

A Study on Employee Welfare Measures With Special Reference To Rich Dairy Products India Private Limited, Namakkal

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Abstract- *This study examines employee welfare measures and their impact on employee satisfaction and organizational effectiveness at Rich Dairy Products (India) Private Limited, Namakkal. Employee welfare is an important component of human resource management that contributes to employee motivation, productivity, and job satisfaction. The main purpose of the study is to evaluate the existing welfare facilities provided by the organization and analyze employees' perceptions regarding these facilities. A descriptive research design was adopted for the study. Primary data were collected from 110 employees through structured questionnaires, while secondary data were collected from journals, websites, books, and company records. Statistical tools such as percentage analysis, Chi-square analysis, correlation, and ANOVA were used for data analysis.*

The findings indicate that welfare facilities significantly influence employee motivation, productivity, work-life balance, and retention. The study concludes that improving welfare facilities enhances employee satisfaction and contributes positively to organizational growth.

Keywords: Employee Welfare Measures, Employee Motivation, Job Satisfaction, Employee Retention, Employee Engagement, Productivity, Employee Benefits, Human Resource Management.

I. INTRODUCTION

Employee welfare refers to various services, benefits, and facilities provided by organizations for improving employees' physical, social, and economic well-being. Welfare measures include medical facilities, transportation, canteen services, safety measures, housing facilities, and recreational facilities. Employee welfare creates a positive work environment and improves morale, productivity, and industrial relations. Organizations increasingly recognize employee welfare as an essential tool for retaining skilled employees and enhancing performance. Welfare activities also support

employees in maintaining a balance between professional and personal life.

INDUSTRY PROFILE

The food processing industry plays a significant role in economic development and employment generation. The fruit processing industry focuses on converting perishable fruits into value-added products such as juices, beverages, canned foods, and concentrates. Technological advancements and increased demand for processed foods have expanded the sector significantly. India's food processing sector has strong growth potential due to rising consumer demand and increasing investments.

COMPANY PROFILE

Rich Dairy Products (India) Private Limited was established in 2006 in Namakkal District, Tamil Nadu. The company manufactures fruit drinks and carbonated beverages in various flavors and package sizes. The organization is certified under ISO standards and recognized by FSSAI and Halal certifications. The company focuses on quality production, technological innovation, customer satisfaction, and employee welfare initiatives.

The company uses modern technology and quality control practices to maintain high standards in production. It also provides various employee welfare facilities and ensures workplace safety. Rich Dairy Products believes that employees are valuable assets and continuously focuses on organizational growth and development.

STATEMENT OF THE PROBLEM

The research throws light on the impact of welfare measures on job satisfaction among the employees of the industry. The need of the study is to analysis the welfare facilities and opinion of the employee. The study was conducted to identify welfare activities to focus areas that

need attention. Employee welfare helps to reduce the social evils such as addiction of drugs, gambling, alcoholism etc. If the employees are satisfied with the provided welfare measures.

The welfare measures of the employees are essential because of the nature of the industrial system. Today workers are an essential contributing to the growth of the organization. This study analyses the various dimensions of labor welfare measures that are perceived by the employees. It highlights the perception of the employees regarding the various welfare measures provided to them.

OBJECTIVES OF THE STUDY

- To evaluate the level of satisfaction among employees regarding the welfare facilities provided by Rich Dairy Products (India) Pvt Ltd at Namakkal.
- To identify the types of employee welfare facilities available in the organization.
- To assess employees' perceptions about the effectiveness of welfare measures such as health, safety, and financial benefits.
- To examine the relationship between welfare facilities and employee morale, motivation, and productivity.
- To study the impact of welfare facilities on employee retention and job satisfaction.

SCOPE OF THE STUDY

- To examine and evaluate the effectiveness of employee welfare measures provided by the organization.
- To identify practical challenges involved in implementing and assessing welfare measures.
- To study the problems faced by employees while utilizing welfare benefits and facilities.
- To analyze both statutory and non-statutory welfare measures adopted by companies.

LIMITATIONS OF THE STUDY

- The respondents had the fear that the questionnaire may be shown to the management.
- The data obtained is qualitative but not quantitative and it is subjected to human error
- Due to time limit the study is restricted to 150 days only.
- Few employees refused to answer the question.

II. REVIEW OF LITERATURE

Lalitha and Priyanka (2020) concluded that employee welfare facilities positively influence productivity and organizational efficiency.

Ramamoorthy (2021) identified that welfare measures increase employee morale and job satisfaction.

Michael (2024) stated that labor welfare improves social and economic well-being among employees.

Dr. Usha Tiwari (2025) found that employee welfare schemes have a positive impact on employee efficiency by improving productivity, quality, and performance.

III. RESEARCH METHODOLOGY

Research methodology is the systematic way of solving a research problem. It is the scientific study of how research is conducted, including the methods, steps, and techniques used by researchers. It may include surveys, interviews, and both present and historical information.

RESEARCH DESIGN

A research design is the basic frame work or plan for a study that guides the collection of data and analysis of the data in employee surveys this descriptive research design is adopted in data collection and analysis.

SAMPLING METHOD

Convenience sampling method was used for the study.

SAMPLING SIZE

The sampling design being used for this study is convenient sampling size selected was 150 employees.

SOURCES OF DATA

Primary Data: Primary data is collected directly from employees through questionnaires and interviews.

Secondary Data :Secondary data is collected from existing sources such as company reports, journals, yearbooks, websites, and department records.

STATISTICAL TOOLS USED

- Simple percentage analysis
- Chi-square test
- Correlation
- ANOVA

CHI-SQUARE TEST

NULL HYPOTHESIS

HO: There is no significance between the age group of the respondents and satisfied with the health and medical benefits provided by the company.

ALTERNATIVE HYPOTHESIS

H1: There is significance between the age group of the respondents and satisfied with the health and medical benefits provided by the company.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.890 ^a	16	.607
Likelihood Ratio	15.016	16	.523
Linear-by-Linear Association	2.791	1	.095
N of Valid Cases	110		

a. 15 cells (60.0%) have expected count less than 5.

RESULT

The Chi-Square test indicates no statistically significant association between the variables (p=.607), leading to the retention of the null hypothesis. Furthermore, the reliability of this finding is weakened by the fact that 60% of the cells have expected counts below five, violating the test's underlying assumptions.

ANOVA

NULL HYPOTHESIS

Job experience of the respondents	Sum of Squares	Df	Mean Square	F	Sig.
Between (Combined) Groups	8.844	4	2.211	1.342	.259
Linear Unweighted Term	.274	1	.274	.167	.684
Weighted	.502	1	.502	.304	.582
Deviation	8.343	3	2.781	1.688	.174
Within Groups	173.010	105	1.648		
Total	181.855	109			

Ho: There is no significant relationship between educational qualification of the respondents and accommodation and opinion about personal feeling.

ALTERNATIVE HYPOTHESIS

H1: There is a significant relationship between educational qualification of the respondents and accommodation and opinion about personal feeling.

RESULT

The ANOVA results indicate that there is no statistically significant difference in responses based on the job experience of the respondents (F=1.342,p=.259). Since the significance value exceeds the 0.05 threshold, the null hypothesis is accepted, suggesting that experience levels do not significantly impact the variables being measured.

CORRELATION

The table shows that the relationship between educational qualification of the respondents and welfare facilities improve the productivity.

		Education al qualificati on of the responde nts	Welfare facilities improve the productivi ty
Educational qualification of the respondents	Pearson Correlation	1	-.137
	Sig. (2-tailed)		.153
	N	110	110
Welfare facilities improve the productivity	Pearson Correlation	-.137	1
	Sig. (2-tailed)	.153	
	N	110	110

RESULT

The Pearson correlation indicates a weak, negative, and statistically non-significant relationship between educational qualification and the perception of welfare facilities ($r=-0.137, p=.153$), suggesting that education level does not significantly influence views on productivity improvements.

V. SUGGESTIONS

- Improve canteen facilities by maintaining better food quality and hygiene.
- Provide improved transportation facilities for employees.
- Conduct regular employee feedback programs regarding welfare measures.
- Strengthen health and safety programs in the workplace.
- Communicate welfare policies clearly to all employees.
- Introduce additional welfare benefits to improve employee satisfaction.

VI. CONCLUSION

The study concludes that employee welfare measures play a significant role in improving employee satisfaction, motivation, and productivity. The findings reveal that most employees are satisfied with the welfare facilities provided by

Rich Dairy Products (India) Private Limited. Welfare measures such as health benefits, safety facilities, transportation, sanitation, and workplace support positively influence employee morale and work performance. The study also shows that effective welfare initiatives help in improving work-life balance and employee retention. Therefore, organizations should continuously improve welfare facilities according to employee needs, as employee welfare contributes to both individual well-being and organizational growth.

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