

A Study on Impact of Employee Welfare Measures and Job Satisfaction in Eid Parry India Limited Nellikuppam

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ABSTRACT

This study aims to explore the relationship between employee welfare measures and job satisfaction among the workforce at EID Parry India Limited, Nellikuppam. In today's competitive business environment, employee welfare has emerged as a critical factor influencing organizational productivity, morale, and employee retention. The research investigates various welfare provisions such as health and safety, canteen facilities, housing, recreational activities, and employee support systems, and how these affect overall job satisfaction levels. A mixed-methods approach involving both qualitative interviews and quantitative survey data was employed to collect insights from employees across different departments. The findings reveal a strong positive correlation between the effectiveness of welfare measures and the employees' satisfaction with their jobs. Furthermore, the study highlights areas where welfare initiatives could be strengthened to enhance employee engagement and organizational performance. Recommendations are made to improve current welfare policies to foster a more motivated and satisfied workforce. This study contributes to the growing body of literature on human resource management and provides valuable inputs for policy makers within the company.

KEY WORDS:

Employee Welfare, Job Satisfaction, Human Resource Management, Organizational Performance, Employee Engagement, Workplace Facilities, Employee Motivation, Welfare Measure

INTRODUCTION:

EMPLOYEE WELFARE MEASURE:

Employee welfare measures refer to various services, benefits, and facilities provided by employers to ensure the well-being, comfort, and satisfaction of their workforce. These measures go beyond wages and salaries, aiming to create a positive work environment, enhance productivity, and improve the overall quality of life for employees. Organizations implement welfare measures to boost employee morale, reduce

JOB SATISFACTION:

Job satisfaction refers to the level of contentment and fulfillment an employee experiences in their job. It is influenced by various factors such as work environment, salary, career growth opportunities, workplace relationships, and job security. A high level of job satisfaction leads to increased productivity, employee engagement, and organizational success. Job satisfaction is the degree to which employees feel fulfilled, motivated, and happy in their jobs. It reflects their overall attitude toward work and is influenced by factors such as salary, work environment, growth opportunities, and relationships with colleagues and supervisors. A satisfied employee is more productive, engaged, and committed to the organization's success.

OBJECTIVES OF THE STUDY:**PRIMARY OBJECTIVE:**

To Study On Impact Of Employee Welfare Measure And Job Satisfaction With Special Reference In E.I.D. Parry (India) Limited.

SECONDARY OBJECTIVES:

- To assess the impact of employee welfare measures on overall job satisfaction.
- To evaluate the role of work-life balance initiatives in employee satisfaction.
- To study the influence of career development and training programs on employee satisfaction.
- To analyze the effect of workplace security and safety measures on employee morale and productivity.
- To determine the correlation between job satisfaction and employee loyalty.

SCOPE OF THE STUDY

- The study focuses on analyzing the effectiveness of employee welfare measures implemented at E.I.D. Parry, Nellikuppam, and how they influence employee job satisfaction.
- It evaluates both statutory (mandatory) and non-statutory (voluntary) welfare schemes such as healthcare, housing, safety, training, recognition, and other support facilities.
- The research is confined to the employees working in the Nellikuppam unit, providing insights specific to this geographical and industrial context.
- The scope also includes examining the correlation between welfare measures and factors like morale, motivation, loyalty, and productivity.
- Primary data collected through structured questionnaires from 180 employees is used for analysis.

NEED OF THE STUDY

- To identify whether the existing welfare measures effectively meet the needs and expectations of employees at E.I.D. Parry.
- To understand the level of job satisfaction among employees and how welfare initiatives contribute to it.
- To help the organization make informed decisions about enhancing employee welfare policies for better performance and retention.
- To provide actionable insights for the Human Resource Department to design programs that improve employee engagement and organizational culture.
- To highlight areas of improvement where employee welfare services may need to be upgraded or better communicated.

LIMITATION OF THE STUDY

- The study focuses only on employee welfare and job satisfaction, without considering other factors like leadership, organizational culture, or external economic influences.
- Non-response or incomplete responses from some participants may have affected the overall accuracy of the data.
- The use of quantitative methods alone (questionnaires and statistics) may not fully capture employees' deeper feelings and suggestions.
- Language or literacy barriers may have led to misinterpretation of some questions by respondents.
- The study does not account for seasonal or temporary changes in workload or management policies that could influence employee satisfaction.

REVIEW OF LITERATURE

M. Nithya & K. Ravikumar (2020)

Job Satisfaction as a Function of Employee Welfare in Private Enterprises. A well-designed welfare system can mitigate the adverse effects of low pay or physical work conditions in labor-intensive industries.

N. Sridhar & L. Rani (2021)

Evaluating the Effectiveness of Statutory Welfare Measures in Medium-Sized Industries. Statutory benefits (PF, ESI, leave policies) ensure baseline satisfaction, but non-statutory initiatives are the differentiators in employee retention.

A. Banu & T. Siva (2022)

Welfare Measures and Job Satisfaction: A Study on Rural Manufacturing Workers Welfare services related to transport, rural housing, and children's education have a greater impact in rural industries than urban locations. Highly relevant for EID Parry's units in rural Tamil Nadu and Karnataka.

D. Prakash & R. Meena (2023)

An Empirical Study of Welfare Programs in Indian Sugar Factories Sample size of 350 employees from 5 sugar mills. Job satisfaction was highest among employees receiving wellness programs, periodic health camps, and grievance redressal systems.

R. Anbu & V. Kalaivani (2024)

Integrated Welfare and Performance Management in Private Agro Firms Firms that integrated welfare policies with performance rewards (such as recognition bonuses, training-linked promotions) saw higher motivation levels.

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners.

RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The research design may be exploratory, descriptive and experimental for the present study. The descriptive research design is adopted for this project.

RESEARCH APPROACH

The research worker contacted the respondents personally with well- prepared sequentially arranged questions. The questionnaire is prepared on the basis of objectives of the study. Direct contract is used for survey, i.e., contacting employees directly in order to collect data.

SAMPLE SIZE

The study sample constitutes 180 respondents constituting in the research area.

SAMPLING AREA

The study is conducted in employees of E.I.D. Parry (India)Limited at Nellikuppam

SAMPLING DESIGN

The researcher has used probability sampling in which simple random sampling

COLLECTION OF DATA

Most of the data collected by the researcher is primary data through personal interview, where the researcher and the respondent operate face – to – face.

ANALYSIS OF DATA

The data are collected through survey and books, reports, newspapers and internet etc., the survey conducted among the employees of the industry. The data collected by the researcher are tabulated and analyzed in such a way to make interpretations. Various steps, which are required to fulfill the purpose, i.e., editing, coding, and tabulating. Editing refers to separate, correct and modify the collected data. Coding refers to assigning number or other symbols to each answer for placing them in categories to prepare data for tabulation refers to bring together the similar data in rows and columns and totaling them in an accurate and meaningful manner. The collected data are analyzed and interrupted using statistical tools and techniques.

Research period

The research period of the study has from 4 Month.

METHODS OF DATA COLLECTION

Data in study are of two types:

- Primary data
- Secondary data

Primary Data

Primary goal is original and collected by the researcher freshly. In this study primary data was collected through questionnaire. A questionnaire is a popular means of collecting primary data. A questionnaire is a list of question for the own.

Secondary Data

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researche

TOOLS AND TECHNIQUES

The statistical tools used for analysing the data collected are percentage method, chi square, bar diagrams and pie diagrams.

Tools for Analysis of Data

- Chi-square Method
- Correlation
- Anova

CHI-SQUARE TEST FOR WELFARE ORIENTED

BENEFIT FUNDS SUPPORT

Total No. of Respondents – 180

Null hypothesis

Ho = employees not satisfied with the training and development programs offered by the organization

Alternative hypothesis

H1 = employees satisfied with the training and development programs offered by the organization

Cross Tabulation:

Cross Tabula Satisfaction with Training & Development.

COUNT	Highly dissatisfied	dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
Expected frequency	36	36	36	36	36	180
Frequency	9	36	24	59	52	180

Interpretation:

The obtained significance value is 0.000, which is less than 0.05. Therefore, we reject the null hypothesis (H_0) and accept the alternate hypothesis (H_1).

Karl Pearson's Correlation Co-efficient

H_0 : There is no significant relationship between employees with the training and development programs offered by the organization and employee welfare measures impacting engagement.

H_1 : There is a significant relationship between employees with the training and development programs offered by the organization and employee welfare measures impacting engagement.

Correlation		X(Training Programs)	Y(Welfare engagement) &
X(Training Programs)	Pearson Correlation	1	5
	Sig. (2-tailed)	-	0.002
	N	5	0.984**
Y(welfare& engagement)	Pearson Correlation	0.984**	1
	Sig. (2-tailed)	0.002	-
	N	5	5

Table: Correlation table for training programs and employee engagement.

Note: Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The obtained p-value is 0.002, which is less than 0.005. Therefore, we reject H_0 (null hypothesis) and accept H_1 (alternate hypothesis). There is a significant positive relationship between employees receiving training and development programs and the impact of employee welfare measures on engagement.

TEST -3

ANOVA:

H_0 : There is no significant difference between cleanliness, quality, and affordability of canteen food.

H_1 : There is a significant difference between cleanliness, quality, and affordability of canteen food.

Descriptive Table:

Descriptive table for the quality, affordability, and cleanliness.

Factor	N	Mean	Std. Deviation	Std. Error	95% CL lower Bound	95% CL Upper Bound	Minimum	Maximum
Cleanliness	60	3.20	1.05	0.14	2.91	3.49	1	5
Quality	60	3.10	0.98	0.13	2.84	3.36	1	5
Affordability	60	3.35	1.02	0.13	3.09	3.61	1	5
TOTAL	180	3.22	1.02	0.8	3.07	3.37	1	5

Interpretation:

The obtained p-value is 0.089, which is greater than 0.05. Therefore, we accept H0 (null hypothesis) and reject H1 (alternative hypothesis). There is no significant difference in satisfaction level between the cleanliness, quality, and affordability of canteen food.

SUGGESTIONS:

Renovate old housing units, improve dispensary availability and staffing. Clearly communicate benefits and simplify claim processes. Create transparent promotion criteria, and introduce frequent performance-based rewards.

Offer regular skill-based workshops and leadership programs. Conduct regular feedback drives to refine menu, cleanliness, and medical coverage limits.

Increase awareness sessions and open forums for voicing concerns. Launch a monthly “Employee Welfare Bulletin” (digital or print) to highlight schemes, eligibility, deadlines, and real-life success stories.

Appoint welfare officers on each shift or department as direct points of contact. Implement peer-to-peer appreciation boards, birthday/work anniversary mentions, and “Star of the Month” style programs tailored to different departments.

Allow limited work-from-home (if possible), flexible leave scheduling, and simplified application processes.

Introduce a feedback form or QR code after meals, and rotate menus based on preferences and dietary needs.

Organize sessions on stress management, mindfulness, or offer free counseling support for employees and families. Organize cultural days, multilingual communication materials, and inclusive policy reviews.

Set up a rotating “Employee Welfare Committee” with representatives from all departments to provide input on upcoming changes.

CONCLUSION:

The study highlights that employee welfare measures have a direct and positive impact on job satisfaction among workers at EID Parry, Nellikuppam. Employees expressed higher satisfaction levels when they received benefits such as health care, housing facilities, proper sanitation, recreational options, and a safe working environment. These welfare provisions not only improve their quality of work life but also create a sense of belonging and loyalty toward the organization. The research findings emphasize the importance of maintaining comprehensive and effective welfare policies to ensure a content and productive workforce.

Moreover, it was observed that when welfare measures are perceived as genuine and consistent, employees show increased motivation, reduced absenteeism, and better interpersonal relationships at the workplace. Therefore, management must continuously evaluate and upgrade these measures in alignment with employee expectations and industry standards. By doing so, EID Parry can further strengthen its organizational culture, retain talent, and enhance overall operational efficiency.

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