



**A STUDY ON EMPLOYEE WELFARE MEASURES
IN SKL EXPORTS, TIRUPUR**

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ABSTRACT

Human Resource is the resource of any organization. Making the decision to the source between resources human resource process is a major step for many organization. Human beings are the assets being put to use in the services of organizational objectives. Apart from other factors of production human resources has its own thought, Attitude, feeling, and emotional and believes etc, thus management of human resource is the difficult task for every organization. Employee welfare in general, there are the benefits that an employee must receive from his/her company, like allowances, increasing for those companies who provides transportation, medical, insurances, food and some other way where employee has rights to demand Bonuses, 13 month pay, Sick leave, Maternity leave and vocation are also part of this and even holidays for other companies.

keywords: Employee Welfare, Benefits, Allowances and Employee rights.

INTRODUCTION

Employees are one of the most important determinants and leading factors that determine the success of an organization in a competitive environment. This is especially true for service organizations that rely heavily on their good behavioural employees to provide friendly and courteous services to their customers in this competitive environment and for keeping their customers happy and satisfied, the organization should have highly committed employees. Every company would like to know its effectiveness of its investment. Money spent in employee welfare is treated as long term investment. Even though every company has to provide welfare facilities to its employees, still the company would interested to know whether the type of employee welfare facilities

offered by them is reacting to the employees organization.

Sources of Employee Welfare

Several job element contribute to the welfare of the employee. The most important among them are wage structure, nature of work, promotion chances, and quality of supervision work group and working conditions.

Working conditions

Working conditions that are compatible with an employee's physical comfort and facilitate during a good job contribute to job satisfaction temperature, humidity ventilation, lighting and noise, bonus of work, cleanliness of the work place and adequate tools and equipment are the features which affect welfare.

Supervision

There is a positive relationship between the quality of supervision and job satisfaction. Supervisors who establish a supportive personal relationship with subordinates and take a personal interest in them contribute to their employee satisfaction.

Nature of Work

Most employees crave intellectual challenges on job. They tend to prefer being given opportunities to use their skills and abilities and being offered a variety of tasks, freedom and feedback on how well they are doing. These characteristics make jobs mentally challenging. Jobs that have too little challenge create boredom. But too much challenge creates and a feeling of failure. Under conditions of moderate challenges, employees experience pleasure satisfaction. Most employees crave intellectual challenges on job. They tend to prefer being given opportunities to use their skills and abilities and being offered a variety of tasks, freedom



and feedback on how well they are doing. These characteristics make jobs mentally challenging. Jobs that have too little challenge create boredom. But too much challenge creates and a feeling of failure. Under conditions of moderate challenges, employees experience pleasure satisfaction.

INDUSTRY PROFILE

The Indian textile industry is one the largest and oldest sectors in the country and among the most important in the economy in terms of output, investment and employment. The sector employs nearly 35 million people and after agriculture, is the second highest employer in the country. Its importance is underlined by the fact that it accounts for around 4% of Gross Domestic Product, 14% of industrial production, 9% of excise collections, 18% of employment in the industrial sector, and 16% of the country 's total exports earnings.

RESEARCH PROBLEM

Today, most of the employees seem to be demotivated with their work. This demotivation leads organizations towards the failure and bad performance. To analyze the employee performance after giving motivation and how it influences employee to do their work with full focused and perform higher.

PRIMARY OBJECTIVE

To study on employee welfare measures in SKL Exports, Tirupur.

Secondary objectives

- To determine the level of satisfaction regarding working condition
- To analyse the factors affecting the employee's welfare activities in the organization.
- To find monetary/nonmonetary benefits offered by the organization.
- To offer valuable suggestions in order to improve welfare activities in the organization.
- To make the management feel the employees are satisfied about the work and working conditions.

REVIEW OF LITERATURE

(Griffeth, Hom and Gaertner 2008). For some employees there may be direct losses related to benefits that they were receiving as being part of the organization There may also be some advantages.

(Davia 2007).Based on the job employee matching model, workers move across jobs in order to find a good match which pays for their aptitudes and meets their expectations .For an individual, turnover (including both voluntary and involuntary) will mean making a break with existing social networks, the stress of a new environment and an adjustment process.

M. Anitha (2006) discussed from "Awareness of HRD" out that there is a need to increase the awareness of Human Resource Development among employees, improve communication and switch over from reactive to proactive management. "Staff development and employees welfare practices and their effect on productivity" Ghana Library Journal vol.19(1)2007 pp.83.96

Davia (2005) reports that employees at the early stages of their career who voluntarily leave, experience positive increases in their wages compared to those that do not change jobs.

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve the research problems. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners

RESEARCH DESIGN

Research design is the scheme of work undertaken by the researcher at various stages. The research design includes the mode of data to be collected, the sample to be selected and the analysis part of research. In order to study the human research development activities the researcher has adopted descriptive design



DATA COLLECTION METHOD

Data were obtained from two source namely primary and secondary source. The methodology in primary data collection included scheduled questionnaires. The secondary data involved documentation review.

PRIMARY DATA

Primary data are those which are collected afresh and for first time, and thus happen to be original in character, there are several methods of collecting primary data. The method used here is questionnaire method.

SECONDARY DATA

Secondary data means that are already available that is they refer to the data which have already been collected and analyzed

by someone else. It was collected from company records, files and internet sources.

Sample size

The area which was considered for study SKL exports there were 500 populations. The study was restricted to 125 respondents.

Statistical tools used for the study

Statistical tools are the mathematical techniques used to facilitate the interpretation of numerical data secured from groups of individual or groups of observation individual. For the purpose of the study the following tools are used

- Simple percentage method
- Chi-square method
- Correlation

DATA ANALYSIS AND INTERPRETATION

GENDER OF THE RESPONDENTS OVERALL SATISFACTION WITH EMPLOYEE WELFARE ACTIVITIES OF THE ORGANIZATION

$$\chi^2 = \sum \left(\frac{(O_i - E_i)^2}{E_i} \right)$$

$E_i = \frac{RT \cdot CT}{GT}$

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,006	4	.199
Likelihood Ratio	6,263	4	.180
Linear-by-Linear Association	2,026	1	.155
N of Valid Cases	125		

Interpretation

Since the calculated value is 6.263 which are greater than table value 6.006 at 4 degrees of freedom and 5% level of significance, we accept the alternate hypothesis. Hence we infer there is significant association between gender of the respondents and overall satisfaction with employee welfare activities of the organization.



To find the significant difference between Department of the respondents and overall Satisfaction with employee welfare activities of the organization

Hypothesis

H0= There is no significant difference between department of the respondents and overall satisfaction with employee welfare activities of the organization

H1= There is significant difference between department of the respondents and overall satisfaction with employee welfare activities of the organization.

DEPARTMENT OF THE RESPONDENTS *OVERALL SATISFACTION WITH EMPLOYEE WELFARE ACTIVITIES OF THE ORGANIZATION

$$\chi^2 = \sum \left(\frac{(O_i - E_i)^2}{E_i} \right)$$

$E_i = RT * CT$

GT

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.631	16	.002
Likelihood Ratio	46.215	16	.000
Linear-by-Linear Association	4.574	1	.032
N of Valid Cases	125		

Interpretation

Since the calculated value is 46.215 which are greater than table value 37.631 at 16 degrees of freedom and 5% level of significance, we accept the alternate hypothesis. Hence we infer there is significant association between department of the respondents and overall satisfaction with employee welfare activities of the organization.



WEIGHTED AVERAGE

SATISFACTION LEVEL WITH REGARDS TO NON STATUTORY WELFARE MEASURES

Factors	Weighted average	Rank
Transport facility	2.640	I
Educational facility	2.264	VI
Milk during night shift	2.328	V
Take care of the employee during night shift	2.456	II
Creche facility	2.336	IV
Washing facility	2.360	III

Interperetation

From the above it is inferred that the respondents gives the first priority transport facility (2.640), take care of the employees during night shift ranks as second (2.456), washing facilities ranks as third (2.360), crèche facilities ranks fourth (2.336), milk during night shift ranks as fifth (2.328,) educational facility ranks as sixth (2.264).

It is concluded that the respondents gives the first priority transport facility (2.640)

WEIGHTED AVERAGE

SATISFACTION LEVEL OF VARIOUS ALLOWANCE ATTRIBUTES

Attributes	Total	Weighted average	Rank
Night shift allowance	445	3.55	IV
Festival allowance	480	3.84	II
House rent allowance	436	3.48	V
Shift duty allowance	446	3.56	III



Recreation allowance	435	3.47	VI
Bonus	486	3.88	I
Providing compensation in case of accident	406	3.24	VII

Interpretation

From the table, the respondents gives the first priority as ranks Bonus (3.88), festival allowance ranks as second (3.84), shift duty allowance ranks as third 3.56, and night shift allowance ranks as fourth (3.55), House rent allowance ranks as fifth (3.48), recreation allowance ranks as sixth (3.47) and providing compensation in case of accident ranks as seventh (3.24).

It is concluded that the respondents gives the first priority ranks as Bonus (3.88).

SATISFACTION OPINION ABOUT ASPECTS OF WORK ENVIRONMENT

Attributes	Total	Weighted score	Rank
Light	530	4.24	I
Temperature	419	3.35	III
Dust	410	3.28	IV
Fumes	335	2.68	VII
Water facility	360	2.88	VI
First aid facility	399	3.19	V
Toilet facility	525	4.23	II

Interpretation

From the table, the respondents gives the first priority ranks as light (4.24), toilet facility ranks as second (4.23), temperature ranks as third (3.35), dust ranks as fourth (3.28), first aid facility ranks as fifth (3.19), water facility ranks as sixth (2.88), fumes ranks as seventh (2.68).

It is concluded that the respondents gives the first priority ranks as light (4.24)



FINDINGS

- Most 34% of the respondents are coming under the age group between 25-35 years
- Majority 58% of the respondents are male.
- Majority (68%)of the respondents are married
- Most 39% of the respondents have completed Diploma/+2 professionals
- Most 48% of the respondents are belongs to Production department.
- Most 38% of the respondents are Employees

SUGGESTIONS

- The importance about the usage of safety equipment has to be uniformed to the employees would be use these equipment when needed.
- Awareness about the career and process has to be created among his employees.
- Library facility should be provided to the employees for improving their knowledge.
- The company should provide necessary lunch room and rest room facilities to all the employees.

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- The management should provide a good salary, bonus and increment according to the employees experience and educational qualification.

CONCLUSION

SKL exports, Tirupur, is a private sector, organization. Human Resource Management activities carried out in the organization is good. The initiatives and effort taken by the management and staff of the organization, for its development in various aspects, are appreciable. The importance given to human resource and their development has enhanced the development efforts of the organization. Though the company has started only five years back the welfare measures, working conditions and social security schemes, which are provided for employees are satisfactory. The staffs and workers need more friendly relationship with the management.

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