

EFFECTIVENESS OF EMPLOYEE WELFARE IN MARUTI SUZUKI IN VARANASI REGION

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ABSTRACT

Welfare of employee and his family members is an effective advertising and also a method of buying the gratitude and loyalty of employees. Employee welfare is a comprehensive term including various services, benefits and facilities offered by the employer. The basic purpose of labour welfare is to enrich the life of employees and keep them happy and contented.

Welfare facilities enable workers to have a richer and more satisfying life. It raises the standard of living of workers by indirectly reducing the burden on their pocket. Welfare means improving, faring or doing well. It is a comprehensive term, and refers to the physical, mental, moral and emotional well-being of an individual. Further, the term welfare is a relative concept, relative in time and space. It therefore, varies from time to time, region to region and from country to country. Labour welfare is an important aspect in every organization with some added incentives which enable the workers to lead a decent life.

INTRODUCTION

The term labour welfare or employee welfare may be defined to include the voluntary efforts of the employers to establish within the existing industrial system, working and sometimes living and cultural conditions of the employees beyond that which is required by law, the custom of the industry and the conditions of the market. . The term should be used broadly to include all measures which promote the physical, psychological, and general wellbeing of the workers.

All measures and activities undertaken by the government, employers and association of workers for improvement of standard of living of workers and promotion of their economic and social well being are called labour welfare. Thus it may be defined as any work for improving the health, safety, and general well being and work efficiency of the workers which improve their health and bring high morale.

Welfare work may be classified into two categories, viz.

- a) **Statutory Welfare Work**
- b) **Voluntary Welfare work**

The first variety of work has to taken up by the industry as per the provisions of various labor enactments. Such provisions may relate to working conditions, hours of work, industrial safety and various other facilities to be provided to the worker to make his work smooth and enjoyable. For example, the Factories Act, 1948 provides for several welfare activities such as provision of drinking water, cleanliness, sanitation, canteens, crèches, medical and education facilities, first aid appliances, recreational facilities, amusement, games and sports, housing accommodation, etc.

Voluntary welfare work is done by employers without any compulsion of any law. It includes such activities conductive to the welfare of the workers

which are undertaken by the employers on their own free will. This type of work is taken up even by some social organizations.

SIGNIFICANCE OF LABOUR WELFARE

The modern concept of labour welfare entails all those activities of the employers which are directed towards providing the employees with certain facilities and services in addition to wages or salaries. These are not a form of employer's goodwill or charity to the workers, but are facilitative services to maintain the morale of the workers to ultimately achieve the objectives of the organization. It is not only in the interest of the employees to provide them with necessary medical benefits, recreation facilities, retirement benefits, etc., but also in the interest of the organization itself because employees feel satisfied if they are provided with such services and they like to be committed to the organization. That is why, these are merely maintenance factors and not motivators, yet they are necessary for the health of the organization since they bear close connection with productivity of labour.

NEED OF THE STUDY OR PROBLEM STATEMENT

Of the 5 m's management man, machine, material, methods and money, Out of these resources man power is an asset to the organization. It also called knowledge capital. As the management Guru Peter F. Drucker rightly says "knowledge is the only meaningful resource today" for access to other resources is no longer limited. Capital freely flows across the borders, seeking out the companies that need it. Today the human resources is very demanding and they are look at jobs to test their own knowledge, organization are also realizing the importance of people resources in this liberalized, globalized and privatized economy. Labor securities and welfare can be statistically proved is directly co

related to customer satisfaction. Every organization should determine whether the employees working are satisfied with the facility provided by the organization. This is the need of the labor because satisfied employees will ensure satisfied customers. In order to make them happy, feel satisfied and retain them, organization plan retention strategies. To make this possible one has to determine whether the present employees perceived satisfaction towards the labor securities and welfare facilities. The survey on employee satisfaction will help the organization to evaluate its return on investment in the important area like labor securities and welfare measures. Hence, in this study I propose the need to understand the impact of different employee labour welfare measures on employee performance and satisfaction at Maruti Suzuki.

RESEARCH OBJECTIVE

1. To identify the various welfare measures provided at Maruti Suzuki.
2. To analyze the employee's views on the provided welfare measures.
3. To study the employees satisfaction level towards welfare measures at Maruti Suzuki.

RESEARCH METHODOLOGY

Research type- It is of Descriptive type

Sampling technique- Random Sampling

Method of Data Collection: a) through the interviews:

b) by questionnaires:

Research Technique- The technique used for analyzing the collected samples is done by the method of percentage analysis.

Sampling Unit- Maruti Suzuki AGR, Varanasi.

Data analysis tools- Bar graphs.

Population size- 200

Sampling Size- 25

Location- Varanasi.

DATA INTERPRETATIONS

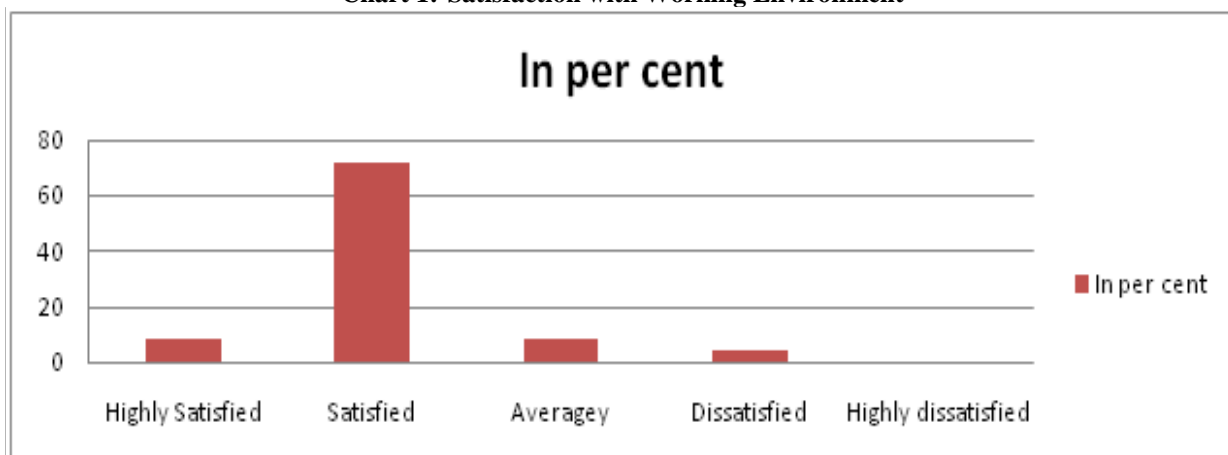
The total numbers of samples are 25 from which the findings on different aspects of employee welfare activities are as following-

1. Working years of the employees.
 - 88% of employees are working for 0-5 years in Maruti Suzuki, Varanasi.
 - 8% of them are working for 5-10 years and
 - 4% of them are working for 10-15 years.
2. Satisfaction with working environment

Table 1: Represents Interpretation of Q2

Level of Satisfaction	Highly Satisfied	Satisfied	Averagely Satisfied	Dissatisfied	Highly Dissatisfied
No. of responses	2(8%)	18(72%)	2(8%)	1(4%)	2(8%)

Chart 1: Satisfaction with Working Environment

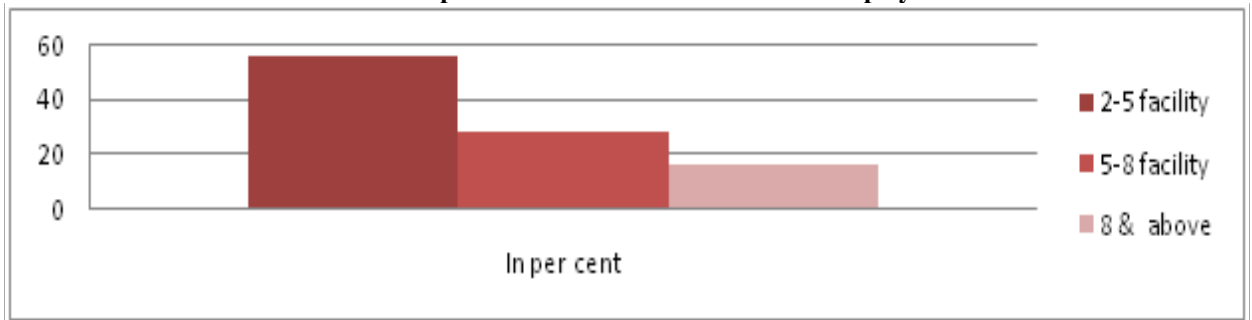


3. Facilities availed for the employees

Table 2: Represents Interpretation of Q3

No. of facilities	2-5	5-8	8 and above
No. of respondents	14(56%)	7(28%)	4(16%)

Chart 2: Represent Facilities Availed For the Employees

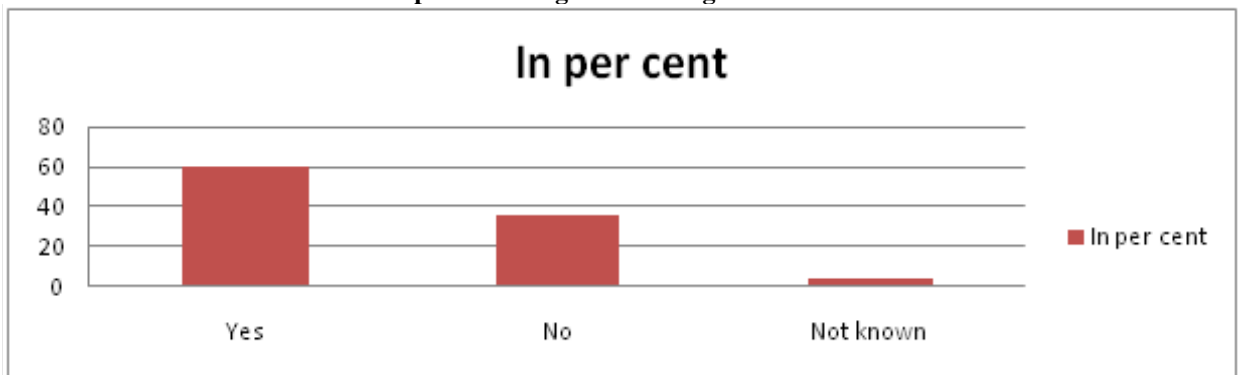


4. Wages are according Government criteria.

Table 3: Represents Interpretation of Q4

Response	YES	NO	NOT KNOWN
No. of responses	15(60%)	9(36%)	1(4%)

Chart 3: Represents Wages According Government Criteria



5. Suitable ventilation & environment of work place

Table 4: Represents Interpretation of Q5

Responses	YES	NO	NOT KNOWN
No. of responses	22(88%)	2(8%)	1(4%)

Chart 4: Represent Suitable Ventilation & Environment of Work Place



6. Work place is cleaned

Table 5: Represents Interpretation of Q6

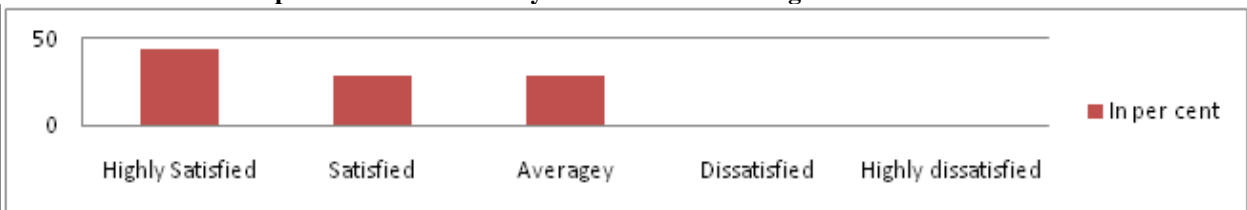
Response	YES(in percent)	NO (%)
No. of responses	92	8

Chart 5: Represent Cleanliness of Work Place

7. Satisfaction by procedure of availing routine welfare activities

Table 6: Represents Interpretation of Q7

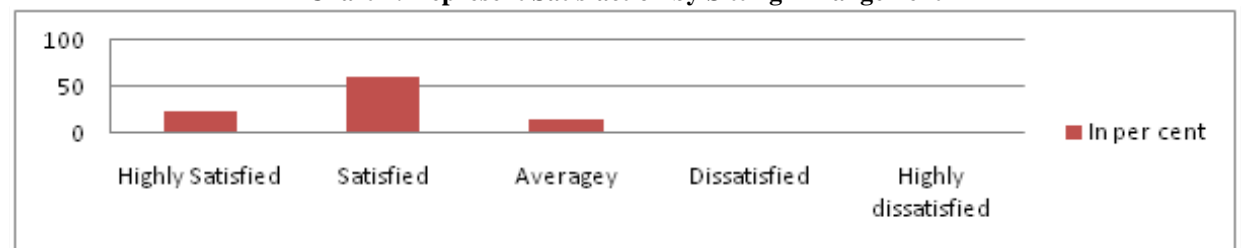
Level of Satisfaction	Highly Satisfied	Satisfied	Averagely Satisfied	Dissatisfied	Highly Dissatisfied
No. of responses	11 (44%)	7 (28%)	7 (28%)	0 (0%)	0 (0%)

Chart 6: Represents Satisfaction by Procedure of Availing Routine Welfare Activities

8. Satisfaction by sitting arrangement in the Organization

Table 7: Represents Interpretation of Q8

Level of Satisfaction	Highly Satisfied	Satisfied	Averagely satisfied	Dissatisfied	Highly dissatisfied
No. of responses	6(24%)	15(60%)	4(16%)	0(0%)	0(0%)

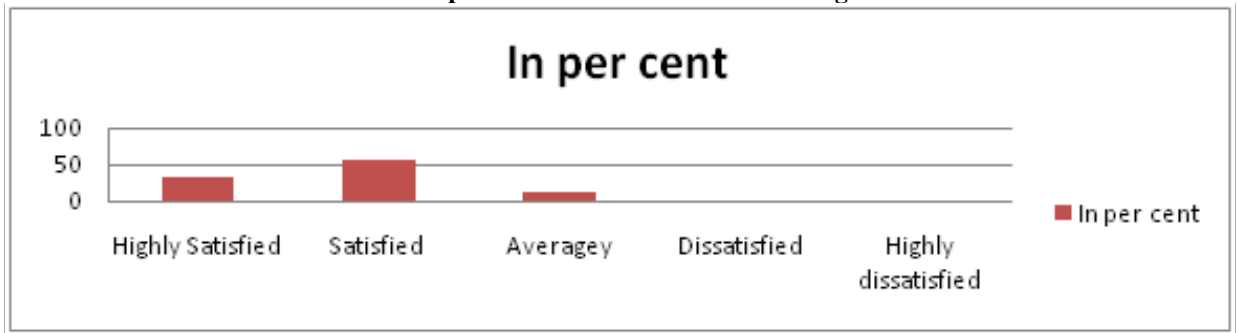
Chart 7: Represent Satisfaction by Sitting Arrangement

9. Satisfaction with working hours of the Organization

Table 8: Represents Interpretation of Q9

Level of Satisfaction	Highly Satisfied	Satisfied	Averagely atified	Dissatisfied	Highly dissatisfied
No. of respondents	8(32%)	14(56%)	3(12%)	0(0%)	0(0%)

Chart 8: Represents Satisfaction with Working Hours

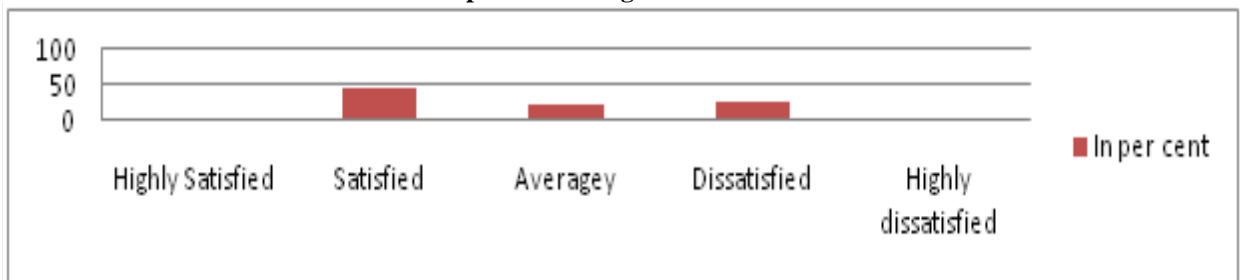


10. Rating for overtime allowance offered by the Organization

Table 9: Represents Interpretation of Q10

Level of Satisfaction	Highly Satisfied	Satisfied	Averagely satisfied	Dissatisfied	Highly dissatisfied
No. of responses	0(0%)	12(48%)	6(24%)	7(28%)	0(0%)

Chart 9: Represent Rating for Overtime Allowance

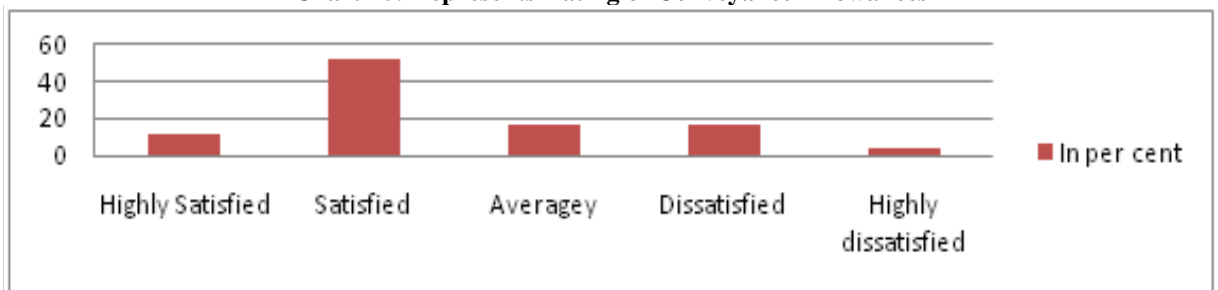


11. Rating of conveyance allowances by the Organization

Table 10: Represents Interpretation of Q11

Level of Satisfaction	Highly Satisfied	Satisfied	Averagely satisfied	Dissatisfied	Highly dissatisfied
No. of responses	3(12%)	13(52%)	4(16%)	4(16%)	1(4%)

Chart 10: Represents Rating of Conveyance Allowances

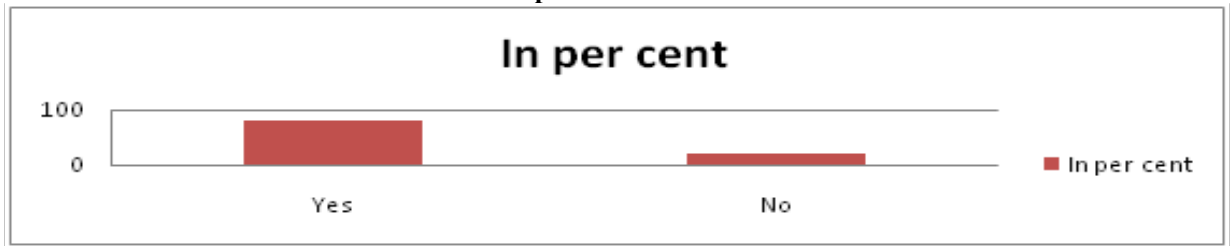


12. Sufficient numbers of toilets

Table 11: Represents Interpretation of Q12

Response	YES	NO
No. of responses	20(80%)	5(20%)

Chart 11: represents numbers of toilets

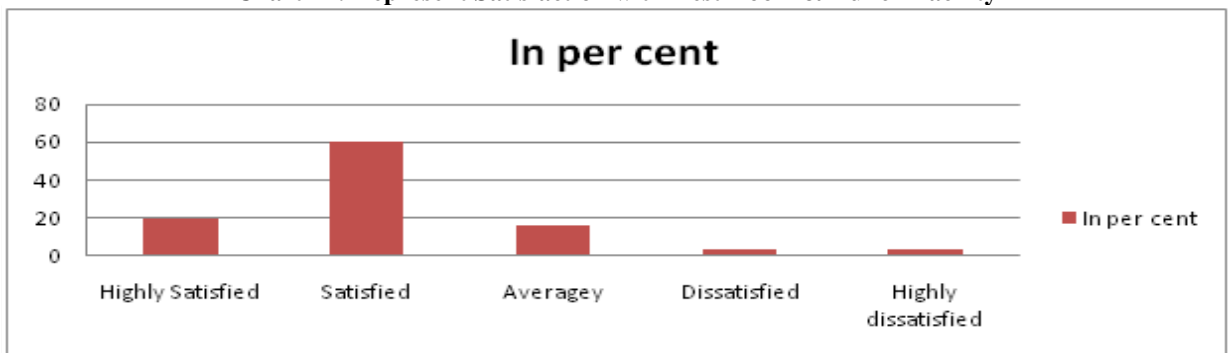


13. Satisfaction with rest room & lunch facility

Table 12: Represents Interpretation of Q13

Level of Satisfaction	Highly Satisfied	Satisfied	Averagey satisfied	Dissatisfied	Highly dissatisfied
No. of responses	5(20%)	15(60%)	4(16%)	1(4%)	0(0%)

Chart 12: Represent Satisfaction with Rest Room & Lunch Facility

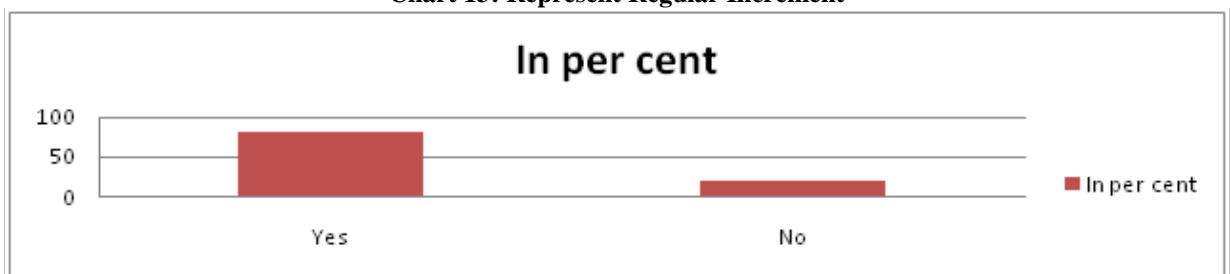


14. Regular increment

Table 13: Represents Interpretation of Q14

Response	YES	NO
No. of responses	17(68%)	8(32%)

Chart 13: Represent Regular Increment

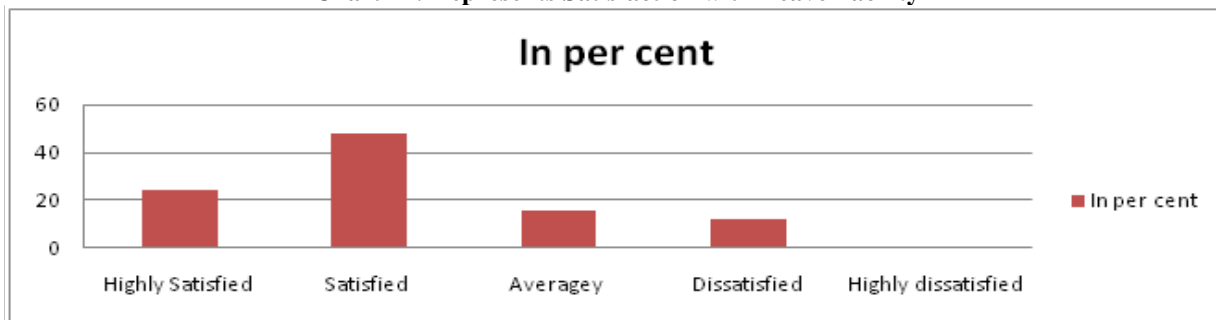


15. Satisfaction with Leave policy of the Organization

Table 14: Represents Interpretation of Q15

Level of Satisfaction	Highly Satisfied	Satisfied	Averagey Satisfied	Dissatisfied	Highly dissatisfied
No. of responses	6(24%)	12(48%)	4(16%)	3(12%)	0(0%)

Chart 14: Represents Satisfaction with Leave Facility

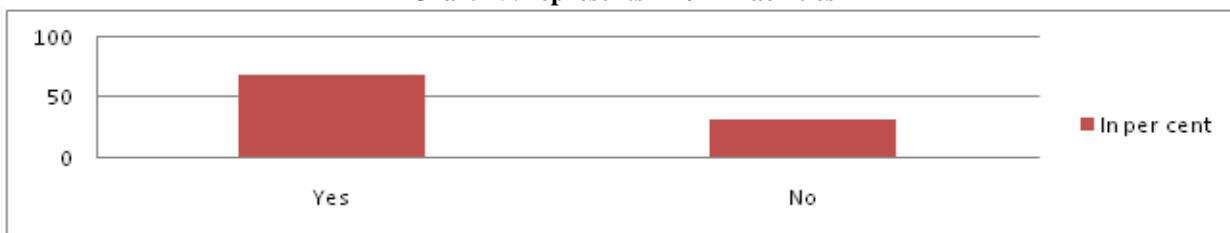


16. T.A/D.A. facilities

Table 15: Represents Interpretation of Q16

Response	YES	NO
No. of responses	17(68%)	8(32%)

Chart 15: represents TA/DA facilities



17. How much allowance company avail?

Table 16: Represents Interpretation of Q17

Allowance paid	Complete	Half	Limited
No. of responses	6(24%)	2(8%)	17(68%)

Chart 16: Represents % of Allowance Company Availing

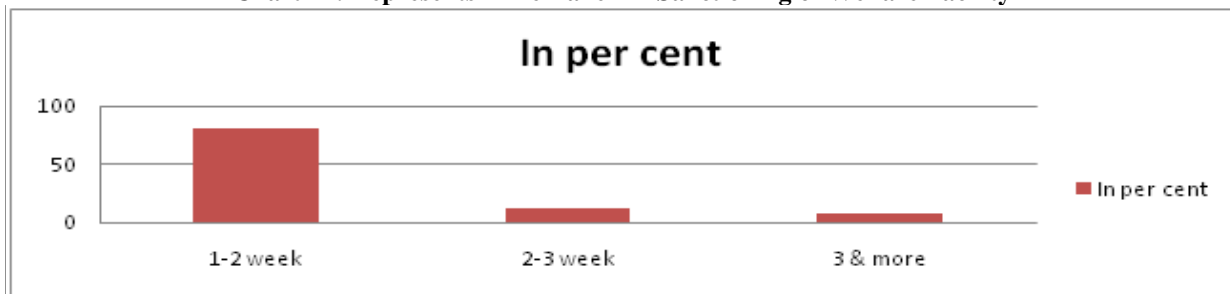


17. Time for sanctioning the welfare facility

Table 17: Represents Interpretation of Q18

Time taken(in weeks)	1-2 weeks	2-3 weeks	3 & more weeks
No. of responses	20(80%)	3(12%)	2(8%)

Chart 17: Represents Time Taken in Sanctioning of Welfare Facility

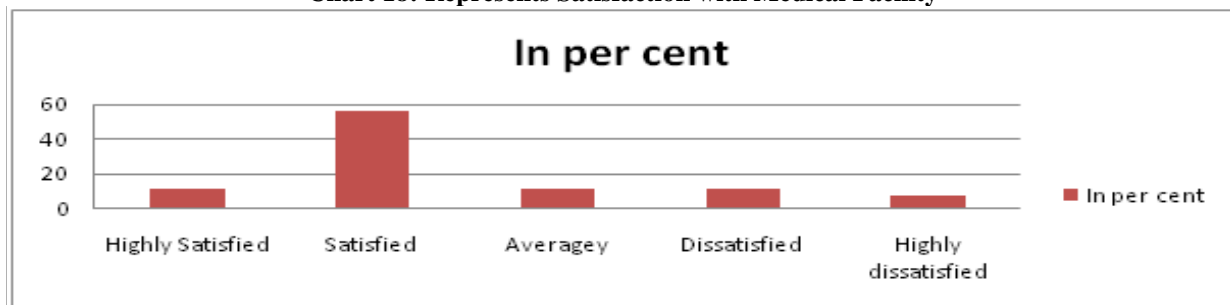


18. Satisfaction with medical facility given by the Organization

Table 18: Represents Interpretation of Q19

Level of Satisfaction	Highly Satisfied	Satisfied	Averagey Satisfied	Dissatisfied	Highly Dissatisfied
No. of responses	3(12%)	14(56%)	3(12%)	3(12%)	2(8%)

Chart 18: Represents Satisfaction with Medical Facility

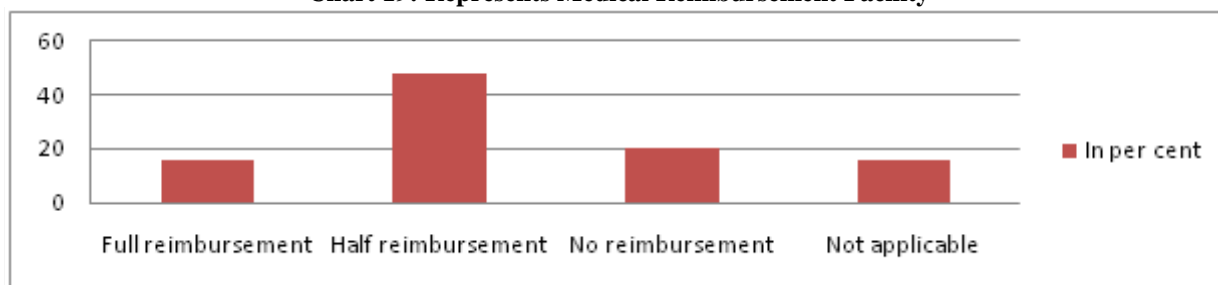


19. Medical reimbursement provided by the Organization

Table 19: Represents Interpretation of Q20

Reimbursement Paid	Full Reimbursement	Half Reimbursement	No Reimbursement	Not Applicable
No. of responses	4(16%)	12(48%)	5(20%)	4(16%)

Chart 19: Represents Medical Reimbursement Facility

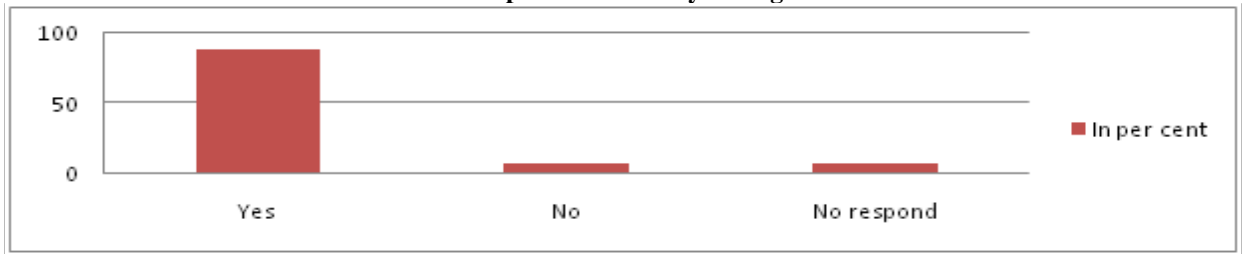


20. Is there security in the Organization

Table 20: Represents Interpretation of Q21

Response	Yes	No	No Respond
No. of responses	22(88%)	2(8%)	1(4%)

Chart 20: Represents Security in Organization

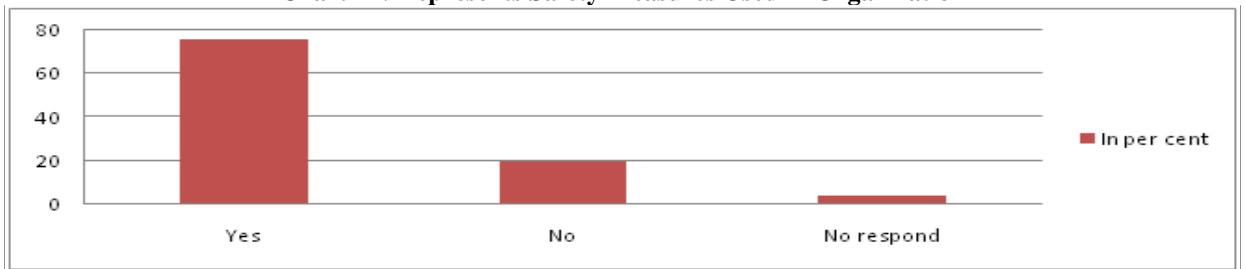


21. Company take safety measures for employees and also for night workers

Table 21: Represents Interpretation of Q22

Response	Yes	No	No Respond
No. of responses	19(76%)	5(20%)	1(4%)

Chart 21: Represents Safety Measures Used in Organization

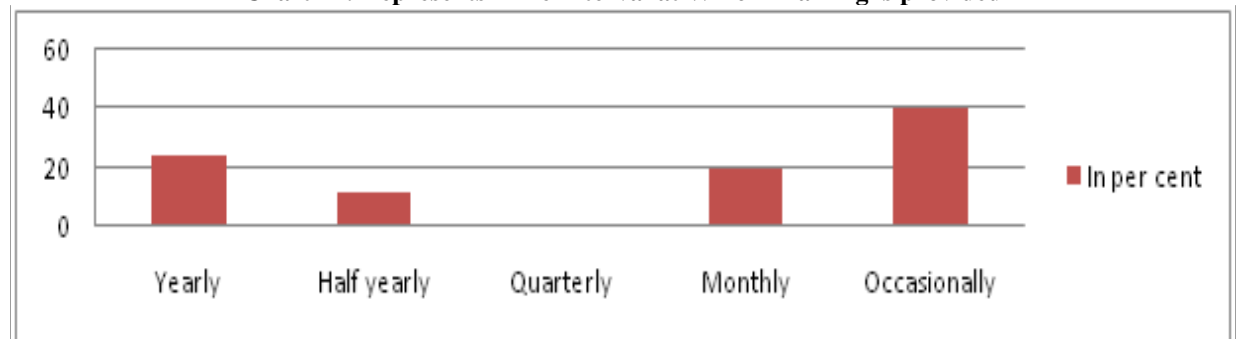


22. Time interval at which training or workshop is provided

Table 22: Represents Interpretation of Q23

Time Taken	Yearly	Half Yearly	Quarterly	Monthly	Occasionally
No. of responses	6(24%)	3(12%)	0(0%)	5(20%)	10(40%)

Chart 22: Represents Time Interval at Which Training is provided



23. Satisfaction with training facility

Table 23: Represents Interpretation of Q24

Level of Satisfaction	Highly Satisfied	Satisfied	Averagely Satisfied	Dissatisfied	Highly Dissatisfied
No. of responses	6(24%)	15(60%)	3 (12%)	1(4%)	0(0%)

Chart 23: Represents Satisfaction with Training Facility

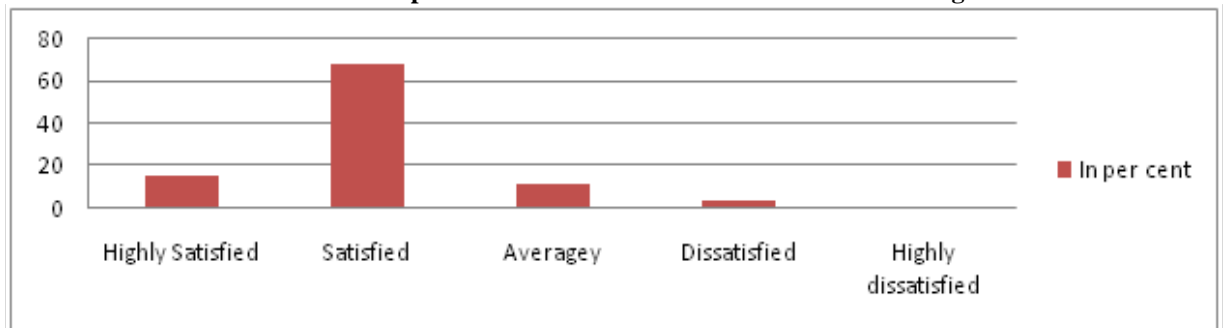


24. Satisfaction with Bottom off counseling

Table 24: Represents Interpretation of Q25

Level of Satisfaction	Highly Satisfied	Satisfied	Averagey Satisfied	Dissatisfied	Highly Dissatisfied
No. of responses	4(16%)	17(68%)	3(12%)	1(4%)	0(0%)

Chart 24: Represents Satisfaction with Bottom off Counseling

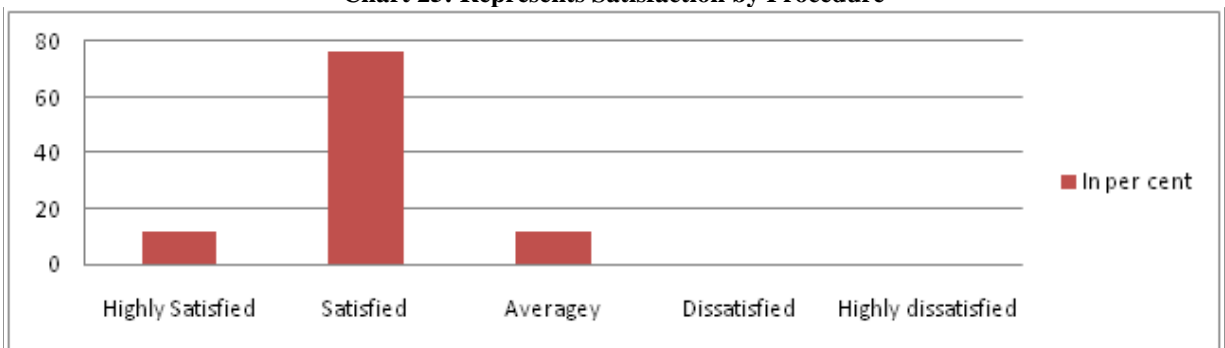


25. Satisfaction by the procedure of availing welfare facility

Table 25: Represents Interpretation of Q26

Level of Satisfaction	Highly Satisfied	Satisfied	Averagey Satisfied	Dissatisfied	Highly Dissatisfied
No. of responses	3(12%)	19(76%)	3(12%)	0(0%)	0(0%)

Chart 25: Represents Satisfaction by Procedure

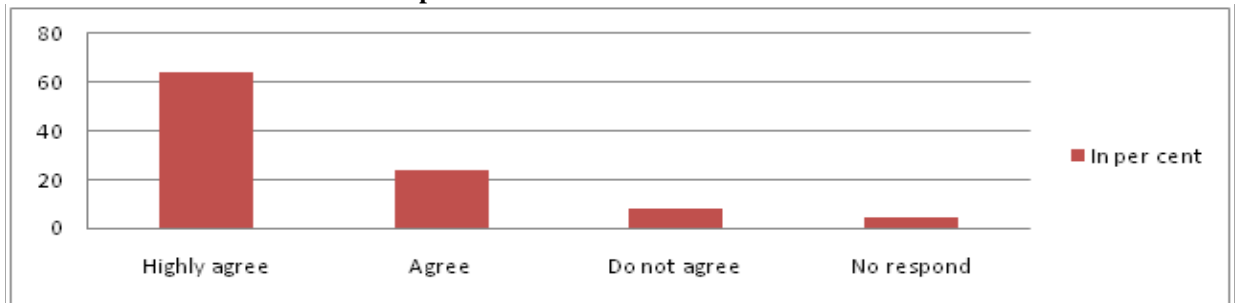


26. Welfare benefits plays a Motivational role

Table 26: Represents Interpretation of Q27

Level of Agreement	Highly Agree	Agree	Do Not Agree	No Respond
No. of responses	16(64%)	6(24%)	2(8%)	1(4%)

Chart 26: Represents Welfare Benefits As Motivational Tools

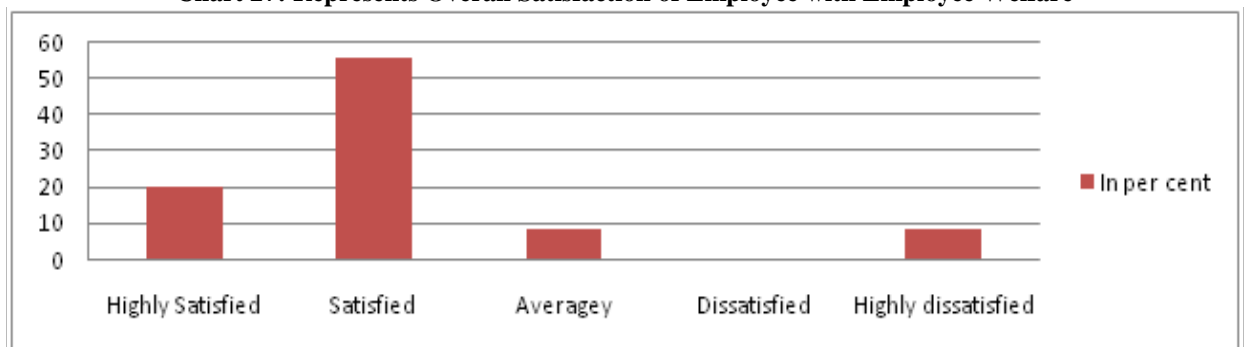


27. Overall satisfaction with employee welfare activities of the Organization

Table 27: Represents Interpretation of Q28

Level of Satisfaction	Highly Satisfied	Satisfied	Averagey Satisfied	Dissatisfied	Highly Dissatisfied	No Respond
No. of responses	5(20%)	14(56%)	2(8%)	2(8%)	0(0%)	2(8%)

Chart 27: Represents Overall Satisfaction of Employee with Employee Welfare

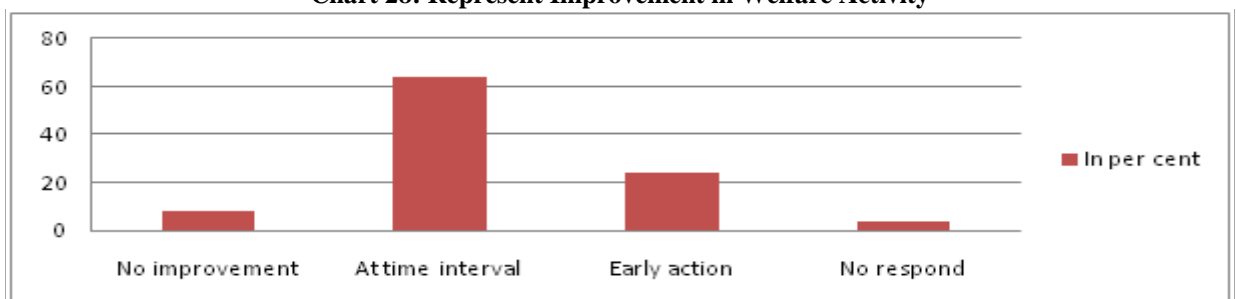


28. Suggestion for the improvement or addition in welfare activity.

Table 28: Represents Interpretation of Q29

No improvement	At time interval	Early action needed	No respond
2(8%)	16(64%)	6(24%)	1(4%)

Chart 28: Represent Improvement in Welfare Activity



CONCLUSION

The study was conducted to find out the company's welfare policies. The important factors which contribute to these policies are: medical facilities, clean and good work place, trainings, bottom off counseling, safety, allowances and etc. Majority of employees are happy and doing their job satisfactorily and some of them are dissatisfied with the welfare works of the Organization. So, in today's informative world where information is readily available to general public welfare has been an important part of any organization to be successful. Organization in present world cannot be successful without taking into account the welfare of their employees as employees are on the more valuable asset for the Organization.

REFERENCE

1. From the survey I got to know that 88% employees are satisfied with the work environment, timing of the Organization, with 12% are dissatisfied with it.
2. According to 56% employees they are getting the wages as per Govt. criteria.
3. 28% replies that no they are not getting wages according to Govt. criteria and 16% of them don't know about it.
4. Approx 75% of them are satisfied with the overtime and conveyance allowances offered by company and rest ~25% are dissatisfied.
5. 88% are satisfied with the leave policy of company from them 24% are highly satisfied with it, and rest 12% are dissatisfied with it.
6. According to 68% employees they are getting limited amount of T.A/D.A. apart from this 24% are getting Full payment and 8% get half amount.
7. 80% of the employees are agree on the point that it takes 1-2 weeks for sanctioning a welfare facility, according to 12% it takes 2-3 weeks while rest 8% says it takes more than 3 weeks.
8. 80% employees are satisfied with the medical facility of the Organization and also get reimbursement but reduced amount from which 16% get full reimbursement and rest 20% are not satisfied with it.
9. About 80% employees are in agreeing with the safety measures taken by the Organization for the employees while ~20% are not.
10. Satisfaction with the training or workshop facility is ~85% but 40% of them get it occasionally from which 24% are highly satisfied with it.
11. About 90% of employees are satisfied with Bottom off counseling.
12. Employees are completely satisfied with the procedure of availing welfare facilities.
13. 96% employees are in favour that yes welfare facilities play a motivational role for the employees in the Organization.
14. Overall 84% are satisfied with the welfare facilities provide by the Organization.

BIBLIOGRAPHY

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3. Maruti Suzuki report of 2012-2013, 2014-15

INTERNET SITES USED FOR THE PROJECT

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2. www.marutisuzuki.com
3. www.msil.com
4. http://delhi.gov.in/wps/wcm/connect/lib_dlwb/DLWB/Home/
5. Delhi welfare board