

IMPACT OF LABOUR WELFARE MEASURES ON THE JOB SATISFACTION OF THE EMPLOYEES WORKING IN THE CEMENT INDUSTRIES OF ARIYALUR DISTRICT

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ABSTRACT

This study examines the impact of labour welfare measures on job satisfaction in the cement industries of Ariyalur District. Evaluating diverse welfare aspects such as safety, health, economic, and environment, the research, involving 161 participants, reveals that Safety and Other Welfare Measures, along with Health Welfare Measures, receive notably high average scores above 3.9, indicating elevated overall job satisfaction. The findings demonstrate a strong correlation between these welfare measures and job satisfaction, with Safety and Other Welfare Measures showing the strongest positive impact. Utilizing a descriptive research design and a convenience sampling method, participants were selected from various departments of seven cement-manufacturing companies in Ariyalur. The implications underscore the critical role of labour welfare measures in shaping job satisfaction and fostering employee well-being. The study advocates for prioritizing and enhancing safety and other welfare measures to maintain a content and dedicated workforce, emphasizing the importance of cross-functional collaboration and regular feedback mechanisms for customizing welfare initiatives and improving overall employee satisfaction. This research provides valuable insights for policymakers and industry practitioners seeking to optimize employee well-being in the cement industry and serves as a reference for similar sectors aiming to enhance employee welfare initiatives.

Keywords: *Labour Welfare, Job Satisfaction, Employee Well-being, Cross-functional Collaboration, Employee Satisfaction.*

1. INTRODUCTION

According to ILO, "labour welfare can be defined 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 surroundings and to provide them with amenities conducive to good health and high morale". Labour welfare can be defined as the provision of basic and essential facilities to workers, including health, food, clothing, housing, medical assistance, education, insurance, job security, and recreation. This term encompasses not only the workers themselves but also their families. The aim of labour welfare is to improve the overall quality of life of workers and their families. It can be understood as the efforts made by employers to ensure that their workers are able to live a happy, healthy, and prosperous life. In other words, labour welfare aims to promote a state of well-being and contentment among workers. One of the essential components in achieving the desired level of job satisfaction, motivation, and productivity in the firm is providing labour welfare measures. The primary goal of welfare programmes is to protect an employee's emotional and physical well-being. Labour welfare measures must be viewed by an employer as an investment rather than a cost; This is due to the fact that an organization's profitability is directly correlated with the productivity of its workers. The motivating environment established by the organization's labour welfare initiatives, in turn, greatly influences the productivity of the workforce. In order to keep

employees on board for a longer period of time, welfare assists to maintain their motivation and morale. The welfare measures might be of any sort or shape and don't necessarily have to be monetary. Labour welfare comprises keeping an eye on working conditions, fostering industrial harmony through the development of a health infrastructure, industrial relations, and insurance for workers' families against illness, accidents, and unemployment.

1.1 Industry Background

The cement industry is one of the major contributors to the economic growth of many countries. It is also known for its labour-intensive operations, which require a skilled and motivated workforce to ensure productivity and profitability. Labour welfare measures are crucial in promoting job satisfaction, employee retention, and productivity. In this context, the impact of Labour welfare measures on the job satisfaction of employees working in the cement industry is an important topic of study.

2. REVIEW OF LITERATURE

2.1 Labour Welfare Measures

Chamberline EM (1935) "What Labour Is Thinking," elucidates the labourers' mind-set, which revolves around their desire to attain the utmost benefits while expending minimal energy. Labourers seek comprehensive advantages encompassing both financial and non-monetary gains. Seth B R (1942) in his work on "Labour Welfare Work," suggests that small-scale industry employers may find it economically challenging to implement mandatory provisions like recreation, transportation, or conveyance allowances. Consequently, these statutory welfare measures may not find universal acceptance among employers. Sabarinathan S, Kavibharathi S (2003) focused on labour welfare measures within the Erode District Co-operative-Milk Producers Union Limited. The research primarily delved into aspects such as job satisfaction and alignment with the workplace environment. The results indicated a high level of satisfaction among employees with regard to their working environment. However, there was room for improvement in the canteen facilities, as the quality of food was deemed essential for maintaining energy levels. An intriguing discovery from the study was that employees had the opportunity to actively engage in decision-making processes, leading to personal and professional growth within the organization. Consequently, it can be concluded that the industry effectively caters to employee satisfaction through its welfare benefits. S. Samarthakani and R. Srinivasan (2013) their findings reveal that labour welfare legislation and statutory measures generally receive a high level of approval, especially in areas such as wages, working conditions, canteen facilities, workload, and bonuses. However, there is room for enhancement in recreational amenities to boost job satisfaction. M.Surat Kumari and Malla Reddy Tata Reddy (2014) observed in their study that by offering both intra-mural and extra-mural welfare measures, management can convey its dedication to employee safety. This, in turn, enhances employee loyalty, job satisfaction, and commitment to their work. Increasing welfare measures within the South Central Railway is likely to yield positive results among employees.

2.2 Job Satisfaction

Hoppock, R. (1935) in his work defines Job satisfaction as a result of the interplay between psychological, physiological, and environmental factors that lead a worker to express contentment with their job. Locke, E.A. & Whiting, R. J. (1974) "Sources of satisfaction and dissatisfaction among employees of solid waste management" determined that the company or organization played a significant role in contributing to the highest percentage of satisfaction-inducing and dissatisfaction-inducing events. This was particularly notable in relation to aspects such as promotion and recognition. Balgir, A.S., (1991) stated that job satisfaction is influenced by factors including salary, job security, promotional opportunities, personal happiness, higher positions, and a cooperative social network. Assessing industrial civilization should not rely solely on material gains, but should also consider the opportunities provided for meeting individual needs within the workplace. When worker satisfaction is elevated, organizations also benefit. Thus, it is the fulfilment of human needs that leads to satisfaction, and this is achieved through the provision of workplace facilities. It's important to note that job satisfaction varies among employees, companies, and industries. (Sumathi, 2000). In the job satisfaction among university teachers, it was found that a high level of job satisfaction leads to increased engagement, active participation in management for the betterment of the workplace, heightened cost-effectiveness awareness, and the punctual maintenance of job schedules. (Sharma R.D, Jeevan Jyoti 2009). The research findings reveal a substantial positive correlation between labour welfare measures and job satisfaction. This comparative analysis indicates that Multinational pharmaceutical company employees generally exhibit higher overall satisfaction compared to Indian Pharmaceutical company employees. Additionally, the study suggests that employee satisfaction in IPCs is influenced by factors like age and experience, with job satisfaction increasing as employees

gain more experience and grow older. Furthermore, statutory and welfare facilities, such as education and training opportunities, also play a significant role in influencing job satisfaction within pharmaceutical companies in Goa. (D Souza, 2015). A study in the cotton textile industry of Punjab assesses the awareness and satisfaction level of workers regarding welfare measures, both under the ESI Act of 1948 and non-statutory benefits. The study aims to suggest improvements in welfare measures to enhance job satisfaction. The results can guide organizations in enhancing welfare benefits, leading to increased worker satisfaction and productivity. Employees particularly express high satisfaction with facilities provided under the ESI Act of 1948, which positively impacts their job satisfaction. (Meenakshi Garg and Dr. Pradeep Jain, 2013)

3. RESEARCH METHODOLOGY

3.1 Statement of Problem

The rationale for conducting a study on the impact of labour welfare measures on the job satisfaction of employees working in the cement industry is rooted in the recognition that labour welfare measures are crucial to the well-being and productivity of employees in any industry. The cement industry is known for its physically demanding and hazardous working conditions, making the welfare of employees a crucial concern for both employers and society. Labour welfare measures are essential to ensure that employees are well taken care of and motivated to perform their duties effectively. These measures can be classified as statutory and non-statutory welfare measures. Employee job satisfaction is an essential factor that can have a direct impact on the productivity, retention, and overall success of the organization. However, despite the implementation of various labour welfare measures, the cement industry continues to face challenges related to employee job satisfaction.

The problem statement for this research is to examine the impact of labour welfare measures on job satisfaction among employees in the cement industry. The study aims to identify areas where improvements can be made to enhance employee job satisfaction and overall well-being by analysing the effectiveness of existing welfare measures. Additionally, the research will provide recommendations to cement industry employers and policymakers on how to improve the current welfare measures and enhance the job satisfaction of employees.

3.2 Objectives

1. To study about the labour welfare measures in the cement industry.
2. To study about the level of job satisfaction among employees working in cement industry
3. To assess the impact of labour welfare measures on the job satisfaction in the cement industry

3.3 Hypothesis

Following hypotheses can be formulated based on the objective of the study.

H1: There is a significant impact of the labour welfare measures on job satisfaction

3.4 Research Design

A descriptive research design was adopted, as the study aimed to provide a comprehensive and detailed understanding of the relationship between labour welfare measures and job satisfaction among employees in the cement industry. The study focused on describing and analyzing the various labour welfare measures that were implemented by cement industry employers, as well as the level of job satisfaction among employees.

3.5 Population of the Study

The population covers all the employees working in various departments of the cement manufacturing companies located in the Ariyalur district of Tamil Nadu. Ariyalur is often referred to as "Cement City" due to its prominence as a major hub for cement production in India. The region is rich in limestone deposits, a key raw material for cement manufacturing. This abundance of natural resources has led to the establishment of numerous cement plants and quarries in Ariyalur, making it a significant contributor to the cement industry in the country. In Ariyalur, there are a total of seven cement factories, collectively employing approximately 2,000 employees. The

population under study specifically targets permanent employees, encompassing positions from skilled workers to senior-level managers. The designated sample size for this study is 161 participants.

3.6 Sampling Technique

The research employed a convenience sampling method to select samples from the cement industries in Ariyalur district. This method was chosen for its efficiency in selecting readily accessible and willing participants for the study.

3.7 Tools for Data Collection

The data was collected through a standardized questionnaire constructed and standardized by Hemashree BL in 2020, which was distributed among the selected participants. The questionnaire consisted of closed-ended questions related to Labour Welfare Measures and Job Satisfaction. The questionnaire was designed using a five-point Likert scale, which allowed participants to rate their agreement or disagreement with a series of statements related to Labour Welfare Measures and Job Satisfaction.

3.8 Data Analysis

The collected data was analyzed using both descriptive and inferential statistics. Descriptive statistics, such as mean and standard deviation, was utilized to summarize the data obtained from the questionnaires. In addition, inferential statistics, including correlation and regression analysis, was applied to explore the relationship between labour welfare measures and job satisfaction. This analytical process was carried out with the help of statistical software Jamovi.

3.9 Limitations

- Findings may not apply to other regions or industries, as job satisfaction and welfare measures can vary significantly.
- Gathering data in a physically demanding and hazardous work environment might be difficult due to employee reluctance and work schedules.

4. FINDINGS AND RESULTS

Table 1: Demographic details of the sample

Item	Frequency (f)	Percentage (%)
Age		
Below 25	18	11.2%
26-35	54	33.5%
36-45	40	24.8%
46-55	40	24.8%
above 55	9	5.6%
Name of the company		
The Ramco Cements Limited – Ariyalur plant	36	22.4%
The Ramco Cements Limited- Alathiyur plant	33	20.5%
UltraTech Cement Limited	24	14.9%
Dalmia Cement (Bharat) Limited	24	14.9%
TANCEM	9	5.6%
Chettinad Cement Corporation Limited	23	14.3%
The India Cements Limited	12	7.5%
Work Experience		
Below 1 year	2	1.2%
1-5 year	23	14.3%
5-10 year	52	32.3%
above 10 year	84	52.2%

N=161

Table 1, provides the details of the sample for this study, which reveals a diverse range of participants across various age groups, with 11.2% below 25, 33.5% between 26-35, and 24.8% in both the 36-45 and 46-55 age brackets, while 5.6% are above 55. The sample also encompasses employees from different cement companies, with The Ramco Cements Limited – Ariyalur and Alathiyur plants being the most prevalent (22.4% and 20.5% respectively), followed by UltraTech Cement Limited (14.9%) and Dalmia Cement (Bharat) Limited (14.9%). Work experience ranges from below 1 year (1.2%) to above 10 years (52.2%), indicating a wide variety of experience levels within the sample.

4.1 Findings

The mean, standard deviation, and spearman's correlation are stated below. The mean provides information about the average value of a variable. Standard deviation measures the average distance of the distribution values from the mean (Hair et al., 2009). The descriptive statistics demonstrate that the average participant satisfaction is high

with the Safety and Other Welfare Measures (mean= 3.93) and Health Welfare Measures (mean=3.91) to Job Satisfaction.

Table 2. Descriptive Analysis of Labour Welfare Measures

S/NO	ITEM	MEAN	SD	SCALE
LABOUR WELFARE MEASURES				
1	Environmental Welfare Measures	3.90	0.53	High
2	Health Welfare Measures	3.91	0.52	High
3	Economic Welfare Measures	3.65	0.70	High
4	Safety and Other Welfare Measures	3.93	0.47	High
OVERALL AVERAGE		3.84	0.55	High

Table 3: Descriptive Analysis of Job Satisfaction

S/NO	ITEM	MEAN	SD	SCALE
1	Job Satisfaction	3.94	0.53	High
OVERALL AVERAGE		3.94	0.53	High

From the above tables 2 &3, it is clear that, on an average, participants are satisfied high with the Labour Welfare Measures, with higher means for Safety and Other Welfare Measures and Health Welfare Measures (mean = 3.93 and 3.91, respectively). The scale indicates that all the co-variables are "High"; this suggests that on average, the welfare measures are high and relatively consistent. Based on this, it is recommended to maintain and continue these welfare measures to ensure the well-being of the population.

Table 4: Correlation of Labour Welfare Measures and Job Satisfaction

Labour Welfare Measures	Job Satisfaction
Environment Welfare Measure	0.662 ***
Health Welfare Measure	0.649 ***
Economic Welfare Measure	0.593 ***
Safety and Other Welfare Measures	0.806 ***

Based on the Table 4, it appears that all the Labour welfare measures (Environment, Health, Economic, Safety and other) are strongly and significantly correlated with job satisfaction. Specifically, the strongest correlation is observed between "Safety and Other Welfare Measures" and "Job Satisfaction." This suggests that improvements in these welfare measures are associated with higher job satisfaction among the individuals.

Table 5: Regression Analysis of Labour Welfare Measures on Job Satisfaction

Model Fit Measures

Model	R	R ²	Adjusted R ²	Overall Model Test			
				F	df1	df2	p
1	0.868	0.754	0.747	119	4	156	< .001

Model Coefficients – Job Satisfaction

Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	1.3669	1.5201	0.899	0.370	
Environment Welfare Measure	0.0280	0.0666	0.420	0.675	0.0315
Health Welfare Measure	0.1313	0.0976	1.345	0.180	0.1109
Economic Welfare Measure	0.0966	0.0416	2.320	0.022	0.1585
Safety and Other Welfare Measure	0.5618	0.0639	8.787	< .001	0.6234

Table 5 demonstrates that the relationship between the predictor variables (Environment welfare measure, Health welfare measure, Economic welfare measure, Safety and other welfare measures) and Job Satisfaction. The overall model is statistically significant, with an R-squared of 0.754, indicating that 75.4% of the variance in Job Satisfaction is explained by these predictors. Among the predictor variables, Safety and Other Welfare Measures have the strongest positive impact on Job Satisfaction, with a high t-value of 8.787 and a p-value less than 0.001.

4.2 Discussion

In this research, a comprehensive analysis of welfare measures' impact on job satisfaction has been conducted. The descriptive analysis revealed that participants reported high satisfaction levels with various welfare measures, with Safety and Other Welfare Measures and Health Welfare Measures receiving notably high ratings. The Spearman's correlation matrix confirmed strong and significant positive associations between all labour welfare measures and job satisfaction, with Safety and Other Welfare Measures showing the strongest correlation. Subsequently, the linear regression analysis demonstrated that the selected predictors, particularly Safety and Other Welfare Measures, significantly contribute to explaining job satisfaction, with a substantial portion (75.4%) of the variance accounted for. These findings underline the importance of maintaining and enhancing these welfare measures to promote job satisfaction and overall well-being among the population, thereby offering valuable insights for both researchers and organizations aiming to optimize employee satisfaction and welfare initiatives.

4.3 Implications of the study

The study's implications are significant for the cement industry in Ariyalur. It underscores the essential role of labour welfare measures in shaping employee job satisfaction. Firstly, it highlights the pivotal role of labour welfare measures in shaping job satisfaction among employees. The consistently high satisfaction scores for Safety and Other Welfare Measures and Health Welfare Measures underscore their effectiveness in improving the overall work experience. This implies that organizations in the cement industry should continue prioritizing these measures to foster a content and dedicated workforce. The study offers valuable insights for policymakers and management, emphasizing the significance of prioritizing and enhancing safety and other welfare measures as a fundamental strategy to boost overall job satisfaction among the workforce.

Furthermore, the strong correlations observed between labour welfare measures and job satisfaction underline the importance of employees feeling well taken care of in terms of safety, health, and economic aspects. This, in turn, leads to increased engagement with their work. Engaged employees tend to be more productive and committed to their organizations, which ultimately positively influences overall business performance. In addition, high job satisfaction resulting from strong welfare measures can serve as a competitive advantage during the recruitment process, attracting top talent to the organization. Maintaining and enhancing welfare measures for employee well-being is a long-term strategy that contributes to an organization's success by reducing turnover costs and fostering a stable workforce. To further leverage these findings, organizations can use them to encourage regular feedback from employees regarding their satisfaction with various welfare measures. This feedback loop is a valuable tool for identifying areas for improvement and customizing welfare measures to the specific needs and preferences of the workforce. Additionally, the study highlights the importance of cross-functional collaboration between departments such as HR, health and safety, and finance in developing a holistic approach to employee well-being and satisfaction. Organizations can also benefit from benchmarking their welfare measures against industry standards and best practices, using this study as a basis for comparing their own welfare measures and job satisfaction levels with those of their peers and competitors.

4.4 Scope for future research

Exploring the correlation between improved labour welfare initiatives and job satisfaction holds significant implications for employee performance, productivity, and overall well-being. Additionally, in an era where technology is increasingly integrated into workplaces, it is crucial to investigate how technological advancements affect job satisfaction and their potential to enhance welfare measures. Conducting cost-benefit analyses on diverse labour welfare strategies allows organizations to assess the economic ramifications of investing in employee well-being, assisting them in data-driven resource allocation decisions. Extending these investigations to various sectors like healthcare, technology, retail, and education can uncover sector-specific nuances and best practices. Furthermore, comparing the impact of labour welfare measures on job satisfaction between the public sector (e.g., government agencies) and the private sector is of significance, given their distinct organizational cultures and priorities.

5. CONCLUSION

This research highlights the substantial impact of labour welfare measures on job satisfaction among employees in the cement industries of Ariyalur District. Notably, Safety and Other Welfare Measures and Health Welfare Measures receive high satisfaction ratings, demonstrating their significance. Strong correlations and regression findings underscore the pivotal role of these measures in enhancing job satisfaction. The implications extend to the broader industrial context, emphasizing the need for sustained investment in welfare measures to promote employee well-being and organizational prosperity. This research serves as a valuable reference for the cement industry in Ariyalur and provides guidance for similar industries seeking to boost employee's Job satisfaction.

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