

**A STUDY OF SOCIAL WELFARE ACTIVITIES AND ITS EFFECTS ON PERFORMANCE OF
PRIVATE SECTOR EMPLOYEE IN
AMRAVATI**

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Abstract

This study analyses the impact of social welfare activities on employee performance in the private sector, focusing on factors influencing job satisfaction and productivity. The research adopts a descriptive design, surveying 100 employees from private sector organizations in Amravati city. Data is collected through structured questionnaires and supported by secondary sources, with appropriate statistical tools used for analysis. The findings highlight key factors such as healthcare facilities, safety measures, transportation, and employee benefits in shaping employee motivation and work efficiency. The study provides insights into improving welfare practices, enhancing employee satisfaction, and strengthening organizational performance by creating a supportive and positive work environment.

Keywords: Social welfare activities, employee performance, job satisfaction, private sector, employee motivation, productivity, work environment

Introduction

In today's competitive business environment, employees are considered the most valuable asset of any organization. To achieve growth and improve productivity, organizations focus on the well-being and satisfaction of their employees. Social welfare activities such as healthcare, safety measures,

transportation, and recreational facilities play an important role in supporting employees and improving their work conditions. These activities help employees feel secure, motivated, and valued, which positively affects their performance and commitment. In the private sector, where competition and work pressure are high, welfare facilities help reduce stress, absenteeism, and employee turnover. A satisfied and healthy workforce contributes to higher efficiency and better organizational performance. Therefore, studying the impact of social welfare activities on employee performance is essential, especially in the private sector of Amravati.

Review of Literature

Christopher Mathews and I. K. Khanna (2015) examined how social welfare activities influence employee performance and found that welfare measures such as health benefits, training, supportive working conditions, and recreational facilities significantly improve job satisfaction, motivation, and productivity. The study shows that when employees feel valued and secure, they develop stronger commitment towards organizational goals and perform more effectively. It also highlights that welfare activities help reduce stress, absenteeism, and employee turnover while promoting better teamwork, morale, and retention. Overall, the research concludes that employee welfare is not only a social responsibility but also a key factor for improving performance and ensuring long-term organizational growth

F. Waititu, P. Kihara and T. Senaji (2017) highlighted that social welfare activities play an important role in improving employee performance and organizational effectiveness. Their study shows that welfare measures such as healthcare support, training, safety, and recreational facilities increase job satisfaction, motivation, and productivity. When organizations focus on employee well-being, it creates a positive work environment that boosts morale and engagement. The research also explains that welfare programs like financial support, insurance, and work-life balance strengthen employee loyalty, reduce absenteeism, and improve teamwork. Overall, the study concludes that employee welfare is not only a social responsibility but also a strategic tool for enhancing performance and ensuring long-term organizational success.

Varadaraj and D. Charumathi (2019) examined the relationship between employee welfare practices and organizational performance. Their study found that welfare activities such as healthcare benefits, safety measures, training, and recreational facilities improve employee motivation, satisfaction, and productivity. When employees feel valued and supported, it boosts morale and encourages better performance. The research also highlights that welfare programs reduce stress, absenteeism, and turnover while increasing loyalty, commitment, and teamwork. Overall, the authors conclude that employee welfare is not only a moral responsibility but also a strategic tool for enhancing performance and ensuring long-term organizational success.

Elok Mahmud Purit and her colleagues (2019) studied the impact of employee welfare programs on organizational performance. Their research shows that welfare measures such as healthcare support, training, flexible working conditions, and recreational activities improve employee satisfaction, motivation, and productivity. When employees feel valued and supported, they become more committed and engaged in their work. The study also highlights that welfare initiatives create a positive work environment, encourage teamwork and creativity, and reduce stress, absenteeism, and turnover. Overall, the authors conclude that employee welfare is not only beneficial for employees but also a strategic tool for enhancing organizational performance and long-term growth.

Emmah M. Thuo and Teresa Wambugu (2022) highlighted that employee welfare programs significantly improve motivation, performance, and organizational commitment. Their study shows that welfare measures such as healthcare, housing, recreational facilities, and support services create a positive work environment and increase job satisfaction. These programs also promote teamwork, unity, and a sense of belonging among employees, while reducing absenteeism and turnover. Overall, the research concludes that employee welfare is an important factor in enhancing employee well-being and supporting overall organizational growth.

Objective of the Study

- To study the social welfare activities provided to employee in private sector organization in Amravati.

This objective aims to examine and evaluate the different types of social welfare facilities offered to employees in private sector organizations in Amravati. These welfare activities include benefits such as health insurance, medical assistance, transport facilities, workplace safety measures, canteen services, and recreational opportunities. Such provisions are designed to enhance employees' overall well-being and create a supportive work environment. The study focuses on understanding how these facilities are implemented, how often they are provided, and the extent to which employees are aware of them. It also seeks to assess whether these welfare measures effectively meet the needs and expectations of employees. Through this analysis, the research highlights the role of organizations in ensuring employee welfare and maintaining a healthy workplace atmosphere.

- To fine out of effects of social welfare activities on employee satisfaction.

This objective focuses on understanding the relationship between social welfare activities and the level of employee satisfaction in private sector organizations. Employee satisfaction plays a crucial role in improving productivity, motivation, and employee retention. Welfare measures such as medical benefits, insurance coverage, and initiatives that support work-life balance contribute to a sense of security and appreciation among employees. The study evaluates whether employees who receive adequate welfare facilities tend to have higher job satisfaction compared to those with limited benefits. It also considers factors like working conditions, safety standards, and management support. By analyzing these aspects, the research emphasizes how welfare activities contribute to improving employee morale and reducing issues such as dissatisfaction, absenteeism, and high turnover rates.

- To study the effect of various social welfare activities on employee performance

This objective aims to analyze how different social welfare measures influence employee performance in private sector organizations.

Employee performance is reflected in the quality of work, productivity levels, and efficiency in completing assigned tasks. Welfare initiatives such as healthcare support, safe working conditions, training programs, and recreational facilities help in reducing stress and improving both physical and mental health. When employees feel valued and supported by their organization, they are more motivated to perform better and contribute positively to organizational goals. The study examines how these welfare activities affect employee commitment, work output, and overall efficiency. It also explores whether organizations that provide better welfare facilities achieve improved employee performance, thereby establishing a strong link between employee well-being and organizational success.

Research Hypothesis

Ho1: There is no significant effect of social welfare activities on employee performance.

This statement assumes that social welfare activities provided by organizations do not have a measurable or meaningful impact on employees' performance levels. Employee performance is generally influenced by factors such as skills, experience, training, motivation, and organizational culture. Although welfare activities like healthcare, safety measures, and recreational facilities may improve comfort and well-being, they may not directly enhance productivity or work efficiency. Some employees may perform consistently regardless of the benefits offered. Therefore, this hypothesis suggests that there is no strong or direct relationship between welfare provisions and employee performance, and any observed improvement in performance may be due to other internal or external factors.

Ho2: There is no significant effect of social welfare activities on employee satisfaction

This statement suggests that social welfare activities do not significantly influence the level of satisfaction among employees in an organization. Employee satisfaction can depend on various factors such as salary,

career growth opportunities, job security, work environment, and relationships with management. While welfare facilities like medical benefits, insurance, and recreational programs may provide additional support, they may not be the primary determinants of satisfaction for all employees. Some individuals may prioritize financial rewards or professional development over welfare benefits. Hence, this hypothesis assumes that there is no strong connection between social welfare activities and employee satisfaction, and satisfaction levels may remain unchanged despite the presence of such facilities.

Research Methodology

The present study is undertaken to examine social welfare activities and evaluate their impact on the performance of employees working in private sector organizations in Amravati city. The research is designed to provide a clear understanding of how welfare measures influence employees' work efficiency, productivity, and overall contribution to organizational goals. For this purpose, both primary and secondary data have been used to ensure a comprehensive and reliable analysis. Primary data has been collected directly from employees through structured questionnaires and personal interviews, allowing the researcher to gather first-hand information about their experiences, perceptions, and level of satisfaction with the welfare facilities provided by their organizations. In addition, secondary data has been collected from various sources such as research papers, articles, and company records to support and strengthen the findings of the study. To carry out the research in a systematic and organized manner, a descriptive research design has been adopted. This design is appropriate as it helps in describing the current status of social welfare activities and analyzing their effects on employee performance without manipulating any variables. It allows the researcher to collect detailed information from respondents and interpret it in a meaningful way. A well-structured sampling design has been developed to ensure that the data collected is both reliable and representative of the target population. The study uses a probability sampling method, specifically simple random sampling,

which gives every employee an equal opportunity to be selected. This method helps in minimizing bias and increasing the accuracy of the results. The universe of the study consists of private sector employees in Amravati city, while the population includes individuals working in different private organizations across various industries within the city. The sampling unit for the research is each individual employee, as every respondent represents a single unit from whom relevant data regarding welfare activities and their impact on performance is collected. To facilitate the sampling process, a sampling frame has been prepared by obtaining lists of employees from selected organizations and their respective human resource departments in Amravati. This ensures that the selection process is based on an authentic and organized list of potential respondents. The sample size for the study includes 100 employees chosen from different private companies, which provides a sufficient base for analysis and helps in drawing meaningful conclusions. The data collection process is divided into two main sources, namely primary and secondary data. Primary data plays a crucial role in the study as it reflects the actual opinions and experiences of employees regarding the welfare facilities provided to them. This data has been collected using a structured questionnaire, which includes a set of carefully designed questions, along with personal interviews that allow for deeper insights and clarification of responses. On the other hand, secondary data has been used to support the primary findings and provide a theoretical background to the research. It has been gathered from previously published studies, academic journals, and organizational records, which help in understanding existing knowledge and comparing it with the results of the current study. Overall, the research methodology adopted in this study ensures a systematic, scientific, and unbiased approach to analyzing the role of social welfare activities in influencing employee performance in private sector organizations in Amravati city.

Data Analysis & Interpretation

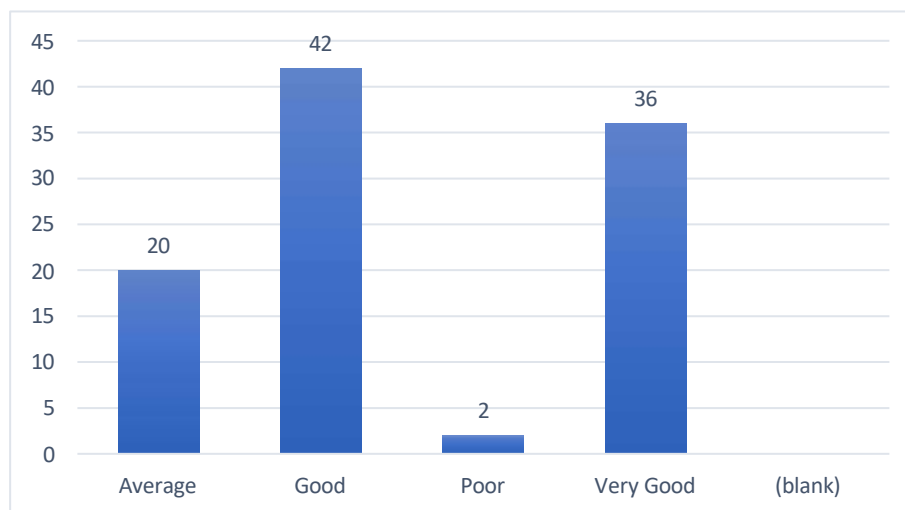
1 Analysis of welfare facilities wise classification of the respondents.

Table no 1 Classification of Respondents by welfare facilities .

Welfare Facilities	No of Respondents	Percentage
Very Good	36	36%
Good	42	42%
Average	20	20%
Poor	2	2%
Total	100	100%

(Source: Primary Data)

Chart no 1 Classification of Respondents by welfare facilities .



(Source: Primary Data)

Interpretation

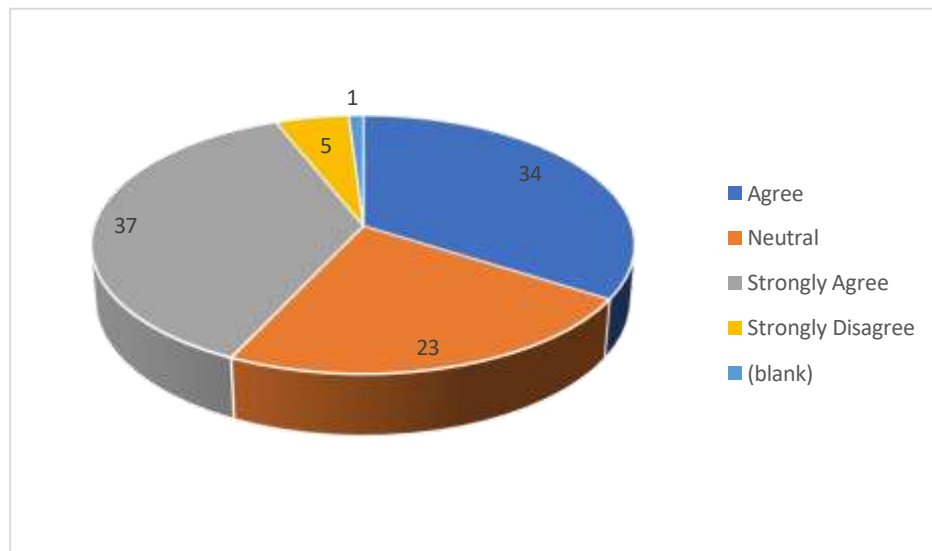
From the above data analysis, the majority of respondents rate the welfare facilities as satisfactory to good. About 42% of respondents consider the facilities as “Good”, while 36% rate them as “Very Good.” Around 20% of respondents perceive the facilities as “Average.” However, only a small proportion, 2%, rate the welfare facilities as “Poor.” This indicates that most respondents are satisfied with the welfare facilities provided by the organization. Nevertheless, a small percentage expressing dissatisfaction suggests that there is still scope for improvement to enhance the overall quality of welfare facilities.

2. Analysis of job satisfaction wise classification of the respondents. Table no 2 Classification of Respondents by job satisfaction.

Job Satisfaction	No of Respondents	Percentage
Strongly Agree	34	34%
Agree	37	37%
Neutral	23	23%
Strongly Disagree	5	5%
Disagree	1	1%
Total	100	100%

(Source: Primary Data)

Chart no 2 Classification of Respondents by job satisfaction .



(Source: Primary Data)

Interpretation

From the above data analysis majority of respondents consider safety and hygiene as crucial factors when visiting agritourism centers. About 40% rate it as "Important," while 37% consider it "Very Important." Another 12% find it "Moderately Important," whereas 10% see it as "Slightly Important," and only 1% believe it is "Not Important." This highlights the necessity for agritourism businesses to maintain high standards of cleanliness and safety to attract and retain visitors.

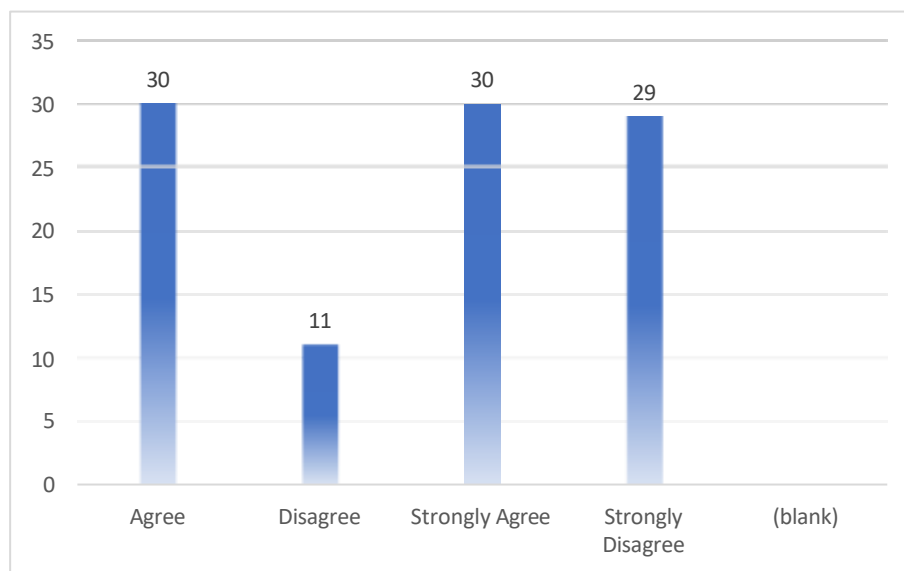
3 Analysis of feel valuable wise classification of the respondents.

Table no 3. Classification of Respondents by feel valuable in organization

Responses	No of Respondents	Percentage
Strongly Agree	30	30%
Agree	30	30%
Strongly Disagree	29	29%
Disagree	11	11%
Total	100	100%

(Source: Primary Data)

Chart no 3 Classification of Respondents by work performance.



(Source: Primary Data)

Interpretation

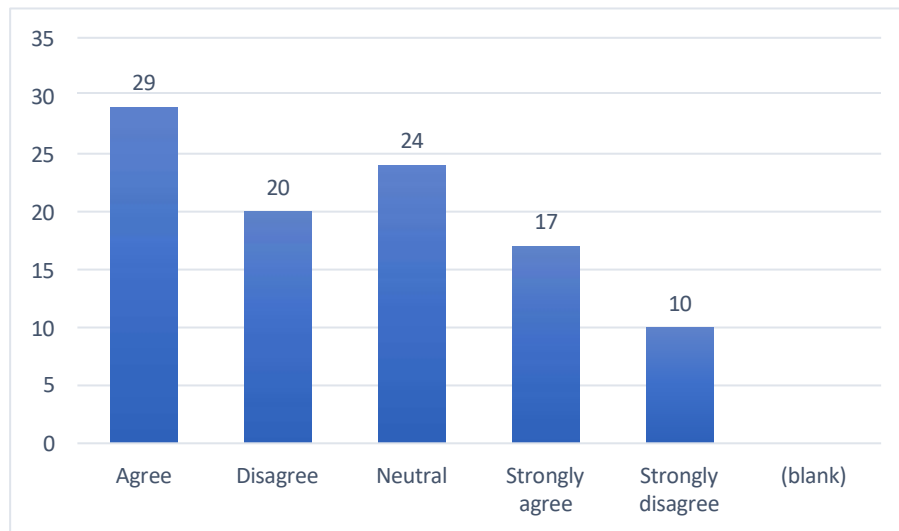
From the above data analysis, the majority of respondents express a positive level of job satisfaction within the organization. About 37% of respondents "Strongly Agree" that they are satisfied with their roles, while 34% "Agree" with the statement. Another 23% of respondents maintain a "Neutral" stance, whereas only 5% "Strongly Disagree" with their current level of job satisfaction. A minimal 1% of responses were left blank. This highlights a high level of overall contentment among the workforce, suggesting that the current work environment and management practices are effective in maintaining employee morale.

4. Analysis of reduce absenteeism wise classification of the respondents. Table no 4
Classification of Respondents by absenteeism.

Reduce Absenteeism	No of Respondents	Percentage
Strongly Agree	17	17%
Agree	29	29%
Neutral	24	24%
Strongly Disagree	10	10%
Disagree	20	20%
Total	100	100%

(Source: Primary Data)

Chart no 4 Classification of Respondents by absenteeism.



(Source: Primary Data)

Interpretation

From the above data analysis, a significant number of respondents agree with the measures taken to reduce absenteeism. About 29% of respondents "Agree" with the classification, while 17% "Strongly Agree" with the statement. Another 24% of respondents maintain a "Neutral" stance, whereas 20% "Disagree" and 10% "Strongly Disagree" regarding the reduction of absenteeism. This highlights that while a combined 46% of the workforce views the efforts positively, there remains a notable 30% who express disagreement, suggesting that further investigation into the specific causes of absenteeism may be necessary to improve these results.

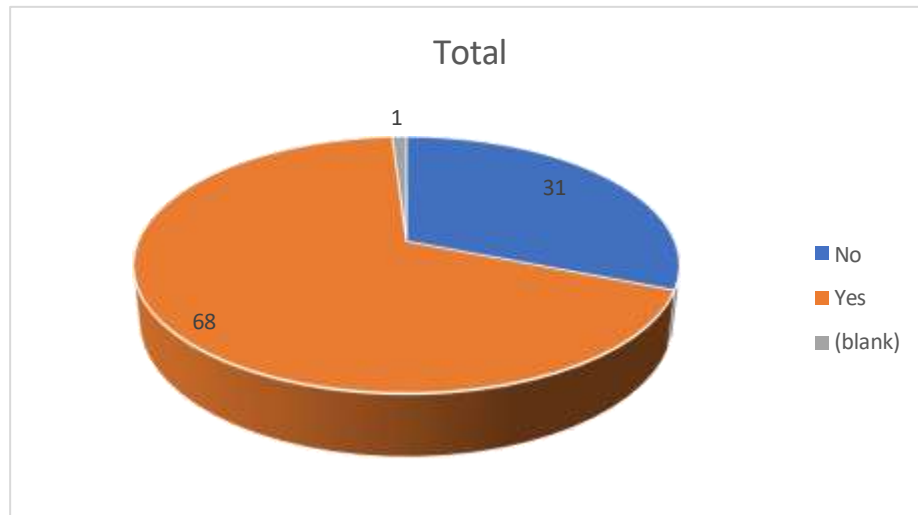
5. Analysis of welfare facilities provided wise classification of the respondents.

Table no 5 Classification of Respondents by welfare facilities provided.

Welfare facilities	No of Respondents	Percentage
Yes	69	69%
No	31	31%
Total	100	100%

(Source: Primary Data)

Chart no 5 Classification of Respondents by welfare facilities provided.



(Source: Primary Data)

Interpretation

From the above data analysis, a significant majority of the respondents indicate that welfare facilities are provided by the organization. About 68% of respondents answered "Yes," confirming the availability of these welfare provisions. In contrast, 31% of respondents answered "No," stating that they do not have access to these facilities. A minimal 1% of the responses were left blank. This highlights that while the organization successfully supports the majority of its workforce through welfare schemes, there is still nearly one-third of the respondents who remain without these benefits, suggesting an opportunity for management

Finding of the study

The key outcomes of the study reveal important insights into the role and effectiveness of social welfare activities in private sector organizations in Amravati city, and these findings are largely consistent with existing literature in the field of human resource management. The study shows that respondents were selected from diverse organizations, ensuring balanced representation, although male participation was higher than female participation. Most respondents belonged to the 28–39 age group and had a good educational background, with many being graduates and having moderate work experience. Income levels were generally higher, indicating financial stability among employees. In terms of welfare facilities, insurance and medical benefits were considered the most valuable, while safety-related facilities received comparatively less attention, which aligns with earlier studies suggesting that employees prioritize health-related benefits. Participation in welfare activities was generally high, indicating awareness and engagement, while communication within organizations was mostly clear, though not always consistent. Employees expressed overall satisfaction with welfare facilities, with only a few showing dissatisfaction. The study also highlights variations in employee opinions regarding satisfaction and their perceived importance within the organization, reflecting findings from previous research that employee attitudes can differ based on individual and organizational factors. While many employees felt motivated and valued, a significant number remained neutral or less motivated, suggesting scope for improvement. Welfare measures were found to contribute positively to reducing absenteeism and improving productivity, which supports established theories linking employee well-being with performance outcomes. However, access to certain facilities like transport and recreation was not uniform for all employees. Overall, the findings confirm that social welfare activities play a meaningful role in influencing employee satisfaction, attendance, and performance, while also highlighting areas where organizations can enhance their welfare initiatives to achieve better alignment with employee needs and expectations.

Limitation

This study will have several limitations:

1. The study is limited of one year only 2025-2026.
2. The study is limited to selected private sector employees
3. The study is limited to Amravati city.

Recommendations

The study recommends that private sector organizations should strengthen employee welfare activities to enhance satisfaction and performance. Firstly, there is a need to improve awareness through clear and effective communication about available benefits such as insurance, medical support, and other facilities using meetings, notices, and digital platforms. Encouraging employee feedback can further help in understanding their needs and building trust. Secondly, organizations should focus on improving the quality and accessibility of welfare facilities by providing better safety measures, recreational opportunities, and comfortable working conditions, while ensuring equal access to services like transport, healthcare, and canteen facilities. Proper maintenance and hygiene are also important for a positive work environment. Lastly, management should implement employee-friendly policies such as reward and recognition programs, training opportunities, and flexible work options to boost motivation and reduce absenteeism. Promoting teamwork and a positive work culture will further improve employee engagement, ultimately leading to higher productivity and better organizational performance.

Scope for future Research

The present study provides a foundation for further research on social welfare activities and their impact on employee performance in private sector organizations. Future studies can expand the scope by including a larger sample size and covering different cities or regions to improve the generalizability of the findings. Researchers can also conduct comparative studies between private and public sector organizations to understand differences in welfare practices and their outcomes. In addition, future research may focus on specific welfare components such as safety measures, mental health support, or work-life balance initiatives to gain deeper insights. Longitudinal studies can be carried

out to examine the long-term effects of welfare activities on employee performance and organizational growth. The use of advanced statistical tools and qualitative methods like case studies or interviews can further enhance the depth of analysis. Moreover, future research can explore the role of technology and digital welfare programs in improving employee well-being. Such studies will help organizations design more effective welfare policies and improve overall productivity.

Conclusion

The study provides a comprehensive understanding of social welfare activities and their influence on employee performance in private sector organizations in Amravati. It concludes that most employees are aware of and generally satisfied with the welfare facilities offered, such as insurance, medical support, and transport services, which positively contribute to their well-being. The findings confirm that welfare activities play a significant role in improving employee satisfaction, motivation, productivity, and reducing absenteeism, thereby supporting existing theories that emphasize the link between employee welfare and organizational performance. However, the study also identifies certain gaps, such as unequal access to facilities and limited availability of safety and recreational measures, highlighting areas for improvement. From a practical perspective, the research offers valuable insights for management to enhance welfare policies, improve communication, and ensure inclusive access to all benefits. By addressing these aspects, organizations can create a supportive work environment, strengthen employee engagement, and achieve better overall performance, thus contributing both to academic knowledge and real-world organizational practices.

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