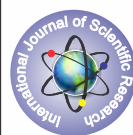


A STUDY ON ROLE OF EMPLOYEE WELFARE MEASURES IN MOTIVATING THE EMPLOYEES AT TAMILNADU NEWSPRINT AND PAPER LTD, KARUR.



HRM

KEYWORDS: welfare measures, motivation, employees, TNPL-KARUR.

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ABSTRACT

The study tells about the role of welfare measures in motivating the employees of Tamilnadu Newsprint and Paper Limited, the sampling technique used for this study is simple random sampling technique. The tools used for the study is percentage analysis and Chi-square test. The sampling size used for the study is 94. Data were collected through questionnaire.

INTRODUCTION:

Employee welfare measure is an important fact of industrial relations, the extra dimension giving satisfaction to the worker in a way which evens a god wage cannot. With the growth of industrialization and mechanisation, it has acquired added importance. The workers industry cannot cope with the pace of modern life with minimum sustenance amenities. He needs an added stimulus to keep body and soul together. Employees have also realized the importance of their roles in providing these extra amenities. And yet they are not always able to fulfil workers' demands however reasonable they might be. They primarily concerned with the viability of the enterprise. Employee welfare, though it has been proved on his priority gives varying degrees of importance to labour welfare. It is because the government is not sure that all employers are progressive minded and will provide basic welfare measures that it introduce stator legislation from time to time to bring about some measures of uniformity in basic amenities industrial available workers.

REVIEW OF LITERATURE:

S.Prabakar (2004) says that every individual has certain needs& motivation which he/she wants to fulfil. Any job which fulfil their needs& motivation gives him satisfaction.

K.Logasekthi &K.Rajagopal (2005) says that labour health, safety and welfare are the measure of promoting the efficiency of labour. The various welfare measures provided by the employer will have immediate impact on the health, physical & mental efficiency alertness, morale and overall efficiency of the worker and there by contributing to the higher productivity.

P.V.V.Sathya Narayanan (2006) says that the sugar factory places a vital role in human life. Sugar industry is one of the important industries of India for earning foreign exchange and giving employment to lakhs of workers, because of being highly labour incentive industry it needs to concentrate more in the area of employee's welfare measures.

S.Sabarinathan & S.Kavibarathi (2006) says that welfare measures in milk producer unit ltd. Has developed by the employer welfare facilities are different employer working environment for the organization, safety for employer welfare, job satisfaction & development of employee's organization.

OBJECTIVES OF THE STUDY:

- To determine the satisfaction level of employees in TNPL regarding their welfare measures.
- To study whether welfare helps in keeping the morale and motivation level high in employees.
- To give suggestion for improvement of existing welfare schemes in TNPL.
- To study the impact of welfare measures on employees attitude & job satisfaction.

RESEARCH METHODOLOGY:

Research design: Descriptive research

Data Collection Method: Primary data are collected through structured questionnaire.

Sampling Technique: The method of sampling used is simple random.

Sample size: 94

Tools used for analysis: The samples collected from 94 respondents of TNPL are analysed using percentage method.

STATEMENT OF THE PROBLEM:

The study on employee welfare measures helps to know the needs of the employees and what are problem in their working environment .The employee welfare measure is mainly focus on the employees welfare activities like, hospital inside the organization, water facilities and etc.. This study is to find whether the organization providing good welfare facilities.

SCOPE OF THE STUDY:

The study helps both the organization and the employees. Every organization will be benefited by knowing their employees good and bad opinion by providing some welfare activities in the organization .It helps to know employees expectation about the welfare facilities. The study helps to the organization for improve their welfare measures.

LIMITATIONS OF THE STUDY:

1. Only 3 days was given in a week to collect data.
2. Only 2 hours in a day was given to collect data
3. Data was collected only from permanent workers.

DATA ANALYSIS AND INTERPRETATION:

TABLE 1: NON-STATUTORY WELFARE MEASURES AT TNPL

Attributes	No. of respondents	Percentage
Strongly agree	4	4.25
agree	48	51.06
neutral	35	37.23
disagree	7	7.44
Strongly disagree	0	0
Total	94	100

Inference: From the above table it is that 51.06% of the respondents agree that non-statutory welfare measures are available at TNPL, 37.23% of the respondents are neutral, 7.44% of the respondents disagree that non-statutory welfare measures are available at TNPL, 4.25% of the respondents are strongly agree that non-statutory welfare measures are available at TNPL.

FIGURE: 1

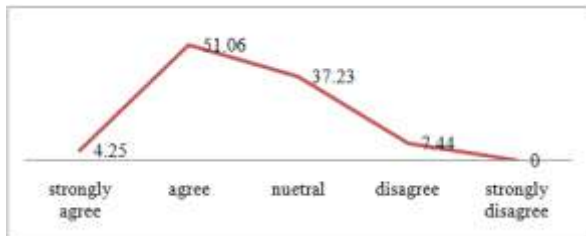


TABLE: 2 - ALLOWANCES WILL CHANGE THE ATTITUDE OF EMPLOYEES

Attributes	No. of respondents	Percentage
Strongly agree	8	8.51
Agree	62	65.95
Neutral	21	22.34
Disagree	1	1.06
Strongly disagree	2	2.12
Total	94	100

Inference:

From the above table it is clear that 65.95% of the respondents agree that allowances will change the attitude of employees, 22.34% of the respondents are neutral, 8.51% of the respondents are strongly agree that allowances will change the attitude of employees, 2.12% of the respondents are strongly disagree that allowances will change the attitude of employees and 1.06% of the respondents are disagree that allowances will change the attitude of employees.

FIGURE: 2

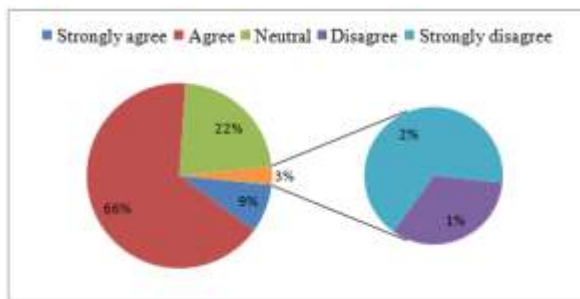


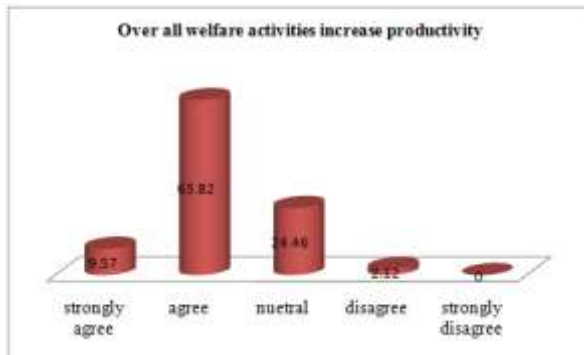
TABLE: 3 - OVER ALL WELFARE ACTIVITIES PROVIDED BY THE ORGANIZATION WILL INCREASE THE PRODUCTIVITY

Attributes	No of respondents	Percentage
Strongly agree	9	9.57
Agree	60	63.82
Neutral	23	24.46
Disagree	2	2.12
Total	94	100

INFERENCE:

From the above table it is that 63.82% of the respondents agree that overall welfare activities increase the productivity at TNPL, 24.46% of the respondents are neutral, 9.57% of the respondents are strongly agree the overall activities will increase the productivity and 2.12% of the respondents are disagree.

FIGURE 3



ASSOCIATION BETWEEN MARITAL STATUS OF THE EMPLOYEE AND DEATH ALLOWANCES PROVIDED BY THE ORGANIZATION USING CHI-SQUARE TEST

Null hypothesis (H₀): There exists no association between marital status and employee's welfare measures with death allowances provided by the organization.

Alternate hypothesis (H_a): There exists association between marital status and death allowances provided by the organization.

TABLE: 4

Death allowances	HS	S	Neutral	DS	HDS	Total
Marital status						
Married	12	55	16	3	0	86
Unmarried	3	5	0	0	0	8
Total	15	60	16	3	0	94

Chi-square test = $\sum(O-E)^2/E$

Calculated value = 4.22

Degree of freedom = 4

Therefore, the table value at 5% level of significance is 9.488

As, calculated value < tabulated value, null hypothesis is accepted. Hence there exists no association between marital status and death allowances provided by the organization.

ASSOCIATION BETWEEN GENDER AND RELAXATION ROOM PROVIDED BY THE ORGANIZATION

Null hypothesis (H₀): There exists no association between gender and relaxation room provided by the organization.

Alternate hypothesis (H_a): There exists association between gender and relaxation room provided by the organization.

TABLE: 5

Relaxation Room	Highly satisfaction	Satisfaction	Neutral	Dissatisfaction	Highly dissatisfaction	Total
Gender						
Male	4	21	15	10	0	50
Female	2	20	4	10	8	44
Total	6	41	19	20	8	94

Chi-square test = $\sum(O-E)^2/E$

Calculated value = 10.678

Degree of freedom = 4

Therefore, the table value, at 5% level of significance is 9.488

As calculated value > table value, alternate hypothesis is accepted.

Hence there exists no association between gender and relaxation room provided by the organization. Relaxation room is provided to all the employees irrespective of the gender.

CONCLUSION

The study reveals that the welfare measures provided by TNPL, Karur motivates the employees working there. Specially, the relaxation room provided irrespective of the gender of the employee and the death allowances provided irrespective of their marital status are highly satisfactory for the employees and the overall welfare measures at TNPL increases the productivity of the employees.

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