



**PROVISION OF SUSTAINABLE EMPLOYEE WELFARE FACILITIES AT
MANUFACTURING INDUSTRIAL UNITS IN VIRUDHUNAGAR DISTRICT**

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ABSTRACT

Sustainable Employee Welfare is a term that embraces numerous benefits and facilities offered by the employers to the employees for continued and lasting relationship, growth and achievements. The research paper analyze the awareness, level of awareness, level of acceptance and the level of provision of employee welfare facilities sustainably by the manufacturing industrial units in Virudhunagar district. The study found that majority of the manufacturing industrial units are aware of the sustainable employee welfare facilities and highly adopted various sustainable employee welfare facilities like provision of uniform dress, good drinking water, bonus, safety equipments, medical and first aid, vehicle parking, rest room, selection of shift for working, transportation, good working environment and the like.

Keywords: Sustainable Employee Welfare Facilities, Level of adoption.

1. INTRODUCTION

The industrial and consumption activities in the current century are characterized by attaining sovereignty through sustainability. In other words, the industrial activities are being carried out by exploiting the resources on this earth sparingly to meet the real needs of

consumers so that they are continuously made available for future generations. Employee welfare is the foundation on which any successful enterprise is built. Provision of employee welfare sustainably by an organisation shall definitely be a remarkable activity to ensure continued success in this competitive world. The

purpose of sustainable employee welfare is to bring about the development of the whole personality of the employee to make a better labour force for the development of a country. The very logic behind is providing welfare schemes to create healthy, efficient, loyal and satisfied employee force for the organization. Virudhunagar district is a developing district in southern part of Tamilnadu state of India in terms of its multifarious industrial activities. This research paper discusses the concept of Sustainable employee welfare facilities, methodology, objectives, awareness, level of awareness, level of acceptance and level of provision and suggestions for the effective use of sustainable employee welfare facilities by the manufacturing industrial units in Virudhunagar district.

2. SUSTAINABLE EMPLOYEE WELFARE FACILITIES

Rewarding employees admirably is the established way of inducing them to contribute more towards the success of any industrial undertaking. Apart from regular pay and perks, the welfare facilities provided constitutes a strong fort that contains dedicated team of employees exclusively for an entity. Sustainable employee welfare activities denotes all the efforts by an organisation to retain and persuade their employee force to contribute more for its success in current

and future years. It includes various facilities, services and amenities provided to employee by the industrial undertakings in a consistent and long lasting way for improving their health, efficiency, economic development and social status. The systematic and strategic planning and provision of the facilities like extensive training to the employee, facilitate shift alternative choice, additional increment to efficient workers, ESI and PF facilities, bonus, uniform dress, medical and first aid facilities, canteen, rest room, good drinking water, good working environment, vehicles parking facilities, safety equipments, employee tour and festival gifts ensure Sustainable Employee Welfare in an organisation.

3. METHODOLOGY

This research paper is based on the formal research undertaken by the author using both primary and secondary data. First the secondary data were gathered from books, journals, industrial reports and magazines and so on. A review of notable previous researches in the related field is given below.

Sindhu stated that the employee welfare measures increase the productivity of organization and promote healthy industrial relations there by maintaining industrial peace. Organizations provide welfare facilities to their employees to keep their motivation levels high. Business

houses provide many such statutory and non-statutory facilities and policies to maintain the satisfaction level of their employee. When the employees get better canteen facilities, good water to drink, clean and hygiene wash rooms, rest rooms and bathrooms, regular medical check-ups, health insurances, Employee assistance programme, grievance handling department, better facilities to sit or good work place, they enjoy a high level of satisfaction. These facilities enable an organization to grow much faster.

Logasakthi and Rajagopal revealed the employees enjoy not only the satisfaction of their jobs but also various facilities given by the firms. Provisions of such facilities induce the workers extend their maximum support for the improvement of the company. The personal department takes care of the total human resources in the company. The management provides all the health safety and welfares to the employees that will help to produce better performance in the work and working environment.

Srinivas K.T stated that the management offering good facilities to all the workers in such manner that employee emerges as glad about labor welfare facilities. It increases productivity of workers in addition to the quality and quantity of work performed. Through enhancing the welfare facilities in an

organization, the personnel will become happy and their degree of performance will increase. It leads to series of positive effects that would improve profitability and productivity of the enterprise.

Having identified a research gap of non-availability of researches on sustainable welfare facilities, a formal enquiry was made through direct interview using interview schedule, designed for the purpose, from 100 manufacturing industrial units in Virudhunagar district selected conveniently.

4. OBJECTIVES OF THE STUDY

1. To analyze the level of awareness of sustainable employee welfare facilities among the manufacturing industrial units in Virudhunagar district.
2. To find out the level of acceptance for sustainable employee welfare facilities by the manufacturing industrial units in Virudhunagar district.
3. To identify the level of sustainable employee welfare facilities provided by the manufacturing industrial units in Virudhunagar district.

5. AWARENESS TOWARDS SUSTAINABLE EMPLOYEE WELFARE FACILITIES

The concept of sustainable employee welfare facilities is gaining the

attention of the industrial units in Virudhunagar district. During the survey the respondents were asked to indicate whether they are aware or not of the sustainable welfare facilities.

Table - 1
Awareness towards sustainable employee welfare facilities

S. No.	Nature	Number of respondents	Percentage to total
1.	Aware	96	96.0
2.	Not aware	4	4.0
Total		100	100.0

Source: Primary Data.

The analysis of the data collected showed that a commendable majority of 96 per cent of the industrial units were aware and a very small portion of 4 per cent of the industrial units were not aware of the sustainable employee welfare facilities as given in table 1. It is seen from the above table 1 that a great majority of

96 per cent industrial units in Virudhunagar district is having awareness about sustainable employee welfare facilities.

5.1. Relationship between Awareness and Profile Variables

The study further examined the relationship between awareness and profile variables. In order to ascertain the existence of the relationship, null and alternate hypothesis were formed for testing as under:

H0: There is no significant relationship between the awareness about sustainable employee welfare facilities and profile variables.

In order to test the above hypotheses, chi-square test was used. The results are shown in the following table.

Table - 2
Relationship between Awareness and Profile Variables

Profile variables	Df	Chi- square value	P value	Result
Nature of unit	1	0.015	.902	Accepted
Location	1	0.015	.902	Accepted
Amount of investment	4	3.856	.426	Accepted
Membership in associations	3	1.620	.655	Accepted
Category of industry	2	1.360	.507	Accepted

Source: Primary Data

The above table 2 brings to the fore that the p values are 0.902 for nature of unit, 0.902 for location, 0.655 for membership in associations, 0.507 for category of industry and 0.426 for amount of investment. Since the P values are more than 0.05 in case of all the profile variables, the null hypothesis is accepted. It means that there is no significant relationship between the awareness and nature of unit, location, amount of investment, membership in associations and category of industry. This implies that the awareness of sustainable employee welfare facilities is not relating to various profile variables of industrial units.

5.2. Level of awareness towards sustainable employee welfare facilities

The level of awareness towards sustainable employee welfare facilities vary from one industrial unit to another at

different levels based on their knowledge on sustainable practices. The study analyzed the level of awareness of industrial units under five levels, namely, very low, low, normal, high and very high. During the survey, the industrial units were asked to mention their level of awareness on employee welfare facilities specifically.

The analysis of the data collected discovered that out of the 96 per cent industrial units who were aware of employee welfare facilities, a notable portion of 41 respondents, representing 42.71%, stated 'normal' level of awareness, followed by 32 respondents (33.33%) stated 'high', 14 respondents (14.58%) stated 'low', five respondents (5.21%) stated 'very high' and remaining four respondents (4.17%) stated 'very low' as tabulated below.

Table - 3
Level of awareness

S. No.	Level of awareness	No of respondents	Percentage	Mean	SD
1.	Very low	4	4.17	3.08	1.08
2.	Low	14	14.58		
3.	Normal	41	42.71		
4.	High	32	33.33		
5.	Very high	5	5.21		
Total		96	100.00		

Source: Primary Data

A clear revelation of the above table is that a majority of 76.04 per cent (42.71+33.33) of the respondents has

'normal' or 'high level' of awareness of sustainable employee welfare facilities. As the Mean value is 3.08, which is just more

than 3 points, the level of awareness of the respondents with regard to sustainable employee welfare facilities in Virudhunagar district is above the ‘normal level’.

5.3 Relationship between Level of Awareness and Profile Variables

The study further examined the relationship between level of awareness and profile variables. In order to ascertain the existence of a relationship between level of awareness and profile variables,

null and alternate hypothesis were formed for testing as under:

H0: There is no significant relationship between the level of awareness about sustainable employee welfare facilities and profile variables.

In order to test the above hypotheses chi-square test was used. The results of analysis are shown in table 4.

Table - 4
Relationship between level of Awareness and Profile Variables

Factors	Df	Chi- square value	P value	Result
Nature of unit	5	1.240	.941	Accepted
Location	5	0.472	.993	Accepted
Amount of investment	20	22.894	.294	Accepted
Membership in associations	15	24.036	.064	Accepted
Category of industry	10	10.041	.437	Accepted

Source: Primary Data

Table 4 brings to the fore that the p value for nature of unit is 0.941, location is 0.993, amount of investment is 0.294, membership in associations is 0.064, and category of industry is 0.437, Since these p values are more than 0.05, the null hypothesis is accepted. It means that there is no significant relationship between the level of awareness and profile variables. This implies that the level of awareness of sustainable employee welfare facilities among the industrial units in Virudhunagar

district is not relating to their profile variables.

6. ACCEPTANCE TOWARDS SUSTAINABLE EMPLOYEE WELFARE FACILITIES

Acceptance is the process of being ready for practicing something or agreeing to do something. Acceptance is the mental attitude that something is believable and accepted as true. The study examined the level of acceptance under five levels as very low, low, normal, high and very high.

The analysis showed that out of the 96 respondents who are aware of sustainable employee welfare facilities, 37 respondents, representing 38.54 per cent stated 'normal' level, followed by 35

respondents (36.46%) stated 'high', 15 respondents (15.63%) stated 'low', six respondents (6.25%) stated 'very high' and remaining three respondents (3.12%) stated 'very low' as tabulated below.

Table - 5
Level of acceptance

S. No.	Level of acceptance	No of respondents	Percentage	Mean	SD
1.	Very low	3	3.12	3.14	1.10
2.	Low	15	15.63		
3.	Normal	37	38.54		
4.	High	35	36.46		
5.	Very high	6	6.25		
Total		96	100.00		

Source: Primary Data

A clear revelation of the table 5 is that the level of acceptance of sustainable employee welfare facilities is at 'normal' level (38.54%) or at 'high level' (36.46%). As the Mean value is 3.14, which is more than 3 points, the level of acceptance among most of the respondents is above the 'normal level' with regard to sustainable employee welfare facilities.

6.1 Relationship between Level of acceptance and Profile Variables

The study enquired about the relationship between level of acceptance and profile variables. In order to ascertain the existence of a relationship between level of acceptance and profile variables, null and alternate hypothesis were formed for testing as under:

H0: There is no significant relationship between the level of acceptance for sustainable employee welfare facilities and profile variables.

The results of chi-square test, used to find the relationship are shown in the following Table 6.

Table - 6
Relationship between level of acceptance and Profile Variables

Factors	Df	Chi- square value	P value	Result
Nature of unit	5	0.784	.978	Accepted
Location	5	1.670	.893	Accepted
Amount of investment	20	26.376	.154	Accepted
Membership in associations	15	14.295	.503	Accepted
Category of industry	10	10.564	.392	Accepted

Source: Primary Data

Table 6 upshots that the p values for all the profile variables, 0.978 for nature of unit, 0.893 for location, 0.154 for amount of investment, 0.503 for membership in associations, 0.392 for category of industry are more than 0.05 and hence, the null hypothesis is accepted. It means that there is no significant relationship between the level of acceptance and profile variables. This implies that the level of acceptance of sustainable employee welfare facilities is not relating to profile variables of industrial units in Virudhunagar district.

7. PROVISION OF SUSTAINABLE EMPLOYEE WELFARE FACILITIES

Based on the secondary data collected and the views obtained from the industrial units during preliminary study, the researcher identified 16 sustainable employee welfare facilities, namely, medical and first aid, canteen, rest room, good drinking water, transportation,

Providing vehicles parking facilities, uniform dress, good working environment, safety equipments, extensive training to the employee, selection of shift for working, ESI and PF facilities, bonus, additional increment to efficient workers, arranging tour and festival gifts.

During the survey the respondents were asked to express their extent of provision of employee welfare facilities. The analysis of data denotes that in case of 'medical and first aid facilities', five respondents stated the level of provision is 'Very Low', seven respondents stated 'Low', 34 respondents stated 'Normal', 41 respondents stated 'High', 13 respondents stated 'Very High'.

Then weights were assigned to different levels as 1 point for 'Very Low', 2 points for 'Low', 3 points for 'Normal', 4 points for 'High' and 5 points for 'Very High'. The weighted points for each level of adoption were ascertained by

multiplying the number of respondents stated in the level with the respective weight of the level. The weighted points for five level were: 5 points (5x1) for ‘Very Low’, 14 points (7x2) for ‘Low’, 102 points (34x3) for ‘Normal’, 164 points (41x 4) ‘High’, 65 points (13x5) for ‘Very High’.

The aggregate of weighted points for all five levels were calculated by adding together the points for each level and is considered as the level of provision. To continue the above illustration, extent of provision of sustainable employee welfare facility, namely, ‘medical and first aid facilities’ was worked out to 350 points (5+14+102+164+65). Similarly the level of provision of ‘canteen’ was worked out

to 298 points (9+28+156+80+25), ‘rest room’ was 340 points (3+12+123+192+10), ‘good drinking water’ was found as 380 points (2+6+51+276+45) and so on.

The weighted average points of level of provision were calculated for each sustainable employee welfare facility by dividing the aggregate total of weighted points by total number of respondents. The weighted average points for ‘medical and first aid facilities’ was 3.50 (350/100), ‘canteen’ was 2.98 (298/100), ‘rest room’ was 3.40 (340/100), ‘good drinking water’ was 3.80 (380/100), ‘transportation’ was 3.22 (322/100), ‘vehicles parking facilities’ was 3.50 (350/100) and so on as depicted in the table given below.

Table - 7
Provision of sustainable employee welfare facilities

S. No.	Employee welfare facilities	Very Low (1)		Low (2)		Normal (3)		High (4)		Very High (5)		Total		Av. Pts
		No	Pts	No	Pts	No	Pts	No	Pts	No	Pts	No	Pts	
1	Medical and first aid facilities	5	5	7	14	34	102	41	164	13	65	100	350	3.50
2	Canteen	9	9	14	28	52	156	20	80	5	25	100	298	2.98
3	Rest room	3	3	6	12	41	123	48	192	2	10	100	340	3.40
4	Good drinking water	2	2	3	6	17	51	69	276	9	45	100	380	3.80
5	Transportation	6	6	9	18	35	105	47	188	3	15	100	332	3.22
6	Vehicles parking facilities	5	5	7	14	29	87	51	204	8	40	100	350	3.50
7	Uniform dress	3	3	16	32	32	96	44	176	5	25	100	382	3.82
8	Good working environment	7	7	9	18	51	153	24	96	9	45	100	319	3.19
9	Safety equipments	2	2	5	10	33	99	57	228	3	15	100	354	3.54
10	Extensive training to employee	9	9	17	34	67	201	5	20	2	10	100	274	2.74
11	Facilitate shift alternative choice	3	3	7	14	54	162	29	116	7	35	100	330	3.30
12	ESI and PF facilities	5	5	9	18	63	189	21	84	2	10	100	306	3.06
13	Bonus	2	2	4	8	30	90	59	236	5	25	100	361	3.61
14	Additional increment to efficient workers	15	15	17	34	47	141	11	44	10	50	100	284	2.84
15	Employee tour	41	41	20	40	34	102	3	12	2	10	100	205	2.05
16	Festival gifts	11	11	24	48	52	156	10	40	3	15	100	270	2.70
	Total		128		348		2013		2156		380		5135	

Source: Primary Data.

Note: No. - Number of respondents; Pts. - Points; Av – Average.

It is vivid from table – 7 that the provision of sustainable employee welfare facilities by the manufacturing industrial units in Virudhunagar district are high in case of ‘uniform dress’ (3.82), ‘good drinking water’ (3.80), ‘bonus’(3.61), ‘safety equipments’ (3.54), medical and first aid (3.50), ‘vehicle parking’ (3.50), ‘rest room’ (3.40), ‘selection of shift for working’ (3.30), ‘transportation’ (3.22) and ‘good working condition’ (3.19).

8. SUGGESTIONS

Based on the analysis the researcher come out with the following suggestions for effective provision of sustainable employees welfare facilities in the industrial units in Virudhunagar district:

- i. Since the level of awareness is less than the level of acceptance, the focus must be made to **improve the awareness level** of industrial units by more making **more workshop, seminars and exhibitions**.
- ii. Providing **adequate training on effective performance of the job responsibilities and latest technology including computer operation** shall increase employee productivity as well as dedication of employees.
- iii. All the Industrial units should come forward to **provide ESI and PF facilities** to all the employees. It **ensures protection to against the**

critical situations in the life of the employees.

- iv. Provision of refreshment and food facilities are to be provided in the business place. All the industrial units should take initiatives to **provide canteen facility** at a central place in a neat environment to their employees **to provide healthy food at subsidized price**.
- v. Provision of **complete medical and first aid facilities** should be ensured in all the industrial units to keep the employees fit in the organisation. Arrangement of **Annual health checkup**, employee counseling on health matters and conducting the health camps at least once in a month shall enable the poor employees to get immunized and be fit enough to work in changing physical environment.
- vi. The company has to reward the efficient workers, based on their performance, by offering them **more gifts and prizes** during celebrations on notable occasions. This practice will not only improve productivity of employees but also **bring more attachments towards the company**.
- vii. The industrial units need to arrange **for free tour to the employees** for relaxation, refreshment, **reduce their stress and thereby improve their loyalty**.

viii. Recognition of efficiency of individual employees by the management by *formulating transparent, well structured and administered promotional plan along with increments* will persuade the workers to contribute more for successful and sustained growth of the organization.

9. CONCLUSION

The sustainable employee welfare measures should be made in such a way that it accomplishes the needs of the employees in all possible ways. When the needs of the employees are satisfied, it will lead to the satisfaction of the employees which will automatically leads to increase in their productivity. The purpose of providing such welfare facilities is to make work life of employees better and also to develop their standard of living. The study observed that the majority of the manufacturing industrial units are aware about sustainable employee welfare facilities and also most of the industrial units highly adopted various sustainable employee welfare facilities like uniform, drinking water, bonus, transportation and good working condition. It gives a feel of care for the employees that results in sincerity and loyalty of the employees towards the organization which in turn increase the quantity and quality of industrial output. *The adoption of*

sustainable employee welfare facilities not only enable the employees to lead a secured and enjoyable life but also enhances the image of the industrial units in them and persuade them to contribute more for sustainable growth of industries.

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