



A STUDY ON EMPLOYEE WELFARE MEASURES AT SOUTHERN POWER DISTRIBUTION COMPANY LIMITED OF ANDHRA PRADESH

Dr. S.M. Syed¹

¹Associate Professor, Emerald's Advanced Institute of Management Studies, Tirupati, Andhra Pradesh, India

M. Sri Vani Vidyadhari²

²MBA 2nd year, Emerald's Advanced Institute of Management Studies, Tirupati, Andhra Pradesh, India

ABSTRACT

The purpose of this study is to illuminate the importance and effectiveness of employee welfare measures those routes for the employee satisfaction, motivation, morale, reduction of turnover and absenteeism, enrichment of life of employees and their enhancement in performance.

The study entitled "A STUDY ON EMPLOYEE WELFARE MEASURES AT APSDCL, TIRUPATI," aims to find out the employee's awareness and satisfaction level with respect to the various welfare, working condition and social security schemes provided by the organization with the objectives,

- To study the perception of the employees regarding the welfare measures,
- To analyze the level of satisfaction of employees towards the welfare facilities and
- To understand the awareness of welfare facilities among the employees provided by the organization.

In this study the researchers took the sample size of 101 and applied 'Chi Square test' as an analytical tool for the study with the hypothesis.

The study concludes that "there is no significant relationship between work experience and overall satisfaction" with the acceptance of H_0 , i.e., despite of work experience, majority of the respondents have expressed their satisfaction with regard to the employee welfare measures provided, which is commendable. But still there is a scope for further improvement. So that efficiency, effectiveness and productivity can be enhanced and the employee can do the job more effectively.

KEYWORDS: Employee Welfare Measures, Employee's satisfaction, Welfare efficiency, APSDCL.

2. INTRODUCTION

Human resource management (HRM) is a function in the organizations designed to maximize employee performance in service of an employer's strategic objectives. HR is primarily concerned with the management of people within organizations, focusing on policies and on systems. It also concerns itself with organizational change and industrial relations, that is, the balancing of

organizational practices with requirements arising from collective bargaining and from governmental laws.

Employee Welfare:-

The term 'Employee Welfare' refers to the facilities provided to an employee inside and outside the organization premises such as canteens, rest rooms and recreation facilities, housing and all other services that

contribute to the wellbeing of the employee and the efficiency of the workers. The concept of 'employee welfare' is flexible and elastic and differs widely with time, region, industry, social values and customs, degree of industrialization, the general socioeconomic development of the people and the political ideologies prevailing at a particular time.

Purpose of Employee Welfare at work:-

Every employee needs satisfaction to continue in the same organization and perform well for the organization. For employee satisfaction, organization needs to provide effective welfare measures..Welfare measures will improve the physical and psychological health of the employees, which in turn, will enhance their efficiency and productivity. In the present scenario, Globalization affects the perception of the employees.

As changes are taking place in day-to-day activity, welfare measures are to be implemented according to the wishes of the people. Welfare measures promote a loyalty among the employees. They improve the relations between the employers and the employees. Welfare measures may prevent social evils and ethical issues among the people to provide congenial environment.

Employee Welfare is the voluntary efforts of the employer done for the comfort and improvement of the intellectual and social life of the employees other than the wages paid which is not a necessity of the industry. The statutory schemes are those schemes that must compulsorily be provided by an organization as compliance to the laws governing employees' health and safety. The non statutory schemes are those schemes that are not compulsory to be provided by an organization but the employer provides them in order to improve satisfaction.

REVIEW OF LITERATURE

Michael (2001) in his book, "Human Resource Management and Human Relations" said that the provision of intra-mural and extra-mural welfare facilities help in improving the quality of work life of employees and there by good human relations will develop among different cadres of employees.

Shashi, K. Gupta and Rosy Joshi (2005) in their book, "Human Resource Management" discussed "labour welfare" in detail. The book covers all the aspects of labour welfare such as types of labour welfare, statutory provisions concerning welfare, approaches to welfare and also the significance of labour welfare.

Debashish Sengupta (2007) in his article, "Responsibility for Sustainability - The Changing Face of Corporate Social Responsibility" stated that organisations should design welfare schemes keeping in view the well-

being of employees. This is because, the provision of welfare facilities leads to a motivated and happy work force, who are obviously more productive, efficient and creative, ultimately leading to the formation of a performing organization.

Gary Dessler and Biju Varkkey (2009) in their book, "Human Resource Management" discussed the benefits and services provided to employees in India. They also discussed the benefits to be provided as per Central or State Law besides the discretionary benefits provided by employers.

Nageshwar Rao.D et al. (2012) in their research paper focused on the employees perceptions towards welfare measures. They have concentrated on the role of employee welfare measures in determining the satisfaction of the employees and the achievement of organizational productivity. The study highlighted the effect of welfare measures on employee performance and satisfaction levels in Coal Mines Industry.

Srinivas (2013) identified welfare facilities and employee's satisfaction level about welfare facilities adopted at Bosch limited, Bangalore. It is found that most of the, welfare facilities like medical, canteen, working environment, safety measures etc., are provided by the company and most of the employees are satisfied with the welfare facilities adopted by the company towards the employee's welfare.

3. OBJECTIVES OF THE STUDY

- **Primary objective :** To study the existing Employee Welfare measures at APSPDCL, Tirupati.
- **Secondary objective :** To study the perception of the employees regarding the welfare measures provided to them.
 - To analyze the level of satisfaction of employees towards the welfare facilities provided.
 - To understand the awareness of welfare facilities among the employees, provided by the organization.

4. RESEARCH METHODOLOGY

Research Design :-

For this study the design used was descriptive. Descriptive design as the name itself implies, is conducted to describe something. This study describes the satisfaction level of various employee welfare measures provided to the employees of APSPDCL, Tirupati. Here the descriptive research was conducted to study the existing employee welfare measures and to spot light the areas that need the management's attention.

Data collection method : Quantitative method.

Sources of Data : Both primary and secondary data were collected for this study.

1. **Primary Data :** The objective of the study has been accomplished with the help of primary data collected by means of 'structured questionnaires' with closed type of questions, provided to the employees of APSPDCL, Tirupati. 'Interview method' was also used to collect the primary data. Interaction with the employees was also done in an informal way. So as to gather information about the feelings of the respondents with regard to the topic under investing.
2. **Secondary Data :** The secondary data has been collected from various public sources like books, journals and various websites.

5. SAMPLING DESIGN:-

The technique used for the research is Probability Sampling because the population is finite. The Sampling technique selected for the study is Stratified random sampling technique. It is one where 101 respondents has been taken from different departments.

Sample size: 101 respondents.

6. STATISTICAL DESIGN:-

The data collected from 101 employees of APSPDCL, Tirupati, regarding Employee welfare measures with special reference to social security has been analyzed and interpreted with the help of following statistical tools and techniques. They are :

- Chi - Square test
- Simple percentage method

Chi-Square test: The test is conducted to explain the relationship between the two attributes with the following hypothesis.

H₀ : Null Hypothesis: There is no significant relationship between work experience and overall welfare satisfaction.

H₁ : Alternative Hypothesis: There is a significant relationship between work experience and overall welfare satisfaction.

Degrees of Freedom = (c-1) (r - 1)

$$\begin{aligned} \text{Level of significance} &= 5\% \\ &= (5-1) (5-1) \\ &= 4 \times 4 \\ &= 16 \end{aligned}$$

Calculated chi square value = 11.3196

Table chi square value = 26.296

Simple percentage method: This method found to be easy to find the relative difference between two or more attributes.

7. GEOGRAPHICAL AREA:-

The study named, "A Study on Employee welfare Measures" is confined only to APSPDCL, corporate office, Tirupati. This study helps to improve the performance of the Human resource management department. To make the employees feel happy, satisfied and retained, one has to determine whether the present employees perceived satisfaction towards the welfare facilities. The study will help the organization to evaluate its return on investment in terms of employee welfare measures.

8. RESULTS

- ✦ In chi-square test, **H₀** is accepted (There is no significant relationship between work experience and overall satisfaction) i.e., *despite of work experience*, majority of the respondents have expressed their satisfaction with regard to the employee welfare measures provided to them by the organization.
- ✦ The results of simple percentage methods are :
- ✦ Out of 101 respondents, 48% were moderately satisfied with the training provided to them by the organization.
- ✦ Out of 101 respondents, 50% were moderately satisfied with the adequacy of rest shelter facilities provided in the organization.
- ✦ Out of 101 respondents, 51% were moderately satisfied with the adequacy of recreational facilities provided to them by the organization.

9. SUGGESTIONS

Most of the employees were satisfied with the existing welfare schemes provided by the company. The following recommendations will be helpful to the management to improve the awareness as well as to improve the satisfaction level of employees.

- ✦ The company may provide adequate rest shelter facilities to all the employees.
- ✦ The management may introduce few recreational programmes (games, competitions etc) frequently to the employees.
- ✦ The company may enhance the level of training programmes provided to the employees.

10. CONCLUSION

The study entitled, "A STUDY ON EMPLOYEE WELFARE MEASURES AT APSPDCL, TIRUPATI" aims to find out the employee's awareness and satisfaction levels with respect to the various welfare facilities, working condition and social security schemes provided by the company.

It is well for the company that majority of the respondents have expressed their satisfaction with regard to the employee welfare measures. But they are lagging in few recreational facilities, training programmes, rest

shelter facilities etc. The company should take necessary steps to improve in those measures. So that the employee can do the job still more effectively.

11. FIGURES: Figure 1: Functions of HRM



Source: Aswathappa, K. (2011). Human Resource Management, Sixth Edition, New Delhi, Tata McGraw Hill Education Pvt Ltd. (pg. no. 10).

Figure 2: Types of welfare measures

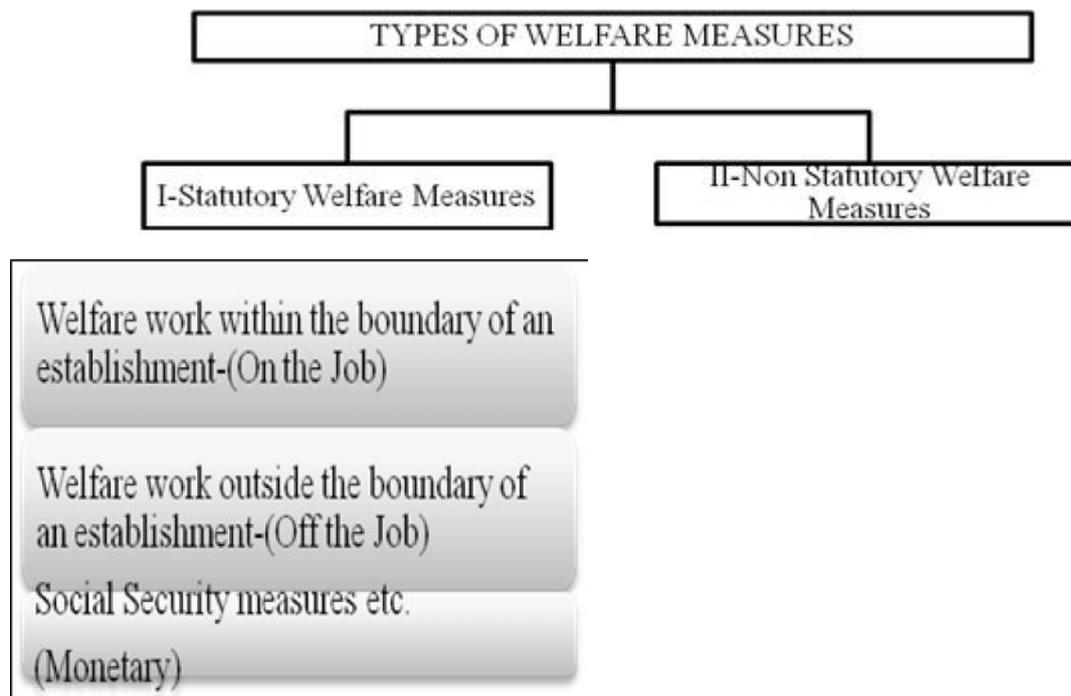


Table of adequacy of rest shelter facilities

Options	Opinions	Respondents	Percentages
A	Very highly satisfied	0	0
B	Highly satisfied	8	8 %
C	Moderately satisfied	51	50 %
D	Dissatisfied	42	42%
E	Highly dissatisfied	0	0
Total		101	100

Table of adequacy of recreational facilities

Options	Opinions	Respondents	Percentages
A	Very Highly Satisfied	5	5 %
B	Highly Satisfied	12	12 %
C	Moderately Satisfied	52	51 %
D	Dissatisfied	24	24 %
E	Highly Dissatisfied	8	8 %
Total		101	100

Table of adequacy of training provided for employees

Options	Opinions	Respondents	Percentages
A	Very Highly Satisfied	11	11 %
B	Highly Satisfied	14	14 %
C	Moderately Satisfied	49	48 %
D	Dissatisfied	23	23 %
E	Highly Dissatisfied	4	4 %
Total		101	100 %

REFERENCES

- 1) Aswathappa. K. (2010), " Human Resource Management ", Tata McGraw Hill Education Private Limited, New Delhi, p.p: 378-392
- 2) Subba Rao. P. (2010), " Essentials of Human Resource Management and Industrial Relation: Text, Cases and Games (3rd ed.), " Himalaya Publishing House, Mumbai, Indi
- 3) Kothari. C. R. (2009), " Research Methodology: Methods and techniques(2nd ed.), " New Age International (P) Ltd., Publishers, New Delhi
- 4) Michael. V.P (2001), " Labour Welfare Measures and Labour Welfare Officers: Human Resource Management and Human Relations, " Himalaya Publishing House, Mumbai, p.p: 612-618
- 5) Shashi. K. Gupta (2005), " Labour Welfare: Human Resource Management, " Kalyani Publishers, New Delhi, p.p: 26.1-26.13
- 6) Debashish Sengupta (2007), " Responsibility for Sustainability: The Changing Face of CSR ", ICAFI Reader, Hyderabad, July, p.p: 21-28
- 7) Garry Dessler and Biju Varkkey (2009), " Human Resource Management, " Dorling Kindersley (India) Pvt Ltd, New Delhi, p.p: 513-546
- 8) Nageswara Rao (2012), " Employee Welfare Measures in Coal Mine Industry, " VSRD International Journal of Business & Management Research
- 9) Shrinivas. K.T. (2013), " A study on employees welfare facilities adopted at Bosch Limited, Bangalore, Res. Jour. of Management Sciences Vol. 2 (12), p.p: 7-11

Websites:-

1. www.apspdcl.in
2. www.google.com
3. www.wikipedia.com