

# A Study on Employee Welfare Measures in Hindusthan Coca-Cola Beverages Pvt. Limited

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## Abstract

Labour health, Welfare is the measures of promoting the efficiency of labour. The various welfare measures provided by the employer will have immediate impact on the health, physical and mental efficiency alertness, morale and overall efficiency of the worker and there by contributing to the higher productivity. Some of the facilities and services which fall with in the preview of labour welfare include adequate canteen facilities, accommodation arrangements, recreational facilities, medical facilities transportation facilities for traveling from the place of work

## Key words

Employee health, welfare requirements, human Resource management and job satisfaction

## Introduction

Employee welfare defines as "efforts to make life worth living for workmen". These efforts have their origin either in some status formed by the state or in some local customs or in collective agreement or in the employer's own initiative. Types of Welfare Activities: The meaning of labor welfare may be made clearer by listing the activities and facilities which are referred to as welfare measures. Welfare measurement into two broad groups, namely: Welfare measures inside in the work place Welfare measures outside the work place

## Review of Literature

**Morris Altman (2000)** says that standard neo-classical theory argues that an economy is negatively affected by increased labor rights and power since it is assumed that economic agents are always x-efficient; performing at the

height of efficiency. However, a behavioral model of the firm suggests that more rights and power, with its positive impact on labor standards, need not produce the deleterious results predicted by conventional economic wisdom, due to their productivity-efficiency enhancing impact on the firm. This suggests that organizations should not assess the impact

**Torjman (2004)** demonstrated that welfare facilities and recreation accounts for healthy individual besides encasing among their happiness and emotional quotient.

**S. Poongavanam (2011)** felt that the welfare measure will improve the physique, intelligence, morality and standard of living of the workers, which in turn will improve their efficiency and productivity. From the study on labour welfare facilities in AFT, the researcher concluded that, the various welfare facilities such as health, safety, canteen, uniform, education and gift facilities in AFT, enables workers to live a rich and more satisfactory life. It also contributes to increasing productivity of the enterprise improving efficiency of the worker and raises their standard of living. Thus the labour welfare facilities provided by AFT are good.

**K. Jayanthi, P. Ashok Kumar and V. Manju, (2012)** stated that labour sector addresses multidimensional socioeconomic aspects affecting labour welfare, productivity, living standards of labour force and social security. To raise living standards of the work force and achieve higher productivity, skill upgradation through suitable training is of utmost importance. Manpower development to provide adequate labour force of appropriate skills and quality to different sectors is essential for rapid socioeconomic development. Employment generation in all the productive sectors is one of the basic objectives. Based on the findings the Industry may consider the suggestion to maintain a good Labour Welfare Measures and providing of the necessary support measures for sorting out problems relating to employment.

## Research GAP

Research is defined as search for knowledge it can also be referred as objective and systematic method pf findings solution to a problem, which consist of systematic collection regarding analysis interpretation and reporting of information about various facts of a phenomenon under study. This study is bounded to exactly focuses on the measures of employee welfare.

## Research Methodology and Design

### NEED OF THE STUDY

Labor welfare, also referred to as betterment work for employees, relatives to taking care of the well-being of workers by employers, trade unions, and governmental and non-governmental agencies. After employees have been hired, trained and remunerated, they need to be retained and maintained to serve the organization better

with the help of welfare measures, which facilitate tends to make the workers happy, cheerful and confident looking. So it is necessary to enlighten whether welfare measures are implemented or neglected, if neglected it leads to declined productivity, as the welfare facilities together contribute to better work. Hence the study has been conducted to analyze the welfare measures.

## **SCOPE OF THE STUDY**

This study aims to find out the satisfaction of the employees, whether the company is providing necessary health, safety and welfare measures in the industry. The scope of the current study named "Employee welfare measures" is limited only to Global industries. This study helps to improve the performance of the human resource management.

## **OBJECTIVES OF THE STUDY**

1. To study the level of satisfaction regarding the welfare measures provided by the company.
2. To offer feasible ways and means to enhance the employee welfare measure in

Hindusthan Coca cola beverages, srikalahasthi

3. To study welfare measures adopted by Hindusthan Coca cola beverages, srikalahasthi.

## **DATA SOURCES**

Data for this research was collected both from primary and secondary sources.

### **There are two types of data sources:**

**Primary Data:** Primary data is collected from the employees of Hindusthan Coca cola beverages Pvt. Ltd personal interviews through structures Questionnaire were employed and information collected from low level and middle level employees.

**Secondary Data:** In the initial stage of the survey various journals, books and magazines were referred to get an idea of the subject, data about the company profile and other details were collected from company records and also through personal discussion with various executive and other employees of the company.

A research design specifies the methods and procedures for conducting a particular study. The researcher should specify should specify the approach he intends to use with respect to the proposed study. The design under taken in this study is descriptive research.

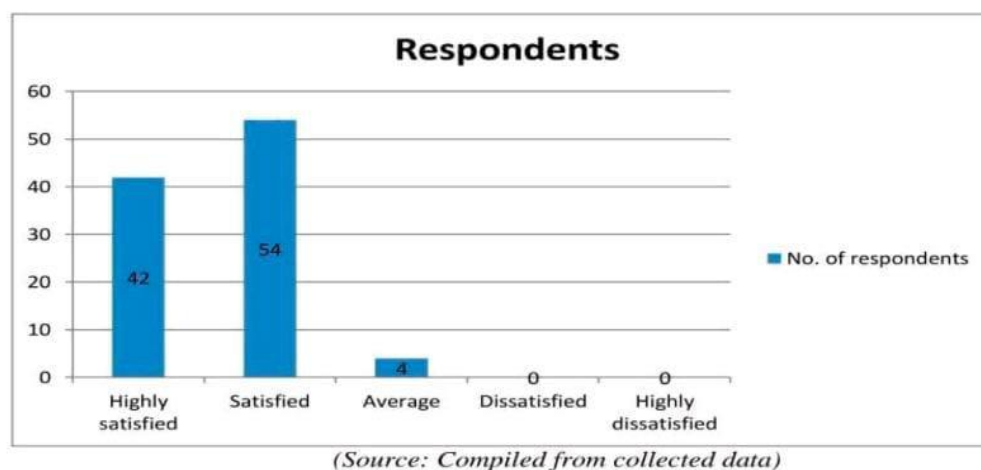
## SAMPLE SIZE

In this study of the 'Employee welfare methodology', the sample frame is drawn from the google form by creating the questionnaire and information drawn from employees for knowing about the Employee welfare methodology in this organization. And the sample size is 100.

## SAMPLING TECHNIQUE

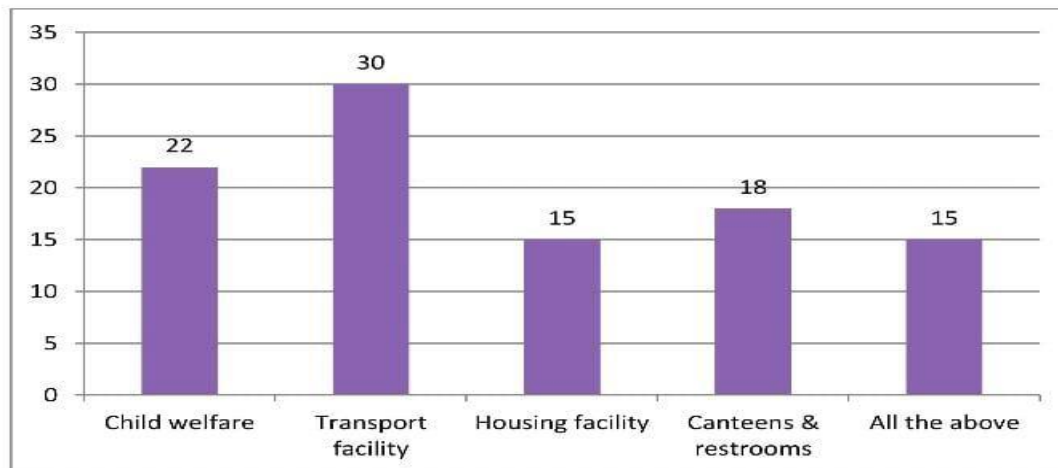
The researcher applied the simple random sampling technique followed by percentage method used to assess the collected data in all aspects by taking the advantage of tables and graphs.

**Graphical representation of refers Satisfied with the welfare measures provided by your organization**



From the above graph 42% of the respondents said that highly satisfied, 54% stated as satisfied, 4% as average about welfare measures provided by your organization. The respondents stated that satisfied with the welfare measures is satisfied with weighted mean 4.36

### Graphical representation of refers Welfare activity is most important



(Source: Compiled from collected data)

30% of the respondents preferred transportation, 22% preferred child welfare, 18% preferred canteen & restrooms, 15% preferred housing facility and remaining 15% preferred all the above welfare activities are essential.

### Findings

- ❖ 42% of the respondents said that highly satisfied, 54% stated as satisfied, 4% as average about welfare measures provided by your organization. The respondents stated that satisfied with the welfare measures is satisfied with weighted mean 4.36
- ❖ 30% of the respondents preferred transportation, 22% preferred child welfare, 18% preferred canteen & restrooms, 15% preferred housing facility and remaining 15% preferred all the above welfare activities are essential.

### CONCLUSION

At last I conclude that the project report undertaken by me is satisfactory and the work has got very good response from the respondents. The safety and the welfare activities taken by the company are very much beneficial for the employees. In the process majority of the respondents are very positive towards the facilities. According to my research all the employees are provided with better facilities by the company.