

# A Study on Effectiveness of Employee Welfare At Variety Pharmaceuticals Pvt Ltd, Kulapully

Ms. Abhirami.R<sup>1</sup>, Dr.K.S Sreejamol<sup>2</sup>

<sup>1</sup>Dept of Management Studies

<sup>2</sup>Associate Professor, Dept of Management Studies,

<sup>1,2</sup>Jawaharlal College of Engineering & Technology, Ottapalam

**Abstract-** Welfare means improving, faring or doing well. It is a comprehensive term, and refers to the physical, mental, moral and emotional well-being of an individual. Further, the term welfare is a relative concept. The basic purpose of labour welfare is to enrich the life of employees and keep them happy and contended. Welfare facilities enable workers to have a richer and more satisfying life. It raises the standard of living of workers by indirectly reducing the burden on their pocket. Since organization exist to achieve goals. The degree of success that individual in reaching their individual goals is important in determining organizational effectiveness. This research aims at knowing welfare measures. In this research, the work atmosphere and the welfare measures provided by the organization. It also aims at finding out the employee's relationship. It is the detailed study of employee's views towards employee's welfare measures in this organization. The research includes employee satisfaction towards various welfare measures provided by the organization.

**Keywords-** Employee contribution, employee's satisfaction, welfare measures.

## I. INTRODUCTION

The concept of Employee Welfare is dynamic. Its broad perspective and contents are prone to change depending on socio-economic changes that occurs in society. The wellbeing and economic prosperity of the country are dependent on the productive. Capacity and contribution of work force towards the material health of the society. Employee welfare includes provision of various facilities and amenities in and around the work place for the better life of the workers. It is a part and parcel of social society. In India some welfare facilities are compulsory as per labour laws. While others are voluntary in character. It should be noted that expenditure on employee welfare is a profitable investment in the long period as it motivates the workers for higher productivity.

The biopharmaceuticals industry contributes significantly to national, state and local economies. Recognizing this sector's contribution to state economies in

terms of providing high value, high-wage, revenue generating jobs, pharmacy commissioned battle to conduct this study to examine growth and development. Activities conducted as part of pharmaceutical marketing and promotions are an important part of informing consumers and healthcare professionals about new treatments.

Variety Pharmaceuticals Pvt Ltd came into existence with just a few products in 1996, a period when multinationals dominated the pharmaceuticals industry. In short span of time, they have crossed several milestone to emerge as a leading pharmaceutical company in India. This company initially produces a few numbers of products like Analgintablets, Aspirin tablets etc. These products are produced in large quantities and distributed all over Kerala. In the year 1992, Variety Pharmaceutical Company began its first venture in to the production of speciality items like Vamol tablets and Syrups, Vitalka Syrup, Chumex Expectorant etc.

## II. REVIEW OF LITERATURE

**Srivastava (1984)** states that work is important in man's life since time immemorial. Whatever may be the reason for working, one thing is certain that man has continued to work. The urge to work seems to be deep rooted in most men and work is viewed as much more than a means of seeking economic gratification.

**Rajwant Singh (1987)** states that all difficulties in the implementation of labour welfare measures must be overcome, before the dawn of the new century is reached. The country must find ways of meeting people's basic needs by giving them access to sources of income, food, education, housing and health.

**Arun Monappa (1990)** in his book, "Industrial Relations" discussed employer welfare and social security measures in detail. He also explained the various problems faced by enforcement machinery in the implementation of these welfare and social security.

**Venkatraman (1997)** in his study entitled “Human Resource Development: Concept, Theory and Practice” rightly focuses on the practice of human resource development as far back from the year 1900. He is the first among the foremost industrialists in providing facilities like health care, education, housing, retirement benefits and canteen facilities to the employees.

**Michael E Smith (1998)** in his article entitled “Whirlpool’s human resources management team made a strategic decision to bring the administration of its benefits plans in house and implement a benefits administration software module from the same company that produced its payroll software. The company was interested in implementing employee self-service applications to automate certain transactions, as well as provide employees the option to access trained benefits associate if they needed to discuss issues and transact business that required immediate assistance.

### III. OBJECTIVES

#### PRIMARY OBJECTIVE:

- To study the effectiveness of employee welfare at Variety Pharmaceuticals PVT LTD, Kulapully.

#### SECONDARY OBJECTIVES:

- To know about the awareness of statutory welfare measures in the company.
- To know whether the employees are satisfied with the welfare measures provided by the firm.
- To know the impact of welfare measures on employees and their performance.

#### RESEARCH METHODOLOGY:

Census study is used in this study.

#### DATA ANALYSIS

H0- There is no significant relationship between gender of employees and employee satisfaction.

H1- There is significant relationship between gender of employees and employee satisfaction.

#### OBSERVED FREQUENCY

|                     | MALE | FEMALE | TOTAL |
|---------------------|------|--------|-------|
| Highly satisfied    | 3    | 8      | 11    |
| Satisfied           | 5    | 9      | 14    |
| Neutral             | 29   | 20.7   | 49.7  |
| Dissatisfied        | .3   | 13     | 13.3  |
| Highly dissatisfied | 4    | 8      | 12    |
| Total               | 41.3 | 58.7   | 100   |

$$\text{Chi square}(x^2) = \sum (O-E)^2/E$$

O=Observed frequency

E=Expected frequency

Degree of freedom=(r-1) (c-1)

E=(row total\*columns total)/grand total

| O    | E     | O-E   | (O-E) <sup>2</sup> | (O-E) <sup>2</sup> /E |
|------|-------|-------|--------------------|-----------------------|
| 3    | 4.54  | -1.54 | 2.37               | 0.522                 |
| 5    | 5.78  | -0.78 | 0.60               | 0.103                 |
| 29   | 20.52 | 8.48  | 71.91              | 3.504                 |
| .3   | 5.49  | -5.19 | 26.93              | 4.905                 |
| 4    | 4.95  | -0.95 | 0.90               | 0.181                 |
| 8    | 6.45  | 1.55  | 2.40               | 0.37                  |
| 9    | 8.21  | 0.79  | 0.62               | 0.07                  |
| 20.7 | 29.17 | -8.47 | 71.74              | 2.45                  |
| 13   | 7.80  | 5.2   | 27.04              | 3.46                  |
| 8    | 7.04  | 0.96  | 0.92               | 0.13                  |
| ∑    |       |       |                    | <b>15.695</b>         |

Degree of freedom=4

**Chi square value=15.695**

P value=14.860

The critical value for a chi square distribution with 4 degrees of freedom at the 0.05 significance level is 14.860. Since the calculated value of 15.695 exceeds the critical value of 14.860, we accepted the null hypothesis.

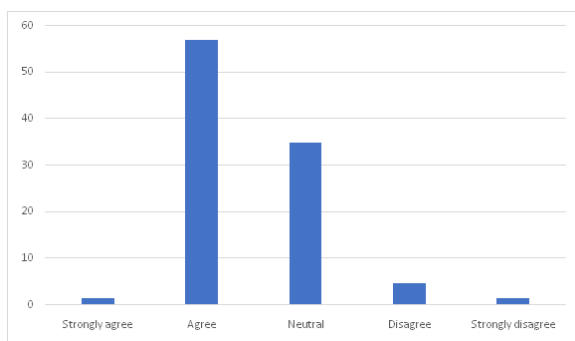
**AIM:** To find out the employee rating towards various employee welfare schemes provided by the company.

|                           | HIGHLY SATISFIED | SATISFIED | NEUTRAL | DISSATISFIED | HIGHLY DISSATISFIED | WEIGHTED AVERAGE | RANKING |
|---------------------------|------------------|-----------|---------|--------------|---------------------|------------------|---------|
| Drinking water facilities | 10               | 28        | 16      | 7            | 2                   | 15.06            | 1       |
| First aid appliances      | 7                | 20        | 26      | 8            | 2                   | 14.33            | 2       |
| Canteen facilities        | 6                | 20        | 26      | 9            | 2                   | 13.86            | 5       |
| Rest room facilities      | 6                | 23        | 21      | 12           | 1                   | 14.06            | 3       |
| Housing facilities        | 4                | 25        | 20      | 13           | 1                   | 13.8             | 6       |
| Health & medical benefits | 5                | 22        | 23      | 10           | 3                   | 13.66            | 7       |
| Educational facilities    | 10               | 17        | 24      | 8            | 4                   | 14               | 4       |

It is concluded that the respondents are satisfied with the welfare activities provided to employees by the company. Above table shows that employee opinion towards rating various welfare schemes. According to this drinking water facilities adopted by organization ranked first, first aid appliances ranked second, rest room facilities ranked third, educational facilities ranked fourth, canteen facilities ranked fifth, housing facilities ranked sixth, health & medical facilities ranked seventh.

**POLICY OF THE ORGANIZATION PROVIDES JOB SECURITY**

| PARTICULARS       | NO OF EMPLOYEES | PERCENTAGE |
|-------------------|-----------------|------------|
| Strongly agree    | 1               | 1.6        |
| Agree             | 36              | 57.1       |
| Neutral           | 22              | 34.9       |
| Disagree          | 3               | 4.8        |
| Strongly disagree | 1               | 1.6        |
| Total             | 63              | 100        |



From the above chart, it shows that 1.6% of the employees are strongly agreed 57.1% of the employees are agreed, 34.9% of the employees are neutral, 4.8% of the employees are disagreed and 1.6% of the employees are strongly disagreed.

**IV. CONCLUSION**

On the basis of survey conducted in Variety Pharmaceuticals Pvt Ltd, it has been found that majority of the employees are satisfied with the welfare measures provided by the organization. The management required to provide good welfare facilities to all employees in such way that employees become satisfied about employee welfare facilities. Every organization provides the statutory welfare measures but some organization provides some more welfare facilities to the employees so that they may retain the employees and also increase their productivity. Here workers are able to manage work and family life without any major problem which shows again that stress levels are manageable at this organization. On the whole the study reveals that there exists a healthy and happy environment in the organization. Human Resource Management (HRM) is a function in organization designed to maximize employee performance in service of an employer’s strategic objectives. Welfare includes anything that is done for the comfort and improvement of employees and is provided over and above the wages. Welfare helps in keeping the morale and motivation of the employee high so as to retain the employees for longer duration. The welfare measures need not be in monetary terms only but in any kind forms. Employee welfare includes monetary of working conditions, creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families. Labour welfare entails all those activities of employer which are directed towards providing the employees with certain facilities and services in addition to wages or salaries.

**REFERENCES**

- [1] Krishna Swamy K.N, AppaIyer Sivakumar and Mathirajan M (2012) – Management Research Methodology, Dorling Kindersley (India) PvtLtd.
- [2] Bill Taylor, GauthamSinha and TaposhGhoshal (2014) – Research Methodology, PHI Learning Pvt Ltd.
- [3] Michael Gerfin and Robert E Leu (2007), “Evaluating the Cost-Effectiveness of In-work Benefits: A simulation study for Switzerland, German Economic Review.
- [4] VijayaBanu and Ashifa MJ (2011) – A Study on Labour Welfare Measures in Public Sector Transport Corporation. “International Journal of Business Economics and Management Research.
- [5] Lea Henriksson (2008), “Reconfiguring Finish Welfare Service Workforce: Inequalities and Identity”, Equal Opportunities International.
- [6] Rama Satyanarayana and Jayaprakash Reddy (2012)-Labour Welfare Measures in Cement Industries in India”, International Journal of Physical and Social Services.