



DOES WELFARE MEASURES HELPS IN IMPROVING MOTIVATION LEVEL?

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ABSTRACT

In this paper, authors describe the changing satisfaction level that influenced by the factors affecting the employees welfare measures. This paper identifies the various welfare measures provided to the employees. This paper also highlights the satisfaction level of employees towards the welfare measures and provide understand how welfare measures, improve the motivation of the Employees. To achieve these objectives, authors use descriptive study by using sample of thirty employees of the organisation and to check the reliability chi – square test was used. Authors also use likert scale as tool in their study.

KEYWORDS: Welfare measures, satisfaction level.

INTRODUCTION

Due to rapid industrialization and urbanization, there is transition of employees from simple agricultural set up to complex urban industrial society has resulted in the emergence of labour problems in India. Urbanization and industrialization have made employees dependent on capitalists. Inflation has made them lot poor and employees are unable to keep their standard of living. In such situation employees' welfare facilities enable them to maintain their standard of living and to live a more satisfactory life.

Employee's welfare is nothing but efforts to make life of the employee worth living. These efforts are the result of some laws made by the government or in mutual agreement or in employer's own initiative.

Welfare is inclusive of everything that is done with the objective to improve the standard of living of workers and is provided over and above wages. It is a comprehensive term and thus includes services, benefits and facilities given to employee by employer.

Following is the need behind employee's welfare

- It helps to improve the loyalty and morale of the employees.
- It helps to improve the standard of living of working class.
- It helps to improve industrial relations and industrial peace.
- It reduces labour turnover and absenteeism.

Parties that are involved in employee's welfare are Central government, State government, employers, trade unions and some other charitable and social service organisations. In relation to the welfare of workers, government of India has passed an act i.e. Factories Act, 1948.

Employees welfare include statutory welfare schemes like drinking water facilities, facilities for sitting, first aid appliances, latrines and urinals, canteen facilities, lightning, washing places, changing rooms and rest rooms. Some non-statutory schemes may include personal healthcare, flex time, employee's assistance programs, maternity and adoption leave, medi claim insurance scheme, employee referral scheme, etc.

REVIEW OF LITERATURE

James H. Dulebohn et al. (2009) have viewed that potential for HRM research in employee benefits is extensive. The article has concentrated on the employer sponsored benefits including non-health insurance benefits, executive perquisites and educational tuition reimbursement programs implemented in select organizations. **Hitesh I. Bhatia (2010)** stated that the formal social security support is available to only a small fraction of India's labour force working in the organized sector. **Jeya A. and Kirubakaran Samuel (2010)** outlined the extent of benefit availed by the rural women based on field survey. The result is that rural women are greatly benefited by the provision of social welfare schemes. **Aand.J et al.(2010)** concentrated on the analysis of the reasons for effective provisions for welfare measures and their impact on higher productivity and QWL. **Magdalena Bernaciak et al. (2010)** observed that trade unions have a significant potential to influence welfare reforms not just through political channels but through their active participation in collective bargaining. **Sabarirajan et al. (2010)** viewed that welfare measures will boost the employee morale further. Effective welfare measures will directly influence the growth of quality of work life in the textile mills. **NageshwarRao.D et al. (2012)** asserted that the study highlighted the effect of welfare measures on employee performance and satisfaction levels in Coal Mines Industry.

RESEARCH METHODOLOGY

The study was based on survey method. The aim of the study is to find out the welfare measures. This study is descriptive in nature. Convenience sampling method is used in this research.

OBJECTIVE OF THE STUDY

1. To identify the various welfare measures provided to the employees.
2. To know their satisfaction towards the welfare measures.
3. To understand how welfare measures, improve the motivation of the Employees.

HYPOTHESIS OF THE STUDY

Let us take null hypothesis that there is no significant difference between satisfaction level and factors affecting the level of welfare measures.

SAMPLE SIZE

The sample size of this study is thirty respondents.

PERIOD OF STUDY

This study on employee motivation was conducted during the period of 45 days.

SOURCES OF DATA

In this study primary data was collected using questionnaire. The questionnaire was filled from thirty employees of **Star Light Hosiery Mills**.

TOOLS OF THE STUDY

In this study, likert scale was used for analyzing the data and chi square test was used to test the goodness of fit.

The formula for the chi-square statistic used in the chi square test is:

$$\chi^2_c = \sum \frac{(O_i - E_i)^2}{E_i}$$

ANALYSIS AND INTERPRETATION

TABLE 1

Showing the satisfaction level of employees affecting through various welfare measures

Table 1 shows that employees are more satisfied with sitting arrangements available for them in the organisation followed by the working hours and medical facilities provided to

FACTORS	HS	S	A	DS	HDS	Total	MEAN VALUE
Working hours of organisation	5	13	9	3	0	30	3.66
Working environment of organisation	4	11	12	3	0	30	3.53
Sitting arrangements in organisation	9	15	3	3	0	30	4
Leave policy of organisation	3	12	8	7	0	30	3.36
Medical facilities	3	15	9	3	0	30	3.6
Total	24	66	41	19	0	150	

them as against to leave policy.

Let us take null hypothesis that there is no significant difference between satisfaction level and factors affecting the level of welfare measures.

Observed frequency (O)	Expected frequency	(O-E) ²	(O-E) ² / E
5	4.8	0.04	0.008
4	4.8	0.64	0.133
9	4.8	17.64	3.675
3	4.8	3.24	0.675
3	4.8	3.24	0.675
13	13.2	0.04	0.003
11	13.2	4.84	0.366
15	13.2	3.24	0.245
12	13.2	1.44	0.109
15	13.2	3.24	0.245
9	8.2	0.64	0.078
12	8.2	14.44	1.761
3	8.2	27.04	3.297
8	8.2	0.04	0.004
9	8.2	0.64	0.078
3	3.8	0.64	0.168
3	3.8	0.64	0.168
3	3.8	0.64	0.168
7	3.8	10.24	2.694
3	3.8	0.64	0.168
			18.354

Degree of freedom = (R-1) (C-1) = (5-1) (5-1) = 16, Therefore, $X_{0.05} = 26.30$

As above table in relation to table 1 clears that there is no significant difference between satisfaction level and factors affecting the level of welfare measures due to calculated value is less than table value. Therefore, hypothesis is accepted which means that satisfaction level of employees is overall satisfied for the welfare measures available in the organization.

TABLE 2

Showing the satisfaction level of employees regarding welfare measures

Table 2 depicts that organization gave average satisfaction level regarding drinking facilities

FACTORS	EXCELLENT	AVERAGE	BAD	TOTAL	MEAN VALUE
Canteen facility	6	15	9	30	1.9
Drinking water facility	15	12	3	30	2.4
Lightning and ventilation	6	14	10	30	1.86
Overtime allowance	15	12	3	30	2.4
Total	42	53	25	120	
MEAN VALUE	4.2	2.5	0.833		

and overtime allowance followed by canteen and lighting facilities.

FINDING AND SUGGESTIONS

Findings

- Most of the employees are literate and have knowledge about various welfare measures provided by the company.
- 70% of the respondents were neither satisfied nor dissatisfied with the retirement benefits.
- Most of employees feel motivating with the presence of welfare measures.
- 70% of the respondents were neither satisfied nor dissatisfied with the retirement benefits.
- More than half of the employees were satisfied with housing loan facility provided by company.

Suggestions

- Some of the employees were not aware about the different welfare measures provided by the company so, management should educate the employees about the welfare measures.
- Although most of the employees were motivated with the different welfare measures provided by the company, but company must try provide more welfare measures so that employees are motivated in future also.
- Management should try to maintain good relations with employees.
- The working environment in the company should be such that it satisfies more number of employees.

- Company should provide more retirement benefits so that employees feel safe about their future.

CONCLUSION

With the rapid growth in industrialisation and urbanisation, if the employer wants to achieve its goal, then it is very important to keep the employees motivated and satisfied. So, in order to keep the employees motivated and satisfied with their work it is very important for the employer to provide them with various welfare measures. These welfare measures will have direct impact on the health and mental efficiency of the employees and thus will help in increasing the organisations productivity.

There is always scope for improving health and safety measures for the workers. Employee welfare measures are advocated to maintain and strengthen manpower both physically and mentally. The study of various welfare measures brings in to light that the present measures taken by the company play a significant role in motivating the employees to work effectively and efficiently.

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