

A STUDY ON EFFECTIVENESS OF LABOUR WELFARE OF EMPLOYEES IN IT SECTOR WITH REFERENCE TO COIMBATORE SOUTH

KARTHIKRYAN.M ,II MBA.,

Department of Management Studies [PG] & Research,

V.L.B Janakiammal College of Arts and Science (Autonomous)

Kovaipudur, Coimbatore – 641042

MRS.R.SUDHA., MBA., M.Com.,M.Phil.,(Ph.D)

ASSISTANTPROFESSOR,

Department of Management Studies [PG] & Research,

V.L.B Janakiammal College of Arts and Science (Autonomous)

ABSTRACT

This study examines the effectiveness of labour welfare measures and employee satisfaction. Data from 200 respondents shows that while employees are generally satisfied with benefits like health insurance and financial support, issues such as lack of awareness and accessibility remain. The study concludes that better implementation and awareness can improve employee well-being, motivation, and productivity.

KEYWORDS

Labour Welfare, Employee Satisfaction ,Welfare Measures ,Productivity ,Work Environment

INTRODUCTION

Labour welfare refers to the measures taken to improve the working conditions and overall well-being of employees. These include health, safety, and economic benefits that ensure fair treatment and a better quality of work life. Labour welfare has gained importance with the growth of industrialization and labour laws. It helps in improving employee satisfaction, motivation, and productivity, while also promoting good relations between employers and employees.

RESEARCH BACKGROUND

This study is based on a descriptive research design. Data was collected from 200 respondents using a structured questionnaire (primary data), along with secondary data from books and journals. A convenience sampling method was used. The data was analyzed using statistical tools such as percentage analysis, chi-square, ANOVA, and correlation.

STATEMENT OF PROBLEM

The problem of this study is to examine the effectiveness of labour welfare measures Provided to employees. Though several welfare schemes exist, many workers are not Fully satisfied due to poor implementation, lack of awareness, and inadequate Facilities. This study aims to identify the gaps in the existing welfare programs and Suggest ways to improve employee well-being and satisfaction.

OBJECTIVES OF THE STUDY

- To study the relationship between employer and employee in the organization.
- To suggest new welfer schemes for employees.
- To identify the various welfare measures provided to the organization.
- To know their satisfactory towards the welfare measures
- To understand how welfare measures improve the motivation of the labourers.

LIMITATIONS OF THE STUDY:

Time is an important limitation. Due to time constraints, the limited population is Taken for the study. Findings based on this study cannot be used in other organizations. There are chances of misrepresentation responses. The biased view of the respondent is another cause of the limitation.

SCOPE OF STUDY

The scope of labour welfare includes work environment conditions, health Services, and economic programs. Labour welfare is needed due to factors like Lack of unions, illiteracy, and poverty. Welfare activities can be intramural, within The workplace, or extramural, outside it.

REVIEW OF LITERATURE

Belot et al. (2004): Welfare measures improve employment, productivity, and job security.

John (2004): Social security benefits like pension, PF, and insurance support workers' welfare.

Bahnudas (2007): Safety measures and training improve workers' quality of life.

Copeland (2009): Incentive schemes increase productivity and overall welfare.

Gupta (2009): Majority of employees are satisfied with welfare measures.

Kamdi (2010): Facilities like canteen, medical, and allowances increase employee satisfaction.

Meenakshi & Yadav (2013): Awareness of welfare measures is important for better relations.

Logasakthi & Raja Gopal (2013): Welfare improves quality of work life and satisfaction.

Dhivya & Vijayaraj (2016): Employees are satisfied but need improvement in some areas.

Pushpa (2016): Welfare measures are essential for effective employee performance.

RESEARCH METHODOLOGY

Sampling plan

The study uses a Convenience sampling technique. A sample size of 122 respondents was Chosen to ensure fair representation. Data were collected through a structured questionnaire, Providing unbiased and reliable information for analyzing training and development Effectiveness.

Convenience sampling

The type of research used in this project is convenience in nature. The main goal of this type Is to describe the data and characteristics about what is being studied. Convenience sampling Is a type of non-probability sampling that involves the sample being drawn from that part of The population that is close to hand.

Methods of the study

Data was gathered from both primary and secondary sources of information. The Questionnaire is the source Of collecting primary data and the secondary data are collected From various books, journals, websites.

1. Primary data – Primary data refers to information collected firsthand for the first time. In this study, primary data was gathered using a well-designed structured questionnaire, And the required information was collected through Google Forms.
2. Secondary data – secondary data is a type of data that has been collected in the past. It Includes various information's from books, websites etc. Statistical tool
 - Percentage Analysis
 - Chi square

Percentage Analysis

Percentage analysis is a statistical tool used to analyse and interpret the data collected from Respondents. It helps in understanding the distribution of responses and comparing Different categories in a simple and meaningful manner. The formula used for percentage Analysis is:

$$\text{Percentage} = \frac{\text{Total Number of Respondents}}{\text{Number of Respondents}} \times 100$$

Chi- square

Chi-square is a statistical test commonly used to compare observed data with data one would Expect to obtain according to specific hypothesis. The chi-square test is always testing what Scientists call the null hypothesis, between the expected and observed states that there is no Significant difference result.

The formula for calculating:

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

Findings

- Majority respondents are under 25 years (57.5%), female (52.5%), and unmarried (58%).
- Most are PG qualified (36.5%) and full-time employees (34.5%).
- Health insurance is the most known and used welfare measure.
- Employees are generally satisfied, especially with financial support and benefits.
- Main issues: accessibility (35.5%) and time constraints (38%).
- Employees prefer mental health support (36%) and better facilities.
- Work-life balance and productivity improvement are key outcomes.
- Most suggest regular review of welfare measures (63.5%).
- Overall, welfare measures are useful but need improvement in awareness and implementation

Suggestions

- It would be encouraging if Pondicherry co-op sugar mills increase the amount Spent on welfare schemes like transport facility, medical, canteen, etc.
- Management must make necessary arrangements for periodic medical check-up, so that occupational diseases can be diagnosed earlier and necessary treatments Can be given to the concerned workers.
- Proper drinking water should be provided by the company for workers safety Measures should be improved.
- Regarding the working conditions of the Agri pump pvt company, most of the Workers are satisfied. The management of the mill should take necessary steps to Fix exhaust fan, air machine etc., in essential places in the company.

- The company should make proper arrangement for sitting when employees need Little rest while they are working.
- The company should provide education allowance to the children of worker. Add Some recreation facility so that they can refresh their mind from day-to- day Activities. The company should provide.

CONCLUSION

After analyzing all we can conclude that a Successful human resource management contributes to a powerful labor welfare and smooth industrial relations. This helps an industry to grow successfully in accomplishing its goals and further enter into society in an endeavor to uplift the community and humanity. The final outcome of this thesis exhibits employees were more satisfied with their job and some extent aware of labor welfare facilities offered by the organization. It is suggested that management should maintain the same level of amenities and relationship in future also. Certain actions to be taken to enhance the level of awareness of welfare schemes, protect from unions and legislations. Successful implementation of these suggestions will enhance the value of service to the employees, thereby management and employees can feel pleasant.

BIBLIOGRAPHY

- Fellman, S. (2019). Company welfare programmes and industrial modernization inFinland. Journal of History.
- Odeku, O. F., and Odeku, K. O. (2017). In Pursuit of the Employees' Welfare in the Workplace: Issues in Perspectives. Journal of Social Sciences.
- Suarez Sanchez, F. A., Carvajal Pelaez, G. I., and Catala Alis, J. (2017).Occupational safety and health in construction: a review of applications and trends. Journal Industrial Health.
- Decoster, A. (2010, November 28). Empirical Welfare Analysis in Random UtilityModels of Labour Supply. Journal of Economic Studies. Copeland, A., and Monnet, C. (2009).The Welfare Effects of Incentive Schemes.The Reviewof Economic Studies. <http://www.jstor.org/stable/20185085>
- Csiernik, R. (2009).Labour Welfare in Canada: An Examination of Occupational Assistance. Journal of Workplace Behavioral Health, Wiggan, J. (2007). Administering economic reform: New Labour and the governance Of social security.



Copyright & License:

© Authors retain the copyright of this article. This work is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.