International Journal of Humanities Social Science and Management (IJHSSM)
Volume 3, Issue 2, Mar.-Apr. 2023, pp: 1264-1270 www.ijhssm.org

Impact of Welfare Measures in Employee Performance in AACHI Masala Foods (P) Ltd, Chennai

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Date of Submission: 11-04-2023 Date of Acceptance: 26-04-2023

ABSTRACT
Employee welfare entails everything from services, facilities and benefits that are provided or done by the employer for the advantage or comfort of an employee. It is undertaken in order to motivates employees and raise the productivity levels. Employee welfare is a term including various services, benefits and facilities offered to employees by the employers. The objective of the study is to analyze the impact of welfare measures in employee performance in Aachi Masala Foods (P) Ltd, Chennai. The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 132 respondents. Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the finding of the study. It is found that there is no significant difference respondent's age of the respondents and level of satisfaction in statutory welfare schemes. It is suggested that the organization must provide flexi time for certain skilled employees to retain them in the organization. From this study the employee welfare can become conducive to develop potential and competency of the employees and provide opportunities for fulfilment. I conclude that employees of Aachi Masala Foods (P) Ltd, Chennai are highly satisfied with the welfare measures provided in this concern.

Keywords: Welfare measure, Spices industry, food industry

I. INTRODUCTION

Welfare Measures

Welfare is the main concern for the employees in a organization. Employees are the most valuable asset of an organization. Employees welfare entails everything from services, facilities and benefits that are provided or done by the employer for the advantage or comfort of an employee. It is undertaken in order to motivates employees and raise the productivity levels. The objectives is to know the employee welfare are to improve the life of the working class, to bring about holistic development of the worker's personality and so on. Employees' welfare facilities include housing facilities, free medical facilities, retirement benefits, children and adult educational benefits, welfare measures for the employee's families, loan facilities, etc.

Employee welfare is a term including various services, benefits and facilities offered to employees by the employers. Employee Welfare defines as "efforts to make life worth living for workmen". "Employee Welfare is a comprehensive term including various services, benefits and facilities offered to employees & by the employers.

Welfare includes the activities that is done for the improvement and comfort of employees and is provided over and more than the wages. Employee welfare includes both the social and economic contents of welfare. Through such generous fringe benefits the employer makes life worth living for employees. "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 employees 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 monitoring 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.

Meaning and Definition of Employee Welfare:

Employee welfare is a flexible and elastic concept. Its meaning and implications differ widely with times, regions, industries, countries, social values and customs, the general economic development of the people and the political

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ideologies prevailing at particular moments. As such, a precise definition is rather difficult.
In the words of Prof. H.S. Kirkaldy. "The whole field of welfare is one in which much can be done to combat the sense of frustration of the industrial workers, to relieve them of the personal and family worries, to improve their health, to offer them some sphere in which they can excel others and to help them to a wider conception of life."
According to Balfour committee, "Employee welfare refers to the efforts made by the employers to improve the working and living conditions over and above the wages paid to them. In its widest sense it comprises all matters affecting the health, safety, comfort and general welfare of the workmen, and includes provision for education, recreation, thrift schemes, convalescent homes". It covers almost fields of activities of workers e.g., social, economic, industrial and educational.

Welfare Measures to Employees
The Welfare measures provided are
- First Aid box
- Bonus
- Increment
- Sufficient supply of drinking water.

Industrial progress depends on a satisfied employee force. In recognition on this fact, the importance of employee welfare measures was accepters as early as 1931, when the royal commission on employee states: "the benefits, which go under these women culture are of great importance to the worker and which he is unable to secure by himself. The schemes of employee welfare may be regarded as a wile incensement which should are usually does bring a profitable return in the form of greater efficiency.

Employee welfare measures also have beneficial on the employees. The welfare measures influence the sentiments of the employees are contribute to the maintenance of industrial peace. Better housing, sickness and maternity benefits, provident funds and pension educational facilities and entertainment etc. Creates a feeling and among the employees that they have a state in the industry the employees become more stabilized and committed and economically efficient, and the mental and moral health of the worker is improved. There is a social reason also. As pointed out by the employee investigation committee, "the provisions of vices; medical and entertainment rescuer the incidence of vices; medical and maternity and child welfare service improve the health the employees and bring down the rates of general material and infinitive mortality; and educational facilities increase their mental efficiency and economic productivity.

Objectives Of Employee Welfare Measures:
- To win over employees' loyalty and increase their morale.
- To combat trade unionism and social ideas.
- To build up stable employee force, to reduce employee turnover and absenteeism.
- To develop efficiency and productivity among employees.
- To save oneself from heavy takes on surplus profit.
- To earn goodwill and enhance public image.

Purpose of employee Welfare:
A employee welfare programme serves various purposes. Finally, by taking care of life's basic amenities it builds a sense of loyalty on the part of the employee towards the organisation. Secondly, by providing quicker services from the employees. Thirdly, various employee welfare measures, by welfare activities to workers an organisation gains through improved or taking care of the basic needs of life, make the worker devote his time and attention to the organisation's task."

This, in its turn, enhances his efficiency and output. As Manappa has rightly commented: "As attractive package, which provides benefits throughout the course of an employee's career serves to attract and retain the better workers and simultaneously enhance their morale." The organisation also gains financially by enjoying certain tax concessions offered for spending money on employee welfare.

STATEMENT OF THE PROBLEM
Employees play an important role in the industrial production of the country. Hence, organizations have to secure the cooperation of employees in order to increase the production and to earn higher profits. The cooperation of employees is possible only when they are fully satisfied with their employer and the working conditions on the job. In the past, industrialists and the employers believed that their only duty towards their employees was to pay them satisfactory wages and salaries. To know that whether welfare facilities play an important role on the working of employees, and to know the employees are dissatisfied welfare facilities will help them to get motivated. Welfare programs are aimed at promoting the physical, psychological, and general wellbeing of the working population. Welfare can be observed, experienced, and enjoyed

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but its effectiveness may be more difficult to measure. The present study is an analysis of the effectiveness of the employee welfare programs and this serves as effective feedback to the management.

OBJECTIVES OF THE STUDY

Primary objective

- To study on impact of employees' welfare measures in Aachi Masala Foods (P) Ltd, Chennai.

Secondary objectives

- To study the demographical profile of the employees.
- To ascertain the level of satisfaction in statutory welfare measures provided in the company.
- To evaluate the non-statutory welfare facilities provided for employees in the company.
- To evaluate the impact of welfare measures on employee's performance.
- To find out the problems in welfare measures.

SCOPE AND SIGNIFICANCE OF THE STUDY

- The scope of this study is confined to Aachi Masala Foods (P) Ltd, Chennai.
- The present study has been undertaken to study and find out effectiveness of Employee Welfare measures on employee point of view.
- This study focuses on satisfaction in statutory & non- statutory welfare measures provided in the company and find out the practical difficulties involved in welfare measures that can be evaluated through this study.
- The size of the sample is 132.
- This study analysis, which type of internal, external and statuary welfare facilities are provided to the employees in the company.

COMPANY PROFILE

Aachi Masala

Aachi Group was found in the year 1995 by Mr. A.D.Padmasingh Isaac, a first generation entrepreneur with BBA and hailing from Nazareth in Tirunelveli District of Tamil Nadu. Undoubtedly, Aachi has come to rule the kitchen today. Aachi Masala Food's Private Limited is a Private incorporated on 30 June 2006.

The Aachi Group comprises of the following companies.

- Aachi Masala Foods Private Ltd
- Aachi Spices & Foods Pvt Ltd
- Aachi Special Foods Pvt Ltd

Aachi has become a household name because of its excellent quality products catering to the common people. The product range is so wide that no household can afford to miss Aachi products from its kitchen. The success of Aachi can be attributed to the following: Excellent Quality products, Strong resources & Marketing Network, Continuous market analysis and Survey of customer needs, Standardization & upgradation of products as per international standards and Excellent Brand Recall.

Aachi Group's turnover has been increasing at CAGR of 30% over the last three years which is higher than that of the national average of 15% for Food Processing Industries. AACHI's products reach the consumers through 4000 Agents and 12 Lakh Retailers. The product range is classified to be 8 divisions for easy distribution. It is expected to strive the magical figure of Rs.1200 Crores in turnover by March 2017!

"Aachi products are now available in USA, Canada, U.K, Belgium, Holland, France, Denmark, Sweden, Switzerland, Germany, Australia, New Zealand, Republic of South Africa, D.R. Congo, Kenya, Tanzania, Papua New Guinea, Mozambique, Mauritius, Seychelles, United Arab Emirates, Qatar, Kuwait, Kingdom of Saudi Arabia, Lebanon, Sri Lanka, Maldives, Singapore, Malaysia, Thailand, Korea and Japan. "

Founder

Mr. A. D. Padmasingh Isaac

VISION

To manufacture and market food products on a sustainable basis catering to all segments of the society at affordable prices and increase the intrinsic value for all stakeholders with the highest Corporate Governance Standards.

MISSION

Aachi is dedicated to provide the customers with the finest, high-quality products, hygienically prepared and competitively priced, living up to their expectations and suppliers for achieving symbiotic relationship.

- Sector: Private sector
- Industry: Food Processing/ Beverages (FMCG)
- Turn over: 1100 cores per annum
- No. of employees: 2300

II. REVIEW OF LITERATURE

Ms. R.V. Deeba Sanjana (2020) This study focussed on employee welfare measures, relationship management, and employee satisfaction. It aims to investigate various welfare measure provided by the company to their employees, and the relationship management between the various levels of hierarchy, and the employee's satisfaction towards these. Firstly, by considering the demographic variables including

age, gender, educational qualification, experience and income level. Secondly by considering the factors of dependent and independent variables. Further, it is observed that the level of employee satisfaction on welfare measures and employee relationship by demographic factors influence the other variables. This study is descriptive in nature. Stratified random sampling is adopted, 133 employees of a manufacturing company are observed and analysed the factors among the employees. After analyzing the whole situation it is concluded that the employee welfare activities are sufficient and effective for the employees of manufacturing industry.

Ms. S. Pavithra (2020) Health is normally being defined as a condition of complete physical, mental and social good and not merely the absence of disease or illness''. Safety refers to the nonexistence of accidents.To understand the awareness of safety, health, and welfare facilities among the employees provided by the organization. To identify the free from risk provide by the industry.It is suggested that the company should take necessary steps to provide salary; allowances and other rewards system adequately for the employees encourage system followed. It is suggested to provide transport facilities and benefits, festival bonus to improve the employee's working condition to be booster.The role of management in implementing health safety and welfare in the organization is very effective.

Raj Laxmi (2020) Employee satisfaction in welfare measures involves taking measures to encourage staff to stay within the organization. Most of the times company is facing lot of issues in worker retention because the expectations of employees are changing day by day and hiring knowledgeable individuals for the organization are crucial for managers. There is no dearth of opportunities for a proficient person to work in organization for a longer period, there are several organizations that are searching for efficient staff by providing good welfare measures. Therefore, the research objective is to understand various welfare amenities offer by the business to keep happy workers and also impact of welfare facilities on employee satisfaction. Preceding scholars need originate the changed factors which influence the welfare facilities on employee 's completion and potential; it is not produce on fulfillment of human resources hence this study fills that gap by considering employee welfare facilitie s to retain the employees in the organization. Descriptive research has been used to describe the characteristics of the variablesThe statistical tool utilized for the study is correlation test and factor analysis to identify the impact of employee welfare facilities towards employee satisfaction.

III. RESEARCH METHODOLOGY

Research methodology may be defined as a documented prose work. Documented prose work means organized analysis of the subject based on borrowed materials with suitable acknowledgement and consultation in the main body of the paper. Research in management is partially important to find out different phenomena. Its purpose is to find answers to questions through the application of systematic and scientific methods. "Research is an academic activity and a systematized effort to gain new knowledge."

IV. RESEARCH DESIGN

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure. The research design adopted for this study is Descriptive research design. A descriptive research design may be concerned with the attitude /views of a people towards anything. It concerned with determining with which something occurs or how to variables are vary together. It is considered as rigid and formal.

SAMPLING TECHNIQUES

Population

Population is the aggregate of all units possessing certain specific characteristics from which the sample will be drawn. The population of this study is nearly two hundred employees.

Sampling Method

Sample as a smaller representation of the larger whole. Sample is that by selecting some of the elements in a population. In this research the research has followed non-probability sampling method and used the convenience sampling technique. The samples are selected because of the convenience to the investigator.

Sample Size

Sample size refers to number of items to be selected from the population to frame a sample. Here the researcher has selected 132 as a sample size.

Sample Unit

The study is conducted in Aachi Masala Foods (P) Ltd, Chennai. Here sampling unit is Chennai.

DATA COLLECTION

Data is collected from the employees of Aachi Masala Foods (P) Ltd, Chennai. The researcher had

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prepared a well-structured questionnaire to study the employees' work life balance.

Primary Data

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data is collected directly from the worker i.e., data collected with the help of questionnaire method.

SECONDARY DATA

Secondary data means already available data. Here the secondary data were collected from the company profile, websites, internet, journals etc. The researcher also collected information through primary sources as well as secondary sources.

DATA ANALYSIS AND INTERPRETATION

Chi-Square Test

Chi-square analysis in statistics is to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is a measure to study the divergence of actual and expected frequencies.

The formula for computing chi-square is as follows.

Chi-square- = ∑ {(O--E) //E} E}

CHI-SQUARE ANALYSIS

RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND LEVEL OF SATISFACTION IN STATUTORY WELFARE SCHEMES

HYPOTHESIS TESTING

Null hypothesis (Ho):

There is no significant relationship between the age of the respondents and level of satisfaction in statutory welfare schemes.

Alternative hypothesis (H1):

There is some significant relationship between the age of the respondents and level of satisfaction in statutory welfare schemes.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	149.349[a]	57	.000
Likelihood Ratio	141.306	57	.000
Linear-by-Linear Association	43.531	1	.000
N of Valid Cases	132		

a. 74 cells (92.5%) have expected count less than 5. The minimum expected count is .13.

INTERPRETATION

As per the above table, it is inferred that the P value is .000; it is significant to 5% (0.05) significant level. The minimum expected count is 0.13. Thus alternative hypothesis is accepted and it is finding that there is some significant difference respondent's age of the respondents and level of satisfaction in statutory welfare schemes.

Correlation

The Pearson correlation coefficient is a very helpful statistical formula that measures the strength between variables and relationships. The coefficient value can range between -1.00 and 1.00. If the coefficient value is in the negative range, then that means the relationship between the variables is negatively correlated, or as one value increases, the correlation). other decreases. If the value is in the positive range, then that means the relationship between the variables is positively correlated, or both values increase or decrease together.

$$r=\frac{n\sum xy-\sum x\sum y}{\sqrt{\left(n\sum x^2-(\sum x)^2\right)\left(n\sum y^2-(\sum y)^2\right)}}$$

The main result of a correlation is called the correlation coefficient (or "r"). It ranges from -1.0 to +1.0. The closer r is to +1 or -1, the more closely the two variables are related. If r is close to 0, it means there is no relationship between the variables. If r is positive, it means that as one variable gets larger the other gets larger. If r is negative, it means that as one gets larger, the other gets smaller (often called an "inverse"

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CORRELATION ANALYSIS
RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND IMPACT OF WELFARE MEASURES ON EMPLOYEES' PERFORMANCE

Correlations

		EDUCATION OF THE RESPONDENTS	WELFARE MEASURES ON EMPLOYEES' PERFORMANCE
EDUCATION QUALIFICATION OF THE RESPONDENTS	Pearson Correlation	1	.202*
	Sig. (2-tailed)		.020
	N	132	132
WELFARE MEASURES ON EMPLOYEES' PERFORMANCE	Pearson Correlation	.202*	1
	Sig. (2-tailed)	.020	
	N	132	132

INTERPRETATION
The Above table indicates that out of 132 respondents, co-efficient of correlation between educational qualification of the respondents and impact of welfare measures on employee's performance is 0.202. It is below 1. So there is positive relationship between the educational qualification of the respondents and impact of welfare measures on employees performance.

V. FINDINGS

- 36% of the respondents are highly dissatisfied towards the hygiene drinking water in the organization.
- 40% of the respondents are satisfied towards the sufficient facilities for sitting for the employees.
- 73% of the respondents are highly satisfied towards the first aid appliances for the employees.
- 37% of the respondents are satisfied towards the separate latrines and urinals.
- 27% of the respondents are satisfied towards the proper lighting and ventilation in the working place.
- 42% of the respondents are neither satisfied nor dissatisfied towards the flexi time for employees in the organization.
- There is some significant difference respondent's age of the respondents and level of satisfaction in statutory welfare schemes.
- There is positive relationship between these educational qualifications of the respondents and impact of welfare measures on employee's performance.

VI. SUGGESTIONS

- There must be hygiene and purified drinking water since it is necessary one to the employees.
- The company must ensure to provide sufficient sitting facilities for the employees.
- There must be first aid appliances for the employees as per statutory norms.
- The company must have separate hygiene urinals and latrines for both and female in the working circumstances.
- There must be proper lighting and ventilation in the working place.
- The organization must provide flexi time for certain skilled employees to retain them in the organization.
- There must be proper health care facilities in the organisation.

VII. CONCLUSION

This study about employee welfare measure in Aachi Masala Foods (P) Ltd, Chennai and the organization shows the great deal of transparency in decision making and shares information across levels. The management believes in having a participative approach to decision making. There is enough autonomy to perform one's

job. Also the organization enough scope for personal and professional growth. The leadership of the organization is approachable and sensitive to the needs of the employee. The relationship with the supervisors and the co-workers also provides conductive work environment for the workers. The study therefore highlights the various aspects on welfare facilities provided satisfaction for the employees. At the same time there are roles and responsibilities to be performed and each one is held accountable for work. The employee welfare can become conducive to develop potential and competency of the employees and provide opportunities for fulfilment. I conclude that employees of Aachi Masala Foods (P) Ltd, Chennai are highly satisfied with the welfare measures provided in this concern.

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