

A STUDY ON EMPLOYEE WELFARE MEASURES WITH REFERENCE TO ANIMATION INDUSTRY

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ABSTRACT

Welfare measures may be both statutory and non-statutory, laws require the employer to extend certain benefits to employees in addition to wages or salaries. It raises the standard of living of workers by indirectly reducing the burden on their pocket. The work place should provide reasonable amenities for the worker's essential need. In the present study an attempt has been made to study the employee welfare facilities and its impact on employee's efficiency on Manufacturing organization. The welfare facilities were analyzed based on primary research on the sample of hundred employees by administering the questionnaire to them. SPSS software was used for the detailed analysis. It can be concluding that the employee welfare facilities provided by the company to employees are satisfied but still there is a scope for further improvement. So that efficiency, effectiveness and productivity can be enhanced to accomplish the organizational goals.

KEY WORDS: Amenities, Productivity, Efficiency, Organizational goals.

1. INTRODUCTION

Employee welfare and safety at the workplace is one of the important measure of life at work place. Organizations ensure that employees are exposed to a risk level which do not affect their physical, emotional and mental health. Also the organizations do not entertain any activity in its premises that will disturb the work life of the employees. Employees are trained appropriately about the work and about all precautionary measures that will prevent accidents at the work place. In addition to these, all the organizations have rigorous checking process that avoid intrusion of outsiders into the office premises. It is sincerely thought that the welfare notion will help the organizations to maintain harmonious industrial relations and more lasting industrial peace to tackle effectively the social problems and attain human welfare. The concept of 'Employee welfare' is flexible and differs widely with times, regions, industry, country, social values and customs, the degree of industrialization, the general social economic development of people and political ideologies prevailing at particular moments. In general, the term labour, worker, workman or employee are all used to refer to the wage earning human agents in various industries and organizations. The term welfare refers to an act of seeking physical, mental, moral and emotional well-being of an individual. However, the Committee on Labour Welfare (1969) defined the phrase to mean, "Such facilities and amenities as adequate canteens, rest and recreation facilities, sanitary and medical facilities arrangements for travel to and from and for accommodation of workers employed at a distance from their homes, and such other services, amenities and facilities including social security measures as contribute to conditions under which workers are employed. Organizations provide welfare facilities to their employees to keep their motivation levels high. The employee welfare schemes can be classified into two categories viz. statutory and non-statutory welfare schemes. The statutory schemes are those schemes that are compulsory to provide by an organization as compliance to the laws governing employee health and safety. These include provisions provided in industrial acts like Factories Act 1948, Dock Workers Act (safety, health and welfare) 1986, Mines Act 1962. The non-statutory schemes differ from organization to organization and from industry to industry.

1.1 Theoretical Background of Study

Employee welfare measure provide staff with improved physical and mental health and foster a safe working atmosphere, facilities such as accommodation, medical care, and schooling and leisure facilities for the families of staff help raise their living conditions. It allows staff to concentrate more on work and thereby increase productivity. By having healthcare services, workers provide a stable workforce. Workers are deeply involved in their roles and work with a sense of engagement. The welfare measures of employees increase organizational productivity and promote sound industrial relations, maintaining industrial peace.

1.2 Types of Employee Welfare

Employee welfare can be categorized as statutory or non-statutory, meaning as required by the law or by the will of the management respectively. Welfare activities can also be classified as either intra-mural (inside the workplace) or extra-mural (outside the workplace).

- i. Intramural welfare facilities are those within the working environment and include condition of the working environment (safety, cleanliness, and safety measures), employee convenience (bathrooms, drinking water), health services (first aid and treatment center, ambulance, counseling) and women and child welfare (family planning services, maternity aid).
- ii. Extramural welfare activities are diverse with many of them being sponsored by government acts. Some include comfortable residences, proper roads and infrastructure and sanitation while constitutional acts such as the factories act of 1948 and contract labor act of 1970 are examples of governmental welfare activities.

1.3 Statement of Problem

Employee welfare measure provide staff with improved physical and mental health and foster a safe working atmosphere, facilities such as accommodation, medical care, and schooling and leisure facilities for the families of staff help raise their living conditions. It allows staff to concentrate more on work and thereby increase productivity. By having healthcare services, workers provide a stable workforce. Workers are deeply involved in their roles and work with a sense of engagement. The welfare measures of employees increase organizational productivity and promote sound industrial relations, maintaining industrial peace.

1.4 Objectives of The Study

- To understand the effectiveness of labour welfare measures provided at Toon Explainers Private Ltd, Coimbatore.
- To understand the worker's attitude towards the various welfare measures in Toon Explainers Private Ltd, Coimbatore.

1.5 Research Methodology

For the purpose of the study, required statistics was collected from both primary and secondary sources. The primary data was collected through survey method using questionnaire method from the employees. A questionnaire was given to the employees and were asked to respond to the questions related to the safety and welfare activities. And the secondary data was collected from books, journals, magazines, monographs, thesis, organization websites, and other searching websites.

1.6 Methods for Data Collection:

- Primary data
- Secondary data

Primary Data:

The primary data is collected through Questionnaires meeting respondents personally and internet. The primary data is collected through asking the questions consisting of following categories.

- Dichotomous questions.
- Multiple choice questions.

Secondary Data:

The data which have already been collected by someone else or taken from published or unpublished sources and which have been already been passed through the statistical process.

The data has been collected from: Reviews of books, Digital libraries, journals, online database on other web resources.

1.7 Methods Used for Data Analysis

The tools used for data collection are:

- Percentage Analysis
- Chi Square Analysis

1.8 Scope of The Study

- The study analyses certain parameters like cleanliness around the work-place, removal of dust and wastage, adequate lighting, quality drinking water and food, good rest-rooms, adequate medical facilities, good toilet facilities, sufficient first aid boxes, adequate security instruments like mask, shoes, helmet etc.
- This will be helpful to know about the various levels of welfare schemes and the organization's benefits extended to the employees.

1.9 Limitations of The Study:

- The study was purely based on the information given by the employees and there are chances for giving wrong data.
- Employees are very busy in their work so they gave answers very much in the questionnaire method.
- Certain employees were biased in answering to the questions.

1.10 Review of Literature:

Lalitha and Priyanka, (2014) has conducted a study on "Employee welfare measures with reference to IT industry". The study identifies the employee welfare measures adopted in IT industry. The basic purpose of employee welfare is to enrich the life of employees and keep them happy. Employees spend at least half their time at work or getting to it, or leaving it. People are entitled to be treated as full human beings with personal needs, hopes and anxieties.

Thiruvenkatra and Thangapandian (2017) has conducted a study on "Employee satisfaction on welfare facilities." This study aims to find out the satisfaction of the employee, whether the company is providing welfare facilities. The welfare schemes in every organization facilitate impetus for employee and employer relations. It's besides removing dissatisfaction help to develop loyalty in workers towards the organization. Welfare facilities help in motivating and retaining employee within the organization.

Seetha and Aruna (2019) has conducted a study on "Employees Welfare Measures: Importance, Statutory Provisions and Various Agencies Protecting the Welfare of Employees". The study explains about the Employees welfare includes various facilities, services and amenities provided for improving their health, efficiency, economic betterment and social status of the workers. Welfare measures may be introduced by the employers, government, employees or by any social or charitable agency.

Sai Anil Kumar and Anil Kumar (2018), has conducted a study on "Labour Welfare Measures in Singareni Collieries Company Limited." The study clearly states that Labour is an important element in any Industry. Labour Welfare measures are made by the employers to their labour to improve the standard of living, which effects the productivity of the worker in a positive way. This article reviews the welfare measures implemented by the company. The areas covered under review are canteen facility, education, housing, Singareni Seva Samithi (SSS). It also examines the terminal benefits like coal mine provident fund and pension scheme.

2. ANALYSIS & INTERPRETATION

2.1 Percentage Analysis

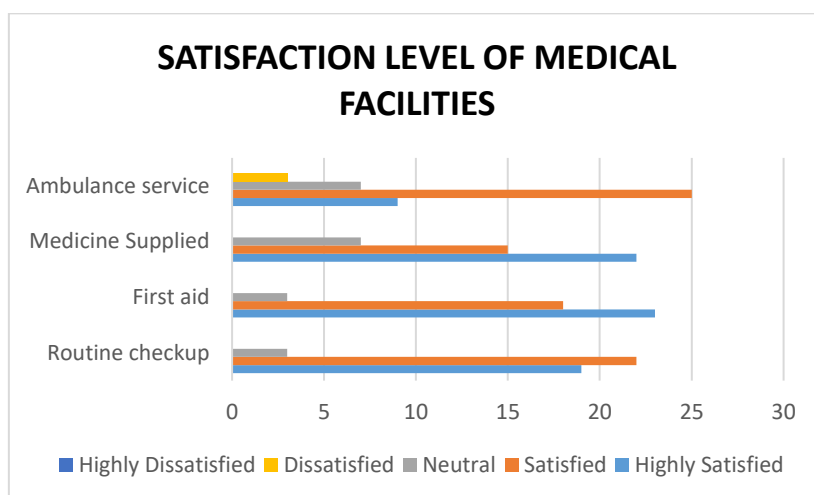
TABLE - 1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic Profile		Percentage
Gender	Male	52.3
	Female	42.7
Age (in years)	Below 20	6.8
	20-30 yrs	84.1
	31-40 yrs	6.8
	41-50 yrs	2.3
Educational Qualification	Graduate	27.9
	Post Graduate	60.5
	Technical	6
	Others	6
Work Experience	Below 5 yrs	58.1
	5-10 yrs	34.9
	11-15 yrs	7

TABLE-2 SATISFACTION LEVEL TOWARDS MEDICAL FACILITIES PROVIDED

Medical facilities	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Percent
Routine checkup	19	22	3	-	-	50
First aid	23	18	3	-	-	52
Medicine Supplied	22	15	7	-	-	50
Ambulance service	9	25	7	3	-	56

CHART-2 SATISFACTION LEVEL TOWARDS MEDICAL FACILITIES PROVIDED

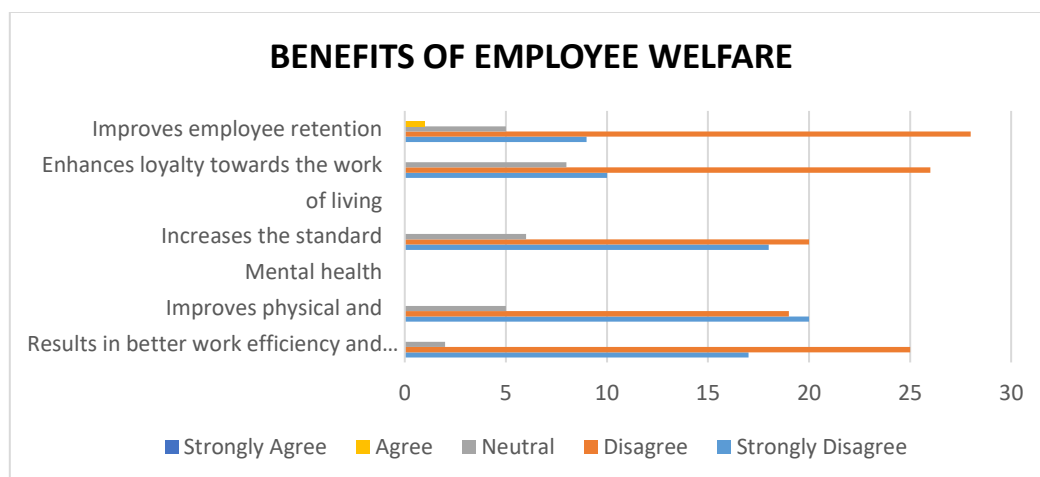


- Most (50%) of the respondents are satisfied with routine checkup.
- Majority (52%) of the respondents are highly satisfied with first aid.
- Most (50%) of the respondents are highly satisfied with the medicine supplied.
- Most (50%) of the respondents are satisfied with the ambulance service.

TABLE-3 BENEFITS OF EMPLOYEE WELFARE

BENEFITS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Percent
Results in better work efficiency and achievement	17	25	2	-	-	57
Improves physical and Mental health	20	19	5	-	-	45
Increases the standard of living	18	20	6	-	-	45
Enhances loyalty towards the work	10	26	8	-	-	59
Improves employee retention	9	28	5	1	-	63

CHART-3 BENEFITS OF EMPLOYEE WELFARE

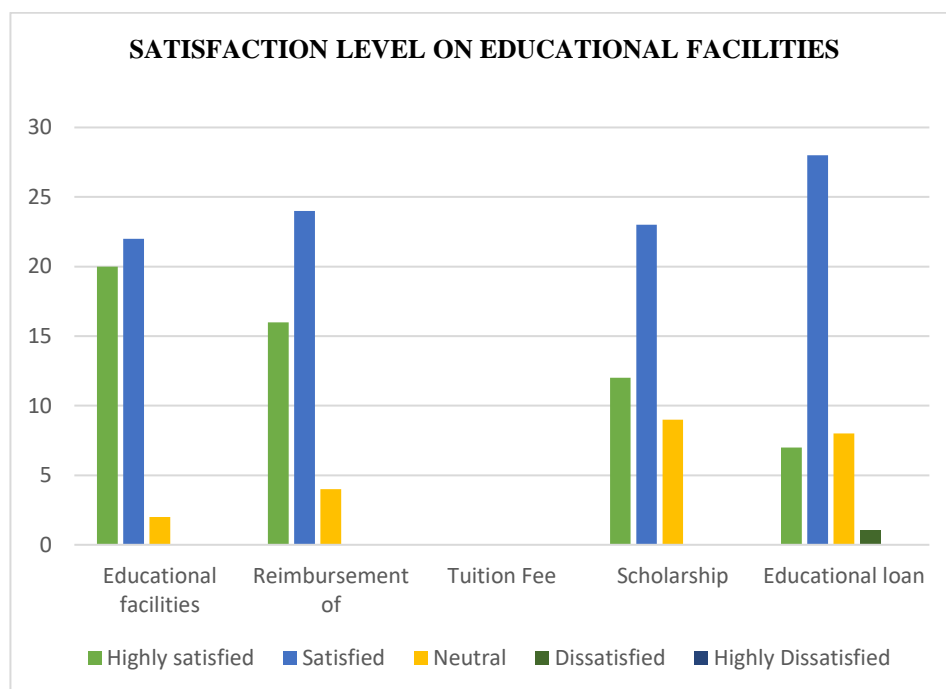


- Majority (57%) of the respondents agree that employee welfare measures results in better work efficiency and achievement.
- Most (45%) of the respondents strongly agree that employee welfare measures leads to improvement of physical and mental health.
- Most (45%) of the respondents agree that employee welfare measures increases in standard of living.
- Majority (59%) of the respondents agree that employee welfare measures enhances the loyalty towards the work.
- Majority (63%) of the respondents agree that employee welfare measures improves the employee retention.

TABLE-4 SATISFACTION LEVEL TOWARDS EDUCATIONAL FACILITIES PROVIDED

Facilities	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Percent
Educational facilities	20	22	2	-	-	50
Reimbursement of Tuition Fee	16	24	4	-	-	54
Scholarship	12	23	9	-	-	52
Educational loan	7	28	8	1	-	63

CHART-4 SATISFACTION LEVEL TOWARDS EDUCATIONAL FACILITIES PROVIDED



- Most (50%) of the respondents are satisfied with educational facilities.
- Majority (54%) of the respondents are satisfied with reimbursement of tuition fees.
- Majority (52%) of the respondents are satisfied with the scholarship.
- Majority (63%) of the respondents are satisfied with the educational loans.

3. RESULTS AND FINDINGS

- Majority (91%) of the respondents are aware of various welfare measures,
- Majority (89%) of the respondents are aware of LTC and HTC policies.
- Majority (52%) of the respondents are highly satisfied with first aid facility.
- Majority (98%) of the respondents are satisfied with overall medical facilities.
- Majority (63%) of the respondents are satisfied with the educational loans.
- Majority (98%) of the respondents are satisfied with overall educational facilities.
- Majority (72%) of the respondents are satisfied with the variety of food.
- Majority (98%) of the respondents are satisfied with overall canteen facilities.
- Majority (59%) of the respondents are satisfied with the housing loan schemes.
- Majority (63%) of the respondents agree that employee welfare measures helps in employee retention.
- Majority (68%) of the respondents expressed that they are paid bonus as an allowance.
- Majority (56%) of the respondents are highly satisfied with cleanliness of the workplace.

The chi-square analysis highlights the following findings

H0₁: There is no significant relationship between the age of the respondents and their opinion about the employee welfare measures.

- The calculated Chi square value is less than the table value at 0.05% confidence level, therefore the null hypothesis can be accepted. It can be concluded that there is no significant relationship between age of the respondents and their level of satisfaction with regard to cleanliness of workplace, environment and ventilation, leave benefits, time allotted to spend with family, gratuity calculation, conveyance and overtime allowance, assistance for personal problem, and overall satisfaction with employee welfare activities.
- The calculated Chi square value is more than the table value at 0.05% confidence level, therefore the

null hypothesis is rejected. Therefore, it can be concluded that there is significant relationship between the age of the respondents and their level of satisfaction with regard to rest room and lunch room facilities.

H02: There is no significant relationship between the gender of the respondents and their opinion about the employee welfare measures.

- The calculated Chi square value is less than the table value at 0.05% confidence level, therefore the null hypothesis can be accepted. It can be understood from the above table that there is no significant relationship between gender of the respondents and their level of satisfaction with regard to employee welfare measures.

H03: There is no significant relationship between the educational qualification of the respondents and their opinion about the employee welfare measures

- The calculated Chi square value is less than the table value at 0.05% confidence level, therefore the null hypothesis can be accepted. It can be concluded that there is no significant relationship between educational qualification of the respondents and their level of satisfaction with regard to environment and ventilation, gratuity calculation, conveyance and overtime allowance and overall satisfaction with employee welfare activities.
- The calculated Chi square value is more than the table value at 0.05% confidence level, therefore the null hypothesis is rejected. Therefore, it can be concluded that there is significant relationship between the educational qualification of the respondents and their level of satisfaction with regard to cleanliness of workplace, leave benefits, time allotted to spent with family, restroom and lunchroom facilities and assistance for personal problem.

H04: There is no significant relationship between the work experience of the respondents and their opinion about the employee welfare measures

- The calculated Chi square value is less than the table value at 0.05% confidence level, therefore the null hypothesis can be accepted. It can be concluded that there is no significant relationship between work experience of the respondents and their level of satisfaction with regard to cleanliness of workplace, environment and ventilation, time allotted to spend with family, gratuity calculation, conveyance and overtime allowance, rest room and lunch room facilities, assistance for personal problem, and overall satisfaction with employee welfare activities.
- The calculated Chi square value is more than the table value at 0.05% confidence level, therefore the null hypothesis is rejected. Therefore, it can be concluded that there is significant relationship between the work experience of the respondents and their level of satisfaction with regard to leave benefits.

4. CONCLUSION

A successful human resource management contributes to a powerful labour 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 labour 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.

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