



A STUDY ON LABOUR WELFARE MEASURE TOWARDS MANO CONE PRODUCTS WITH REFERENCE TO MADURAI

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Abstract: A study on labour welfare measures in the milk industry. It has developed by the employee welfare facilities are different. Topics to be discussed in the project they are employee working environment for the Organization, safety for employee welfare, job satisfaction and development of employee for the organization. The very logic behind providing welfare schemes is to create efficient, healthy, loyal and satisfied labour force for the organization. The employee satisfied with the selection for the percentage to calculate the chi-square analysis to using the research process. The purpose of this paper is to present the result of a survey on the attitude and behaviour of employee towards the various level of satisfied categories will be applied for the erode district milk producer.

Keywords: Labour welfare measures, milk industry, job satisfaction and development of employee

I. INTRODUCTION

Labour welfare activities in an industrialized society has far reaching impact not only on the work force but also all the facets of human resources. Labour welfare includes all such activities, which not only secures existential necessities but also ensures improvement in spiritual and emotional quotient. It comprises of short term and long terms goal toward building a humane society.

As Labour welfare is a dynamic concept, changes in its principles activities and the rationale supporting them have not been static. They closely follow the stages of advancement of the industrialized society – from police Theory to Functional Theory. Accordingly principles for successful implementation of Labour welfare activities ranges from adequacy of wages to impact on efficiency as well as transformation of personality in nut shell, it is extension of democratic values in an industrialized society.

The term 'Welfare' expresses many ideas, meanings and connotations, such as the state of well being, health, happiness, prosperity and the development of human resources. It includes both the social and economic aspects of welfare. The social concept of welfare implies the welfare of man, his family and his community. All these three aspects are inter-related and work together. The economic aspect of welfare covers promotion of economic development by increasing production and productivity.

MEANING AND DEFINITION OF LABOUR WELFARE:

Labour welfare implies the setting up of minimum desirable standards of the provision of facilities like health, food, clothing, housing, medical assistance, education, insurance, job security, recreation etc. Such facilities enable the worker and his family to lead a good working life, family life and social life.

Labour welfare thus embraces in its fold all efforts which have their object of improvement of health, safety welfare and general well-being of the workers. It is confined to those activities which are undertaken statutorily or otherwise, inside the industrial premises or outside by any agency, government, employers which do not come under social insurance conditions, and which lead to improvement in health, efficiency and happiness of industrial workers and their families

BENEFITS OF LABOUR WELFARE

(1) Improved Industrial Relations:

These measures provide great satisfaction to the workers and also help in maintaining industrial peace. Conflicts, chaos, unrest etc. are minimized. A feeling of oneness with the organization is created.

(2) Increase in the General Efficiency and Income:

Welfare facilities make the workers happy and contented both at home and the factory and it brings improvement in their general efficiency. Their efficiency and productivity may not be up to the mark, if they are not relieved of their domestic worries like poor housing, insanitary conditions etc. Once they are relieved of these worries, they work with full zeal and enthusiasm.

(3) High Morale:

The welfare measures shall also help in securing the willing co-operation of the workers. Once satisfied they will be less tempted to destructive and anti-social activities. Thus, a high degree of employee morale is ensured.

(4) Creation of Permanent Employee Force:

These facilities will provide an attraction to the workers to stay longer in the undertaking. In the absence of such facilities, the workers often leave for their villages in search of recreation etc. Efficient workers can also search for better chances and may switch over to other establishments. In order to create a permanent Employee force, such facilities are essential.

(5) Improvement in the Mental and Moral Health:

These facilities bring a drastic a change in the outlook of the workers, improve their mental faculty and help them in becoming good citizens. In the absence of such facilities, they are bound to fall prey to the various social evils like drinking, gambling etc.

(6) Change in the Outlook of Employers:

A change in the attitude and outlook of the employees and their heartfelt co-operation shall also change the outlook of the employers as well. They will become more sympathetic towards them. They will not even hesitate to share the fruits of their hard Employee with the workers.

(7) Social Benefits:

Besides the various economic advantages to the employers and employees, these measures also offer various social advantages. The increase in the efficiency of the workers ultimately leads to an increase in production, productivity and the earnings of the undertakings. The increased earnings also lead to higher wages and make the workers happier and enable them to live "a richer and fuller life". Finally, the living standard of the society is raised.

OBJECTIVES OF LABOUR WELFARE ACTIVITIES

The object of welfare activities is to promote economic development by increasing production and productivity. The underlying principle is to make the workers given their loyal services ungrudgingly in genuine spirit of co-operation, in return for obligations, voluntary and compulsory, accepted by the employee towards the general well-being of the employees.

Improving the efficiency of the Employee is another objective of Labour welfare activities. Efficiency gives double reward, one in the form of increased production and the other in the shape of higher wages due to achievement of higher productivity. Welfare activities add to their efficiency and efficiency in turn help the worker to earn more wages. Therefore, welfare activities in an organization are twice blessed. It helps the employer and the employee both.

BASIC FEATURES OF LABOUR WELFARE

- Labour welfare measures and amenities are provided not only to the employees of the undertaking but also to their family members.
- The facilities and welfare amenities provided are not identical all over the world. They differ widely depending on the historical, cultural and environmental conditions.
- These measures are provided not only by the employers but also by the government, trade unions and by other outside agencies.

- These measures do not include those facilities, which are statutory or obligatory under any contract between the employer and the employee. Thus they are only optional, and voluntarily provided.

II. STATEMENT OF THE PROBLEM

Labour welfare work in India is somewhat distressing, Welfare amenities not been properly provided, except the units managed by progressive employers. In modern units where the latest technology demands maintenance of adequate standards. The letter of the law not been strictly observed in most units, owing to poor supervision. Employers, however, agree that welfare work would eat into the finances of the organization and where the facilities have been provided these have either remained unutilized or improperly used by the workers. The need of the hour, to sum up, is to extend the coverage of statutory welfare amenities to all units employing a minimum number of employees and create a proper administrative network to over seen the implementation strictly.

III. OBJECTIVES OF THE STUDY

- To know the importance of labour welfare in industries of Mano cone products
- To study the demographic parameters of operators in an organization
- To identify the level of satisfaction on labour welfare measures with reference to Mano cone products
- To know the opinion of employees regarding employee welfare practices followed in the company.
- To study the various welfare practices implemented in the industries.
- To suggest best practices regarding employee welfare measurement practices

IV. SCOPE OF THE STUDY

- The study finds the expectations of Employee in the work environment. The research was held to develop and understanding of their Experience, Perceptions and Service need within the Industry.
- This study covers how customers are motivated with sales promotion techniques.
- It aims to know the consumer views about the price, quality and availability of the product.
- This study also helps to know the factors which influence the consumer to buy this product and also helps to know the schemes, offers, premium etc. this study is helpful to know stimulating customers are purchasing the dependable product.
- The researcher did not consider temporary, contract and casual Employees as well as the employees working in head office were also not considered for this study

V. LIMITATIONS OF THE STUDY

- Time is a major constrain forth study.
- There salt of the study depends upon the information given by the employees, which may be biased.
- Study is limited to the welfare facilities provided for the workers and findings of their searcher cannot be applied to other fields.
- The study is restricted to employees in Mano cone products
- The employees' attitude & opinion may change in future so relevance to the study can't be assured.
- The personal basic of the respondents is another limiting factor.

VI. REVIEW OF LITERATURE

Singh (2017) found that there is a positive correlation between the welfare measures and manpower productivity, i.e., if the proper welfare measures are taken then the productivity of the employees will increase and ultimately the profit of the organization increase. Effective employee welfare measures helps the organization to increases their productivity as well as it enhances the morale and motivation of the employees which gives a positive impact on the efficiency level of the organization.

S.Divyabharathi (2018) Defined Employee welfare as a term which is understood to include such services, facilities and amenities as may be established in or in the vicinity of undertakings to enable the persons employed in them to perform their work in healthy, congenial surrounding and to provide them with amenities conducive to good health and high morale. In the 'narrow sense', welfare in addition to general physical working conditions is mainly concerned with the day – to – day problems of the employees and social relationships at the place of work.

M.ramasatyanarayana (2019) the present study is undertaken to know the satisfaction levels of employees about employee welfare measures in dairy industry. For the purpose of the study, convenience random sampling method is adopted to carry out the study by the researcher. Out of 925 employees, 90 are selected covering almost all the departments. A questionnaire is used for present study to know the opinions of the employees on each statement. The results of the research reveal that majority of the employees are satisfied with all the welfare measures provided by the organization.

P. Usha (2020) The Study on “employee welfare measures” is conducted with the main objective of evaluating the effectiveness of welfare measures in dairy sector and to suggest measures to make existing welfare measures much more effective and comprehensive so that the benefits of the employees will be increased. The concept of ‘employee welfare’ is flexible and elastic and differs widely with time, region, industry, social values and customs, degree of industrialization, the general economic development of the people and political ideologies prevailing at a particular time, it is also melded according to the age – group, sex, socio - cultural background, marital and economic status and educational level of the employee in various industries. In the ‘broader sense’, employee welfare may include not only the minimum standard of hygiene and safety laid down in general employee legislation, but also such aspects of working life as social insurance schemes, measures for the protection of women, limitation of hours of work, paid vacation, etc.

Chandra Sekharpatro (2021) Employees' play a key role in the existence and growth of any organisation, therefore their welfare is essential. During the past few years, both public sector and private dairy sector organisations have been contributing towards the employee's benefits and also increase their efficiency. 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. If the organisations do not bother about the employees benefit, but expect efficient and high performance from them, it is a mere waste. So there is utmost need for the employee's welfare in any type of organization

Mishra & Bhagat (2021) stated that employee absenteeism in Indian dairy industries can be reduced to a great extent by provision of good housing, health and family care, canteen, educational and training facilities and provision of welfare activities. The principle for successful implementation of employee welfare activities is nothing but an extension of democratic values in an industrialized society.

Arun Prakash (2022) “Welfare” is a broad concept referring to a state of living of an individual or group, in a desirable relationship with the total environment - ecological, economic and social. Employee welfare includes both the social and economic contents of welfare. Social welfare is primarily concerned with the solution of various problems of the weaker sections of society like the prevention of destitution, poverty, etc. It aims at social development by such means as social legislation, social reform, social services, social work, social action, etc. The object of economic welfare is to promote economic development by increasing production and productivity and through equitable distribution

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods techniques but also the methodology.

RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research, popularly known as the “research design”. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

SAMPLE DESIGN

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a convenience or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it.



SAMPLING TECHNIQUES

The sampling technique used in this study is “convenience sampling” when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience.

SAMPLE SIZE

The research has selective respondent 120 samples only.

METHODS OF DATA COLLECTION

- Primary data
- Secondary data

PRIMARY DATA

Primary goal is original and collected by the researcher freshly. In this study Primary data was collected through questionnaire. A questionnaire is a popular means of collecting Primary data.

SECONDARY DATA

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

TOOLS AND TECHNIQUES

1. Simple Percentage Method
2. Correlation
3. Ch-square analysis
4. Anova

SIMPLE PERCENTAGE ANALYSIS

A percentage analysis is used to interpret data by the researcher for the analysis and interpretation through the use of percentage. The data are reduced in the standard from which base equal to 120 which fact facility relative comparison.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

CORRELATION

There are several different correlation techniques. The survey systems optional statistics module includes the most common type, called the person or product moment correlation. The module also includes a variation on this type called partial correlation. The latter is useful when you want to look at the relationship between two variable while removing the effect of none or two other variables. Like all statistical techniques, correlation is only appropriate for certain kinds of data. Correlation works for quantifiable data which numbers are meaningful, usually quantities of some sort. It cannot be used for purely categorical data, such as gender, brands purchased, or favorite color.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2) (\sum Y^2)}}$$

ANOVA

Examination of change, or ANOVA, is a solid measurable method that is utilized to show contrast between at least two methods or parts through importance tests. It likewise shows us an approach to make numerous examinations of a few populace implies. The Anova test is performed by looking at two sorts of variety, the variety between the example implies, just as the variety inside every one of the examples. Beneath referenced recipe addresses one way Anova test measurements:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient,
MST = Mean sum of squares due to treatment
MSE = Mean sum of squares due to error

**VII. SUGGESTIONS**

- Majority of the employees feel that their workload is heavy. So, the necessary steps to be taken to reduce the workload.
- The researcher wish to bring the following suggestion to the management of Mano cone products
- The organization should improve the benefit and services provided to the Employee's interest would be stimulated.
- The company should plan out the welfare activities in an effective way to improve the organization image in the eyes of the public.
- The organization should make all the employees aware of the rules and regulations of the company.
- The industries should be providing safety measures to employees.
- To increase the rapport between management and the Employers, the company should be provide integrated welfare programs.

VIII. CONCLUSION

The study on Employee welfare activities at Mano cone products reveals that the welfare level of the employee is moderate level but there are certain welfare that need to be improved in order to makes the employees sustain their jobs. Through this study that observes the respondents are satisfied with the Uniforms and shoes provided by the company. This study that observes the maximum respondents feels that quality of the food as to be concentrated still more so canteen services still more to improve the employee's satisfaction level. Some of the employees are expecting convenient dressing room for changing their uniform so it makes the employees better to work.

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