

A STUDY ON EMPLOYEE WELFARE MEASURE TOWARDS MILKY MIST DAIRY FOOD PRIVATE LIMITED WITH REFERENCE TO ERODE

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Abstract— Labour welfare has a special significance as the constitution provides for the promotion of welfare of the labor for human conditions of work and securing to all workers. The various welfare measures provided by the employee will have immediate impact on the health, physical and mental efficiency, alertness, morale and overall efficiency of the workers and thereby contributing to the highest productivity. Labour welfare means activities designed for the promotion of the economic, social and cultural well-being of the employees. Welfare measures improve the physical and physiological health of the employees, which in turn enhance their efficiency and productivity. It promotes a real change of heart and a change of outlook of the part of both the employers and employees. Hence, this study was undertaken in order to measure the Labour Welfare provided in Milkymist, Erode. In order to measure the labor welfare a structured questionnaire was prepared and distributed among the labor working in that industry. The data collected were further analyzed by using various tools like Percentage, Chi-Square Test, Correlation and ANOVA.

INTRODUCTION

Labour welfare activities in an industrialized society has far reaching impact not only on the work force but also all the facets of human resources. Labour welfare includes all such activities, which not only secures existential necessities but also ensures improvement in spiritual and emotional quotient. It comprises of short term and long terms goal toward building a humane society. As Labour welfare is a dynamic concept, changes in its principles activities and the rationale supporting them have not been static. They closely follow the stages of advancement of the industrialized society – from police Theory to Functional Theory. Accordingly principles for successful implementation of Labour welfare activities ranges from adequacy of wages to impact on efficiency as well as transformation of personality in nut shell, it is extension of democratic values in an industrialized society.

STATEMENT OF THE PROBLEM

Labour welfare work in India is somewhat distressing, Welfare amenities not been properly provided, except the units managed by progressive employers. In modern units where the latest technology demands maintenance of adequate standards. The letter of the law not been strictly observed in most units, owing to poor supervision. Employers, however, agree that welfare work would eat into the finances of the organization and where the facilities have been provided these have either remained unutilized or improperly used by the workers. The need of the hour, to sum up, is to extend the coverage of statutory welfare amenities to all units employing a minimum number of employees and create a proper administrative network to over seen the implementation strictly

OBJECTIVES OF THE STUDY

- To examine and evaluate the Labour welfare benefits
- To analyse the welfare measures inside the factory
- To suggest to improve the welfare measures in the Milky Mist Dairy Food Private Limited
- To find out employees awareness on statutory and non-statutory benefits
- To find out in major are as in which attention is require to improve Labour welfare.
- To recommend suitable remedies related to welfare problem so as to increase the job satisfaction and productivity of the works

SCOPE OF THE STUDY

- The study finds the expectations of Employee in the work environment. The research was held to develop and understanding of their Experience, Perceptions and Service need within the Industry.
- This study covers how customers are motivated with sales promotion techniques.
- It aims to know the consumer views about the price, quality and availability of the product.
- This study also helps to know the factors which influence the consumer to buy this product and also helps to know the schemes, offers, premium etc. this study is helpful to know stimulating customers are purchasing the dependable product.
- The researcher did not consider temporary, contract and casual Employees as well as the employees working in head office were also not considered for this study

LIMITATIONS OF THE STUDY

- Time is a major constrain forth study.
- There salt of the study depends upon the information given by the employees, which may be biased.
- Study is limited to the welfare facilities provided for the workers and findings of their searcher cannot be applied to other fields.
- The study is restricted to employees in Milky Mist Dairy Food Private Limited.
- The employees' attitude & opinion may change in future so relevance to the study can't be assured.
- The personal basic of the respondents is another limiting factor.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods techniques but also the methodology.

RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research, popularly known as the —research design|. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

SAMPLE DESIGN

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a convenience or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it.

SAMPLING TECHNIQUES

The sampling technique used in this study is —convenience sampling| when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience.

SAMPLE SIZE

The research has selective respondent 120 samples only.

METHODS OF DATA COLLECTION

PRIMARY DATA

Primary goal is original and collected by the researcher freshly. In this study Primary data was collected through questionnaire. A questionnaire is a popular means of collecting Primary data.

SECONDARY DATA

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

TOOLS AND TECHNIQUES

- Simple Percentage Method
- Correlation
- Regression
- T-Test

DATA ANALYSIS AND INTERPRETATION

CORRELATION

The table shows that the relationship between working service of the respondents and opinion about job security.

Correlations

		WORKING SERVICE OF THE RESPONDENTS	OPINION ABOUT JOB SECURITY
WORKING SERVICE OF THE RESPONDENTS	Pearson Correlation	1	.843**
	Sig. (2-tailed)		.000
	N	120	120
OPINION ABOUT JOB SECURITY	Pearson Correlation	.843**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

NONPARAMETRIC CORRELATIONS

Correlations

		WORKING SERVICE OF THE RESPONDENTS	OPINION ABOUT JOB SECURITY
Kendall's tau_b WORKING SERVICE OF THE RESPONDENTS	Correlation Coefficient	1.000	.797**
	Sig. (2-tailed)	.	.000
	N	120	120
OPINION ABOUT JOB SECURITY	Correlation Coefficient	.797**	1.000
	Sig. (2-tailed)	.000	.
	N	120	120
Spearman's rho WORKING SERVICE OF THE RESPONDENTS	Correlation Coefficient	1.000	.829**
	Sig. (2-tailed)	.	.000
	N	120	120
OPINION ABOUT JOB SECURITY	Correlation Coefficient	.829**	1.000
	Sig. (2-tailed)	.000	.
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is a positive correlation. There are relationships between working service of the respondents and opinion about job security.

CHI-SQUARE TEST

NULL HYPOTHESIS

Ho – There in no significant relationship between age group of the respondents and the kind of loan taken.

ALTERNATIVE HYPOTHESIS

Ha –There in a significant relationship between age group of the respondents and the kind of loan taken

AGE GROUP OF THE RESPONEDNTS * THE KIND OF LOAN TAKEN

Cross tabulation

Count	THE KIND OF LOAN TAKEN				Total
	Educational	Medical	House loan	Other loan	
AGE GROUP OF THE Below 25 years	29	0	0	0	29
RESPONEDNTS 26-35 years	11	35	11	0	57
36-45 years	0	0	6	18	24
Above 46 years	0	0	0	10	10
Total	40	35	17	28	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	1.733E2 ^a	9	.000
Likelihood Ratio	188.562	9	.000
Linear-by-Linear Association	93.271	1	.000
N of Valid Cases	120		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.42.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Gamma	1.000	.000	23.981	.000
Measure of Agreement	Kappa				
		.545	.053	10.630	.000
N of Valid Cases		120			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

RESULT

Since the calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the age group of the respondents and the kind of loan taken.

ANOVA

NULL HYPOTHESIS

H₀: There is no significant relationship between Educational qualification of the respondents and satisfaction of work load.

ALTERNATIVE HYPOTHESIS

H₁: There is a significant Educational qualification of the respondents and satisfaction of work load.

Descriptives

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Highly satisfied	49	1.22	.422	.060	1.10	1.35	1	2	
Satisfied	60	2.45	.649	.084	2.28	2.62	2	4	
Dissatisfied	6	4.00	.000	.000	4.00	4.00	4	4	
No idea	5	4.00	.000	.000	4.00	4.00	4	4	
Total	120	2.09	.996	.091	1.91	2.27	1	4	
Mod Fixed el Effects									
			.536	.049	1.99	2.19			

Random Effects				.714	-.18	4.36			1.205
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Test of Homogeneity of Variances

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Levene Statistic	df1	df2	Sig.
17.211	3	116	.000

ANOVA

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		84.611	3	28.204	98.010	.000
	Linear Term	Unweighted	45.014	1	45.014	156.427	.000
		Weighted	80.890	1	80.890	281.097	.000
		Deviation	3.721	2	1.861	6.466	.002
Within Groups			33.381	116	.288		
Total			117.992	119			

POT HOC

Multiple Comparisons

Dependent Variable: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

(I) satisfaction of work load	(J) satisfaction of work load		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
LSD	Highly satisfied	Satisfied	-1.226*	.103	.000	-1.43	-1.02
		Dissatisfied	-2.776*	.232	.000	-3.24	-2.32
		No idea	-2.776*	.252	.000	-3.27	-2.28
	Satisfied	Highly satisfied	1.226*	.103	.000	1.02	1.43

		Dissatisfied	-1.550*	.230	.000	-2.00	-1.10
		No idea	-1.550*	.250	.000	-2.04	-1.06
	Dissatisfied	Highly satisfied	2.776*	.232	.000	2.32	3.24
		Satisfied	1.550*	.230	.000	1.10	2.00
		No idea	.000	.325	1.000	-.64	.64
	No idea	Highly satisfied	2.776*	.252	.000	2.28	3.27
		Satisfied	1.550*	.250	.000	1.06	2.04
		Dissatisfied	.000	.325	1.000	-.64	.64
Tamhane	Highly satisfied	Satisfied	-1.226*	.103	.000	-1.50	-.95
		Dissatisfied	-2.776*	.060	.000	-2.94	-2.61
		No idea	-2.776*	.060	.000	-2.94	-2.61
	Satisfied	Highly satisfied	1.226*	.103	.000	.95	1.50
		Dissatisfied	-1.550*	.084	.000	-1.78	-1.32
		No idea	-1.550*	.084	.000	-1.78	-1.32
	Dissatisfied	Highly satisfied	2.776*	.060	.000	2.61	2.94
		Satisfied	1.550*	.084	.000	1.32	1.78
		No idea	.000	.000	.	.00	.00
	No idea	Highly satisfied	2.776*	.060	.000	2.61	2.94
		Satisfied	1.550*	.084	.000	1.32	1.78
		Dissatisfied	.000	.000	.	.00	.00
Dunnett T3	Highly satisfied	Satisfied	-1.226*	.103	.000	-1.50	-.95

		Dissatisfied	-2.776*	.060	.000	-2.94	-2.61
		No idea	-2.776*	.060	.000	-2.94	-2.61
	Satisfied	Highly satisfied	1.226*	.103	.000		1.50
		Dissatisfied	-1.550*	.084	.000	.95	-1.32
		No idea	-1.550*	.084	.000	-1.78	-1.32
						-1.78	
	Dissatisfied	Highly satisfied	2.776*	.060	.000		2.94
		Satisfied	1.550*	.084	.000	2.61	1.78
		No idea	.000	.000	.	1.32	.00
						.00	
	No idea	Highly satisfied	2.776*	.060	.000		2.94
		Satisfied	1.550*	.084	.000	2.61	1.78
		Dissatisfied	.000	.000	.	1.32	.00
						.00	

*. The mean difference is significant at the 0.05 level.

HOMOGENEOUS

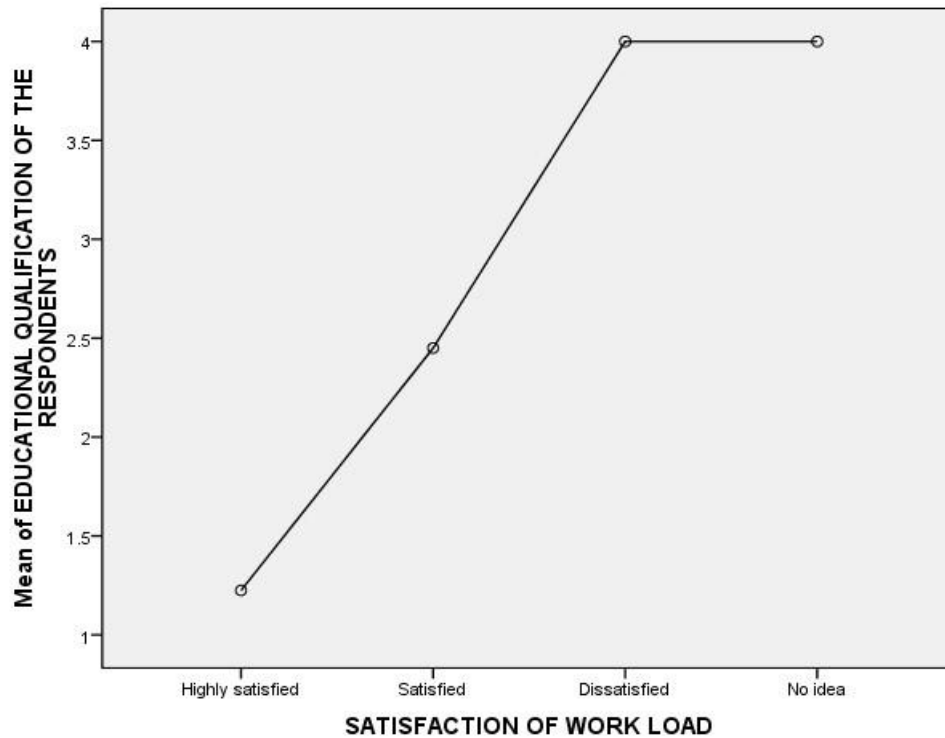
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

	SATISFACTION OF WORK LOAD	N	Subset for alpha = 0.05		
			1	2	3
Student-Newman-Keuls ^a	Highly satisfied	49	1.22		
	Satisfied	60		2.45	
	Dissatisfied	6			4.00
	No idea Sig.	5			4.00
				1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 9.907

MEANS



RESULT

From the above analysis, we find that calculated value of the F-value is a positive 98.010 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between Educational qualification of the respondents and satisfaction of work load.

The results are **significant** at 4 % level.

FINDINGS

- Majority 83.3% of respondents are male
- Maximum 47.5% of the respondents are age group between 25- 35 years old.
- Majority 71.7% of the respondents are married
- Maximum 48.3% of the respondents are 2-5 members in their family
- Maximum 40.8% of the respondents are diploma education
- Majority 61.7% of the respondents are working in 5-8 year service.
- Majority 58.3% of the respondents are day shift workers
- Majority 51.7% of the respondents are highly satisfied with the supervision of the superior
- Maximum 40.0% of the respondents are having excellent relationship with coworkers.
- Maximum 46.7% of the respondents are excellent efficient in job.
- Majority 50.0% of the respondents are satisfied with work load
- Majority 52.5% of the respondents are highly satisfied with safety measures.
- Maximum 47.5% of the respondents are highly satisfied with working environment
- Majority 71.7% of the respondents are not satisfied in loan facilities
- Maximum 33.3% of the respondents had got benefit of educational loans
- Majority 50.0% of the respondents are highly satisfied with water facility
- Maximum 41.7% of the respondents are opinion about good job security
- Majority 50.0% of the respondents are satisfied with work timing.
- Maximum 40.0% of the respondents are agree with benefits of health insurance.
- Maximum 46.7% of the respondents are highly satisfied with working facilities.

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- Maximum 45.8% of the respondents are highly satisfied with voluntary and/or mandatory
- Majority 41.7% of the respondents are satisfied with improvement of industrial relations

SUGGESTIONS

- Majority of the employees feel that their workload is heavy. So, the necessary steps to be taken to reduce the workload.
- The researcher wish to bring the following suggestion to the management of Milky Mist Dairy Food Private Limited, Erode.
- The organization should improve the benefit and services provided to the Employee's interest would be stimulated.
- The company should plan out the welfare activities in an effective way to improve the organization image in the eyes of the public.
- The organization should make all the employees aware of the rules and regulations of the company.
- The industries should be providing safety measures to employees.
- To increase the rapport between management and the Employers, the company should be provide integrated welfare programs.

CONCLUSION

The study on Employee welfare activities at Milky Mist Dairy Food Private Limited reveals that the welfare level of the employee is moderate level but there are certain welfare that need to be improved in order to makes the employees sustain their jobs. Through this study that observes the respondents are satisfied with the Uniforms and shoes provided by the company. This study that observes the maximum respondents feels that quality of the food as to be concentrated still more so canteen services still more to improve the employee's satisfaction level. Some of the employees are expecting convenient dressing room for changing their uniform so it makes the employees better to work.

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