

A Study on Effectiveness of Employee Welfare Measures in Enhancing Organizational Performance at Numeric Ups

Ms. JEEVA JANANI KB Student, School of Management Studies, Sathyabama Institute of Science and Technology Chennai, Tamil Nadu, South India.

Dr. J RANI MBA., M.Phil., Ph.D. Associate Professor, School of Management Studies, Sathyabama Institute of Science and Technology Chennai, Tamil Nadu, South India.

ABSTRACT:

The study examines the effectiveness of employee welfare measures at Numeric UPS using a mixed-method approach, including surveys and interviews. It finds that these measures have a positive impact on employee motivation, job satisfaction, and retention. The research highlights how employee welfare initiatives contribute to increased engagement and productivity. Based on the findings, the study emphasizes the importance of implementing strong welfare policies in organizations. Prioritizing employee welfare can lead to improved satisfaction, higher retention rates, and a more committed workforce.

KEYWORDS:

Job Satisfaction, Employee Motivation, Employee Retention, Organizational Performance, Workplace Well-being, Welfare Programs, Statutory Benefits, Employee Engagement, Mixed-Method Research, Quantitative and Qualitative Analysis, Training and Development, Work-life Balance, Financial Welfare, Health and Safety Programs.

INTRODUCTION:

Employee welfare refers to the various services, facilities, and benefits provided to employees to ensure their overall well-being, both within and outside the workplace. As defined by the International Labour Organization and Arthur James Todd, welfare includes efforts made beyond wages to improve employees' health, comfort, and morale. These may include canteens, rest and recreation areas, housing, medical care, transportation, and social security measures. The concept of employee welfare can be viewed from total, social, and relative perspectives—addressing physical, mental, emotional, and social well-being depending on time, place, and organizational context.

Welfare measures contribute significantly to improving the standard of living for employees and creating a motivated, loyal, and productive workforce. They help reduce absenteeism and turnover while enhancing job satisfaction and industrial harmony. During early industrialization, welfare was often overlooked or offered with a paternalistic approach, prompting legislative intervention through acts like the Factories Act, 1948. Today, welfare practices are seen as essential tools for boosting employee engagement, maintaining a stable labour force, and reducing social issues like substance abuse among workers.

OBJECTIVES OF THE STUDY:

- To present the employee welfare practiced and the level of morale of employees in Numeric UPS.
- To analyse the factors influencing employee welfare measures in Numeric UPS.
- To study the effectiveness of welfare practices in Numeric UPS.

SCOPE:

This study assesses the effectiveness of employee welfare measures at Numeric UPS. It identifies current benefits, evaluates employee satisfaction, and highlights areas for improvement. By comparing with industry standards, the study suggests ways for Numeric UPS to enhance its welfare programs, leading to better employee engagement, satisfaction, and productivity.

REVIEW OF LITERATURE:

Ramya et al. (2016): Discussed the factors influencing employee satisfaction and examined how various welfare benefits keep workers happy, showing that better welfare facilities directly improve worker satisfaction.

Johri & Mehrotra (2014): Argued that voluntary welfare measures should be provided to employees, and studied the level of employee awareness regarding these welfare schemes.

Bharti & Kumar (2013): Demonstrated a clear link between welfare measures and employee satisfaction, analyzing which specific benefits most strongly affect how satisfied workers feel.

Mohan & Panwar (2013): Investigated employee welfare schemes in Udaipur's retail stores, detailing both intra-mural and extra-mural facilities, and highlighting innovative practices for attracting and retaining talent.

Chaudhary (2011): Identified the welfare measures in Indian Railways, found that insufficient financial resources limit these benefits, and recommended reducing social burden costs and applying government subsidies to enhance employee welfare.

Venugopal & Usha (2011): Assessed existing welfare programs in the Chittoor industry, measuring overall employee satisfaction and correlating statutory versus non-statutory social protection activities with their impact.

METHODOLOGY OF THE STUDY:

This study employs a descriptive research design to assess the effectiveness of employee welfare measures at Numeric UPS. Primary data was collected through structured surveys administered to a convenience sample of 120 employees, mainly executives and supervisors. SPSS software was used for data analysis, including percentage analysis, cross-tabulation, and correlation tests, with ANOVA to explore the relationship between welfare programs and employee satisfaction.

Data Sources:

- Primary: Collected through employee surveys.
- Secondary: Sourced from articles, company reports, and websites.

The study's sample design used convenience sampling, and correlation and ANOVA techniques were employed to analyze the impact of welfare programs on employee dedication and performance. The research explores variables such as personal factors and organizational details to understand their influence on welfare perceptions.

DATA ANALYSIS:

1. Chart representing demographic details of the respondents

S. No.	Characteristics	Category	Frequency	Percent
1.	Gender	Male	94	73.8
		Female	26	26.2
		Total	120	100.0

Inference: Table 4.1 shows that 73.8% of respondents are male (298), while 26.2% are female (106), indicating a significantly higher number of male employees.

2. Classification of Respondents on the Basis of Age

S. No.	Characteristics	Category	Frequency	Percent
2.	Age	20 - 25 Years	29	24.3
		26 - 30 Years	50	41.6
		31- 35 Years	27	22.3
		36 - 40 Years	14	11.9
		Total	120	100.0

Inference: Table 4.2 shows that the majority of respondents (41.6%) are aged 26– 30, followed by 24.3% aged 20–25, 22.3% aged 31–35, and 11.9% aged 36–40.

3. Level of Satisfaction from Compensation and Incentives Plan

My organization provides good Compensation and incentives plan		
	Frequency	Percent
Strongly Disagree	8	7.4
Disagree	28	23.3
Neutral	42	34.9
Agree	18	15.3
Strongly Agree	24	19.1
Total	120	100.0

Inference: Table 4.4 shows that while 34.4% of respondents are highly satisfied with their compensation, around 31% are not satisfied at all, and 34.9% are moderately satisfied. Overall, a fair percentage of employees are satisfied, though about one-fourth expressed dissatisfaction.

CORRELATION:

Null Hypothesis (H_0): There exists no statistically significant correlation between welfare initiatives and employee dedication.

Alternative Hypothesis (H_1): There exists a statistically significant correlation between welfare initiatives and employee dedication.

Variables	Correlation Coefficient	Financial Welfare	Health Welfare	Career Welfare	Psychological Welfare	Family Programs Welfare	Social Welfare	Spiritual Welfare Programs	Statutory Welfare
Dedication	r value	0.157	0.160	0.153	0.257	0.236	0.169	0.068	0.022
	P value	0.000	0.000	0.000	0.000	0.000	0.000	0.003	0.580
	Correlation at 95% confidence level								

Inference: Financial, Health, Career, Psychological, Family, Social, and Spiritual welfare programs all show a positive and significant correlation with employee dedication.

Psychological ($r = 0.257$) and Family welfare ($r = 0.236$) programs have the strongest impact.

Spiritual welfare has a weaker but still significant influence.

Statutory welfare programs ($r = 0.022$, $p = 0.580$) show no significant effect on employee dedication.

ANOVA:

Null Hypothesis (H_0):

There is no significant difference in employee dedication across various welfare programs.

Alternative Hypothesis (H_1):

There is a significant difference in employee dedication due to different welfare programs.

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	21.582	8	2.698	9.384	.000
Residual	113.557	395	.286		
Total	135.129	403			
Predictors: (Constant)- “Statutory Welfare Programs, Psychological Welfare Programs, Financial Welfare Programs, Social Welfare Programs, Family Welfare Programs, Spiritual Welfare Programs, Health Welfare Programs and Career Welfare Programs”					
Dependent Variable: “Dedication”					

Inference: The ANOVA result shows an F-value of 9.384 and a significant p-value of 0.000 ($p < 0.05$). This indicates that there is a statistically significant difference in employee dedication across the various welfare programs. Therefore, the null hypothesis is rejected, confirming that welfare programs have a meaningful impact on employee dedication.

CONCLUSION:

The study highlights that employee welfare programs have a significant impact on employee engagement. While several other factors also contribute to engagement, welfare initiatives play a major role in enhancing employee involvement and satisfaction. The findings help organizations identify which welfare programs are most effective, allowing them to prioritize and allocate resources wisely, especially when operating under budget constraints. This strategic approach can lead to improved employee morale, increased productivity, and better organizational performance.

REFERENCES:

- Agarwal, R.D., Dynamics of industrial Relations India', Tata McGraw-Hill Company Limited, Bombay, 1973.
- H. Alferts Henry., Organised Executive Action: Decision Making Communication and Leadership, New York, John Wiley, 1962.
- Bhardwaj, M., "The Impact of Organizational Effectiveness" Journal of management Research, 2001.
- Bhattacharjee, D., "Union-Type Effects on Bargaining outcomes in Indian Manufacturing," British Journal of Industrial Relations, 1987.
- Balasubramanian., Trade Union Movement, Everest Publishing House, New Delhi, 2002.
- Baldev, R.Sharma & SundaraRajan, P.S., Organisational determinants of labour- Management relations in India, Indian Journal of Industrial Relations, 1983.
- Barbash, J., "The Unions as Bargaining Organizations: Some Implication to Organizational Behaviour," Proceedings of Industrial Relations Research Association 1975.