

A Study on Labour Welfare Measures in New Fresh Company Private Limited, Dindigul

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Abstract

This study focuses on labour welfare measures at New Fresh Company, Dindigul, and their impact on employee satisfaction and well-being. The main objective is to evaluate the effectiveness of welfare facilities provided to employees and to understand their satisfaction levels. The research adopts a descriptive research design and is based on primary data collected through a structured questionnaire. Analytical tools such as percentage analysis and chi-square test are used for interpretation. The study considers key welfare aspects like working conditions, safety measures, medical facilities, and other employee benefits. The findings reveal that labour welfare measures significantly influence employee satisfaction, motivation, and productivity. While most employees are satisfied with the existing facilities, certain areas require improvement. The study concludes that effective welfare measures help create a positive work environment and contribute to organizational growth, and it provides suggestions to enhance employee welfare at the company.

Keywords: Labour Welfare Measures, Employee Satisfaction, Working Condition, Employee Well-being, Welfare, Facilities

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1. INTRODUCTION

Labour welfare measures play a vital role in improving the working conditions and overall well-being of employees in an organization. These measures include various facilities, services, and benefits provided by employers to ensure the physical, mental, and social development of workers. In today's competitive business environment, organizations recognize that employee welfare is directly linked to productivity, job satisfaction, and organizational growth.

Labour welfare measures may include safe working conditions, medical facilities, canteen services, restrooms, housing, transportation, and recreational facilities. These initiatives not only help in improving the quality of work life but also create

a positive relationship between employees and management. When employees feel valued and cared for, their motivation and efficiency tend to increase.

This study focuses on analysing the labour welfare measures at New Fresh Company, Dindigul. It aims to evaluate the effectiveness of the welfare facilities provided and to understand the level of satisfaction among employees. By examining these aspects, the study helps in identifying areas of improvement and provides suggestions to enhance employee welfare, thereby contributing to better organizational performance.

STATEMENT OF THE PROBLEM

Labour welfare measures are important for ensuring employee well-being, satisfaction, and

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productivity in an organization; however, there may be a gap between the welfare facilities provided and the actual needs of employees. At New Fresh Company, Dindigul, it is necessary to assess whether the existing welfare measures are effectively implemented and meet employee expectations. Lack of adequate facilities, awareness, or proper utilization may lead to dissatisfaction among employees, affecting their performance and motivation. Therefore, this study focuses on evaluating the current labour welfare measures, identifying the level of employee satisfaction, and determining the areas that require improvement to enhance overall working conditions and organizational effectiveness.

2. OBJECTIVES OF THE STUDY

- To study the labour welfare measures in new fresh company.
- To understand employee satisfaction level.
- To understand working conditions and safety practices.
- To identify problem faced by employees.

NEED OF THE STUDY

The study on labour welfare measures is necessary to understand the importance and effectiveness of the facilities provided to employees at New Fresh Company, Dindigul. Employee welfare plays a crucial role in improving job satisfaction, motivation, and overall productivity. This study helps to identify whether the existing welfare measures meet the needs and expectations of employees and highlights any gaps or shortcomings. It also provides insights into areas that require improvement to ensure better working conditions and employee well-being. Ultimately, the study is useful for management to take appropriate decisions to enhance welfare policies and create a positive and efficient work environment.

SCOPE OF THE STUDY

The present study is confined to New Fresh Company and focuses on examining the labour welfare measures provided to its employees. It covers various welfare facilities such as medical support, drinking water, sanitation, rest areas, and canteen services, along with safety practices including use of protective equipment, safety training, hygiene standards, and compliance with occupational health and safety regulations. The scope of the study is limited to employees working in production, packaging, and other support departments within the organization, and does not include comparison with other companies.

HYPOTHESIS OF THE STUDY

Null Hypothesis (H₀): Labour welfare measures have no significant impact on employee satisfaction, productivity, and retention in New Fresh Company.

Alternative Hypothesis (H₁): Labour welfare measures have a significant positive impact on employee satisfaction, productivity, and retention in New Fresh Company.

RESEARCH DESIGN

The study adopts a descriptive research design, as it aims to examine the existing labour welfare measures and understand employee perceptions in New Fresh Company. This design is suitable for studying current practices, identifying gaps, and suggesting improvements without altering any variables.

3. RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze the labour welfare measures at New Fresh Company, Dindigul. Both primary and secondary data are used for the study. Primary data is collected through a structured questionnaire distributed to employees, while secondary data is gathered from company records, reports, and relevant books and websites. A simple random sampling method is used to select the respondents, and the sample size consists of employees from different departments. The collected data is analyzed using statistical tools such as percentage analysis and chi-square test to interpret the relationship between variables. The methodology helps in systematically evaluating employee satisfaction and the effectiveness of welfare measures provided by the organization.

METHODS OF DATA COLLECTION

Primary data is collected from employees of New Fresh Company, Dindigul through a structured questionnaire. It helps to gather direct information about labour welfare measures and employee satisfaction.

Secondary data is collected from company records, books, journals, and websites. It supports the study by providing additional information and background for analysis.

ANALYTICAL TOOLS

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis

4. DATA ANALYSIS AND INTERPRETATION

LABOUR WELFARE FACILITIES

Attributes	No of Respondent	Percentage
Strongly Agree	52	43.3
Agree	33	27.5
Neutral	30	25
Disagree	5	4.2
Strongly Disagree	0	0
Total	120	100

SAFETY EQUIPMENT PROVIDED

Attributes	No of Respondent	Percentage
Strongly Agree	58	48.3
Agree	34	28.3
Neutral	18	15.0
Disagree	7	5.4
Strongly Disagree	3	2.5
Total	120	100

WALFARE MEASURES REDUCING ABSENTEEISM

Attributes	No of Respondent	Percentage
Strongly Agree	46	38.3
Agree	23	19.2
Neutral	19	15.8
Disagree	18	15
Strongly Disagree	14	11.7
Total	120	100

ORGANIZATION ENSURING EMPLOYEYEE WELL BEING

Attributes	No of Respondent	Percentage
Strongly Agree	53	44.2
Agree	37	30.8
Neutral	16	13.3
Disagree	10	8.3
Strongly Disagree	4	3.3
Total	120	100

WELFARE FACILITIES ENHANCING EMPLOYEE PRODUCTIVITY

Attributes	No of Respondent	Percentage
Strongly Agree	79	65.8
Agree	27	22.5
Neutral	8	6.7
Disagree	3	2.5
Strongly Disagree	3	2.5
Total	120	100

5. FINDINGS

- Majority of respondents are male 80.8%, indicating less female participation.
- Most employees belong to the 31-40 age group 35%, showing a middle-aged workforce.
- Majority have basic education HSC/SSLC, indicating semi-skilled labor dominance.
- Highest employees work in the production department 31.7%.
- Most employees strongly agree 43.3% that welfare facilities are satisfactory.

6. SUGGESTIONS

- There is a need to improve the role of the HR department by increasing interaction with employees, addressing grievances quickly, and ensuring better communication.
- The organisation should enhance canteen facilities by focusing on food quality, hygiene, and affordability to increase employee satisfaction.
- More attention can be given to employee awareness about welfare measures, as many employees showed neutral opinions, indicating lack of proper communication.
- The company can introduce regular health check-ups and medical support programs to improve employee well-being and reduce health-related issues.

7. CONCLUSION

The study concludes that labour welfare measures play a vital role in improving employee satisfaction, productivity, and overall organizational performance in New Fresh Company. The findings indicate that most employees are satisfied with facilities such as cleanliness, safety measures, drinking water, and working conditions. Welfare initiatives have positively contributed to reducing stress, enhancing job satisfaction, and increasing efficiency. However, certain areas like rest and break facilities, absenteeism control, safety training awareness, and HR support require improvement. By addressing these gaps and continuously upgrading welfare practices, the organisation can create a more supportive work environment. Overall, effective labour welfare measures act as a key factor in developing a motivated workforce and achieving long-term organizational growth.

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