



Effectiveness of Employee Welfare Measures towards retaining Employees with specific Reference to it Industry at Chennai, India¹

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Received October 13, 2020 & Revise December 10, 2020 & Accepted December 25, 2020

Abstract

Employee Welfare comprise the well-being and enhancement of employees and which includes both monetary and non-monetary benefits. Employee welfare involves the endeavors of employer which are concentrating en route for employees with definite amenities and services in addition to their salaries.

The research design which is adopted is Descriptive Research. Primary data required for the research is to be collected through questionnaire by collecting the response from the employees of IT industry. In this research, Convenience sampling is used (some time known as grab, accidental or opportunity sampling), it's a type of non-probability sampling which involves the sample being taken from the part of the population which is accessible. Hence a population which are selected is readily available and convenient. The sample size is 110 respondents from IT Industry. SPSS statistical tool is used to analyze the data analysis. The recommendation and Suggestions is provided through this research to the IT Industry which supports the organization to provide a sophisticated working environment and Professional well-being of employees. Hence, with full contentment, to conclude that the research taken for this specific topic could be fulfilling, satisfying and comprehensive both from the perspective of academic and professional motives.

Keywords: Employee Welfare, Satisfied Work Force, Sophisticated Working Environment, Professional Motives, Academic Motives.

¹ Int Conference on Global Trends in Business, Legal & Social Sciences Thailand 2019



Introduction

Employee welfare entails all those activities of employer which are directed towards providing the employees with certain facilities and services in addition to wages or salaries. According to N.M. Joshi, Welfare work covers all the efforts which employers make for the benefit of their employees

over and above the minimum standards of lively working condition fixed by the factories Act and above the provisions of the social legislation providing against accident, old age, employment and sickness. Organizations provide welfare facilities to their employees to keep their motivation levels high. The employee welfare schemes can be classified into two categories viz. statutory and non-statutory welfare schemes. The statutory schemes are those schemes that are compulsory to provide by an organization as compliance to the laws governing employee health and safety. These include provisions provided in industrial acts like Factories Act 1948, Dock Workers Act (safety, health and welfare) 1986, Mines Act 1962. The non-statutory schemes differ from organization to organization and from industry to industry.

The specific need for the research in this title is to identify the legal and statutory benefits that are provided in IT organizations. This research ascertains whether the employee's welfare measures improves employee productivity and effectiveness to assess employee satisfaction towards retaining employees.

Scope of the Study

The study on employee's welfare measures in "IT organizations has thrown light to the welfare measures of employees in the organization. To find out the practical difficulties involved in welfare measures that can be evaluated through this study. The study can be used to bring out the solution for the problem faced by the employees availing the welfare measures. The study covers the IT organizations is taken into consideration and the survey is conducted among the employees through the questionnaire. The scope is to undertake a survey based on questions related to employee welfare and the responses are recorded

Objectives of the Study

Effectiveness of Employee Welfare Measures towards Retaining Employees in IT Industry:

To analyze the efforts taken by the organization to support their employees by identifying and satisfying the needs.



To examine the employee satisfaction towards the welfare measures provided by the organization
To analyze and suggest further improvement of existing welfare facilities in the organization for the betterment of employees.

To study the employee welfare facilities provided to the employees of IT organizations

Statement of the Problem: Employee welfare measures are an effort towards relieving the industrial workers from want, worry and the adverse effects of industrialization, by improving working and living conditions. The proper administration and implementation of Employee welfare facilities plays a vital role in fulfilling the economic, social, and psychological needs of employees. In satisfying these needs a favorable attitude towards the job could be developed. Job satisfaction is an attitude, which is the result of many likes and dislikes experienced while working in an organization. The provision of employee welfare facilities is one of the factors instrumental in promoting job satisfaction. They need to encourage their employees to perform better and to improve efficiency and retain efficient employees. For this purpose, providing adequate Employee welfare facilities and promoting job satisfaction assumes importance. Further the study will verify whether the statutory or the non-statutory Employee welfare facilities are a better predictor of job satisfaction and retaining employees.

Literature Review

Hangarki revealed that relationship between employee satisfaction level and welfare measures in selected nation bank in Karnataka region. It is clear that welfare facilitated employment by bank are not equally satisfactory to all employees. Most of the employees are dissatisfied with the clarity and transparency in communication, training and development, food court, rest rooms, are most important in those amenities, because employees felt inconvenient to have their lunch in front of the customers. Sultan Nazia and Bushra Begum highlighted in the article that MNCs in India are making strategic movements in keeping their talented personnel. This learn attempted to fill the gaps by way of analyzing the impact of three R's i.e. respect, recognition and rewards on fulfillment level of individual and by analyzing numerous participants adopted by way of Indian MNCs in retaining their employees.

Maximum of the employees dealing with process in their organization is quite inefficient. Srinivas K.T highlighted that the offering good facilities to all the employees in such manner that employee emerges as glad about labor welfare facilities. It increases productivity in addition to quality and quantity. Enhancing the welfare facility through the personnel will become happy, employee performance degree emerge as increase, it leads to improve positive effects of profitability and product of the enterprise. Usha Tiwari, stated that as consistent with the examine

average suggest score and percent rating of the overall employee satisfied with the facilities. The workers welfare facilities provided by the enterprise to employees are satisfied, but still scope of there for further improvement so that performance, effectiveness and productiveness may be improved to accomplish the organization goal.

Research Methodology:

Need of Research: Extension of knowledge to light information that might never be discovered during the ordinary course of life. Establish generalizations and general laws which contributes to theory building. Verify and test the existing facts and theories, initiate, formulate, and analyze interrelationships between variables and to derive causal explanations and to find solutions to the problems.

Research Design

The research design adopted in the study is descriptive research. It includes survey and fact enquires of different kinds. The major purpose of descriptive research is descriptive of state of affairs, as it exists at present. In social science and business research we quite use the term exposit fact to research for descriptive research studies.

Data Collection Methods

Types of Data Collection:

Primary data

Secondary data

Primary data required for the study was collected through the questionnaire by collecting the response from the employees of IT organizations in and around of Chennai. Sampling Techniques: In this study the sampling technique is used as Convenience sampling (some time known as grab, accidental or opportunity sampling), it is a type of non-probability sampling. Sample Size: The research undertaken into consideration has a sample size of 110

Sampling Unit

The respondents from IT employees in Chennai.

Pilot Study

Once the questionnaire was developed, a small pilot survey was being taken in to consideration so as to remove the unwanted questions and add those questions that were earlier missed. The pilot survey was being done with sample size of 50. A reliability test was conducted to know the reliability outcome of the questionnaire and attained a test result of .919



Table 1 Reliability Test

Reliability Test	
Cronbach's Alpha	N of Items
0.919	45

Statistical Tools Used: The statistical tool used in this project are as stated below:

Percentage Analysis

Chi-square test

Correlation Analysis

Weighted average

Limitations of the Study

The research was undertaken only within the Chennai region and the area of study is limited.

Hence there could be few anomalies. Some of the limitations are given below

1. Sample Size – Due to region constraint the survey was restricted to 110 respondents from the

universe

2. Employee's responses may be biased.

3. Time constraints – Due to lack of time, the respondents were in a hurry to fill up the questionnaire. And hence, it may be difficult to ascertain the responses provided were actual.

Data Analysis & Interpretation

Table 2 Creates Efficiency Towards Work

Particulars	Frequency	Percentage
Highly dissatisfied	20	18.2
Dissatisfied	22	20.0
Neutral	16	14.5
Satisfied	22	20.0
Highly satisfied	30	27.3
Total	110	100

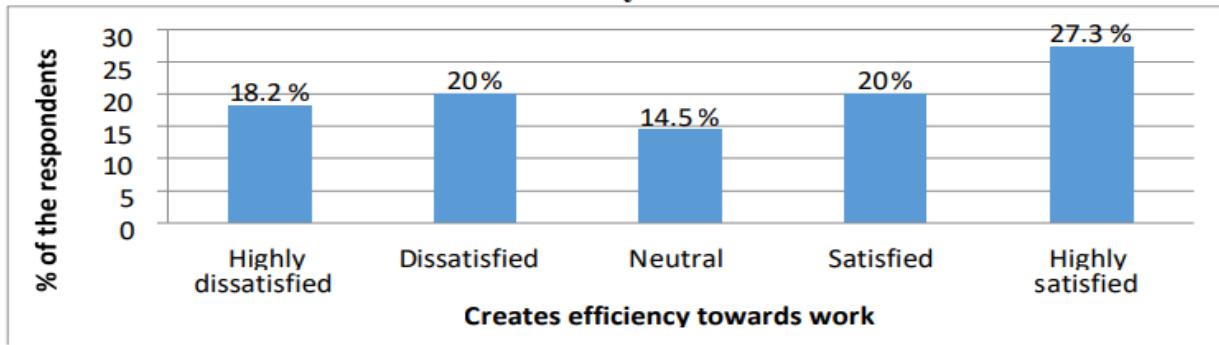


Figure 1 the creates efficiency towards work

Interpretation

From the above table and chart inferred that 18.2% of respondents are highly dissatisfied and 20% of the respondents are dissatisfied 14.5% of the respondents are neutral 20% of the respondents are satisfied 27.3% of the respondents are highly satisfied with the creates efficiency towards work of employee welfare measures.

Chi Square Test

AIM: To find out whether there is association between gender of the respondents and know about quality of food.

Table 3 Chi-Square Tests

	Value	Df		Asymp. Sig. (2sided)
Pearson Chi-Square	.946	4		.918
Likelihood Ratio	.951	4		.917
Linear-by-Linear Association	.167	1		
N of Valid Cases	110			.683

A.0 cells (.0%) have expected count less than 5. The minimum expected count is 7.85.

Interpretation: Since P value (0.918) which is greater than 0.05, the null hypothesis is accepted. Hence it is concluded that there is no association between gender of the respondents and know about quality of food

Correlation Test

Aim: To Find out if there is any relationship between aspects that affect that various facilities and medical facilities.

Correlations



Table 4 Correlations

		medical	Medical
Medical	Pearson	1	.078
	Sig. (2-tailed)		.418
	N	110	
Medical	Pearson	.078	1
	Sig. (2-tailed)	.418	
	N	110	

Interpretation

Since the R value (.078) is in positive, it is understood that is relationship between the aspects that affect the various facilities and medical facilities of the organizations. Thus null hypothesis (H_0) is accepted.

One Way ANOVA Test

AIM: To test whether significant difference between for long have you been working in this organization of the respondents with factors consider as a suitably offered benefit packages.

ANOVA

Table 5 For how long have you been working in this organization

	Sum of Squares	df	Mean Square	F	Sig.
Between	1.428	4	.357	.293	.882
Within Groups	128.027	105	1.219		
Total	129.455	109			

Interpretation

P value= 0.882

Since P value greater than 0.05, accept H_0 .

There is no significant difference between for how long have you been working in this organization of the respondents with factors consider as a suitably offered benefit packages.

ANOVA

Table 6 For how long have you been working in this organization

	Sum of Squares	df	Mean Square	F	Sig.
Between	6.044	4	1.511	1.286	.280
Within Groups	123.411	105	1.175		
Total	129.455				



Interpretation

P value= 0.280

Since P value greater than 0.05, accept H0.

There is no significant difference between For how long have you been working in this organization of the respondents with factors consider as a salary increment based on performance.

To test whether significant difference between For working in this organization of the respondents with factors consider as a provident fund and settlement.

Null hypothesis (H0):

There is no significant difference between for how long have you been working in this organization of the respondents with factors consider as a provident fund and settlement.

Alternate hypothesis (H1): There is significant difference between for how long have you been working in this organization of the respondents with factors consider as a provident fund and settlement.

Weighted Average

Table 6: Satisfaction towards Various Facilities Provided by the Organisation

Interpretation: It was found that the weighted average for various facilities is 3.18 which show that medical facilities provided by the employers. It was found that the weighted average for various facilities is 3.19 which show that educational facilities provided by the organizations. It was found that the weighted average for various facilities is 3.16 which show that canteen facilities provided and 3.18 which show that housing facilities, 2.79 which show that travelling facilities and 3.16 which show that recreation facilities provided by the IT organizations.

Research Results

It was found that majority of the respondents are felt that medical facilities highly satisfied with the employees.

It was found that majority of the respondents are dissatisfied with the travelling facilities and felt that the environment is cleaned regularly.

It was found that majority of the respondents are highly satisfied with the provident fund towards social security benefits.

It is understood from the above table most of the respondents are felt that there is no improvement in providing welfare facilities like medical reimbursement facility to the employees. Most of the respondents felt there are highly satisfied with the recreation facility and 20% of the employees highly dissatisfied with the recreation facility.

The hypothesis is that relationship between age of the respondents and satisfaction towards Work Recommendations and Suggestions:

Hygiene facilities and Medical facilities needs a lot of improvement.

It is suggested that considerable attention should be paid to have first aid appliances with quality drugs and necessary medicines.

Recreation is a leisure time activity which is a healthy diversion and a spare time occupation. It refreshes an individual mentally, lessens the monotony and drudgery of employees everyday work.

VII. Conclusion: Employee welfare is a wide area within the sub set of HRM. Welfare means different connotation to different individuals. Some may like it to economic benefits, and the others may link it to career path etc. When these welfare measures are not provided to the possible extent the employees gets dissatisfied that leads to inefficiency and less productivity by the employees. Retaining talented personnel also becomes difficult to the organization. Hence IT organizations should take full efforts in providing welfare measures to the employees for improving their work efficiency and retaining the talented employees.

Discussion of Research Results

This research to the IT Industry which supports the organization to provide a sophisticated working environment and Professional well-being of employees. Hence, with full contentment, to conclude that the research taken for this specific topic could be fulfilling, satisfying and comprehensive both from the perspective of academic and professional motives. **Correspond to** Emanuele Andriotto T.I. and Andriotto M (2013) Corporate social responsibility studies prove that an employee is increasingly a key stakeholder for companies. Firms are starting to think about their workforce as a real opportunity to manage and improve their human and economic capital. Employee welfare and benefit schemes are particularly important in this perspective and top companies are investing significantly in this direction. On the basis of an empirical cross-analysis, conducted on a questionnaire addressed to its own employees, by one of the world's biggest multinational groups, and in which the level of satisfaction of benefits and welfare schemes is investigated, significant results emerged: the utility of benefits is marginally higher in women than in men; an evident direct linear relationship exists between job standing and benefit satisfaction, with the exception of factory workers; seniority and age variance of employees do not imply different marginal utility in benefits. Furthermore, the implementation of some limited cost benefits would generate higher marginal utility in employees than of other, more expensive and exclusive, benefits.

Suggestions

The physical, social, cultural and intellectual benefits which flow to an individual worker from a proper use of leisure are all the reasons why recreational facilities should be more abundantly provided. The organization shall arrange more well-being programs to improve the employee's awareness about the welfare measures working conditions and social security schemes. The organization should improve the welfare facilities of the employees.

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