODUCTION

Employee's welfare enables workers to have richer and more satisfying life. It raises the standard living of workers by indirectly reducing the burden on their pocket. Welfare measures improve the physical and physiological health of the employees, which in turn enhance their efficiency and productivity. Employee welfare promotes a sense of belongings among the workers, preventing them from resorting to unhealthy practices like absenteeism, employee unrest strike, etc. welfare work improves the relations between employees and employers. Desabhimani is one of the leading Malayalam dailies in Kerala. The Desabhimani has become the third largest daily in Kerala, reaching a wide range of readership. Desabhimani is the mouthpiece of the Kerala State committee of the communist party of India (Marxist), it is one of the most prominent newspaper of the state. It is run and published by the CPM of Kerala; the paper act as a medium through which the roots of the party can be firmly strengthened. The newspaper has enjoyed tremendous success in Kerala due to the high literacy rate of the state and the mind set of people of the state which has been generally inclined towards revolutionary thoughts of those of communism and Marxist theories.

II. REVIEW OF LITERATURE

Souza (2009) explained labour welfare and job satisfaction relationship in pharmaceutical companies and multinational pharmaceutical companies that all the eight labour welfare dimensions (education/training, recreation, medical, subsidized loan, canteen, housing, safety and others) are positively and significantly correlated with job satisfaction at the 0.01 level. This implies that an increase in any of the labour welfare dimensions is likely

Prabakar (2017) in the study "Employees satisfaction & welfare measures: A case study with special reference to Don Bosco college of arts & science, Sogathur, Dharmapuri" has found that 41.11% of the respondents are not satisfied with the drinking water facilities provided by the college. 20% are satisfied with the drinking water facilities and 38.88% are highly satisfied with the drinking water facilities. Majority of the employees are highly satisfied with the transport facilities provided by the college. Only 11.11% are not satisfied with the transport facilities. In the case of canteen facility, 55.56% of the employees are highly satisfied, 22.22% are satisfied where as another 22.22% are not satisfied with the canteen facility. 18.88% of the respondents think the leave facility provided by the college is good, where as 51.11 % think it is average and 30% have the opinion that it is poor. 8 20% of the respondents consider management employee relationship as the college's strength. And also he had found that the employees are very satisfied with intramural facilities.

Srinivas (2018) Identified welfare facilities and employee's satisfaction level about welfare facilities adopted at Bosch limited, Bangalore. It is found that most of the, welfare facilities like medical, canteen, working environment, safety

measures etc. Are provided by the company and most of the employees are satisfied with the welfare facilities adopted by the company towards the employee's welfare.

Satyanarayana and Reddi (2018) Stated that the overall satisfaction level of employees about welfare measures in the organization cover is satisfactory. However, a few are not satisfied with welfare measures provided by the organization.

Logasakthi and Rajagopal (2019) Revealed the employees enjoy not only the satisfaction of their jobs but also various facilities given by the firms. The labours extend their maximum support for the improvement of the company. The personal department takes care of the total human resources in the company. The management provides all the health safety and welfares to the employees that will help to produce better performance in the work and working environment.

2.1 Statement of the Problem

This study is important to find out how labour welfare facilities significantly influence the level of employee satisfaction and whether the statutory and non-statutory labour welfare facilities are better predicts of employee satisfaction.

2.2 Scope of the Study

The scope of the study is to make up in depth on the welfare measures provided by Desabhimani daily. Employee welfare improves the morale and loyalty of workers by making them happy and satisfied. It also helps to improve the goodwill and public image to the enterprise. The test of welfare activities is that it removes directly or indirectly any hindrance, physical and mental of the worker and restores to the peace and joy of living the welfare work embraces the worker and his family.

2.3 Objective of the Study

Primary Objective: The primary objective of the study if to understand the effectiveness of employee's welfare measures in Desabhimani.

Secondary Objectives:

- To identify various welfare measures provided by the company for the employees.
- To see whether employees are satisfied with the various welfare measures provided by the company.
- To understand whether there is any need of improvements in the present welfare schemes.
- To find out the level of satisfaction of both worker and the managerial staff in the welfare measures taken by the company.
- To study the impact of employee welfare on employee satisfaction in Desabhimani

III. RESEARCH METHODOLOGY

It is the science which dealing with principles of procedure in research and study.

Population

The group of individuals under study is known as population or universe. Population is the aggregate of all units in any field of enquiry. It is the collection of individuals or of their values which can be numerically specified. a population may be definite or infinite. The population of the study includes the exited employees of Deshabhimani

Sample Design

In the theory of finite population sampling, a sampling design specifies for every possible sample its probability of being drawn. Sample design is also a critical component of marketing research and employee research for many organisations.

Data Collection

- **Primary Data:** It can be collected through either experiment or survey, if the researcher conduct an experiment, he observe some quantitative measurements or the data with help of which he examines the truth contained in his hypothesis. The data were collected through direct interview with customers and through keen observation.
- **Secondary Data:** It means data that are already available i.e., they refer to the data which already been collected and analysed by someone else. Thus the data were collected from departmental manuals, enquiry, past records and from company's website

Framework of Analysis

The present study has been conducted to analyse the impact of employee welfare measures on employee satisfaction Deshabimani, Cochin. The tools used for the analysis of collected data are percentage analysis Chi-Squire analysis and anova (Analysis of variance)

Hypothesis

To test the relationship between employee welfare and promotion policy.

- H0:- There is no significant relationship between employee welfare and promotion policy.
- H1:- There is a significant relationship between the employee welfare and promotion policy.

Observed Frequency

Observed value of canteen facility and employee welfare.

Particular	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
Employee welfare	26	36	18	14	6	100
Promotion policy	4	18	44	28	6	100
Total	30	54	62	42	12	200

Chi-square analysis= $(O-E)^2/E$

O= Observed Frequency

E= Expected Frequency

Expected Frequency = Row total * column total/Grand Total

Degree of Freedom = $(c-1)*(r-1) = (5-1) (2-1) = 4$

O	E	(O-E)	(O-E) ²	(O-E) ² /E
26	15	11	121	8.066667
36	27	9	81	3
18	31	-13	169	5.451613
14	21	-7	49	2.333333
6	6	0	0	0
4	15	-11	121	8.066667
18	27	-9	81	3
44	31	13	169	5.451613
28	21	7	49	2.333333
6	6	0	0	0
				37.70323

$\Sigma(O-E)^2/E=$

5% Level of significance

Calculated value=37.70323

Table value = 9.488

Interpretation

In this test the calculated value is greater than the Table Value; so we reject the Ho that there is no significant relationship between employee welfare and promotion policy. Here we accept the H1 that there is significant relationship between employee welfare and promotion policy Thus, The Project (H0) rejected H1 is accepted- There is significant relationship between employee welfare and promotion policy.

Karl Pearson's coefficient correlation

Rating	Employee welfare (X)	Environment at work place (y)	x ²	Y ²	X*Y

Highly satisfied	26	36	676	1296	936
Satisfied	36	28	1296	784	1008
Neutral	18	16	324	286	288
Dissatisfied	14	10	196	100	140
Highly dissatisfied	6	10	36	100	60
Total	100	100	2528	2536	2432

Karl Pearson's coefficient correlation

$$r = \frac{N \sum xy - (\sum x)(\sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

$$= \frac{(5 \cdot 2432) - (100)(100)}{\sqrt{(5 \cdot 2528 - (100)^2)(5 \cdot 2536 - (100)^2)}}$$

$$= \frac{12160 - 10000}{\sqrt{(12640 - 10000)(12680 - 10000)}}$$

$$= \frac{2160}{\sqrt{7075200}} = \frac{2160}{2659.92481} = 0.8121$$

INTREPRETATION

The value of R is 0.8121.

This is a strong positive correlation, which means that high X variable scores go with high Y variable scores (and vice versa). (There is a high relation with Employee welfare and Environment at work place)

Analysis of Variance (ANOVA)

- H0: There is no variation among the factors that affecting employee welfare
- H1: There is a variation among the factors that affecting employee welfare

Employee welfare	Factors					
		Work environment	Medical benefits	Promotion Policy	Bonus and allowances	Recreational Activities
Highly Satisfied		8	6	6	4	2
Satisfied		20	10	3	2	1
Neutral		10	4	2	1	1
Dissatisfied		8	2	2	1	1
Highly Dissatisfied		3	1	1	1	0

A	B	C	D	E
8	6	6	4	2
20	10	3	2	1
10	4	2	1	1
8	2	2	1	1
3	1	1	1	0
ΣA=49	ΣB=23	ΣC=14	ΣD=9	ΣE=5

N is the total number of observation and k is the number of columns

T = sum of all observations = 100

T²/N = 100²/25=400

SST = Sum of squares of all observations - T²/N = 878-400=478

SSC = (ΣA)²/n₁+ (ΣB)²/n₂+ (ΣC)²/n₃+ (ΣD)²/n₄+ (ΣE)²/n₅ - T²/N = 86.2

SSE = SST - SSC

$$SSE = 478 - 86.2 = 391.8$$

$$MSC = SSC/K-1 = 21.55$$

$$MSE = SSE/N-K = 19.59$$

Source of Variation	Sum of square	Degree of Freedom	
Between the sample within the sample	SSC= 86.2 SSE=391.8	K-1=4 N-K=20	MSC = 21.55 MSE = 19.59
Total	SST= 478	N-1=24	

$$F = MSC/MSE = 1.10$$

$$\text{Degree of freedom} = (K - 1, N - K) = (4, 20)$$

The table value of F at 5% of level of significance for (4, 20) degrees of freedom is 2.87.

INTERPRETATION

The calculated value of F is less than the table value of F. There for Null hypothesis is accepted. There is no variation among the factors that affecting employee welfare.

IV. FINDINGS

The analysis and interpretation of the data with reference to the study has revealed the following facts

- All the workers are satisfied with employee's welfare programs of the company
- Most workers ' opinion is that they are satisfied with the environment of the work place.
- Most workers ' opinion is that they are satisfied with the rest room facility.
- Workers are satisfied with the canteen facility of the company.
- All workers are highly satisfied with the medical facility provided by the organisation.
- Majority of the employees say that the leave facility given by the company is very good.
- Most of the workers are satisfied with the yearly allowances and bonus
- 28% of employees are highly satisfied with the Welfare benefits provided by the organization play a Motivational factor, 28% of workers are dissatisfied

V. SUGGESTIONS

From the study on the impact of employee welfare measures on employee satisfaction I am giving following suggestions and I hope that it will help the organization to increase the satisfaction of the employees and thus become more productive.

- Company should make sure about the working hours and working conditions are giving satisfaction to their employees.
- Company should take care into consideration about the transportation facilities of their employees. • A fair night shift allowances should be maintained by the organization which may motivate them to work.
- Since majority of the employees are dissatisfied with the recreational facilities company must provide more emphasis for such activities. It will help to make a sense of participation and belongings in the employees and finally boost their performance

VI. CONCLUSION

Welfare measures are those which are directed towards the workers which is more than an added advantage for the company. It is very necessary to seek the co-operation of the labour force in order to increase the production and to team high profit. The cooperation of the workers is possible only when they are fully satisfied with their work and added advantage like labour health, safety and welfare activities.

After the conduct of the study I have noticed some loop holes in the welfare policies of the company, which I have mentioned in the suggestions. If the company works out on these suggestions then it will definitely improve the welfare activities of the company and its overall effect will increase satisfaction level of employees. This will result in increase in production and profitability of the company.

I have made an attempt to link two variables namely Employee welfare Vs Employee satisfaction. In the analysis, a few factors of welfare measures came out, which have linkage with employee satisfaction. The research study has given me immense opportunity to learn about the implementation of health, safety and welfare measures. I also got a practical exposure to various aspects learned through theory classes. Above all I had the real feel of a corporate world.

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