



A STUDY ON EMPLOYEE PERCEPTION TOWARDS WELFARE MEASURES WITH REFERENCE TO SELECTED SPINNING MILLS IN GUNTUR AND PRAKASAM DISTRICTS

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Abstract

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. Employee welfare focuses on all those activities of employer which are directed towards providing the employees with certain facilities and services in addition to salaries. The welfare measures need not be in monetary terms only but in any kind/forms. Through such generous fringe benefits the employer makes life worth living for employees. The purpose of providing such facilities is to make their work life better and also to raise their economic standards.

In this context the present study was conducted on employee welfare measures in Indian Spinning mill industry, the purpose of study is to measure the attitudinal differences among the executives of various departments in identifying need for employee welfare measures. A total 323 employees among various spinning mills from two districts with the pilot study. Both primary and secondary data was used to analyze data. Few statistical techniques like "Factor Analysis", KMO Test, and Frequencies etc are also used to provide statistical inferences. After the data was analyzed the conclusions are drawn and suggestions are given to the policy makers for implementation to improve the performance of welfare measures in spinning mill industry.

Key Words: *Employee, Welfare, Economic Standards, Performance.*

Introduction

Labour welfare is a important fact of Industrial relations. These give satisfaction to the worker and ensure that proper remuneration is achieved. With the growth of Mechanization and Computerization, labour welfare measures has got fillip. The workers in the Industries cannot cope up with pace of modern life with minimum sustenance amenities. The workers are in need of added stimulus to keep body and mind together. Labour welfare, though it has been provided to contribute to efficiency in production, is expensive. Each employer provides welfare measures of varying degrees of importance for Labour force. The social and economic aspects of life of the workers have direct influence on the social and economic development of nation. There is an imperative need to take extra care of the workers to provide both statutory and non-statutory facilities to them. The welfare facilities help to motivate and retain employees. Most of the welfare facilities are matters of sanitation and hygienic which is not provided dissatisfaction among workers are motivated by providing welfare measures. This ensures employee satisfaction result in increased efficiency.

The role of the Human Resource Manager is evolving with the change in competitive business environment and the realization that Human Resource Management must play a crucial role in the organizational success. Organizations that do not place emphasis on attracting and retaining talents may find themselves in direct consequences, as their competitors may be outplaying them in the strategic employment of their human resources.

Research Problem

An extensive investigation of the literature provides numerous studies on the topic of Employee Welfare. However, there are very few studies related to employee welfare in spinning mills industry among employees. Based on investigator personal observation and data collected from secondary sources, many spinning mill employees had undergone various welfare measures but have shown minimal satisfaction regarding welfare methods and also very few studies were attempted in identifying perceptions of employees regarding employee welfare programs.

Nature and Scope of the Study

The nature of the study is descriptive as it attempted to find out the views of employees of different spinning mills on various aspects like working conditions, welfare measures and evaluation of the welfare programs. The scope of the study is limited to two districts of Coastal Andhra Pradesh viz Guntur and Prakasam.

Objectives of the Study

- To study the employee welfare measures in selected spinning mills and to assess the variations among those companies in execution of employee welfare programs.

- To measure the attitudinal differences among the employees of various departments in identifying the need for employee welfare.
- To offer pertinent suggestions based on the study for the improvement of employee welfare strategies for spinning mill industry.

Research Methodology

A brief outline of the methodology for the study is given below:

Data Sources

Data sources are primary and secondary. Data relating to attitudes of the employees of spinning mills towards employee welfare and the execution of various employee welfare programs was collected through primary data.

Data Collection

Primary data was collected through administration of a structured questionnaire. The required secondary data was collected through the records of the selected spinning mills, relevant websites, etc.

Sample Design

Sampling

For the present study, purposeful sampling technique is adopted for selecting the respondents from the spinning mills. The respondents comprise the various levels of executives of selected spinning mills located in Guntur and Prakasam districts of Coastal Andhra Pradesh.

Sample Adequacy Test

For the study Kaiser-Meyer-Olkin (KMO) test was conducted to estimate the adequacy of the sample. The formula for the test is as follows

“KMO Test = (sum of the observed correlation coefficient) / (the sum of the observed correlation coefficients) + (sum of the partial correlation coefficients between all pairs of variables)”

Table 1: Results of KMO Test

Spinning Mills Industry	Sample Size	Result
Employees from Guntur	123	0.6
Employees from Prakasam	200	1

Data Analysis and Interpretation

Table 2: Employee Perceptions on Various Individual Welfare Measures

Individual Welfare Measures	Employees from Guntur District		Employees from Prakasam District	
	Frequency	Percentages	Frequency	Percentages
Working Conditions	16	13.01	35	17.50
Relationship with Superiors	33	26.83	47	23.50
Canteen Facility	17	13.82	62	31
Medical Facility	57	46.34	56	28

Interpretation: In case of all the respondents of Guntur district have given more preference to the medical facility. In case of Prakasam district respondents prefer canteen facility.

Table 3: Employee Perceptions on Family Welfare Measures

Family Welfare Measures	Employees from Guntur District		Employees from Prakasam District	
	Frequency	Percentages	Frequency	Percentages
Transport Corporation	46	37.40	70	35.00
Education for children	45	36.59	52	26.00

Medical allowances	23	18.70	45	22.50
School/College Facilities	7	5.69	23	11.50
Family Benefit Fund	2	1.63	10	5

Interpretation: In case of all the respondents of Guntur district and prakasam district have given more preference to the transport corporation.

Table 4: Employee Perceptions on Extramural Welfare Measures

Extramural Welfare Measures	Employees from Guntur District		Employees from Prakasam District	
	Frequency	Percentages	Frequency	Percentages
Housing	46	37.40	49	24.50
Social Insurance	41	33.33	44	22.00
Maternity benefits	31	25.20	74	37.00
Vocational Training	5	4.07	23	11.50
Sports facilities	0	0	10	5

Interpretation: In case of all the respondents of Guntur district have given more preference to the housing facility. In case of Prakasam district respondents prefer maternity benefits.

Table 5: Mean Values for Perceptions on Individual Welfare Measures

Perceptions on Individual Welfare Measures		
Spinning Mills Industry	N	Mean
Guntur District	123	3.06
Prakasam District	200	2.9

Interpretation: In case of all the respondents of Guntur district have highest mean value than the respondents of prakasam district regarding perceptions on individual welfare measures.

Table 6: Mean Values for Perceptions on Family Welfare Measures

Perceptions on Family Welfare Measures		
Spinning Mills Industry	N	Mean
Guntur District	123	3.92
Prakasam District	200	2.9

Interpretation: In case of all the respondents of Guntur district have highest mean value than the respondents of prakasam district regarding perceptions on family welfare measures.

Table 7: Mean Values for Perceptions on Extramural Welfare Measures

Perceptions on Extramural Welfare Measures		
Spinning Mills Industry	N	Mean
Guntur District	123	3.79
Prakasam District	200	2.9

Interpretation: In case of all the respondents of Guntur district have highest mean value than the respondents of prakasam district regarding perceptions on extramural welfare measures.

Findings

1. The study reveals that there are significant differences in the views of employees on various welfare measures relating to individual.
2. The study reveals that there are significant differences in the views of employees on various factors relating to family welfare measures.
3. The study reveals that there are significant differences in the views of employees on various factors related to extramural welfare measures.



4. The study reveals that there are significant differences in the views of employees on various welfare measures relating to individual, significant differences are also noticed in the views of respondents across Guntur and Prakasam districts.
5. The study reveals that there are significant differences in the views of employees on various factors relating to family welfare measures, significant differences are also noticed in the views of respondents across Guntur and Prakasam districts.
6. The study reveals that there are significant differences in the views of employees on various factors relating to extramural welfare measures, significant differences are also noticed in the views of respondents across Guntur and Prakasam districts.

Suggestions

1. The study found that there is a difference between the opinions of the respondents in welfare measures. So the concerned authorities are required to identify the causes and make a necessary action for overcoming employee welfare issues.
2. In the light of these observations, there is a need on the part of organisations to bring improvements in certain employee welfare methods.
3. It is suggested that sufficient care has to be taken by both the Guntur and prakasam spinning mills in designing effective employee welfare measures.
4. The spinning mills management should adopt innovative methods for evaluating employee welfare measures.

Conclusion

The spinning mill industry has been playing a crucial role in the process of economic development since independence in the country. The spinning mill industry has witnessed a phenomenal growth in terms of advances, number of investments, priority sector advances, sponsored regional rural sector, profits, customer relationship management, corporate governance, manpower deployment, non-performing assets etc. The spinning mill companies also positively and adequately responded to the spinning mill industry reforms, which are introduced since 1991. The consequences of such reforms include maintaining Trust on new areas, employee welfare and job performance.

It has been a widely accepted fact that human resources play an important role in the process of development of any organisation in the country. The effective implementation of policies relating to human resources will yield the expected results in satisfying the expectations of different groups which are dependent on the organization. This kind of institutions is also expected to fulfill the needs of various groups, which are dependent on them. This can be effectively achieved only where the executives and other cadres of employees in the spinning mill companies are properly motivated towards attainment of desired expectations from the different groups.

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