

**A STUDY ON ROLE OF EMPLOYEE WELFARE FACILITIES IN
INFLUENCING EMPLOYEE PERFORMANCE AT
NUTRICREAMS PRIVATE LIMITED,OKKAL
Project Report**

Submitted in partial fulfillment of the requirements
For the award of the degree of
MASTER OF BUSINESS ADMINISTRATION



University of Calicut

By

ARDHRA M.S

Reg: No : YPAWMBA013

IV Semester MBA

Under the guidance of

Ms. JIS JOSE KOREATH

Assistant Professor



NAIPUNNYA BUSINESS SCHOOL

Affiliated to University of Calicut, Accredited by NAAC with B++
Approved by AICTE, ISO 9001:2015 Certified
Pongam, Koratty East, Thrissur Dist.
Kerala. Pin: 680 308

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CERTIFICATE FROM THE PRINCIPAL

This is to certify that **Ms. ARDHRA M.S** of MBA 2022-24 Batch has successfully completed the 4th semester MBA Project work at **NUTRICREAMS PRIVATE LIMITED,OKKAL** for a duration of 56 days from 1st April to 26th May.

Prof. Dr. Jacob
P.M Director,
NBS)

Place:

Date:

CERTIFICATE FROM THE FACULTY GUIDE

This is to certify that the project, entitled “**A STUDY ON ROLE OF EMPLOYEE WELFARE FACILITIES IN INFLUENCING EMPLOYEE PERFORMANCE AT NUTRICREAMS PRIVATE LIMITED,OKKAL**”, submitted to the Calicut University, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration is a record of original project work done by **ARDHRA M.S** during the period from 1st April to 26th May of her study under my supervision and guidance.

Name & Signature of the Guide

Place:

Date:

DECLARATION

I **Ardhra M.S** hereby declare that the project report entitled **A STUDY ON ROLE OF EMPLOYEE WELFARE FACILITIES IN INFLUENCING EMPLOYEE PERFORMANCE AT NUTRICREAMS PRIVATE LIMITED,OKKAL** submitted to the University of Calicut in partial fulfillment of the requirement for the award of **Master of Business Administration**, is a record of research done by me under the supervision and guidance of research guide **Asst.Prof. Jis Jose Koreath** Naipunnya Business School.

I also declare that the same has not been submitted by me fully or partially for the award of any Degree, Diploma ,Title or recognition before any authority

(Signature)

Place: Koratty East,Thrissur

Ardhra M.S

Date:

Regno: YPAWMBA013

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Place: Koratty East, Thrissur

Ardhra M.S

Date:

Reg no: YPAWMBA013

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CHAPTER I
INTRODUCTION

1.1 INTRODUCTION

Industrial progress of a country depends on its committed labour force. In this sense, the significance of labor welfare was acknowledged as early as 1931, when the Royal Commission on Labor declared that benefits covered by this terminology are crucial for employees who are unable to get them on their own. Labor welfare programs can be seen of as prudent investments that often yield a benefit in the form of increased efficiency. Anything done for the benefit and well-being of employees above and beyond the payment of wages is referred to as employee welfare facilities. A broad range of fundamental health, safety, and welfare issues are addressed at welfare facilities. They are meant to safeguard everyone's health and safety at work and guarantee that sufficient welfare facilities are offered for people at work.

Welfare facilities promotes positive workplace, work environment and encourages effective performance among employees. Flexible work arrangements are increasingly valued by employees seeking greater work-life balance and flexibility. Employers may offer options such as telecommuting, flexible work hours, or compressed workweeks to accommodate employees' personal needs and preferences. Flexible work arrangements not only enhance employee satisfaction and retention but also contribute enhanced productivity and job performance by fostering improved work-life integration. Essential welfare facilities are vital for establishing a secure, healthy, and supportive workplace environment. By placing a priority on employee well-being, organizations can reap the rewards of heightened productivity, enhanced retention rates, and overall business success. Welfare amenities play a pivotal role in safeguarding employee welfare. When employees perceive themselves as valued and supported, they are more likely to exhibit motivation and commitment in their roles. Consequently, this results in increased productivity and improved overall performance. Furthermore, welfare facilities contribute significantly to the physical and mental well-being of employees, thereby reducing the incidence of work-related injuries and illnesses. Through investing in welfare amenities, companies foster a positive workplace atmosphere that bolsters employee welfare and encourages a balanced work-life equilibrium. Employee welfare facilities are integral components of a supportive and conducive work environment provided by employers to enhance the overall well-being, satisfaction, and productivity of their workforce. These facilities go beyond legal

requirements and aim to meet the diverse needs of employees, thereby fostering a positive organizational culture and contributing to long-term employee retention.

Employee performance and job satisfaction can also be positively impacted by welfare facilities. Employees feel more valued and respected when they have access to clean and comfortable facilities, like break areas and restrooms, and this fosters a sense of loyalty and belonging to the company, which increases employee retention. Employee Assistance Programs (EAPs) are critical in addressing the diverse personal and work-related challenges that employees may face. EAPs offer confidential counselling and support services, including mental health counseling, financial counselling, legal advice, and substance abuse rehabilitation programs. By providing access to EAPs, employers demonstrate their commitment to supporting employees' holistic well-being and helping them navigate through difficult situations effectively. Furthermore, welfare amenities that satisfy the various requirements of workers like prayer rooms for special occasions or nursing rooms for new mothers help foster a welcoming and encouraging work atmosphere.

Facilities for employee welfare include a diverse range of initiatives and benefits provided by employers to enhance the overall well-being, satisfaction, and productivity of their workforce. These facilities not only meet employees' practical needs such as healthcare, transportation, and childcare but also contribute to a positive organizational culture characterized by support, appreciation, and respect for employees. By investing in employee welfare, employers foster a motivated and engaged workforce that is essential for achieving long-term organizational success and sustainability.

Welfare facilities at an organization consist of:

Sanitary amenities : include access to suitable disposal sites for sanitary products, soap and towel stations for handwashing, and spotlessly clean, well-maintained restrooms.

Clean drinking water: Bottled water or easily accessible, fresh, clean dispensers.

Rest areas: Appropriate, cozy places set aside for short breaks that are available with tables and chairs during breaks and off-peak times.

First aid supplies: Easily available first aid kits, or well-defined protocols for medical situations

Changing rooms: Clean, safe spaces to change into new clothes, particularly in offices where employees are required to wear uniforms or protective gear.

Importance of welfare facilities

Welfare facilities in the workplace play a pivotal role in fostering a supportive and conducive environment where employees can thrive both professionally and personally. These facilities encompass a range of amenities and benefits that address the various demands of staff members, ultimately contributing to their wellbeing, contentment in one's work, and general productivity. These facilities, encompassing a wide range of services and amenities, contribute significantly to the physical, mental, and social health of people. Their importance can be highlighted through several key aspects.

Welfare facilities promote health and safety. In workplaces, amenities such as clean drinking water, sanitary restrooms, first aid stations, and appropriate rest areas ensure that employees have access to basic necessities, which helps prevent health issues and accidents. Properly maintained facilities reduce the risk of workplace injuries and illnesses, contributing to a safer working environment. For instance, having comfortable furnishings and equipment can prevent musculoskeletal disorders among workers, thereby reducing absenteeism and healthcare costs.

Welfare facilities enhance employee morale and job satisfaction. Providing facilities such as break rooms, recreational areas, childcare services, and fitness centers can significantly improve the overall workplace atmosphere. When employees feel that their employer cares about their well-being, they are more likely to be satisfied with their job and motivated to perform better. This, in turn, leads to higher productivity and reduced turnover rates. A positive work environment fosters loyalty and a sense of belonging, which are essential for retaining talent.

Welfare facilities support mental health and well-being. Access to mental health resources, such as counselling services and stress management programs, can help employees cope with work-related stress and personal issues. In a broader community context, facilities like parks, community centres, and social support services provide individuals with opportunities to engage in leisure activities, connect with others, and seek assistance when needed. These resources are vital in reducing mental health problems such as anxiety and depression.

Welfare programs additionally support social equity and inclusion. By ensuring that everyone has access to essential services and amenities, regardless of their socio-economic status, welfare facilities help bridge the gap between different societal groups. For example, public healthcare centers, affordable housing, and educational programs for underserved communities promote social cohesion and give individuals the opportunity to improve their quality of life. In the workplace, inclusive facilities such as accessible restrooms and prayer rooms meet the various needs of the workforce, fostering a culture of respect and inclusivity.

Additionally, welfare facilities can have positive economic impacts. Healthy, satisfied, and productive individuals contribute more effectively to the economy. Businesses that invest in employee welfare often see a return on investment through improved efficiency and lower healthcare costs. On a larger scale, communities with robust welfare facilities attract residents and businesses, driving economic growth and development. It is critical and irreplaceable because its manifold reasons:

Compliance :Every employee is entitled to receive welfare measures as stipulated by the government. Statutory welfare measures are mandatory for every organization irrespective of its size.

Hiring and Retention: The benefits an employee receives from his employer for his welfare are often a significant reason why he decides to accept a job offer. As such, providing employee benefits allow one to compete with other businesses to recruit and retain qualify employees.

Employees Motivation: By providing a plan that's good for employees' welfare, an employer shows them that he values them. This can help make them feel welcome and happy in your company. motivating them to work harder. If the health plan has wellness coverage and preventative care, employees are more inclined to stick around healthy, cutting down on absenteeism and sick days.

Employees Well-Being :For companies that have a large have of employees working conditions of living away from family, it is important to look a fostering personal happiness and professional growth, Investing in employers pays dividends in terms of higher productivity and greater loyalty.

Company Image :Providing a good employee welfare plan reflects well on the business, building good company image. It may even earn some press coverage, giving free publicity to improve awareness among potential customers. This may boost sales and increase the profits.

In conclusion, welfare facilities are indispensable for fostering a healthy, motivated, and inclusive society. Whether in the workplace or the community, these facilities provide essential support that enhances individuals' well-being, promotes social equity, and drives economic prosperity. Investing in welfare facilities is a fundamental step towards creating a more sustainable and equitable world.

1.2 STATEMENT OF THE PROBLEM

Employee welfare facilities plays a crucial role in shaping the overall positive work environment and influencing the performance of employees within an organization .. The impact and effectiveness of these welfare facilities has greater importance in the improvement of employee performance. Human Resource Management aims to enhance productivity within organizations .It encompasses a comprehensive human resource strategy that plays a crucial role in helping organizations achieve their planned targets and goals. Specifically, employee welfare practices are implemented to boost organizational productivity while improving employee conditions. When employees' needs and wants are adequately met, their motivation increases, leading to higher productivity and efficiency across all sectors. Therefore, there is a pressing requirement to assess, examine, and restructure the human resources role to ensure clarity in its strategic intent and effectively incorporate staff welfare measures, which is the focus of this study.

The role of employee welfare facilities in influencing employee performance is critical in organizational management. There is limited empirical evidence on the effectiveness of these facilities in enhancing employee performance. The main issue is the lack of a clear understanding regarding the problems employees face in accessing the company's welfare facilities and how these facilities enhance their performance. This study is to investigate the satisfaction of the employees in accessing the welfare facilities provided by the company and to ascertain whether there is any role to the welfare facilities in facilitating employee performance.

1.3 OBJECTIVES OF THE STUDY

- To understand various welfare facilities available at Nutricreams Private limited.
- To study the influence of employee welfare facilities in motivating employee performance.
- To examine the satisfaction level of welfare facilities to employees
- To ascertain any further improvements is needed to the existing employee welfare facilities in the organization.

1.4 PURPOSE OF THE STUDY

This study has been conducted to study about the welfare facilities available to the employees and its effectiveness to the performance of employees at Nutricreams Private Limited Okkal, Ernakulam. It is to investigate the relevance of employee welfare facilities on various dimensions of employee performance, including productivity, job satisfaction and retention rates. The study find out the further requirements of employees and bring out their solution for improving the performance of employees to the existing welfare facilities in the organization. The main purpose of the study is to know about the performance level of employees with respect to the welfare facilities provided by the organization. From the result of the study the Hr department can take corrective measures to improve the performance of employees through satisfied employees and retain them in the organization. Labour welfare improves the morality and efficiency of worker. It also helps to reduce the chance of industrial dispute like strikes and lockouts.

1.5 SIGNIFICANCE OF THE STUDY

The concept of employee welfare is dynamic. The study on the role of employee welfare facilities in employee performance holds significant implications for organizational success, employee well-being, talent management, resource allocation, legal compliance, and academic knowledge advancement. It provides actionable insights that can inform organizational policies, practices, and strategies aimed at fostering a productive, satisfied, and engaged workforce. The importance of the study is to ascertain various employee welfare facilities provided by the organization and the facilities like sanitary facilities, clean drinking water, rest areas, changing facilities etc..

1.6 SCOPE OF THE STUDY

The study was conducted in Nutricreams Private Limited, Okkal, Ernakulam. The office employees and factory employees are considered in this study. In this company there are 360 employees are working throughout. This research is useful to understand the expectations and requirements of employees in the organization.

1.7 RESEARCH METHODOLOGY

Research may be very broadly defined as systematic gathering of data and information and its analysis for advancement of knowledge in any subject. It is actually a voyage of discovery. It possess the vital instinct of inquisitiveness for, when the unknown confronts us, we wonder and our inquisitiveness makes us probe and attain full and fuller understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research .It encompasses the thorough collection, analysis, and insightful interpretation of information, aiming to develop deep into the research of a chosen field of study. Through established research methodologies, investigators can draw meaningful conclusions, fostering a profound understanding that contributes significantly to the existing knowledge base. This dedication to systematic inquiry serves as the progress, steering advancements across sciences, technology, social sciences, and diverse disciplines. Through the dissemination of gathered insights, scholars not only inspire collaboration and innovation but also catalyze positive societal change.

By formulating clear research questions, researchers set the course for their investigations, carefully crafting methodologies to gather relevant data. Whether employing quantitative surveys or qualitative interviews, data collection lies at the heart of every research endeavor. Once the data is collected, researchers meticulously analyze it, employing statistical tools or thematic analysis to identify patterns and draw meaningful insights.

Research Methodology refers to the systematic and scientific approach used to conduct research, investigate problems, and gather data and information for a specific purpose. It involves the techniques and procedures used to identify, collect, analyze, and interpret data to answer research questions or solve research problems. Moreover, They are

philosophical and theoretical frameworks that guide the research process. It serves as the blueprint that guides the entire research process, ensuring that the study is well-organized, valid, reliable, and replicable. The methodology section of a research paper outlines the specific methods and procedures used to address the research questions or objectives. It encompasses various aspects, including research design, data collection methods, sampling techniques, data analysis procedures, and ethical considerations. A good methodology chapter explains not just what methodological choices were made, but also explains why they were made. In other words, the methodology chapter should justify the design choices, by showing that the chosen methods and techniques are the best fit for the research aims, objectives and research questions.

1.8.1 RESEARCH DESIGN

A research design is defined as the overall plan or structure that guides the process of conducting research. It is a critical component of the research process and serves as a blueprint for how a study will be carried out, including the methods and techniques that will be used to collect and analyze data. A well-designed research study is essential for ensuring that the research objectives are met and that the results are valid and reliable. Research design is the blueprint or plan that outlines the overall strategy and structure of a research study. It serves as a roadmap for researchers, guiding them through the various stages of the research process, from formulating research questions to collecting and analyzing data, and ultimately drawing conclusions. A well-designed research study is essential for ensuring that the research is valid, reliable, and capable of addressing the research objectives effectively. The choice of research design depends on various factors, such as the nature of the research questions, the availability of resources, and the constraints of the research context. In addition to selecting the appropriate research design, researchers must also consider factors such as sampling techniques, data collection instruments, and ethical considerations when planning their study.

The research design used in this study is descriptive research design. Descriptive research design systematically investigates and describes the characteristics, behaviors, or attributes of a phenomenon or group without manipulating variables. It involves observing and recording data through methods like surveys, questionnaires, or observational studies.

1.8.2 PERIOD OF THE STUDY

The period of the study starts from 01st April 2024 to 26th may 2024

1.8.3 POPULATION OF THE STUDY

The population is the entire group of individuals or subjects that is interested in studying. It represents the broader group from which the sample is drawn and to which the researcher aims to generalize their findings. It's essential for clearly define the population of their study to ensure that their findings are relevant and applicable to the group they intend to study. It is thus a collection of individuals or of their values or the results of the operations which can be numerically specified. The population include 360 employees of the company.

1.8.4 SAMPLE SIZE

Sample size refers to the number of subjects or units selected from a population to participate in a research study. It is a crucial consideration in research methodology as it directly influences the reliability, validity of study findings. The sample size is a term used in market research for defining the number of subjects included in a sample size .By sample size, we understand a group of subjects that are selected from the general population and is considered representative of the real population for that specific study.

A sample is a finite part of a population whose properties are studied to gain information about the population. Determining an appropriate sample size is essential to ensure that the study results accurately reflect the characteristics of the population being studied. A sample size that is too small may not provide enough statistical power to detect meaningful effects or relationships, leading to unreliable conclusions. An excessively large sample size may be inefficient and unnecessary, consuming valuable resources without providing additional insight .In this study the sample size is taken as 186.

1.8.5 SAMPLING TECHNIQUE

In this study simple random sampling has been used. A simple random sample is a randomly selected subset of a population. In this sampling method, each member of the population has an exactly equal chance of being selected. This method is the most straightforward of all the probability sampling methods, it only involves a single

random selection and requires little advance knowledge about the population. Simple random sampling is used to make statistical inferences about a population.

1.8.6 DATA COLLECTION

Data collection is the systematic process of gathering and obtaining information or data from various sources for the purpose of analysis, interpretation, and decision-making. In most cases, data collection is the primary and most important step for research, irrespective of field of research. Data collection is the process of gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes. Data collection is a research component in all study fields, including physical and social sciences, humanities, and business. It is a fundamental step in the research process, enabling researchers to address research questions, test hypotheses, or explore phenomena in a structured and methodical manner. selecting data collection methods, researchers must also consider issues related to sampling, data quality, and ethical considerations. Sampling involves selecting a subset of individuals or cases from a larger population that represents the target group under study. Regardless of the study, The data collection process involves several key steps, beginning with the identification of relevant data sources and the development of a data collection plan. It is important to determine the types of data needed, the methods for collecting data, and the instruments or tools to be used for data collection. The methods of collection of data used in this study consist of primary data and secondary data.

Primary data

Primary data is the data that is collected first hand for specific purpose or study. This type of data is original and directly obtained from the source, rather than being gathered from secondary sources such as books, articles, or databases. Primary data collection methods often involve direct interaction with individuals, groups, or entities being studied. Common methods for collecting primary data include surveys, interviews, observations, experiments, and questionnaires. Collecting of primary data is through focus groups, case studies, or field work. Primary data provides information that is tailored to their specific research questions and objectives. In this study the primary data which is designed to address the objectives has been collected through questionnaires, surveys.

Secondary data

Secondary data is the information that has been collected by others or for purposes other than the current research study. It encompasses a wide range of sources, including published materials like books, journals, newspapers, and magazines, as well as online databases, organizational records, surveys, official statistics, and digital archives. This data can cover various topics such as demographics, economics, health, education, and more. Secondary data offers several advantages, including its accessibility, cost-effectiveness, and time efficiency. By leveraging existing data sources, researchers can save resources that would otherwise be spent on primary data collection. In this study the secondary data used to address the objectives of the study is through articles published books.

1.8.7 STATISTICAL TREATMENT

Statistical tools are methods or software used to analyze data, helping to identify patterns, relationships, and trends within the information. These tools enable to organize data, calculate summary statistics like averages and standard deviations, perform hypothesis tests, create visual representations such as charts and graphs, and make predictions based on the data.

The statistical tools used in this study consist of percentage analysis , MS excel has been used to enter the data collected from the employees. The data collected is analyzed through graphical representation consist of charts ,graphs etc..

Percentage analysis

Percentage analysis is a method used to express the relationship between different parts of a whole as percentages. It involves converting various components of data into percentages to understand their relative importance or contribution. Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. Percentage analysis refers to a special kind of ratio. It is used to conduct comparison among two or more sets of data. In this research various percentage are identified in the analysis and they are presented pictorially by way of pie or bar diagrams in order to have a better quality.

Percentage is suitable while it's miles critical to understand how the various contributors gave a selected answer. Generally, percent is suggested while the responses have discrete categories. This manner that the responses fall in specific categories, inclusive of girl or male, age, others factors associated with recruitment and selection. It implies to a unique sort of rates, percent are utilized in making an evaluation among or greater collection of data. A percent is used to decide dating among the collection.

This method used in the study for converting the collected data to a percentage format by grouping the similar Likert scale values to a number then converting the collected data to a pictorial format which is easier for the researcher to analyze the data.

Graphical representation

Graphical representation is a method of presenting data visually using charts, graphs, diagrams, or maps to convey information in a clear and easily understandable manner. Graphical representation is a powerful method used to present data and information visually, making complex data more understandable and accessible. Common forms include bar charts, line graphs, pie charts, histograms, and scatter plots, each suited to different types of data and analytical needs. Bar charts, for example, are effective for comparing quantities across different categories, while line graphs are ideal for showing trends over time. Pie charts provide a clear depiction of the proportional distribution of parts within a whole, making them useful for displaying percentage breakdowns. Instead of relying solely on text or numbers, graphical representations utilize visual elements to illustrate trends, patterns, and relationships within the data..

1.8.8 SOFTWARES USED FOR ANALYSIS

Statistical packages for social science(SPSS)

SPSS, or Statistical Package for the Social Sciences, is a powerful software suite widely used for data analysis in social science research and various other fields such as health sciences, marketing, and education. Developed by IBM, SPSS offers a comprehensive set of tools for managing data, performing statistical analysis, and creating graphical visualizations. One of the core strengths of SPSS lies in its user-friendly interface, which allows users to conduct complex data analysis without needing to write extensive code. This makes SPSS accessible to both beginners and experienced researchers. SPSS supports a wide range of statistical tests and procedures, including descriptive statistics,

inferential statistics, regression analysis, factor analysis, and multivariate analysis. It also provides advanced features like complex sample analysis, time-series analysis, and survival analysis. These capabilities enable researchers to explore data thoroughly and derive meaningful insights. Data management in SPSS is facilitated by its ability to handle large datasets and various data formats. Users can import data from different sources such as spreadsheets, databases, and text files. Once the data is imported, SPSS offers robust tools for data cleaning, transformation, and organization. This ensures that the data is ready for accurate analysis.

Microsoft Excel

Microsoft Excel is a spreadsheet software used for organizing, analyzing, and presenting data. Microsoft Excel is another software tool which is a spread sheet program creates grids of text, numbers, calculations, various graphing tools and tables etc. It was developed by Microsoft windows research. The spread sheet applications are widely used and very much popular since version i, Mac OSX, and IOS. It is a useful platform in order to enter and maintain the data relates to the n 1993 and then replaced Lotus 1-2-3 as the industry standard for spread sheets. Microsoft Excel may be a beneficial platform to go into and hold research observe information. Excel is reasonably easy to analyze and use. Researchers can use Excel's easy statistical and plotting features to assist benefit perception into their information. A software program application created through Microsoft that makes use of spreadsheets to arrange numbers and information with formulation and features. Excel evaluation is ubiquitous round the sector and utilized by groups of all sizes to carry out monetary evaluation. The Excel software program application consists of many features, formulation, and shortcuts that may be used to decorate its functionality. Excel is commonly used to arrange the data. It features rows and columns, where users can input data, perform calculations, and create charts and graphs.

1.8 LIMITATIONS OF THE STUDY

- As the topic mainly focuses on a specific organization it could not be generalized.
- The data has been collected during working hours, hence it is not possible to gather full information.

- The data is collected only from the permanent employees and hence the opinion of casual and contract employee is not collected.
- When the employees were concentrating on their work and so their opinion may be biased.

1.9 INDUSTRY PROFILE

The ice cream industry is a dynamic and rapidly evolving sector that has shown remarkable growth and innovation in recent years, driven by changing consumer preferences, technological advancements, and increased global connectivity. This industry encompasses a wide range of products including traditional ice cream, gelato, frozen yogurt, sorbet, and innovative alternatives like dairy-free and low-calorie options, catering to diverse tastes and dietary needs.

The market is characterized by its seasonality, with peak demand typically occurring during the warmer months, although advancements in refrigeration and distribution have helped stabilize year-round consumption. Different ice cream companies invest heavily in research and development to introduce new flavors, improve texture, and extend shelf life, responding to consumer demand for novelty and high quality. Health consciousness among consumers has led to a surge in products that emphasize natural ingredients, reduced sugar, and functional benefits such as added protein or probiotics. Packaging innovation also plays a critical role, with sustainable and convenient packaging solutions becoming increasingly important to meet environmental concerns and enhance user experience.

Marketing strategies in the ice cream industry leverage digital platforms, social media, and influencer partnerships to engage consumers, particularly younger demographics, while traditional in-store promotions and advertising remain vital for visibility and brand loyalty. The industry's supply chain involves intricate logistics, from sourcing raw materials like milk and sugar to ensuring efficient cold chain management for distribution and storage. Technological advancements such as automated production lines and advanced freezing techniques have significantly enhanced production efficiency and product consistency. The rise of e-commerce and online delivery services has further transformed the market, making ice cream more accessible to consumers and opening new channels for sales growth. In emerging markets, rapid urbanization

and rising disposable incomes are driving increased consumption, presenting lucrative opportunities for expansion.

Ice cream is a frozen dessert that is enjoyed by people of all ages. It typically consists of a mixture of dairy products, sweeteners, flavorings, and sometimes additives like stabilizers or emulsifiers. The ingredients are blended together, chilled, and then frozen to create a creamy and smooth texture. The mixture is then rapidly chilled, often through a process known as continuous freezing, while being stirred to incorporate air and prevent the formation of large ice crystals. This creates the smooth and creamy texture associated with ice cream. Ice cream can be enjoyed in various forms, including scooped into cones or cups, as part of sundaes or parfaits, or as an accompaniment to other desserts.

The market is primarily driven by the expanding food and beverage sector, and the presence of a dairy industry. In addition, the improvements in cold chain infrastructure, including temperature-controlled storage spaces, and application of efficient management procedures, are contributing to the market growth. Besides, ice cream consumption in India is significantly influenced by the climate and seasons.

The companies that are active in the market offer wide range of ice creams , including hard ice creams , soft ice creams, light ice creams, low fat ice creams and others .Ice cream eating and other similar products are most popular during summer. The accessibility of a variety flavoured ice creams contributes to the ice cream industry's expansion.

A growing focus on health and wellbeing has also been observed in the market, which has increased demand for healthier and more natural ice cream products. In response, producers are using more natural ingredients, cutting back on the sugar content, and providing varieties that satisfy nutritional needs including lactose-free, gluten-free, and vegan ice creams. People of all ages are delighted by the robust and dynamic ice cream industry.

Ice cream is now easier to get thanks to the growth of e-commerce and online meal delivery services, which has facilitated home consumption and impulsive purchasing. Due to this, ice cream makers have made investments in packaging technologies to guarantee that their products stay fresh and aesthetically pleasing while in transportation. The ice cream industry continues to grow and adapt despite obstacles

including fluctuating raw material prices and environmental worries caused by packaging waste. The ice cream industry continues to be a dynamic and enjoyable aspect of the global food landscape by integrating sustainability practices, product innovation, and successful marketing methods.

Businesses are using more exotic flavors like coconut, lemon, and tropical fruits to better suit evolving consumer preferences. Also consumers who are concerned with their health prefer low calorie and low fat ice cream called skinny ice cream. In addition, retail outlets like supermarkets, convenience stores, discounters, forecourt merchants and grocery stores serve as effective global marketing tools that help create an impressive premium image and raise brand awareness for a variety of ice cream goods. The ice cream market's size is increasing as a result of the expansion of various retail channels.

However, the industry also faces challenges such as fluctuating raw material prices, regulatory compliance related to food safety and labelling, and intense competition which necessitates continuous innovation and strategic differentiation. Environmental concerns related to dairy farming and packaging waste are prompting companies to explore sustainable practices and alternative ingredients, like plant-based milks, to appeal to eco-conscious consumers. Seasonal trends and cultural preferences significantly influence flavour popularity and consumption patterns, with regional specialties and locally sourced ingredients gaining traction among consumers seeking authenticity and unique experiences. Ice cream parlours and specialty dessert shops add another layer of complexity and opportunity to the market, offering customized and experiential product offerings that cannot be replicated by mass-produced goods. The pandemic situation has had a mixed impact on the industry, initially causing disruptions in supply chains and shifting consumer behaviour towards at-home consumption, but it has also spurred innovation in delivery services and contactless retail solutions. Overall, the ice cream industry remains resilient and adaptable, driven by a combination of traditional appeal and cutting-edge innovation, poised for sustained growth as it continues to navigate and shape evolving consumer trends and global market dynamics.

On the basis of product type, the ice cream market is categorized into:

- Take-home ice cream
- Impulse ice cream

- Artisanal ice cream

On the basis of flavor, the market is divided into:

- Chocolate
- Vanilla
- Fruit
- Others.

On the basis of distribution channel, it is categorized into:

- Hypermarkets
- Supermarkets
- Convenience stores
- Specialty stores
- Online sales channel.

On the basis of region, the market is analyzed across:

- Europe
- North America
- Asia-Pacific
- LAMEA.

1.9.1 GLOBAL SCENARIO

In global scenario ice cream industry is a vibrant and dynamic sector within the broader food and beverage market, characterized by a diverse array of products, intense competition among multinational corporations and regional players, and a continuously evolving consumer landscape. With its origins dating back centuries, ice cream has transcended cultural boundaries to become a beloved dessert enjoyed worldwide, making it a significant segment in the global food industry.

Dairy products like ice cream are sweetened with either real sugar or artificial sweeteners. The business operating in the market offer a variety of ice creams .Ice cream and associated goods are unquestionably best consumed during summer. The availability of a wide range of flavored ice creams is what is fueling the ice cream industry's expansion. As a result ice cream buyers pay a higher price for these goods,

which raises the market revenue. The global market is anticipated to be driven by rising consumer spending on fast food, intensive research and development efforts for the creation of inventive product varieties, and simple product accessibility. Additionally, it is predicted that increased urbanization and rising disposable income will significantly support market expansion in several emerging economies in the ensuing years.

A greater focus on health and fitness in recent years has increased demand for healthier and more organic ice cream products. Manufacturers are increasingly using natural and organic ingredients, lowering the amount of sugar in their products, and providing dietary-restriction-friendly options like lactose-free, gluten-free, and vegan ice cream. Companies are producing unique and exotic combinations in order to appeal to a variety of taste preferences, which is causing the global ice cream business to experience a spike in product developments and flavors. The quality and texture of ice creams have been further enhanced through the use of cutting-edge technology and manufacturing techniques, improving the overall consumer experience.

The ice cream market is still growing and cutthroat as of the current world wide situation. Consumers of various ages and cultures enjoy the sweet and reviving flavour of ice cream, which continues to be one of the most well known and loved desserts in the world. The sector has experienced substantial expansion, which has been fueled by factors like rising disposable income, shifting consumer preferences, and expanding demand for premium and creative ice cream products.

The ice cream market's size and growth trajectory underscore its importance and resilience in the global economy. As of recent estimates, the global ice cream market was valued at approximately USD 70 billion in 2021, with projections suggesting a steady compound annual growth rate (CAGR) of around 4.9% from 2022 to 2028. This growth is driven by several key factors, including rising disposable incomes, changing consumer preferences, and increased demand for convenient yet indulgent food options.

In response to changing consumer preferences, ice cream manufacturers are increasingly focusing on innovation and product diversification. This includes experimenting with novel ingredients, introducing exotic and seasonal flavors, and developing products that cater to specific dietary needs, such as vegan or gluten-free options. Moreover, advancements in food technology have enabled manufacturers to

improve product quality, extend shelf life, and enhance sensory appeal, thereby expanding their market reach and consumer base.

Despite its growth prospects, the ice cream industry faces several challenges, including fluctuating raw material costs (such as dairy prices), regulatory pressures related to food safety and labeling, and increasing scrutiny over environmental sustainability. Concerns about sugar content, obesity rates, and the health implications of consuming high-calorie desserts also present ongoing challenges for industry stakeholders. However, these challenges also present opportunities for innovation, as companies invest in research and development to create healthier, more sustainable products that meet evolving consumer expectations.

The global ice cream market is positioned for continuous development and opportunity despite these obstacles. The ice cream industry is anticipated to continue enjoying popularity and success on a global scale as businesses work to fulfill consumers' changing needs, make investments in research and development, and increase their market presence.

The global ice cream industry remains a dynamic and resilient sector within the broader food and beverage landscape, characterized by innovation, diverse consumer preferences, and intense competition. As consumer tastes evolve and regulatory landscapes shift, industry stakeholders must adapt swiftly to capitalize on emerging opportunities and address challenges effectively.

1.9.2 INDIAN SCENARIO

Ice cream is one of the most popular dairy products in India and comes in a range of pricing points. The primary elements fostering an optimistic view for the Indian market are the notable expansion of the food and beverage sector and the existence of a robust dairy industry. Moreover, the improvements in cold chain infrastructure, including temperature-controlled storage spaces, procurement of trained operational and servicing personnel, and application of efficient management procedures, are fueling the market growth. The ice cream industry in India has experienced significant growth and transformation over the past decade, driven by rising disposable incomes, urbanization, and changing consumer preferences.

Traditionally dominated by local flavors and small-scale vendors, the market has seen a surge in organized players, both domestic and international. The Indian consumer's palate has expanded beyond basic flavors to include a variety of premium, exotic, and health-conscious options, including vegan and low-sugar varieties. Innovations in product offerings, such as kulfi and frozen yogurt, cater to both traditional tastes and modern health trends. The industry's growth is also fueled by advancements in cold chain logistics, enabling better distribution and shelf life, even in remote areas. Seasonal spikes in demand, especially during the long and hot summers, and increasing consumption during festive seasons and celebrations further boost the market. Marketing strategies leveraging digital platforms, influencer endorsements, and aggressive in-store promotions have also played a crucial role. However, challenges such as fluctuating raw material prices, particularly dairy, and stringent regulatory norms regarding food safety and quality remain.

Despite these challenges, the Indian ice cream industry continues to expand, with projections indicating sustained growth driven by an increasing young population, rising urbanization, and evolving consumer preferences towards indulgence and premiumization. This dynamic market presents ample opportunities for innovation and growth, making it a vibrant sector within the Indian food and beverage industry.

Moreover, rising disposable incomes have enabled consumers to afford premium-quality ice creams, which has prompted several international ice cream brands to expand their businesses in India. This, in turn, is acting as a major growth-inducing factor. The rising health consciousness and lactose intolerance amongst the population has prompted manufacturers to introduce preservative-free, genetically modified organism (GMO)-free, dairy-free, fat-free and organic product variants, which is contributing to the market growth further across the country.

1.9.3 STATE SCENARIO

The ice cream industry in Kerala, a picturesque state in southern India, has witnessed significant growth over the past few decades. Known for its diverse culinary culture and tropical climate, Kerala offers a conducive environment for the ice cream market to flourish. This industry has evolved through the interplay of various factors such as consumer preferences, climatic conditions, economic influences, and the presence of both local and national players. Kerala's tropical climate, characterized by warm

temperatures and high humidity for most of the year, creates a natural demand for cold and refreshing treats. Ice cream, therefore, is a popular choice among consumers seeking respite from the heat. This steady demand is further bolstered during the summer months and festive seasons, when consumption peaks. Unlike many other states where ice cream sales might dip during colder seasons, Kerala enjoys relatively stable year-round demand, contributing to the industry's resilience.

The ice cream industry in Kerala is distinguished by a strong preference for local and traditional flavours. Coconut, cardamom, jackfruit, tender coconut, and mango are among the favourite choices, reflecting the state's rich agricultural produce. These flavours often resonate more with the local compared to conventional flavours like vanilla or chocolate. Artisanal ice cream makers in Kerala have successfully tapped into these preferences, offering unique and innovative flavours that cater to the local palate.

The ice cream market in Kerala is a mix of national brands and strong local players. National brands like Amul, Kwality Walls, and Mother Dairy have a significant presence and enjoy wide distribution networks. These brands leverage their scale to offer competitive pricing and extensive product ranges. However, local brands such as Milma (Kerala Cooperative Milk Marketing Federation) and other regional dairies have carved out a niche by focusing on local flavours, quality, and community-based marketing strategies.

The state's dairy industry also contributes significantly to the supply of premium milk and dairy goods that are necessary components for making ice cream. The ice cream industry in Kerala is active and competitive due to the presence of both well known ice cream brands and regional artisanal producers. As consumers become more aware of health more options are provided. The most recent entry, Kerala, contributed Rs 600 crore to the fastest-growing ice cream sector, fueling development. Currently, these are 200 crores of rupees worth of brands on the market. Regionally recognized brands generates sales of Rs 100 crore, and the unbranded market generates revenue of Rs 300 crore. The dairy industry in Kerala is one of the fastest-growing in India The majority of the milk produced in the state is cow and buffalo milk. One of the top product categories in the market is anticipated to be cow milk. There is a sizable scope for market expansion in Kerala because the dairy business in Kerala and the rest of India is still largely unorganized and dominated by small and marginal dairy farmers.

1.10 COMPANY PROFILE

Nutricreams Private Limited is a private organization incorporated on 15 January 2021. It is classified as Non-government Company and is registered at Registrar of Companies, Ernakulam. It has a Rs. 50,000,000 authorized share capital and a Rs. 10,000,000 paid-up capital. It belongs to a dairy product manufacturing industry with around 360 employees. It is one of the fast growing ice cream brands in Kerala. They manufacture dairy products and market it all over Kerala and also in Tamilnadu and Karnataka. It has 3 branches in Kerala, and the main manufacturing is carried out at Okkal, Perumbavoor. It is a producer, processor of ice creams.

Board of directors

- Stephen Maniachery Devassy
- Maniachery Esthappanu Varghese
- Binoy Joseph
- Thomas Nijin

Table 1.1 Company profile

Name of the company	Nutricreams Private Limited
Incorporated in	2021
Place	Okkal
District	Ernakulam
Country	India
Product	Icecreams
Employees	360

1.10.1 COMPANY HISTORY

Nutricreams Private Limited started in the year 2021 ,Camerry Icecreams is well known product brand of Nutricreams private limited. It is superior in freshness and outstanding quality throughout Kerala as well as in the expanding markets of Tamil Nadu and Karnataka. The corporate headquarters is located at Okkal, Ernakulam. From the sourcing of fresh raw ingredients to testing, manufacturing, packaging, and final product, the brand places a high priority on quality at every stage. Every Nutricreams product is top-notch because it is made using the latest manufacturing techniques and a strict cleanliness policy. There is no union in Nutricreams. The company always maintains a good relation with their employees as well as with the management. The employees are free to voice their opinions and grievances to the higher authorities. The employees are given the freedom to express their own opinions. The employees in the organization are encouraged to improve their productivity by motivating them with increments and with their reward system.

1.10.2 COMPANY PRODUCTS

TUBS

Ice cream tubs are usually made from plastic, paperboard, or sometimes metal. Plastic tubs are common for their durability and ability to withstand freezing temperatures without cracking or leaking. Paperboard tubs are often used for smaller, single-serving sizes and can be coated for moisture resistance. Tubs come in a variety of sizes to cater to different consumer needs. Small tubs typically range from single-serve portions (e.g., 4 ounces) to larger sizes (e.g., 16 ounces or more) for sharing or family consumption. Personal sized mini tubs, share-with-one midi tubs ,max tubs for a family of four ,tubs flavoured in red velvet, pista, butterscotch, jackfruit, kiwi, chikoo, fig and honey, kulfi pistachio, passion fruit, orange, blackcurrant ,caramel latte, kesar badam pista, pineapple are the icercream tubs of Camerry icecreams.

CONES

Ice cream cones are popular edible containers used to serve ice cream, typically made from a crispy, cone-shaped pastry. They provide a convenient and portable way to enjoy ice cream without the need for additional utensils, making them a favorite choice among consumers of all ages. Also known as wafer cones, cake cones are made from a thin,

crispy wafer-like pastry. They are lightweight and have a neutral flavor, allowing the ice cream flavor to stand out. The company manufactures cones flavoured in vanilla, butterscotch, chocolate.

BARS

Ice cream bars are popular frozen treats consisting of a solid block or stick of ice cream coated in chocolate, caramel, or another flavored shell. These bars provide a convenient and handheld way to enjoy ice cream, offering a combination of creamy interiors and flavorful exteriors. Ice cream bars are typically rectangular or cylindrical in shape, designed to fit comfortably in the hand. They are easy to eat without utensils and are individually wrapped for convenience. Bars are available in various sizes, from small snack-sized bars to larger indulgent treats. This variety caters to different preferences and appetites. The company contains bars flavoured in mango and chocolate.

FRUITICLES

Fruiticles, also known as fruit ice pops or fruit bars, are frozen treats made primarily from fruit juices or purees. These refreshing snacks are popular during hot weather for their natural sweetness and cooling properties. Fruiticles are often considered a healthier alternative to traditional ice cream bars or popsicles, especially when made with natural fruit ingredients. They are generally lower in calories and fat, and they provide essential vitamins, minerals, and antioxidants present in the fruits used. Fruiticles can be enjoyed guilt-free by those looking to satisfy their sweet cravings while maintaining a balanced diet. Camerry's fruiticles are real fruits mixed which have 3 evergreen flavours of strawberry, mango, and pineapple.

MILKIES

refers to products that emphasize the use of milk as a primary ingredient, often resulting in a creamier and richer texture in the ice cream. This term underscores the importance of dairy in creating high-quality frozen desserts. Milkies could represent a product line or specific offerings that highlight the quality and freshness of milk as a key component. The emphasis on milk ensures a smooth consistency and enhances the overall flavor profile of the ice cream, appealing to consumers who appreciate traditional dairy-based desserts. Milkies may focus on sourcing high-quality milk from local farms or regions known for their dairy production. This emphasis on sourcing can communicate a

commitment to freshness and sustainability, resonating with consumers who prioritize these values in their food choices. Camerry has milkies in different flavours consist of chocolate, coffee , pistas.

SIPIE

Sipies refers to a type of frozen dessert that is designed to be sipped or consumed in liquid form, often resembling a milkshake or a similar beverage-style treat. These products offer a unique way to enjoy the flavors and textures of ice cream in a more fluid and drinkable form. It is distinguished by their liquid consistency, which allows consumers to sip or drink the dessert through a straw or directly from a cup. This format offers a refreshing alternative to traditional scooped ice cream or solid frozen treats. It consist of sipies flavoured sipie mango, sipie pineapple, sipie pista

1.10.3 COMPANY VISION, MISSION, AND OBJECTIVE

VISION

- Good quality products to the end customer

Nutricreams Private Limited has a great vision of providing high quality products to the customers and dominating the market for fastmoving consumer goods. The aim is to satisfy the customers by improving the company's services and production methods.

MISSION

- Introduce new products to the market

The mission of Nutricreams Private Limited is to introduce new products to the market and to deliver high quality food products that set themselves apart from others in taste and quality.

OBJECTIVES

- Quality :The primary focus of the company is to provide quality products to the customers.They use milk through high quality checking of temperature and fat content.The items are used by ensuring the expiry date.
- Profit maximization: Nutricreams aims to increase sales by offering high quality products to the customers.

- Cost minimization: The best method to optimize profit is to minimize costs. They are applying approaches for cost reduction in to their production.
- Proper utilization of resources: In order to prevent wastes and rising costs ,The company's resources were used efficiently as possible.
- Time delivery: The organization is cautious about providing dealers with timely deliveries and product feedbacks.

VALUES

- High quality products

Maintaining good quality with purity raw materials in production values which company focused on its production.

- Customer orientation

The company and management give high weightage on feedback of their customers.

- Good relation between management and workers

There exists a formal and informal relationship between management and workers in the organization. Employee grievances are handled by the management with due care.

1.10.4 FUNCTIONAL DEPARTMENTS

Different departments of Nutricreams Private Limited:

HR DEPARTMENT

- Manpower planning:It entails making plans for the future and determining how many employees the company will require in the future and the kinds of skills they should have. It depends on variables like the number of workers quitting their jobs, technology advancements, employees productivity levels, etc..
- Job analysis and job description: The job descriptions for potential openings are also created by the HR department.
- Determing wages and salaries : The HR department also participates in market research and sets the pay and salaries for various positions inside the company. Top management and the finance department may both be consulted before making these choices.

- Recruitment and selection : Finding the best candidates for the company is one of the HR department's most crucial tasks. The success of any firm depends on the quality of its workforce, hence this is of utmost importance.
- Performance appraisal: After hiring new employees, the HR department must regularly evaluate their performance using accurate performance reviews. It entails gathering , assessing, and documenting data regarding an employee's relative value. Each employee will have an action plan created by the HR department based on their performance review.
- Training and development: Employees must regularly participate in training and development in order to increase their level of productivity. On the job and off the job training are both included.
- Employee welfare and motivation: The HR department works to sustain employee motivational perks and welfare programmes.
- Addressing employee grievances: They serve as a link between the workforce and management. The HR department typically investigates and resolves employee complaints about the workplace .
- Labour management relations: If there are any labor management disputes , the HR division will be crucial in getting both management parties to the negotiating table and resolving the matter.

PRODUCTION DEPARTMENT

Raw materials and other inputs are transformed into outputs during the production process. Raw materials used for production at Nutricreams including milk ,sugar, SMP(milk powder), butter, essence , and premium mixes like butter chocolate , mango and kulfi mix are employed. There is a production manager in the production department. Making sure that raw materials are supplied and turned into final goods is the responsibility of the production manager. The department of production includes plants. Each plant has head, team leader, assistant , supervisor, floor head and the workers.The team leader assigns each tasks to the team members in accordance with the plan. The assistant will lead the team if the team leader is not there.

PRODUCTION DEPARTMENT STRUCTURE

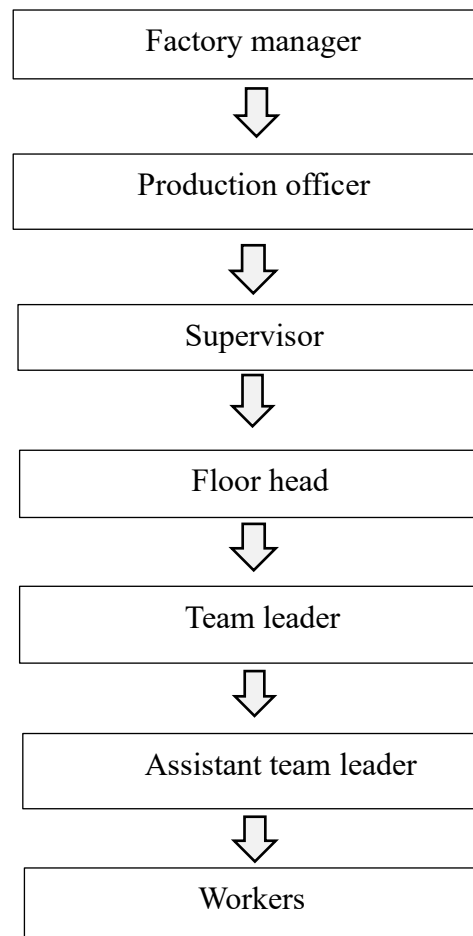


Figure 1.1 Production department structure

STAGES OF PRODUCTION

1. Receiving raw materials : The process of receiving raw materials (milk, sugar, SMP, butter, etc) involves accepting and inspecting incoming ingredients and supplies to ensure their quality and suitability for production.
2. Quality check and storing of raw materials: The process of quality check and storing of raw materials involves inspection and verification of incoming ingredients to ensure their freshness and suitability for production. Then in order to maintain their quality and lengthen their shelf life , approved raw materials are kept in clean, well maintained storage facilities that are under constant control.

3. **Mixing:** After checking the quality of raw materials they maintain the temperature of milk in 4-6°C, then SMP and butter is mixed to it. This butter milk tank is maintained 40° C
4. **Pasteurization:** The buttermilk is heated to a 75°C to kill harmful microorganisms while preserving its taste and nutritional properties. Pasteurization is a crucial step in ice cream production, creating a safe and delicious product for consumers.
5. **Filtration:** Before continuing with the processing of the milk mixture, filtering is an important step that is performed to eliminate any solid particles or impurities. This process ensures a smooth and consistent texture in the ice cream and enhances the quality of the final product. filtering is necessary to give the ice cream mixture the desired purity and clarity,
6. **Homogenizer:** It is in charge of dissolving the fat globules in the mixture and distributing them uniformly throughout the ice cream. Ice cream's smoothness and texture are enhanced through homogenization, giving consumers a consistent and satisfying product.
7. **Cooling:** The homogenized mixture is quickly cooled to a lower temperature, that is 10°C. In addition to stabilizing the mixture for subsequent processing, this stops the growth of harmful microorganisms. For the ice cream to have the desired texture and consistency and to produce a creamy and restoring final product, proper cooling is crucial.
8. **Ageing:** Ageing is the process of letting the cooled mixture rest and develop for a set for a specific amount of time (4 hours minimum). The flavors combine and deepen as the ice cream ages, increasing both its flavor and texture. This phase is essential for producing the best flavor profiles and making sure that customers have a more pleasurable ice cream experience.
9. **Flavoring & Coloring:** This process involves adding various flavors and colors to the aged ice cream mixture to produce a variety of ice cream flavors. To obtain the required taste and appearance, food-grade coloring and natural or artificial flavors are added.
10. **Ice cream making:** The flavored and colored ice cream mixture undergoes the freezing process in an ice cream maker. Continuous spinning and freezing create a characteristic creamy texture while incorporating air to achieve the desired volume and consistency.

11. Filling: The ice cream is put into containers or packaging once it has been prepared. By doing this, the ice cream is guaranteed to be prepared for distribution and sale.
12. Cold room storage: In order to store the filled ice cream containers, cool rooms or freezers are used. Ice cream's quality and shelf life are preserved by keeping it at a particular low temperature.
13. Quality check: The ice cream goes through a severe quality inspection before being sent out for sale to make sure it conforms to the company's requirements. Examining its flavor, texture, color, and overall look is part of this.
14. Dispatch: The ice cream production process is finished with the delivery of the quality-assured products to distribution facilities, merchants, or directly to consumers for consumption.

FINANCE DEPARTMENT

The management activities related to securing funding and its efficient application are all handled by the finance department. Investment, financial, and dividend decisions are made at the finance department. The head of finance at Nutricreams is the finance manager. He chooses when and where to raise money to satisfy the investment demands of the company. Organizing a company's financial and accounting affairs, including the creation and presentation of suitable accounts and the distribution of financial data to management, is within the purview of the finance department. The primary responsibilities of the finance department include drafting and creating financial accounts, keeping and maintaining records, developing and planning internal financial information, analyzing current financial performance, paying creditors, paying wages and salaries to employees, and handling taxation, among other things.

MARKETING DEPARTMENT

Marketing activities are performed in a company to improve the revenue for the functioning of the company. The department of marketing often has a greater understanding of the market and client demands. Whenever a conversation is about a new product development or other customer-related function of the business, marketing should be featured and there should be a gathering of information and details. The marketing department at Nutricreams is excellent, and it is supervised by a motivated

and effective marketing manager and they market their product efficiently and effectively.

DISPATCH

A dispatch mechanism is used to send workers or vehicles to clients or suppliers. Receiving both emergency and non-emergency calls, keeping track of vehicle numbers and driver logs, maintaining records, troubleshooting issues, and dispatching the right team members are all duties of a dispatcher at Nutricreams.

STORE

Raw materials are stored in store. Thus the function of store department is storing raw materials that are necessary for the production of ice cream. This department is under the store head. This department helps in under stocking and over stocking. The store manager supervises two teams, one of which is responsible for printing and the other for stores. In the shop, there are 4 employees. Loading and system management are among the staff's responsibilities. The staff members who do the loading must inspect the supplies brought by the supplier and must inform the boss of any issues. After receiving the raw materials, the shop manager and the staff will inspect the items for quality and quantity. Whenever there is a shortage in quantity, the next delivery of materials will be made. The materials can be changed or returned if they are damaged.

QUALITY CONTROL

Quality assurance includes quality control. Ensuring that items satisfy all quality and safety criteria for consumers, government inspectors, and senior management. At Nutricreams Private Limited the department head and its four staff are in charge of quality control. Checking for quality is the primary responsibility of quality control. It is necessary to test every substance, starting with the primary one. For instance, since milk is the primary component of ice cream, both the acidity and temperature must be considered. The acidity should be between 12 and 14 and the cooling temperature should be between 5 and 6. If the test is successful, more actions are taken. The raw material is returned if the test level is above or below. Checking the uniformity of chlorine in water is another responsibility of QC. One of the key goals of QC is the destruction of microorganisms, which is required for production. QC also performs the function of examining the milk's fat content. The recipes are provided based on the

amount of fat. A second fat test is then performed after the sample has been aged for 4 hours. Therefore, the fat level must be at least 10.8. Each QC employee is given a distinct task in a separate location. Finally, once production is complete, the ice creams are put through quality assurance testing.

TECHNICAL

All preventative and productive maintenance of equipment is handled by the technical department. Preventive maintenance and ongoing problem-solving are given similar weight by the department. Machine functionality is ensured by the technical department. Safety and pollution prevention are among the crucial duties.

SWOT ANALYSIS OF NUTRICREAMS PRIVATE LIMITED

Strengths

Nutricreams Private Limited has several strengths that contribute to competitive advantage in the market. The company focuses on producing healthy and nutritious ice cream alternatives, catering to health-conscious consumers. This emphasis on nutrition sets it apart from traditional ice cream manufacturers and appeals to a growing segment of the market. Nutricreams has invested in research and development to innovate its product range, offering a variety of flavors and formulations that meet dietary preferences such as low-sugar, dairy-free, and vegan options. Thirdly, the brand has built a strong reputation for quality and transparency in ingredients, using natural and sustainable raw materials which resonates well with environmentally conscious consumers. Nutricreams has developed a robust distribution network, ensuring its products are readily available in health food stores, supermarkets, and online platforms, enhancing accessibility for consumers.

Weaknesses

Despite the strengths, Nutricreams faces certain weaknesses that could potentially impact its business operations. The niche focus on healthy ice cream alternatives may limit its market reach compared to larger, more diversified competitors that offer a wider range of products including traditional indulgent ice creams. Secondly, the higher costs associated with sourcing natural and organic ingredients and maintaining product quality could impact profitability, especially in price-sensitive markets. Thirdly, as a

smaller player in the industry, Nutricreams may face challenges in scaling operations and expanding distribution channels to reach broader geographical regions.

Opportunities

Nutricreams Private Limited can capitalize on several opportunities within the ice cream industry. Firstly, there is a growing global trend towards health and wellness, with increasing consumer awareness about nutrition and dietary choices. This trend presents an opportunity for Nutricreams to further innovate its product offerings and expand its market share among health-conscious consumers. Secondly, the rise of e-commerce and digital platforms provides avenues for Nutricreams to enhance its online presence, engage directly with consumers, and explore new distribution channels. Thirdly, strategic partnerships with health food stores, fitness centers, and wellness spas can further increase brand visibility and market penetration.

Threats

Nutricreams faces threats that could potentially impact its growth and market position. Firstly, the competitive landscape within the healthy ice cream segment is intensifying, with both established brands and new entrants continuously innovating and expanding their product offerings. This heightened competition could challenge Nutricreams' ability to differentiate itself and maintain market share. Secondly, economic factors such as fluctuating raw material costs and currency exchange rates could impact production costs and profitability. Thirdly, regulatory changes related to food safety, labeling requirements, and environmental regulations may necessitate compliance updates and add operational complexities.

1.10.5 ORGANIZATIONAL STRUCTURE

An organizational structure is a framework that specifies how certain tasks are to be carried out in order to meet the objectives of an organization. Rules, roles, and obligations may be part of these activities. How information is transferred across layers of the organization is likewise governed by its organizational structure.

A typical organizational structure includes various components such as departments, teams, roles (like managers, supervisors, and employees), and reporting relationships (hierarchical or flat). It clarifies the chain of command, decision-making processes, and

communication channels, providing clarity on who reports to whom and how tasks are delegated and managed. The structure can be hierarchical, where authority flows from top management down through layers of management, or it can be flat, with fewer levels of management and a more decentralized decision-making approach. The choice of organizational structure depends on factors like the organization's size, nature of operations, industry norms, and strategic goals, all of which shape how work is organized and managed within the organization.

The organizational structure of a retail enterprise must be planned to maximize efficiency and profitability once the choice to launch it has been taken. To ensure that every employee in the organization is aware of their roles within the organization, all jobs and responsibilities must be clearly defined, along with the lines of authority. Everyone will be aware of who will report to whom, who will make the decisions, and whose advisory staff will be present to support those decisions as a result.

Organizational Structure

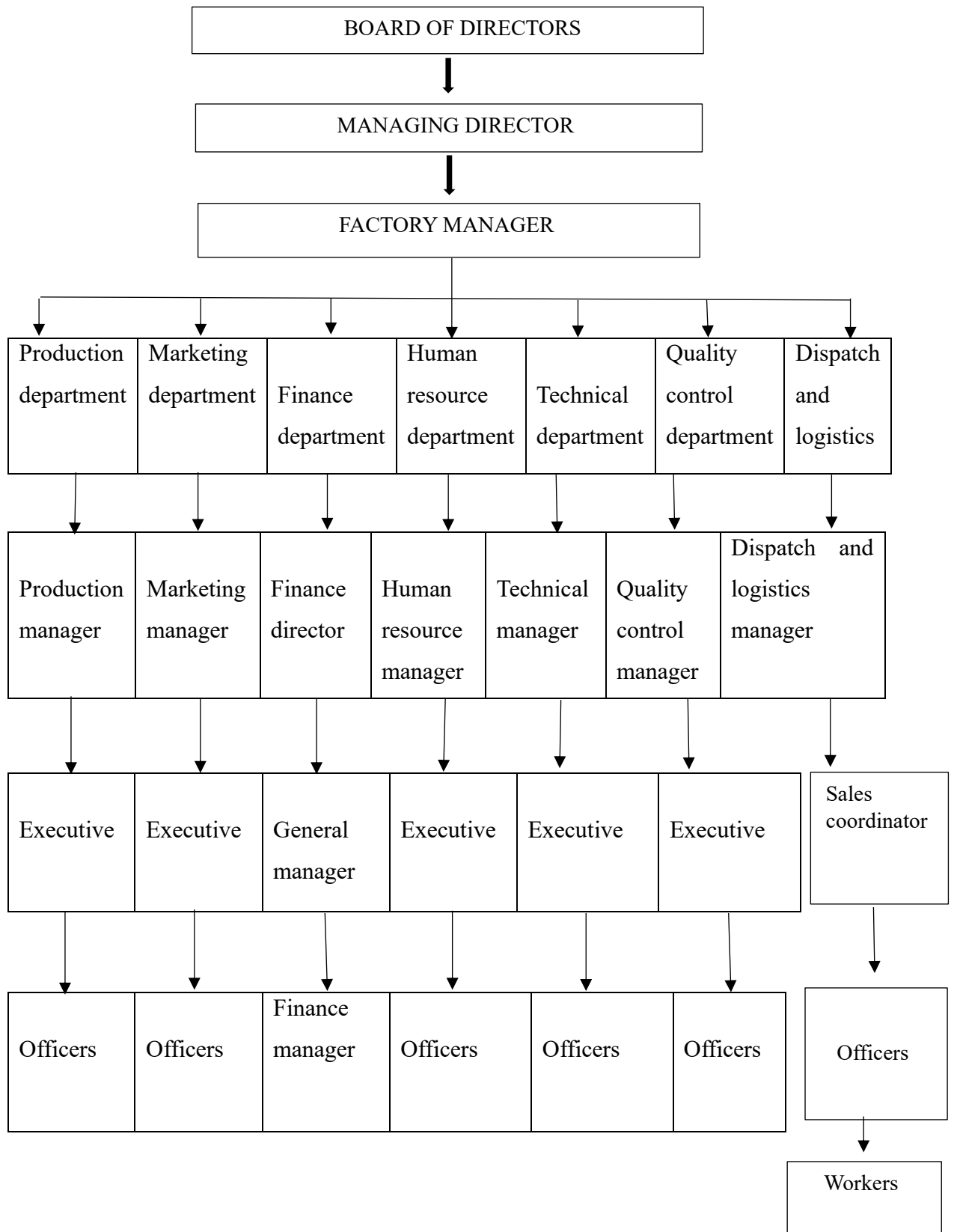


Figure 1.2 Organizational structure

CHAPTER II
REVIEW OF LITERATURE & THEORETICAL
FRAMEWORK

2.1 REVIEW OF LITERATURE

Introduction

This chapter will have the review of literature relating to the welfare facilities provided by the organization and its role in employee performance. Welfare is a health, happiness and wellbeing of an individual or a group, in relation with the total environment, ecological, economical and social aspects. The goal behind economic welfare is to promote economic advancement by increasing productivity and via evenhanded distribution. Labor welfare have both positive and negative aspect. On the positive side, it provide opportunities that enable the worker and their family to have a good life socially and personally, which also helps to adjust in social transition in respect to professional life. On the other hand, employee welfare functions in order to counterweight the annoying effects of large scale industrialization and provides a counter-balance to the unpleasant social consequences and the labor problems which have evolved during transition

Khan (1981)According to author that the many employees is the mirror of the success of a country. Once industrial employee is seeking, the developed part will be sick. To negligence the labour session is to neglect efficiency as eventually country's welfare deceits in their welfare. In India employee welfare methods develop all the very important because of the causes like low level of wages, irregular working hours, failure of trade union to assume welfare work, to shape up a constant labour force, to make a dedicated labour force, for making genuine welfare state, to make moral psychological feelings and to make good traditions.

Definition

Employee welfare facilities refer to the range of benefits, services ,and amenities provided by the organizations to enhance the well being and satisfaction of their employees. These facilities encompass various aspects such as health and safety programs, work life balance initiatives , recreational activities , and financial assistance programs. The role of employee welfare facilities in influencing employee performance is multifaceted and significant.

Kenneth Benson Owuori, Dr. Priscillah Omagwa, P (2024) This paper sought to ascertain the effect of employee welfare programs on performance of staff at the faculty of health sciences at the University of Nairobi. From the study results, Occupational Health and Safety Programs was found to influence job performance significantly. The study further concluded that Workers Recreation Programs had a positive and significant correlation with job performance. Career development program also had a statistically significant relationship with job performance..

Dr. S. Raja and S. Bavadharani(2024)-This study explores the nexus between welfare programs and employee performance, focusing on engagement, job satisfaction, and overall job performance. The findings indicate a positive correlation between welfare engagement, job satisfaction, and enhanced performance. The study identifies specific activities influencing productivity, creativity, and commitment, providing practical recommendations for tailored programs. The research contributes evidence-based insights, emphasizing the importance of a well-being-centred workplace culture for substantial benefits in workforce and organizational performance. There is a significant correlation between employee performance and welfare activities. As there is a relationship, we should check for the type of correlation. As the signs are positive here, we conclude that there is positive correlation between the work life balance, employee assistance program, training and development, flexible work schedules and health and wellness. it is clearly identified that the welfare measures have a significant relationship with the employee performance in the organization. This study mainly focuses on whether the welfare measures have an effect on the employee performance, after the analysis has been made it is found out that the welfare measures have a positive relationship on the employee performance. This study has analyzed the perceptions of employees through various dimensions like satisfaction, monetary benefits, level of performance, mental and physical health; in it we can conclude by saying that welfare measures will rapidly increase the satisfaction level of the employees.

Dr.M.Thyagaraju, Dr.U. Jawahar Supraveen, Dr.V .Lavanya, Dr.S. Chand Basha, Ms.Nirmala Priya D, Dr .A.M. Mahaboob Basha(2023)The aim of the present descriptive research study is to investigate the impact of employee welfare facilities on employee-organizational performance. The outcome of the research proved that the various welfare facilities like: medical, retirement and workplace benefits are essential for high employee job satisfaction. The research will facilitate to safeguard the

employees from socio-economic problems in the society. The evidences of the research can be generalized where employee and organizational performance depends up on the welfare facilities provided by the organization. In the overall opinion the employee welfare practices which facilitates the employee job satisfaction, stress management, organization long-run survival, employee security, mental health and physical health purely depends up on the various statutory and non-statutory welfare facilities provided by the organization. The study concluded that the employee welfare facilities which are very much essential to motivate individuals which facilitates to enhance the performance of employees and to develop to socio-economic status of individuals in the present condition.

Godepally Sunitha and P, Deepak Goud(2023) The study's main goals are to determine employee satisfaction levels with welfare services and to learn what the workforce expects from welfare initiatives. With the assistance of both primary and secondary data, the study's objective was assessed. n. From the above study it is concluded that the most of the employees are getting higher job satisfaction because the organisation offers various facilities such as recreation, medical facility, canteen facility, education facility etc.. The result of the research conveys that by offering good welfare facility by the company, employee can able to get major satisfaction in their job so that the productivity of the organisation can be easily achieved.

Sai Balaji T K, Dr. M. Lavanya(2022) The study examines the employee's welfare measures in BPO industry at Chennai location. The final outcome of this study exhibits employees were more satisfied with their job. It is suggested that management should maintain the same level of amenities and relationship in future also. Certain actions to be taken to enhance the level of awareness of welfare schemes. Successful implementation of these suggestions will enhance the value of service to the employees, thereby management and employees can feel pleasant.

Anitha.G and Sridharan.R (2022) conducted a study on “Impact of Welfare measures on the Quality of worklife of information technology employees with special reference to Chennai city” in it the authors have mentioned that corporate organization must concentrate mainly on providing welfare facilities to the workers which results in the increase in satisfaction level of the employees. The prominent objective of the

employee welfare is to improve the employee's lives and to make them happy in their lives and concentrate on their job nature.

Revathi.K and Dr. A. Geetha (2022) conducted a study on "The Influence of Welfare Measures on Employees Productivity in Small Scale Industries in Tamilnadu" in it the authors have analyzed that employee welfare includes various facility benefits which is necessary to raise the outcome of the organization. The provision of welfare amenities to employees is vital for a firm to boost their motivation levels, which in turn enhances their productivity and performance.

Nickson Lumwagi Agusioma, Simon Nyakwara, Evans Mwiti(2019)The objective of the study was to determine effect of staff conflict resolution on employee performance at Public Service Commission in Kenya. The specific objectives were to establish the influence of retirement benefits, allowances/benefits, compensation and medical insurance on organization performance the Public Service Commission in Kenya. The study found that staff welfare was positively and significantly affected employee performance. Therefore an increase in these factors will result in increased accessibility to increased employee performance. The study concludes that staff welfare is essential in creating a sense of recognition and satisfaction among the employees which improves their productivity. The study independent variable was staff welfare measures namely Retirement benefits, Allowances/benefits, Compensation and Medical insurance while the dependent variable was employee performance.

Nanjundeswaraswamy T.S. , Vanishree Beloor . Swamy D.R. and Nagesh P (2019)This study investigates the relationship between employees' welfare facilities and employees' job satisfaction. The relationships between the study variables (welfare facilities and job satisfaction) were analyzed by conducting an empirical data, statistically significant relationships between employees' job satisfaction and the five drives of welfare measures were found. Employee job satisfaction was significantly associated with all five welfare drives. The findings of this study suggest that organizations need to understand the factors affecting job satisfaction in order to increase their employees' job satisfaction and to manage turnover, intention to quit and absenteeism as the correlates of dissatisfaction.

Dr. S. Sethuram, S. Shiva Sankari(2018) This is a study which tries to establish the impact of welfare measures on the job performance of the employees of the

organization, which is involved in manufacturing of food products. Further the different welfare facilities provided in the organization were analysed. It also studied the perception of employees on labour welfare measures. This descriptive study used the survey technique by which responses of two hundred employees were obtained and analysed using percentage analysis, descriptive statistics and chi square analysis. It was found that the respondents were satisfied with the welfare facilities. Welfare measures have an impact on job performance as evident in this firm which is situated in Tiruchengodu, Tamil Nadu, India. The study concludes that the welfare measures provided by the organization are good. Most of the respondents are satisfied to these measures. It is also found that the provision of labour welfare measures have an impact on job performance. The employees are assets of the organization. The management has the duty to safeguard and maintain these assets. The management should not only comply with the statutory welfare obligations but should go beyond what has been provided in the statute.

Prof.Dr.Subhasish Chatterjee, Dr. Medha Wadhwa, Asst. Professor, Ms.Darshana Patel (2018)-In this study, analyzing that there are many statutory and non-statutory welfare facilities are being offered to workers such as establishing proper industrial harmony, examining working condition, consistent monitoring on disease, accident and unemployment of employees and their families. The study was conducted on nurse, paramedical staff and general staff from private hospitals. In this study welfare schemes such as discount, attention to referrals, drinking water facilities, lighting, working environment, overall health safety are not having an notable impact on the employee's performance. The rest of the facilities like saving for future, provident fund schemes, health insurance, accommodation for staying, transportation, canteen hygienist, changing room, schedule flexibility have an impact on the employee's performance that shows positive correlation.

Mrs. Masrath Ayesha(2017)The present study acknowledged the role of welfare measures and its impact on employee productivity in Singareni Collieries Company Limited (SCCL). The study concentrated on only internal welfare facilities providing by the company and how they help employees to improve their productivity towards the welfare and growth of their organization. based on the findings of the study the researcher suggests that the employees are to be continuously encouraged and should be able to contribute their work to the overall effectiveness of the company. The

findings of the study once again reveals that welfare measures comprises of both positive and negative impact on productivity of employee in the organization i.e. SCCL. The internal welfare facilities or measures directly influence employee productivity. . In the present study, it seems that the employees were satisfied with the facilities but, the employees in the underground mines and open casts opines that the company has to take more precautions to avoid or reduce pollution created by coal dust and its substances in the working environment which affects their health regularly. The female employees are less satisfied with the recreational facilities when compared with male employees. Finally, based on the findings of the study the researcher suggests that the employees are to be continuously encouraged and should be able to contribute their work to the overall effectiveness of the company.

Ferdinand Waititu, Dr. Peter Kihara, Dr. Thomas Senaji(2017)The study established that the five variables of employee welfare programmes (occupational health; succession plans; training and development; employee referral scheme and remuneration policies) have an effect on employee performance at Kenya Railways Corporation. From the findings, the study concluded that the five variables of employee welfare programmes (occupational health; succession plans; training and development; employee referral scheme and remuneration policies) have an effect on employee performance at Kenya Railways Corporation. From the regression model, the study established that remuneration policies had strongly positively influenced employee performance at Kenya Railways Corporation.

Dhani Shankar Chaubey , Babita Rawat(2016) The aim of this research is to examine the impact of labour welfare measures on job satisfaction. This study will help the management to know that Labour welfare measures play a significant role in influencing the level of job satisfaction of employees. Results indicated that there is a significant impact of labour welfare measures on job satisfaction. According to the results of descriptive statistics and regression analysis, it was found that welfare facilities positively correlated with job satisfaction of the employees. The findings of this research study shall be very important on the theoretical as well as practical scenario. The findings of the study are important to improve job satisfaction of the employees in the SSIs. The perceived output of labour welfare measures are as follows: Creates efficiency towards work, Improves physical & mental health, Improves morale, Increases Commitment towards work, Increases work motivation, Increases loyalty

towards the work, Increases the standard of living. From the study on labour welfare measures certain points have been identified that organization gets feedback from employees, occasionally towards welfare measures and also monitor labour welfare schemes and their effectiveness through employee performance standard in SSIs. Majority of respondents believed that welfare facilities implementation increase motivation and productivity.

Dr. P.Venkata Rao ,Chandra Sekhar Patro, K.Madhu Kishore Raghunath(2015) This paper draws empirical evidence by studying the impact of welfare measures on the employee's performance in both public and private organisations. The present research is an inquiry into the various employee welfare measures provided and a comparison is drawn on the employee's perception, working in different public and private sector organizations of Visakhapatnam district, India. The welfare measures such as housing facilities, retirement benefits, medical facilities, education benefits, retention policies, grievance handling and other amenities have shown significant impact on the employee's performance, whereas work environment, canteen facilities, transport facilities, drinking and sanitary facilities have shown no association with the employees based on the Pearson's chi-square analysis in different public and private sector organizations. The employee's working in public sector organizations are highly satisfied with the welfare measures provided to them when compared to those working in private sector organizations. The public sector offer superior employee welfare facilities to their employees than those provided in private sector. Proper implementation of welfare measures increases the employees' performance and therefore helpful in overall development of an organization. The objectives of the study have been achieved after conducting relevant statistical test and results obtained. The organizations are encouraged to be a driving force regarding these welfare facilities in motivating the employees and increase their work efficacies.

Patro (2015) in a comparative analysis of welfare measures in public and private sector found that an employees' welfare facility is the key dimension to smooth employer-employee relationship. These welfare facilities improve the employees' morale and loyalty towards the management thereby increasing their happiness, satisfaction and performance.

Bonice Jepkemoi Keitany(2014)The objective of the study was to determine the perceived relationship between of employee welfare programs and employee performance at Kenya Pipeline Company. In this study the findings established that that there are various employee welfare programs provided at KPC which included provision of sports facilities, provision of pension scheme, rooms for meetings, lenient sick and maternity leave, canteens for eating ,employees being given days off during exam days, partnering with health insurance companies or hospitals for healthcare, provision of safety garments and equipment such as fire extinguishers, gloves, sanitary effects, gas masks, first aid kits, availability of social clubs, gymnasium, and sports clubs in the Company; and, commuter allowance subsidies and car loans to facilitate staff transportation. The study concluded that provision of welfare programs improve firms' productivity and promote a healthy work environment and satisfactory conditions of employment, and also provided fairly for their requirement for positive results on their performance. It is concluded that employee welfare programs have a significant positive correlation with perceived employee performance.

Weldon and Muathe (2014) deliberated on critical review of literature on employee wellness programs in Kenya. The study revealed that employee wellness is said to be very expensive and may not have a significant impact on the performance of employees as well as of the organization. It has more potential of capturing wider influences related to a person's individual characteristics and behaviours, the social, physical and economic environment However, studies show a contrasting view on the benefits as outweighing the costs involved with substantive reduction of medicare costs, limited illness-related absenteeism, increased productivity and better quality of life. The intended benefits of improved employee performance resulting from good health, enhanced morale, reduced stress and burnout among employees as well as general increased productivity of the organization are realistic if such programs are fully operationalized in modern day workplaces.

Dr. Usha Tiwari Lecturer, APS University, Rewa (M.P.), India(2014) In the present study an attempt has been made to study the employee welfare facilities and its impact on employees efficiency at Vindhya Telelinks Ltd. Rewa Madhya Pradesh. The study show the Employees welfare facilities and its impact on employees efficiency at Vindhya Telelinks Ltd. Rewa appear good. It concludes that the employee welfare facilities provided by the company to employees are satisfied and it is commendable, but still of

scope is there for further improvement. So that efficiency, effectiveness and productivity can be enhanced to accomplish the organizational goals. The result is that there is necessity of making some provision for improving the welfare facility through that employees will become happy, employees performance level become increase. It leads to improve favorable effects of profitability and products of the organization. At last it can be conclude that the employee welfare facilities provided by the company to employees are satisfied and it is commendable, but still of scope is there for further improvement. So that efficiency, effectiveness and productivity can be enhanced to accomplish the organizational goals.

Dr.M.Surat Kumari (2014) mentioning that, the term "employee welfare" refers to a wide range of services, benefits, and facilities that the employer provides to its workers. These welfare features are added to regular wages and other financial compensation to ensure that workers are happy and fulfilled. Employee welfare and the benefits motivate the employees for the better performance and also it boosts the employee morale and improves the human relationships and thereby increases the job fulfillment of the employees.

Logasakthi and Rajagopal (2013) revealed the employees enjoy not only the satisfaction of their jobs but also various facilities given by the firms. The labours extend their maximum support for the improvement of the company. The personnel department takes care of the total human resources in the company. The management provides all the health safety and welfares to the employees that will help to produce better performance in the work and working environment.

Srinivas KT(2013) According to KT, the purpose of the survey is to determine the company's welfare facilities and employee satisfaction. Using a random sampling technique, information is obtained from 100 employees of the company. It is discovered that the majority of respondents are aware of the statutory and non-statutory employee welfare facilities offered by the company, including medical and canteen services, and they are content with the welfare facilities that the company towards the employee's welfare.

Emmanuel Majekodunmi Ajala(2012) - The study analyzed the influence of workplace environment on workers welfare and productivity in government parastatals of Ondo State, Nigeria. Two research questions are raised to assist the research. In this study a conducive workplace environment that aid the performance of work automatically improves productivity improved or adequate lighting improves productivity, fewer rejects, enhanced safety, lower insurance premiums, better morale and increased customer satisfaction. Poor and unsafe workplace environment, result in significant losses for workers, their families, and national economy. A conducive workplace environment that aid the performance of work automatically improves productivity improved or adequate lighting improves productivity, fewer rejects, enhanced safety, lower insurance premiums, better morale and increased customer satisfaction. A good workplace communication will involve employees in the development and implementation of healthy workplace practices, virile employees, enthusiastic employers and sustenance of the organization.

Owusu (2012) studied the effects of motivation on employee performance at commercial banks in Ghana. The study revealed that, management can make use of different strategies and policies to motivate employees in the banking environment. Employees are interested in enhanced salaries, fringed benefits, promotion, and car loans as motivating elements sufficient to push employees of the bank to give out their best. The research also revealed that the core duty of the bank is normally carried out by clericals who are more than the supervisors and as such motivational packages should be geared towards the clerical workers to ensure that they delight the customers.

Okumbe (2010), an organization that was genuinely interested in the welfare of its workers was concerned about creating a positive work environment where individuals recognized that they were valued, it then boosted their performance. Medical insurance coverage was one of the welfare services that enhanced employee performance. Due to the high cost of hospitalization, surgical and maternity care, it had become necessary that employees be cushioned against these costs putting in place Medical insurance. Employees with medical insurance were more likely to be satisfied with their work and with the employer which then eventually translates into effective performance.

2.2 THEORETICAL FRAMEWORK

Functional Theory of Labor Welfare

This theory is often denoted to as efficiency theory. It was developed by Fredrick Taylor between 1896 and 1915. The theory works by the concept of a healthy and happy person is more productive and a better worker. It is in this case, that welfare is utilized as a way to preserve, develop, and secure the productivity and efficiency of labor. The theory recommended that welfare can be utilized in securing besides developing productivity besides efficiency of labor (Manju & Mishra, 2007). Hence, if an employer ensures that their workforce is well taken care, it will mean that more efficiency and productivity among the employees will be ensured. This theory is important in making the characteristics of the labor force more understandable. The theory is also important in understanding the contemporary support for labor and how working towards similar goals can increase productivity. This theory was used in this study since welfare services play a significant role in affecting the labor force performance. Certainly, whenever an employer ensures that they take good care of their worker, their efficiency is increased. Thus, as the theory suggests employers have a role in the welfare of employees of looking towards the welfare of their employees.

Social Exchange Theory

This theory was established by a sociologist, George Homans. The year 1958 marked the time the theory of “Social Behavior as Exchange,” appeared in his essay. In his research that involved small groups, Homan at first believed that any society would only be seen as a social system. To enable studying of the social system, it was essential to single out each individual behavior unlike the social structure that people created. It is through the studying of these groups that Homans began spotting the punishments and rewards that each member was given. He, thus, developed an elements framework that consisted various elements of social behavior. Among these elements include activities, sentiments, and interactions. Specific considerations regarding each groups external and internal systems was considered. As Greenberg and Scott (1996) asserts, the main aspect attributed in the social exchange theory is reciprocity norm. A strong social exchange relationship is important in helping building a positive working relationship between employees and employers and is as well essential in eliciting commitment and trust among employees, which in returns helps in improving

productivity. Nevertheless, this theory has its criticisms. As Miller (2005) contends, the theory decreases the interaction of human to a procedure that is driven by considerations that are economic oriented. According to Miller (2005), this theory promotes openness with it being created in the 1970s when openness and freedom were favored.

Expectancy Theory

This theory was first in the valence-instrumentality-expectancy theory by Victor Vroom (Armstrong, 2006). As Armstrong (2006) contends the value in the theory stands for the fact that when one does one thing it leads to the other. Expectancy denotes to the conviction that; effort or action leads to a certain ending. The theory argued that people choose among alternatives that revolve around uncertain outcomes. Each person behavior is not only affected by a person's preference, but also the extent of their beliefs of the outcomes being possible. As Armstrong (2006) describes expectation as a monitory trust about the chance that a certain behavior will result in a specific result, while expectancies, can be expressed in respect to their strengths. As laid out the various expectations are founded around the experiences of the previous times. Such include the beliefs that employees who work their way above and above the call of duty are rewarded. Thus, motivation to work under these conditions will be increased. Thus, to reward employees in respect to their contributions, employees should maintain the employees' performance. Hence, an important role in ensuring employees continue performing beyond their expectations. The theory paid important focus on critical aspects of management which include performance, efforts, and finally personal goals. It laid important ground for quantitative formula provision to find ways to motivate employees (Parijat & Bagga 2014). To enhance performance, managers came up with ways to reward work on the basis of merit.

Human Capital Theory

Human Capital Theory, first proposed by Becker in 1993, explains the role of human capital in economic progression. It focuses on the procurement and optimal utilization of human resources within organizations to achieve maximum productivity. Recognizing the critical importance of human capital, many firms have increased their investment in this area. The theory posits that current challenges posed by globalization and technological advancements can be effectively addressed by leveraging appropriate

human capital. Consequently, employees must not only possess the necessary competencies but also the right mindset to execute their responsibilities (Hunjra, 2010).

The significance of this theory lies in its emphasis on staff welfare practices to ensure efficient Human Resource Management (HRM). In this context, enhanced performance and service delivery in the public sector can be achieved through proper staff welfare practices. The theory underscores the importance for organizational management to prioritize employee welfare, as this will lead to improved performance. Therefore, ensuring proper staff welfare is crucial for attaining optimal performance in the Public Service Commission in Nairobi.

Philanthropic theory

Philanthropy means affection for mankind. The philanthropic theory of labour welfare refers to the provision of good working conditions, creches and cantena out of pity on the part of the employers who want to remove the disabilities of the workers. Robert Owen of England was a philanthropic employer, who worked for the welfare of his workers. The philanthropic theory a more common in social welfare. drinking water facilities, the rehabilitation of crippled persons, donations to exiguous and educational institutions, and so forth are examples of philanthropic deeds.

This theory is closely related to religious theory's principle of charity. This theory further emphasises that every member of industrial system should have harmonious relations with the rest of stakeholders. It is a duty and responsibility of the wealthy people to help the underprivileged. Mutual harmony and brotherly relations within the society is important to promote a peacefid and cooperative environment.

The philanthropic theory suggests that organizations should engage in acts of goodwill and social responsibility, contributing to the welfare of their employees and the community. This approach goes beyond compliance and demonstrates a genuine commitment to improving the lives of employees.

Philanthropic Vision and Strategy:

Establish a philanthropic vision that includes a commitment to improving employee welfare and well-being. Develop a comprehensive strategy that aligns the organization's philanthropic efforts with employee needs and societal impact.

Content Theories

Content theory in the context of employee welfare facilities explores how different aspects of workplace amenities and support systems align with fundamental human needs and motivations, as theorized by prominent psychologists. Starting with Maslow's Hierarchy of Needs, which posits that individuals are motivated by a hierarchy of needs ranging from physiological requirements like food and shelter to higher-level needs such as self-actualization and personal growth, employee welfare facilities directly address these needs. For instance, providing clean drinking water and comfortable workspaces meets physiological needs, while offering opportunities for career development and recognition addresses higher-level needs for esteem and self-actualization. Herzberg's Two-Factor Theory distinguishes between hygiene factors, which prevent dissatisfaction (e.g., adequate pay, safe working conditions), and motivators, which lead to satisfaction (e.g., recognition, growth opportunities). Welfare facilities must ensure basic hygiene factors like workplace safety and fair compensation while incorporating motivators such as training programs and advancement opportunities. Alderfer's ERG Theory condenses needs into existence, relatedness, and growth categories, suggesting that employees may prioritize different needs at different times. Welfare facilities that support health and safety (existence), foster social connections (relatedness), and promote career development (growth) cater to diverse employee needs. McClelland's Theory of Needs focuses on achievement, affiliation, and power as motivators.

Employee welfare facilities can enhance achievement through challenging work assignments, affiliation through team-building activities, and power through leadership opportunities. By integrating these theories into the design and implementation of welfare facilities, organizations can create a supportive environment that not only meets employees' basic needs but also fosters motivation, satisfaction, and personal growth, ultimately enhancing employee performance and organizational success.

Public relations theory

Public relations (PR) theory explores how organizations manage their relationships with various stakeholders, including employees, to enhance reputation and achieve strategic goals. When applied to employee welfare facilities and employee performance, PR theory emphasizes the importance of communication, transparency,

and mutual understanding between the organization and its workforce. Here's how PR theory relates to employee welfare facilities and performance:

Communication and Transparency: Effective PR practices emphasize clear and open communication channels between management and employees regarding welfare facilities. Transparent communication about the availability and benefits of these facilities helps build trust and engagement among employees. For example, regular updates on new welfare initiatives or improvements in existing facilities demonstrate the organization's commitment to employee well-being. This transparency fosters a positive perception of the organization and enhances employee morale, which in turn contributes to improved performance.

Employee engagement and Satisfaction: PR theory underscores the role of employee engagement and satisfaction in shaping organizational reputation. Employee welfare facilities, such as health and wellness programs, recreational activities, and professional development opportunities, play a vital part in fostering a favourable workplace. When employees feel supported and valued through these facilities, they are more likely to be involved in their work and committed to the organization's goals. This heightened engagement leads to higher levels of productivity, innovation, and overall job satisfaction, all of which contribute to enhanced performance.

Managing Organizational Image: PR theory also addresses how organizations manage their image both internally and externally. Internally, employee welfare facilities are instrumental in shaping the organizational culture and employer brand. A workplace known for its supportive welfare initiatives attracts and retains talent, enhancing its reputation as an employer of choice. Externally, positive perceptions of employee welfare initiatives contribute to a favourable public image and can attract prospective employees, clients, and stakeholders who value corporate social responsibility and employee well-being.

Crisis Management and Employee Relations: In times of organizational challenges or crises, effective PR strategies that emphasize employee welfare can mitigate negative impacts on employee morale and performance. For instance, robust welfare facilities that include support services during difficult times, such as employee assistance programs or flexible leave policies, demonstrate the organization's commitment to supporting its workforce. This proactive approach not only helps maintain employee

morale but also strengthens employee loyalty and resilience, contributing to sustained performance even in challenging circumstances.

EMPLOYEE PERFORMANCE

Employee performance is a critical determinant of organizational success, encompassing various elements such as productivity, efficiency, quality of work, and overall contribution to company goals. It is influenced by multiple factors including motivation, job satisfaction, skills, training, leadership, and the work environment. Understanding and optimizing these factors can lead to significant improvements in employee performance, ultimately benefiting both the employees and the organization.

Motivation is a key driver of employee performance, which can be categorized into intrinsic and extrinsic motivation. Intrinsic motivation refers to the personal satisfaction and meaning that employees derive from their work. When employees find their roles fulfilling and aligned with their interests and values, they are more prone to be engaged and productive. For example, employees who are passionate about their work are often willing to put in extra effort and time, leading to higher quality outcomes. On the other hand, extrinsic motivation involves external rewards such as bonuses, promotions, and recognition. A fair and transparent reward system can significantly enhance motivation and loyalty, as employees experience a sense of worth and appreciated for their contributions.

Job satisfaction is another crucial factor influencing employee performance. A positive work environment, characterized by supportive colleagues and a good organizational culture, can boost job satisfaction. When employees feel respected and part of a team, they are more probable to be motivated and perform better. Additionally, work-life balance plays a vital role in job satisfaction. Employees who can balance their work and personal lives are less likely to experience burnout and more likely to be productive. Offering flexible working hours, remote work options, and on-site childcare can help employees manage their personal and professional responsibilities effectively, leading to higher job satisfaction and performance. Job security also contributes to job satisfaction. When employees feel secure in their positions, they can focus more on their tasks without the added stress of job instability, thus enhancing their performance.

Employee Performance In Organization Key features

Dependability

Dependability evaluates an employee's reliability and consistency in meeting deadlines and commitments. Dependable employees are punctual, meet deadlines, and consistently perform their duties to the expected standard.

Teamwork and collaboration

This feature looks at how well an employee works with others, communicates, and contributes to group efforts. Effective teamwork and collaboration are essential for a positive work environment and achieving collective goals through combined efforts.

Initiative and innovation

Initiative refers to an employee's willingness to take on new challenges and responsibilities without being prompted. Innovation involves coming up with new ideas and improvements. Employees who show initiative and innovation drive progress and help the organization adapt and stay competitive.

Communication skills

This feature assesses an employee's ability to effectively convey information, listen actively, and engage in meaningful dialogue with colleagues, supervisors, and clients. Strong communication skills are essential for preventing misunderstandings and fostering a collaborative work environment.

Adaptability

Adaptability measures an employee's ability to adjust to changes in the workplace, including new tasks, technologies, and processes. Adaptable employees are flexible, open to new ideas, and able to handle unexpected challenges smoothly.

Problem-solving skills

This feature evaluates an employee's ability to identify issues, analyze information, and develop effective solutions. Strong problem-solving skills enable employees to overcome obstacles, make informed decisions, and contribute to continuous improvement within the organization.

Productivity

Productivity measures the efficiency and effectiveness with which an employee completes their tasks and meets deadlines. High productivity is characterized by a steady workflow and the ability to manage time well, resulting in increased output and achievement of goals.

Quality of Work

This feature assesses the accuracy, thoroughness, and attention to detail in an employee's tasks. High-quality work means producing outputs that meet or exceed standards, with minimal errors and high levels of precision and care.

EMPLOYEE WELFARE FACILITIES

The International Labour Organization (ILO) stands as a pivotal entity in the global landscape, dedicated to promoting social justice and internationally recognized human and labour rights. Established in 1919 as part of the Treaty of Versailles that ended World War I, the ILO is a unique tripartite United Nations (UN) agency that brings together governments, employers, and workers from its 187 member states to set labor standards, develop policies, and devise programs promoting decent work for all women and men.

At its core, the ILO's mission is rooted in the belief that universal and lasting peace can only be achieved if it is based on social justice. The organization's founders recognized the importance of human dignity and fair treatment in the workplace, principles that remain at the heart of the ILO's work today. The ILO's mandate encompasses the promotion of rights at work, the encouragement of decent employment opportunities,

the enhancement of social protection, and the strengthening of dialogue on work-related issues.

One of the ILO's primary functions is to set international labor standards through conventions and recommendations. These standards are designed to address a wide range of issues, including freedom of association, collective bargaining, forced labor, child labor, discrimination, wages, working hours, and occupational safety and health. To date, the ILO has adopted 190 conventions and 206 recommendations. Member states are encouraged to ratify these conventions, thereby committing to align their national laws and practices with the standards set forth by the ILO.

The International Labour Organization (ILO) has long been a pivotal force in promoting employee welfare facilities and enhancing employee performance. The ILO's commitment to social justice and decent work is intrinsically linked to the provision of comprehensive welfare facilities, which are recognized as critical to ensuring productive and dignified employment. Employee welfare facilities include a broad variety of services and benefits, such as health and safety measures, recreational facilities, housing, transportation, and childcare services, all of which contribute significantly to the well-being and performance of employees.

It broadly categorizes welfare services into two types: intra-mural and extra-mural activities. Intra-mural activities are those provided within the establishment and include amenities such as latrines and urinals, drinking water, washing and bathing facilities, crèches, rest shelters, canteens, arrangements to prevent fatigue, health services including occupational safety, uniforms and protective clothing, and shift allowances. Extra-mural activities, on the other hand, are undertaken outside the establishment and encompass services like maternity benefits, social insurance measures such as gratuity, pension, provident fund, and rehabilitation, physical fitness and efficiency programs, family planning and child welfare, education facilities, housing, recreational activities including sports and cultural events, and transport to and from the workplace. These services can also be classified into statutory and voluntary welfare services, with statutory services comprising the legal provisions in various labor legislation, and voluntary services being those undertaken by employers voluntarily for the benefit of their workers. The basic purpose of employee welfare is to enrich the life of employees.

The employee welfare facilities in the organization affects on the behavior of the employees as well as the productivity of the organization. Welfare is a broad concept referring to a state of income of an individual or a group, in a needed relationship with the total environment, ecological, economic and social. Employee welfare is an area of social welfare theoretically and operationally. It covers a broad field and connotes a state of well being, happiness, fulfillment, accumulation and expansion of human resources and also helps to drive of employee. Better employee welfare services results into organizational advantages, increased employee confidence along with job protection and reduces employee turnover. Organization can create positive attitude in the employees mind by giving right payment and providing welfare measures.

Features Of Employee Welfare Facilities

Dynamic and regionally varied nature: Employee welfare initiatives are dynamic and exhibit variability across different regions. They evolve in response to local needs and conditions, reflecting cultural, economic, and social differences. For example, healthcare benefits may vary based on healthcare infrastructure and regulatory frameworks in different countries or regions.

Flexibility and evolution with new measures: Employee welfare is characterized by its flexibility, allowing for the incorporation of new measures over time. Organizations, charitable institutions, governments, and employees themselves continuously innovate and adapt welfare programs to address emerging challenges and meet evolving employee needs. This adaptability ensures that welfare initiatives remain relevant and effective in supporting employee well-being.

Introduction by various entities: Employee welfare measures can be introduced by diverse stakeholders including companies, charitable organizations, governmental bodies, and employees. Companies may implement initiatives like wellness programs or flexible work arrangements to enhance employee satisfaction. Charitable organizations may offer grants or support for employee development. Governments may legislate minimum standards for employee welfare, while employees might advocate for improved workplace conditions.

Enhancement of physical, intellectual, and moral wellness: Employee welfare initiatives aim to enhance the holistic wellness of employees, encompassing physical,

intellectual, and moral dimensions. Physical wellness initiatives include healthcare benefits and workplace safety measures. Intellectual wellness may involve training programs and educational opportunities. Moral wellness can be promoted through ethical guidelines, fair treatment policies, and initiatives fostering a positive organizational culture.

Continuous improvement process: Employee welfare is a continuous and iterative process aimed at ongoing improvement. Organizations regularly evaluate the effectiveness of existing welfare measures and seek feedback from employees to identify areas for enhancement. This cyclical approach ensures that welfare programs remain responsive to changing employee needs, organizational goals, and external factors.

Comprehensive scope beyond wages: Employee welfare encompasses any initiative that goes beyond basic wages to promote the well-being and development of employees. This includes a wide range of benefits and support mechanisms such as healthcare coverage, retirement plans, work-life balance initiatives, professional development opportunities, and social engagement activities. By placing investment into these areas, organizations demonstrate their commitment to supporting and nurturing a motivated and productive workforce.

Objectives Of Employee Welfare

- **To enhance employee morale:** Employee welfare initiatives aim to boost the morale of employees by providing them with support and benefits that contribute to their well-being and job satisfaction. When workers sense their worth and well-being through initiatives such as healthcare benefits, wellness programs, and recognition schemes, their morale improves. This can lead to higher motivation, increased engagement, and a more positive attitude towards work.
- **To Foster Loyalty and Contentment:** A primary goal of employee welfare is to cultivate a loyal and contented workforce. By offering competitive benefits, work-life balance initiatives, and opportunities for career development, organizations can create an environment where employees feel appreciated and

committed to the organization's goals. This loyalty enhances retention rates, reduces turnover, and promotes a stable and productive work environment.

- **To Enhance Company Reputation:** Employee welfare measures play a crucial role in shaping the company's image in the eyes of its employees. When organizations prioritize employee well-being and invest in their development and happiness, they earn a reputation as an employer of choice. This positive perception not only attracts top talent but also enhances the company's brand image and credibility within the industry and broader community.
- **To Ensure Comfortable and Happy Living:** Employee welfare initiatives aim to improve the quality of life for workers by providing amenities and benefits that support their personal and family needs. This includes provisions for healthcare, flexible work arrangements, paid time off, and financial security measures such as retirement plans. By addressing employees' basic needs and aspirations, organizations enable them to live comfortably and happily both inside and outside of work.
- **To boost worker efficiency:** An important objective of employee welfare is to enhance the efficiency and productivity of workers. When employees have access to resources and support that promote their mental and physical well-being, they are better equipped to perform their job responsibilities effectively. This can lead to increased efficiency, higher output, and improved overall organizational performance.
- **To reduce influence of trade unions:** Employee welfare initiatives can help mitigate the influence of trade unions by addressing employees' needs and concerns proactively. By offering fair wages, competitive benefits, and a supportive work environment, organizations can reduce dissatisfaction among employees that may lead them to seek union representation. Effective communication and transparent policies also play a role in maintaining positive employee relations and minimizing the appeal of union membership.
- **To showcase philanthropic and benevolent activities:** Employee welfare efforts include highlighting the company's philanthropic and benevolent activities. By supporting community projects, charitable donations, and volunteering initiatives, organizations demonstrate their commitment to social responsibility. This not only enhances the company's reputation but also fosters

pride and engagement among employees who are involved in or support these activities.

- **To demonstrate care for employees:** Employee welfare initiatives aim to communicate to employees that the company values their well-being and takes active steps to care for them. This includes providing comprehensive healthcare benefits, wellness programs, safety measures, and financial security options. When employees feel supported and taken care of, the greater the chance that they are loyal to the company and less inclined to seek external representation or support.
- **To foster a positive attitude towards job, company, and management:** Employee welfare programs contribute to cultivating a positive attitude among employees towards their job, the company, and its management. By creating a conducive work environment with opportunities for growth, recognition, and fair treatment, organizations can instill trust, loyalty, and commitment among employees. Positive attitudes lead to higher job satisfaction, improved morale, and greater alignment with organizational goals.

Welfare Measures in India

The core issue in employee welfare, whether mandated by legislation or otherwise, lies in determining the roles of the State, employers, trade unions, and voluntary agencies. Beyond its social responsibility, the State, as an employer, must set an example by providing comprehensive welfare amenities to its workers. Additionally, the State may directly sponsor welfare programs in areas where workers reside. Certain measures, such as general education up to a certain level and public health, are more appropriately handled by the State.

Employee welfare gained significant attention only after India gained independence and adopted a socialistic framework to achieve various socio-economic goals. To enhance the welfare and well-being of employees, the Government of India has established provisions under various labor laws. Notably, the Factories Act, 1948, outlines extensive provisions related to employee health, safety, and welfare. These include regulations on working hours (weekly and daily), weekly holidays, employment of young persons, canteen facilities, first aid, shelters, restrooms, lunchrooms, annual

leave with wages, and the employment of women and young persons. The Act also mandates the appointment of Welfare Officers in manufacturing and service sectors.

The Act provides clear and comprehensive standards for minimum welfare requirements to be followed by management. However, establishing these standards is insufficient; their successful implementation is crucial. Failure to implement these provisions leads to employee dissatisfaction. In India, employees across various organizations benefit from numerous welfare facilities aimed at enhancing their quality of work life and overall happiness, which in turn positively affects employee performance and organizational effectiveness.

Intramural facilities

Intramural facilities refer to recreational and competitive activities organized within an institution or community, typically for its members. These facilities play a crucial role in promoting physical fitness, social interaction, and overall well-being among participants. Intramural facilities are aimed at enhancing the overall quality of work life for employees by offering chances for physical exercise, socialization, relaxation, and personal development. They contribute to creating a positive workplace culture where employees feel valued, supported, and encouraged to maintain a healthy lifestyle. These amenities not only promote employee well-being but also contribute to improved morale, increased productivity, and better retention rates within the organization. Many companies view intramural facilities as essential investments in fostering a happy and engaged workforce, ultimately leading to a more successful and sustainable business environment. The intramural facilities include:

- **First aid facilities** : A first aid facility is a designated area equipped with essential supplies and equipment for providing immediate medical assistance to individuals who are injured or experiencing a medical emergency. This facility typically includes items such as bandages, antiseptics, adhesive tape, scissors, and other basic medical supplies.
- **Canteen facility** : A canteen facility is an area within an organization or institution where food and beverages are provided for employees who are eligible . It typically includes a dining area with tables and chairs where individuals can sit and eat meals.

- **Drinking water facility:** A drinking water facility is a designated area or infrastructure within an organization or public space where clean and safe drinking water is provided for consumption by individuals. This facility typically includes water dispensers, water coolers, or fountains equipped with taps or spouts where individuals can fill their containers or directly drink water.
- **Sanitary facility :** A sanitary facility refers to a designated area or infrastructure within a building or public space that provides facilities for maintaining personal hygiene and sanitation. This typically includes restrooms, toilets, washbasins, showers, personal hygiene for women and other amenities necessary for individuals to fulfill their hygiene needs.
- **Changing rooms:** Changing rooms are designated areas within a facility, where individuals can change their clothing or attire in privacy. These rooms are equipped with benches or seating areas and may include lockers or storage spaces for personal belongings.
- **Free meal facility:** A free meal facility refers to a service provided by an organization or entity where individuals are offered meals at no cost. This facility may be available for various purposes, such as employee welfare programs, charitable initiatives, community outreach efforts, or special events. The company providing for office staffs.
- **Uniforms and protective clothes :** Uniforms and protective clothing in a company refer to standardized attire and specialized gear worn by employees to fulfill various purposes. protective clothing includes garments designed to safeguard employees from workplace hazards. This may include items like high-visibility vests, hard hats, gloves, safety goggles etc.

Extramural facilities

Extramural facilities in a company refer to amenities, services, and opportunities provided outside the organization's premises but accessible to employees as part of their benefits package or corporate initiatives. Unlike intramural facilities, which are located on-site, extramural facilities extend beyond the workplace to offer additional resources that contribute to employees' well-being, professional development, and work-life balance. Extramural facilities in a company refer to amenities, services, and opportunities provided outside the organization's premises but accessible to employees as part of their benefits package or corporate initiatives. Unlike intramural facilities,

which are located on-site, extramural facilities extend beyond the workplace to offer additional resources that contribute to employees' well-being, professional development, and work-life balance.

- **Housing facilities:** Housing facilities are made available in the form of accommodation to the employees by the company. They contain all facilities like electricity, sanitation, water supply etc.
- **Maternity benefits:** Maternity benefits refer to financial or non-financial support provided to women who are pregnant or have recently given birth. These benefits are typically offered by employers, government agencies, or insurance programs and aim to support women during pregnancy, childbirth, and the postpartum period.
- **Health and medical benefits:** Health and medical benefits refer to services provided by employers, government programs, or insurance plans to support individuals in maintaining their health and accessing medical care. These benefits typically include coverage for medical expenses, such as doctor visits, hospitalization, prescription medications, and preventive care services like vaccinations and screenings.
- **Shift allowances:** A shift allowance is an additional payment that an employer makes to their employee for working unsociable hours. It is also possible to qualify for this allowance when working unusual shift patterns.
- **Social insurance:** Social insurance is to prevent an individual from falling to the depths of poverty and misery and to help them in times of emergencies. Insurance involves the setting aside of sums of money in order to provide compensation against loss, resulting from particular emergencies. The elimination of the risk of the individual is the basic idea of insurance. It is primarily the effort of the social group, in place of the individual effort, to lessen the incidence of loss on the individual. Examples are disability insurance.
- **Benevolence fund:** The Benevolence Fund is used to help people who need funds and are facing family hardships due to various reasons like natural calamities, health issues, accidents, or any other natural cause.
- **Leave travel allowance:** Leave Travel Allowance is a tax-free allowance employers offer employees as part of their salary component. Employees can,

take a leave from work and travel on vacation, and the costs incurred would be allowed as a tax-free allowance by the employer.

Employee welfare facilities in employee performance

By investing in comprehensive employee welfare facilities, organizations not only enhance individual well-being but also create a conducive environment for sustained high performance and organizational success. Employees who feel supported, valued, and healthy are more likely to be engaged, productive, and committed to achieving both personal and organizational objectives, thereby strengthening the overall performance and competitive advantage of the organization in the marketplace.

Employee welfare facilities play an essential role in influencing employee performance by contributing to their overall well-being, job satisfaction, and productivity. These facilities encompass a variety of benefits and initiatives designed to support employees' physical, mental, and emotional health, as well as their work-life balance. When implemented effectively, they not only enhance the quality of life for employees but also contribute to a positive organizational culture and improved business outcomes.

Employee performance refers to the extent to which an employee successfully fulfills the responsibilities and expectations associated with their job role within an organization. It encompasses the quality and quantity of work completed, as well as other factors such as efficiency, effectiveness, and adherence to organizational goals and standards.

Work performance affects the overall quality of work within the workplace, which in turn directly influences workplace productivity. The Human resource department of the organization is responsible for tracking down employees' performance so that the right decision can be taken. If the employee has been showing great performance activities, he or she can be rewarded or if the person is losing interest, more motivation can be provided.

To create a culture of performance excellence within the workplace, employers should strive to instill company values throughout the organization. Effective communication skills are paramount in this process, ensuring employees understand performance goals and expectations.

Managers should also provide regular employee feedback and guidance to help employees understand their own performance and know when they are performing well and when additional help is needed. By creating an environment where performance is rewarded and celebrated, employees will be more engaged in their roles and the quality of work produced.

key aspects to measure employee performance are:

- **Productivity:** The ability of an employee to efficiently produce desired outputs or results within a given timeframe.
- **Quality of Work:** The degree to which the work completed by an employee meets or exceeds the established standards of the organization in terms of accuracy, thoroughness, and effectiveness.
- **Job Satisfaction:** The level of contentment and fulfillment an employee experiences in their role, including factors such as work environment, relationships with colleagues and supervisors, and opportunities for growth and development.
- **Attendance and Punctuality:** The consistency and reliability of an employee in terms of attendance at work and punctuality in meeting scheduled work hours.
- **Adaptability and Problem-Solving:** The ability of an employee to effectively navigate challenges, adapt to changes in the work environment, and contribute to problem-solving efforts within the organization.

CHAPTER III

DATA ANALYSIS AND INTERPRETATION OF DATA

DATA ANALYSIS

3.1 GENDER

Table 3.1: Distribution of respondents according to gender

Gender	No. of respondents	Percentage
Male	102	55%
Female	84	45%
Total	186	100

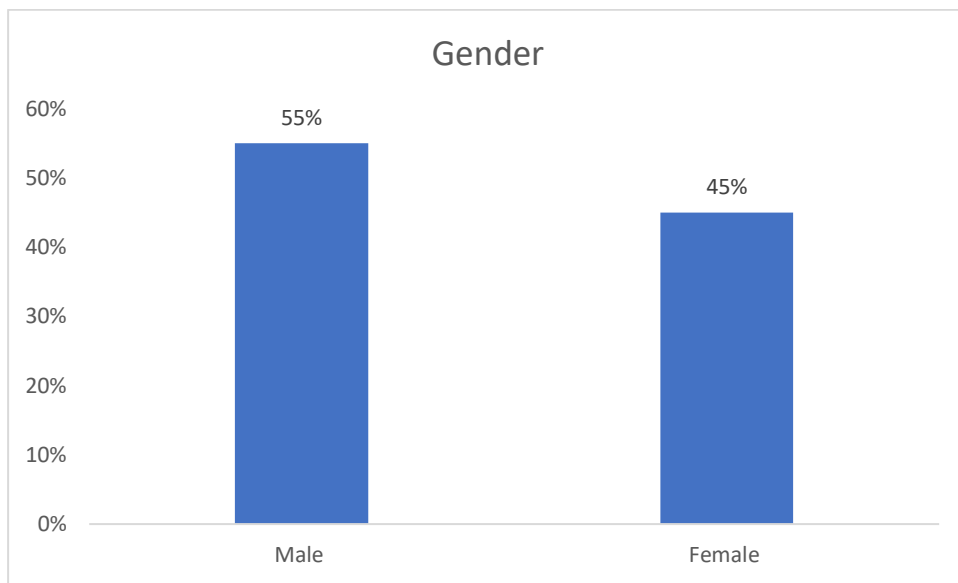


Figure 3.1: Gender

INTERPRETATION

From the above chart it is clear that 55% are male employees and 45% of employees are female.

3.2 AGE

Table 3.2: Distribution of respondents according to Age

Age	No. of respondents	Percentage
Below 25 years	35	19
26-35 years	56	30
36-45 years	68	36
46-55 years	27	15
Above 55 years	0	0
Total	186	100

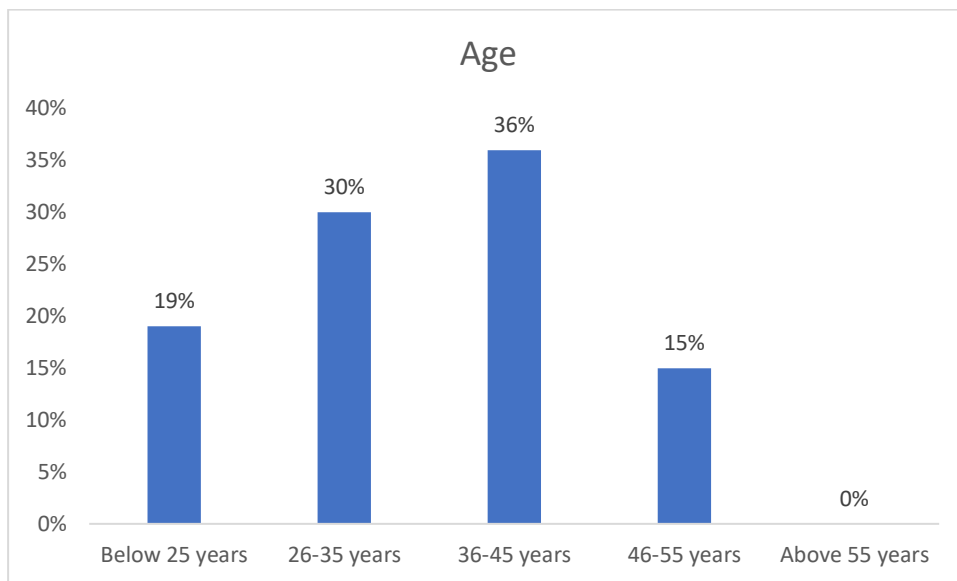


Figure 3.2:Age

INTERPRETATION

From the following graph we can see that 19 % employees are below 25 years, 30% are between 26 and 35 years,36% are between 36 and 45 years old, 15% are between 46 and 55 years and 0 % employees are between above 55 years. Most of the employees are belongs to between 36 and 45 years.

3.3 DEPARTMENT

Table 3.3: Distribution of respondents according to department

Department	No. of respondents	Percentage
Production	55	30
Sales & marketing	25	13
Human resources	23	12
Research & development	3	2
Others	80	43
Total	186	100

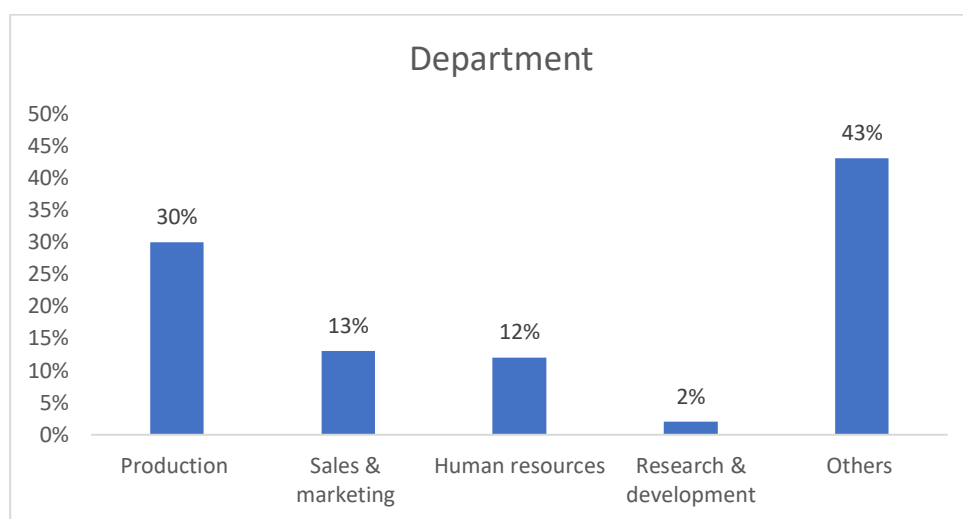


Figure 3.3: Department

INTERPRETATION

From the following chart we can see that 30% are working in production department, 13% are from sales and marketing department, 12% are from human resources department, 2% are from research and development, 43% are working in other departments. It shows that many of the employees are from other departments.

3.4 YEAR OF EXPERIENCE

Table 3.4: Distribution of respondents according to year of experience

Years of experience	No. of respondents	Percentage
Below 12 months	46	25
12-24 months	37	20
25-36 months	83	45
37-48 months	20	10
Total	186	100

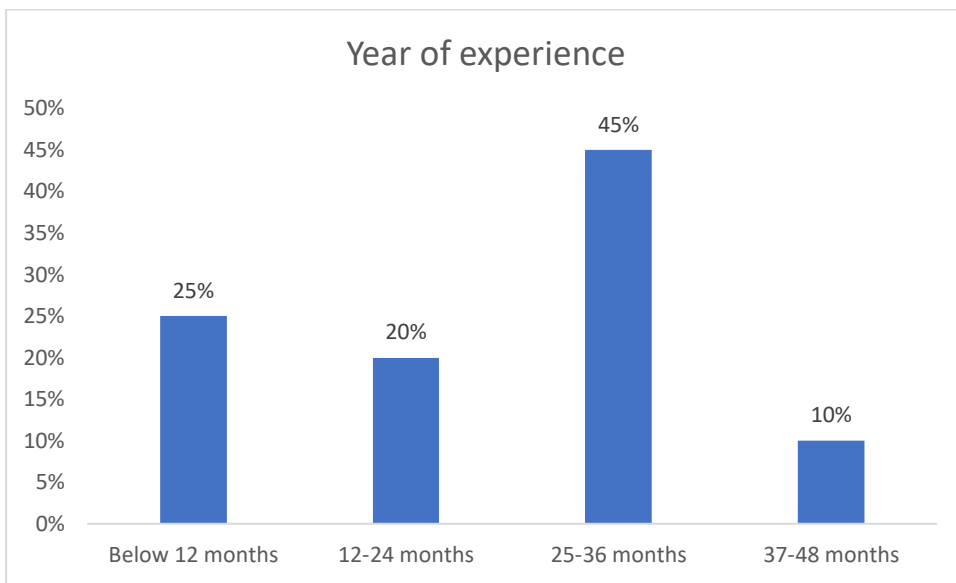


Figure 3.4: Year of experience

INTERPRETATION

From the following figure 25% of the employees have below 12 months, 20% of the employees have 12-24 months of experience, 45% have 25-36 months of experience, 10% have 37-48 months experience. Relatively high percentage of the employees have 25-36 months of experience.

3.5 AWARENESS OF WELFARE FACILITIES

Table 3.5: Distribution of respondents according to awareness of welfare facilities

Source	Respondents	Percentage
first aid facilities	166	89%
canteen facilities	158	85%
drinking water facilities	176	95%
sanitation facilities	167	90%
changing rooms	150	81%
free meal facilities	123	66%
uniform	121	65%
housing facilities	118	63%
maternity benefits	110	59%
health and medical benefits	100	54%
shift allowance	115	62%
social insurance	104	56%
benevolence fund	96	52%
leave travel allowance	81	44%
all of the above	38	20%
	1823	981%

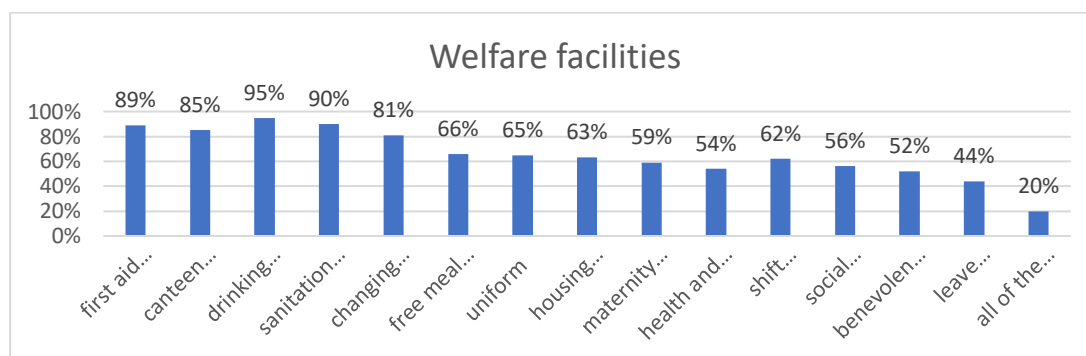


Figure 3.5: Awareness of welfare facilities

INTERPRETATION

From the following figure 89% of employees are aware of first aid facilities, 85% are aware of canteen facilities, 95% are aware of drinking water facility, 90% are aware of sanitation facility, changing rooms are aware to 81% employees, 66% aware of free meal facility, 65% are aware of uniforms, 63% are aware of housing facilities, 59% are aware of maternity facilities, 54% are aware of health and medical facilities, 62% are aware of shift allowances, 54% are aware of social insurance, 52% are aware of benevolence fund, 44% are aware about leave travel facilities, 20% are aware about all of the welfare facilities. Employees are more aware about the availability of drinking water facilities.

3.6 AVAILABILITY OF WELFARE NEEDS

Table 3.6: Distribution of respondents according to availability of welfare needs

	No. of respondents	Percentage
Strongly agree	57	31
Agree	92	49
Neither agree nor disagree	34	18
Strongly disagree	0	0
Disagree	3	2
Total	186	100

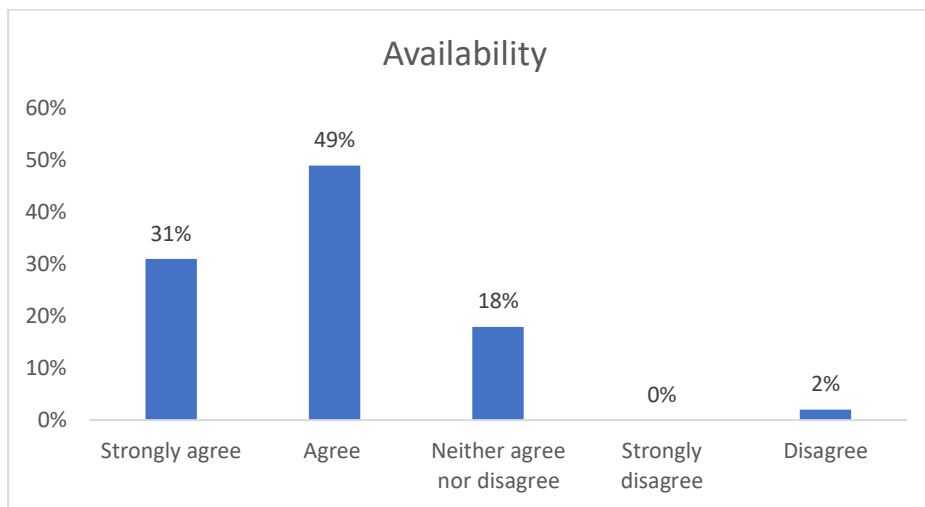


Figure 3.6: Availability of welfare

INTERPRETATION

From the following figure it is clear that 31% strongly agrees that company understand and meets the availability of their welfare needs, 49% agrees to the company meets their welfare needs , 18% neither agrees nor disagrees to that company understanding their needs, 0% respondents strongly disagree , 2% disagree with availability of welfare needs. Most of the employees agree to that company understands and meets their welfare needs.

3.7 INFLUENCE OF WELFARE FACILITIES IN PERFORMANCE

Table 3.7: Distribution of respondents according to influence of welfare facilities in performance

	No. of respondents	Percentage
Very high	76	41
High	69	37
Neither high nor low	23	12
Low	12	6
Very low	6	3
Total	186	100

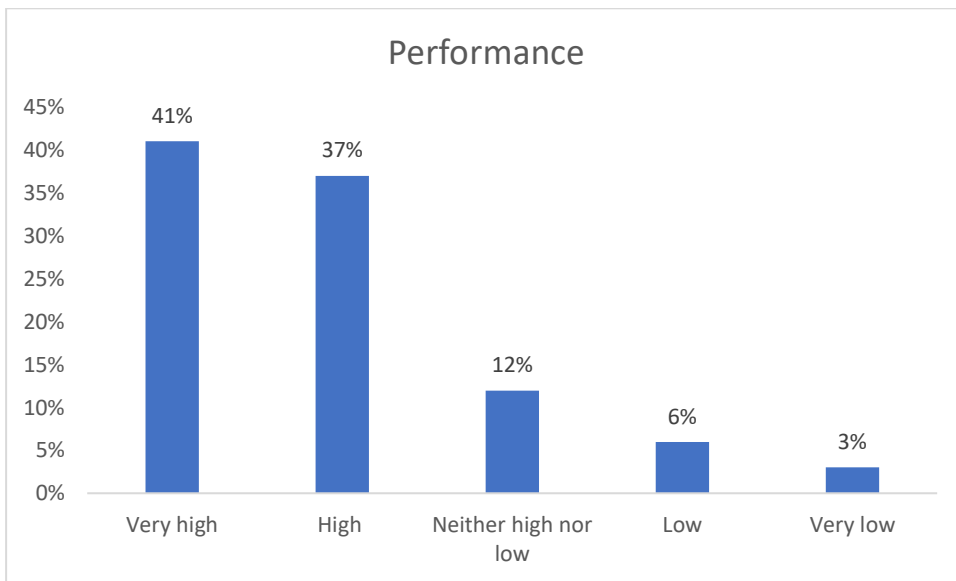


Figure 3.7: Influence of welfare facilities

INTERPRETATION

From the following figure 41% of the employees have very high influence to welfare facilities in motivating their performance, 37% have high importance to the welfare facilities, 12% have neither high or low importance. 6% have low importance to the motivation, 3% have very motivation from welfare facilities.

3.8 INFLUENCE OF WELFARE FACILITIES IN OVERALL WELLBEING

Table 3.8: Distribution of respondents according to influence of welfare facilities in overall wellbeing

	No. of respondents	Percentage
Strongly agree	46	25
Agree	95	51
Neither agree nor disagree	30	16
Strongly disagree	0	0
Disagree	15	8
Total	186	100

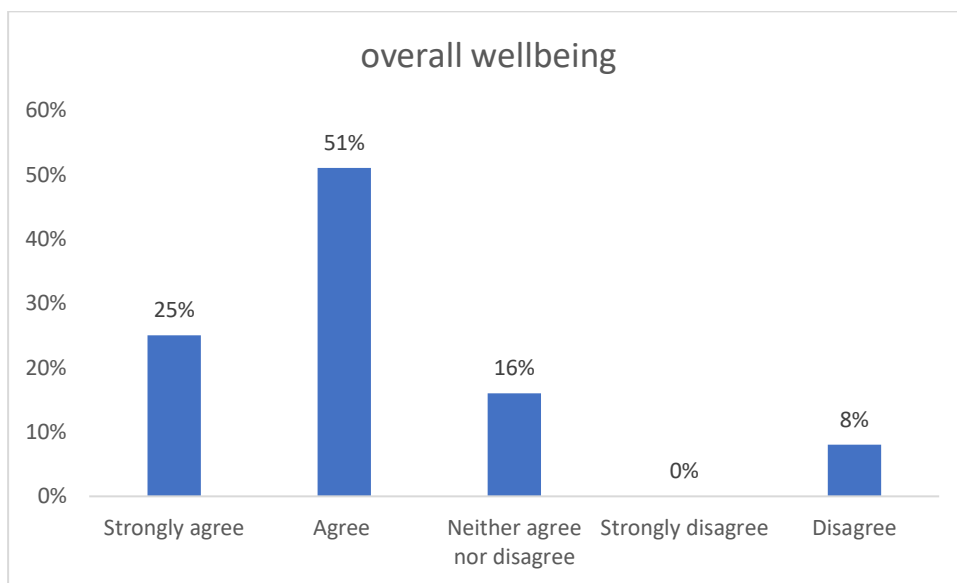


Figure 3.8: Influence in overall wellbeing

INTERPRETATION

From the following figure it shows that most of the employees strongly agrees that welfare facilities provided overall well being and which leads to the job satisfaction that is 51%, 25% are agreed to that it provides overall well being and job satisfaction.16% responded that they are neither agree nor disagree to the overall wellbeing and job satisfaction, 8% of the respondents disagrees to the job satisfaction.

3.9 FLEXIBLE WORK ARRANGEMENTS

Table 3.9: Distribution of respondents according to flexible work arrangements

	No. of respondents	Percentage
Strongly agree	51	28
Agree	86	46
Neither agree nor disagree	30	16
Strongly disagree	4	2
Disagree	15	8
Total	186	100

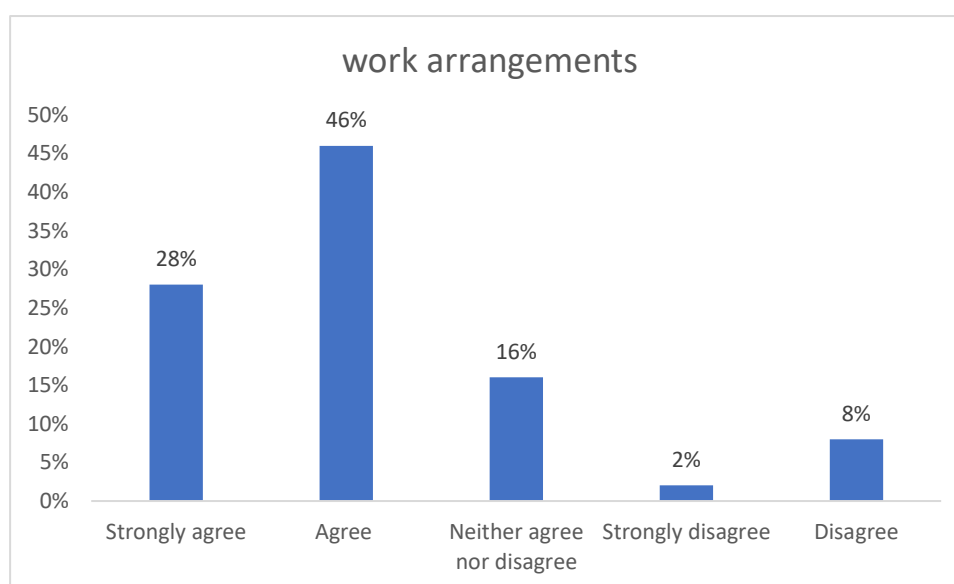


Figure 3.9: Flexible work arrangements

INTERPRETATION

From the following figure clearly means that most of the employees agrees to that it provides necessary requirements and flexible work arrangements and that is 46%, 28% respondents strongly agrees that it provides them flexible work arrangements, 16% respondents neither agrees nor disagrees to the flexible work arrangements, 2% strongly disagrees with flexible work arrangements, 8% of the respondents disagrees to the flexible work arrangements.

3.10 SENSE OF BELONGING

Table 3.10: Distribution of respondents according to sense of belonging

	No. of respondents	Percentage
Strongly agree	85	46
Agree	52	28
Neither agree nor disagree	33	18
Strongly disagree	4	2
Disagree	12	6
Total	186	100

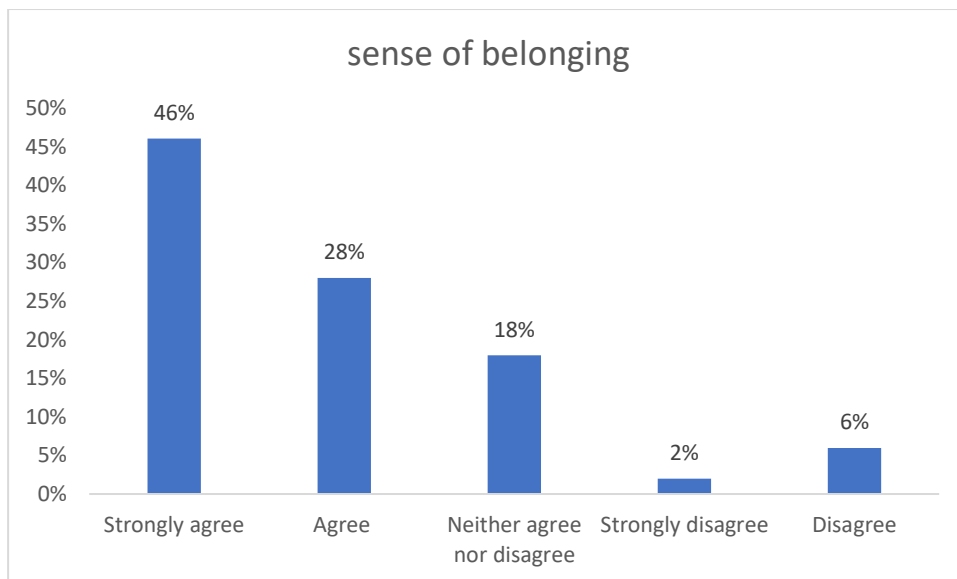


Figure 3.10: Sense of belonging

INTERPRETATION

From the following figure it shows that majority of 46% employees strongly agree that welfare facilities provide them a sense of belonging to the company, 28% agrees to the sense of belonging from welfare facilities, 18% respondents neither agrees nor agrees to the sense of belonging, 2% strongly disagrees to the sense of belonging, 6% disagrees to the sense of belonging from welfare facilities.

3.11 IMPROVED EFFICIENCY AND LOYALTY

Table 3.11: Distribution of respondents according to improved efficiency and loyalty

	No. of respondents	Percentage
Strongly agree	61	33
Agree	88	47
Neither agree nor disagree	25	13
Strongly disagree	5	3
Disagree	7	4
Total	186	100

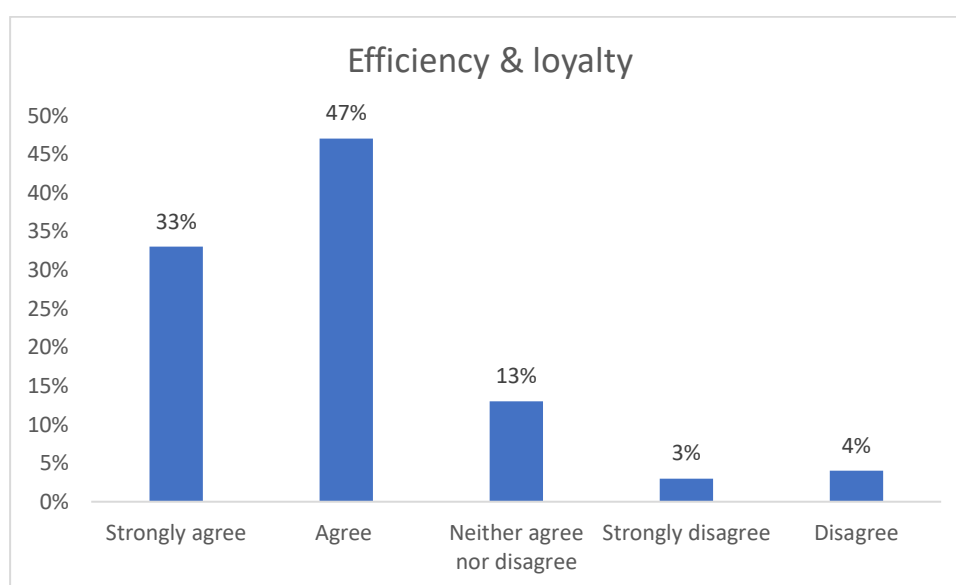


Figure 3.11: Improved efficiency and loyalty

INTERPRETATION

From the following figure it shows that majority of the employees strongly agree to that it improved efficiency and loyalty through welfare facilities and that is 47%, 33% of the employees agreed to the efficiency improvement through welfare facilities, 13% respondents neither agree nor disagree to the efficiency improvement through welfare facilities, 3% strongly disagrees and 4% disagrees to the efficiency improvement.

3.12 CARED ON THE NEEDS OF EMPLOYEES

Table 3.12: Distribution of respondents according to company cared of the needs of employees

	No. of respondents	Percentage
Strongly agree	82	44
Agree	70	38
Neither agree nor disagree	25	13
Strongly disagree	6	3
Disagree	3	2
Total	186	100

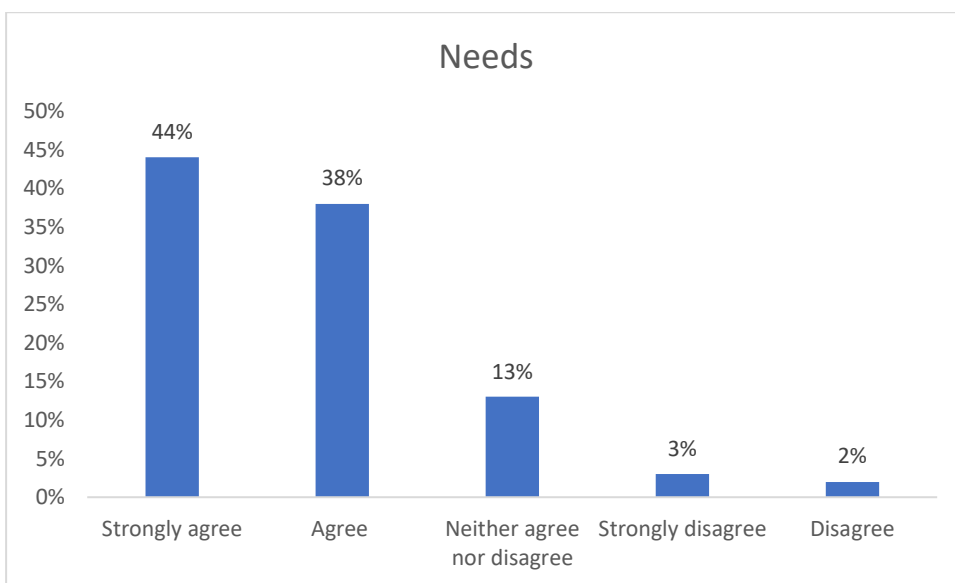


Figure 3.12: Cared on the needs of employees

INTERPRETATION

From the following figure it is clear that 44% of the employees strongly agree that company is cared of their needs and it enables their better performance, 38% of the employees agrees that it enable their performance, 13% neither agree nor disagree to that it enable their performance, 3% strongly disagrees and 2% disagrees to the enabling of performance.

3.13 CREATION OF POSITIVE ENVIRONMENT

Table 3.13: Distribution of respondents according to creation of positive environment

	No. of respondents	Percentage
Strongly agree	61	33
Agree	82	44
Neither agree nor disagree	28	15
Strongly disagree	3	2
Disagree	12	6
Total	186	100

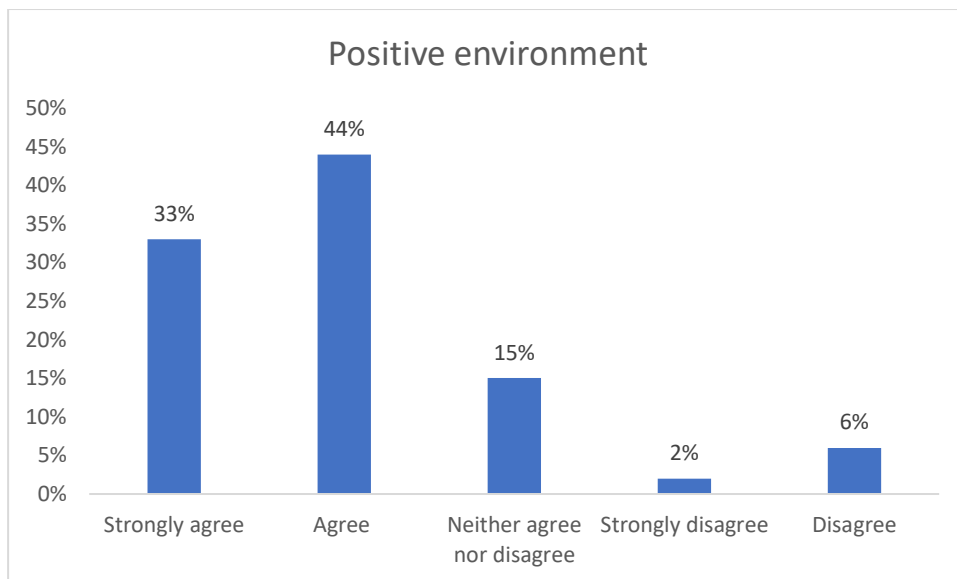


Figure 3.13: Creation of positive environment

INTERPRETATION

From the following figure it shows that majority of 44% strongly agrees that it creates them positive environment, 33% agrees that it provides positive work environment encourages them to perform better, 15% neither agree nor disagree that it provides them positive work environment, 3% strongly disagrees that it provides positive environment and enable better performance, 6% disagrees to the provision of positive work environment.

3.14 MEDICAL SUPPLIES

Table 3.14: Distribution of respondents according to satisfaction on medical supplies

	No. of respondents	Percentage
Highly satisfied	58	31
Satisfied	92	49
Neither satisfied nor dissatisfied	21	11
dissatisfied	14	8
Highly dissatisfied	1	1
Total	186	100

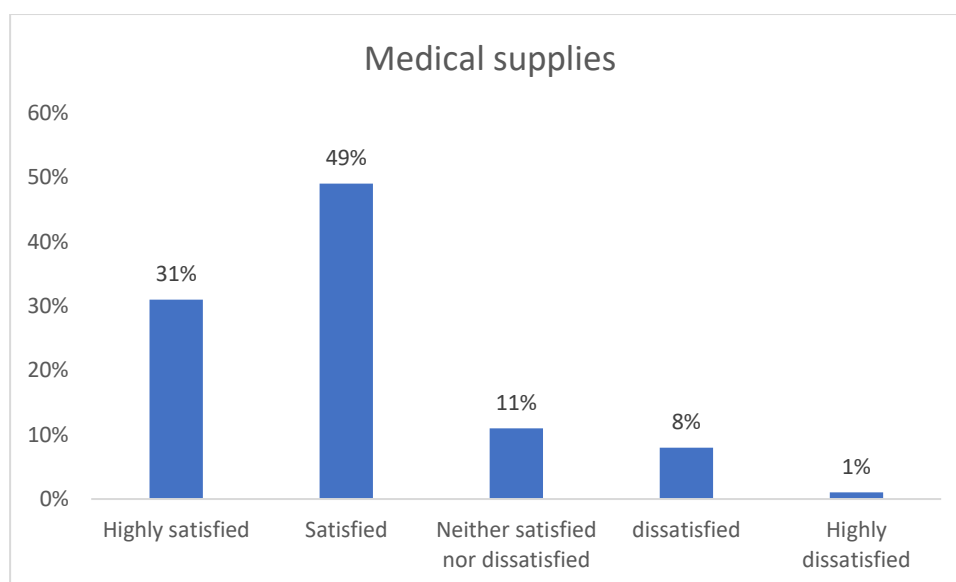


Figure 3.14: Medical supplies

INTERPRETATION

From the following figure it clearly shows that relatively high percentage of the employees are satisfied with the medical supplies that is 49%, 31 % are highly satisfied with medical supplies available, 11% are neither satisfied nor dissatisfied with medical supplies, 8% are dissatisfied with the medical facilities and 1% are highly dissatisfied with medical facilities.

3.15 SAFETY MEASURES

Table 3.15: Distribution of respondents according to satisfaction on safety measures

	No. of respondents	Percentage
Highly satisfied	49	26
Satisfied	102	55
Neither satisfied nor dissatisfied	18	10
dissatisfied	14	7
Highly dissatisfied	3	2
Total	186	100

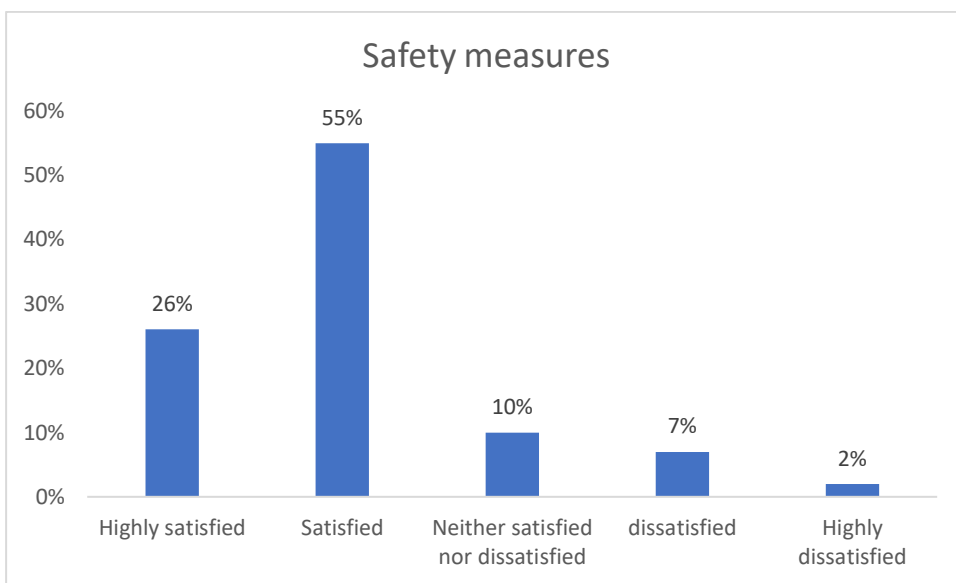


Figure 3.15: Safety measures

INTERPRETATION

From the following figure it shows that most of the employees are satisfied with the safety measures provided that is 55% ,26%highly satisfied with the safety measures provided,10% neither satisfied nor dissatisfied with safety measures provided, 7% dissatisfied with the safety measures provided , 2% are highly dissatisfied with the safety measures provided.

3.16 CLEAN AND SAFE DRINKING WATER

Table 3.16: Distribution of respondents according to satisfaction on the clean and safe drinking water

	No. of respondents	Percentage
Highly satisfied	71	38
Satisfied	92	49
Neither satisfied nor dissatisfied	20	11
dissatisfied	3	2
Highly dissatisfied	0	0
Total	186	100

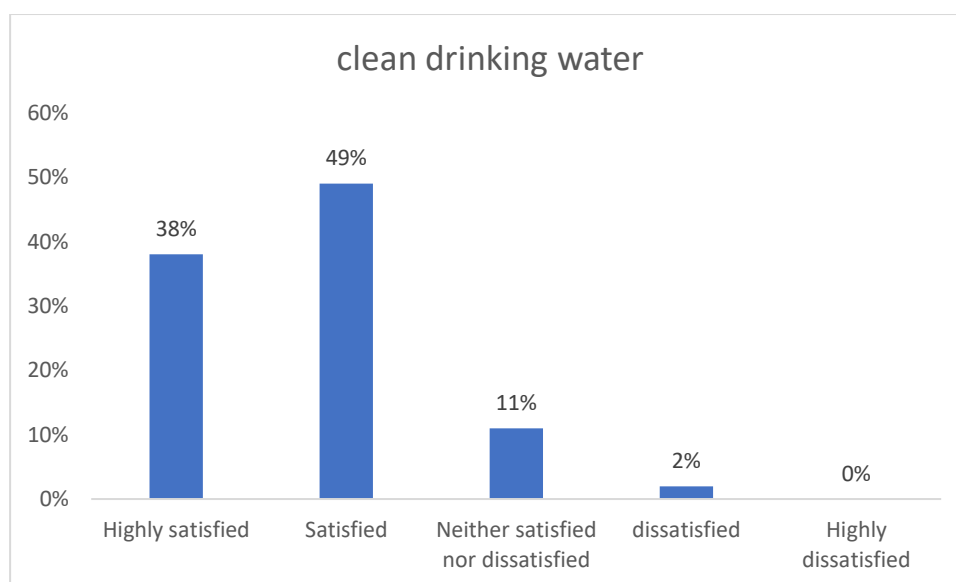


Figure 3.16: clean and safe drinking water

INTERPRETATION

The following figure shows that relatively high percentage of the employees are satisfied with the clean and safe drinking water provided that is 49%, 38 %highly satisfied with the clean and safe drinking water provided,11% neither satisfied nor dissatisfied with the clean and safe drinking water provided, 2% dissatisfied with the clean drinking water facilities provided , 0% are highly dissatisfied with the clean and safe drinking water provided.

3.17 COOL DRINKING WATER

Table 3.17: Distribution of respondents according to satisfaction on cool drinking water

	No. of respondents	Percentage
Highly satisfied	59	32
Satisfied	105	55
Neither satisfied nor dissatisfied	16	9
dissatisfied	3	2
Highly dissatisfied	3	2
Total	186	100

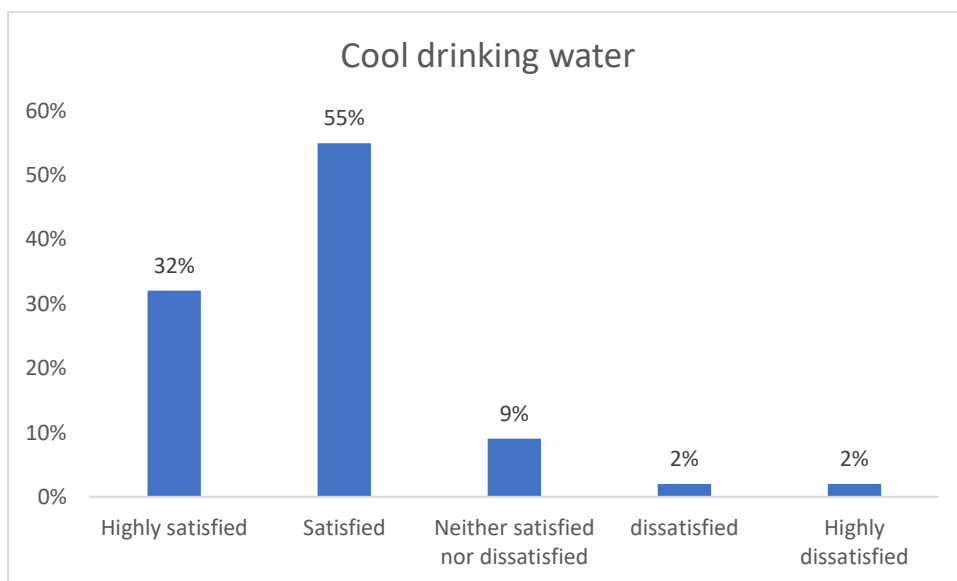


Figure 3.17: Cool drinking water

INTERPRETATION

From the following figure it is clearly shows that the highest level of the employees are satisfied with the cool drinking water provided that is 55%, 32% are highly satisfied with the cool drinking water facilities provided, 9% neither satisfied nor dissatisfied with cool drinking water facilities provided, 2% dissatisfied with the cool drinking water facilities provided , 2% are highly dissatisfied with the cool drinking water facilities provided.

3.18 SUFFICIENT NUMBER OF DRINKING WATER FACILITIES

Table 3.18: Distribution of respondents according to sufficient number of drinking water facilities

	No. of respondents	Percentage
Highly satisfied	110	59
Satisfied	55	29
Neither satisfied nor dissatisfied	18	10
dissatisfied	2	1
Highly dissatisfied	1	1
Total	186	100

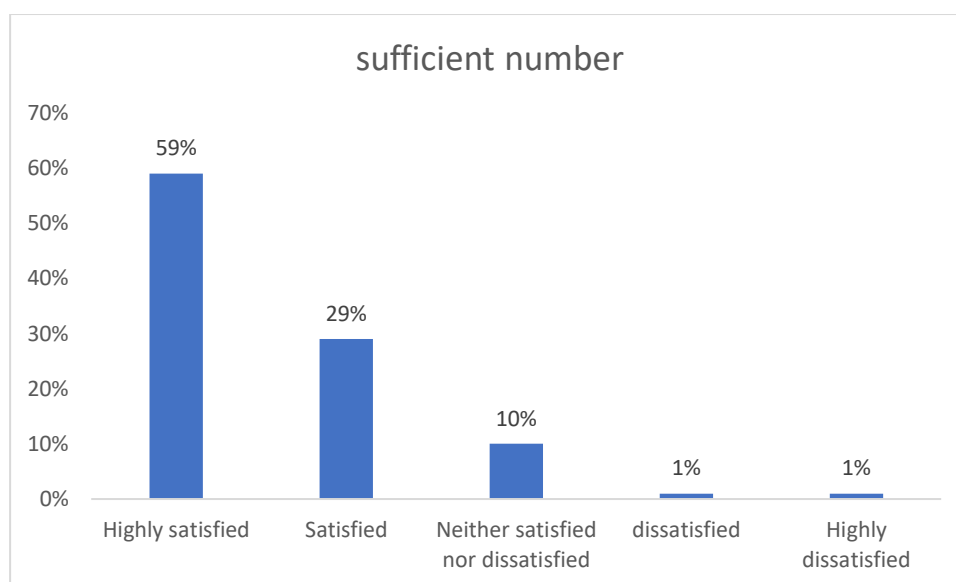


Figure 3.18: Sufficient number of drinking water facilities

INTERPRETATION

From the following figure it is clear that most of the employees are satisfied with the sufficient number of drinking water provided that is 59%, 29% are highly satisfied with the sufficient number of drinking water facilities provided, 10% neither satisfied nor dissatisfied with sufficient number of drinking water facilities provided, 1% dissatisfied with the sufficient number of drinking water facilities provided, 1% are highly dissatisfied with the sufficient number of drinking water facilities provided.

3.19 QUALITY OF FOOD

Table 3.19: Distribution of respondents according to quality of food

	No. of respondents	Percentage
Highly satisfied	56	30
Satisfied	89	48
Neither satisfied nor dissatisfied	24	13
dissatisfied	17	9
Highly dissatisfied	0	0
Total	186	100

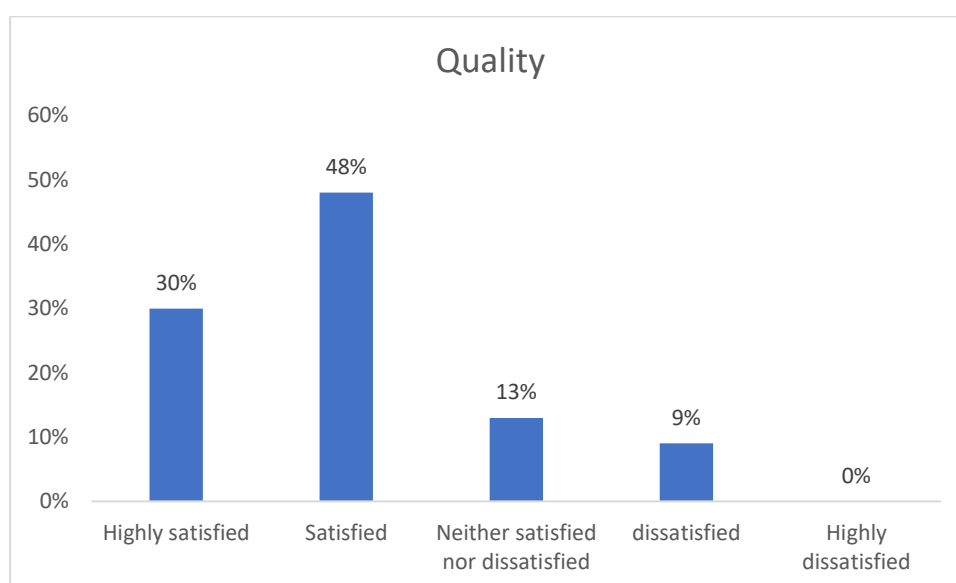


Figure 3.19:Quality of food

INTERPRETATION

From the following figure it shows that majority of the employees are satisfied with the quality of food in the canteen facility that is 48%, 30% are highly satisfied with the quality food in canteen facilities provided, 13% neither satisfied nor dissatisfied with the quality of food, 9% dissatisfied with the quality of food provided, 0% are highly dissatisfied with the quality of food in canteen facility.

3.20 PRICE OF FOOD

Table 3.20: Distribution of respondents according to price of food

	No. of respondents	Percentage
Highly satisfied	63	34
Satisfied	85	46
Neither satisfied nor dissatisfied	29	15
dissatisfied	6	3
Highly dissatisfied	3	2
Total	186	100

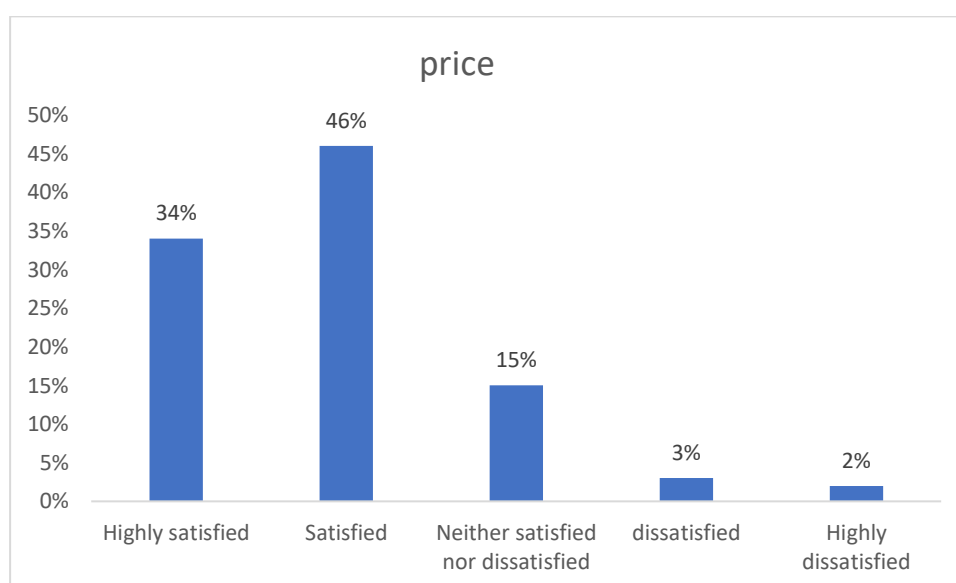


Figure 3.20: Price of food

INTERPRETATION

From the following figure it clearly shows that relatively high percentage of the employees are satisfied with the price of food in the canteen facility that is 48%, 30% are highly satisfied with the price of food in canteen facilities provided, 13% neither satisfied nor dissatisfied with the price of food, 9% dissatisfied with the price of food provided, 0% are highly dissatisfied with the price of food in canteen facility.

3.21 SEATING ARRANGEMENTS

Table 3.21: Distribution of respondents according to seating arrangements

	No. of respondents	Percentage
Highly satisfied	49	26
Satisfied	99	53
Neither satisfied nor dissatisfied	22	12
dissatisfied	14	8
Highly dissatisfied	2	1
Total	186	100

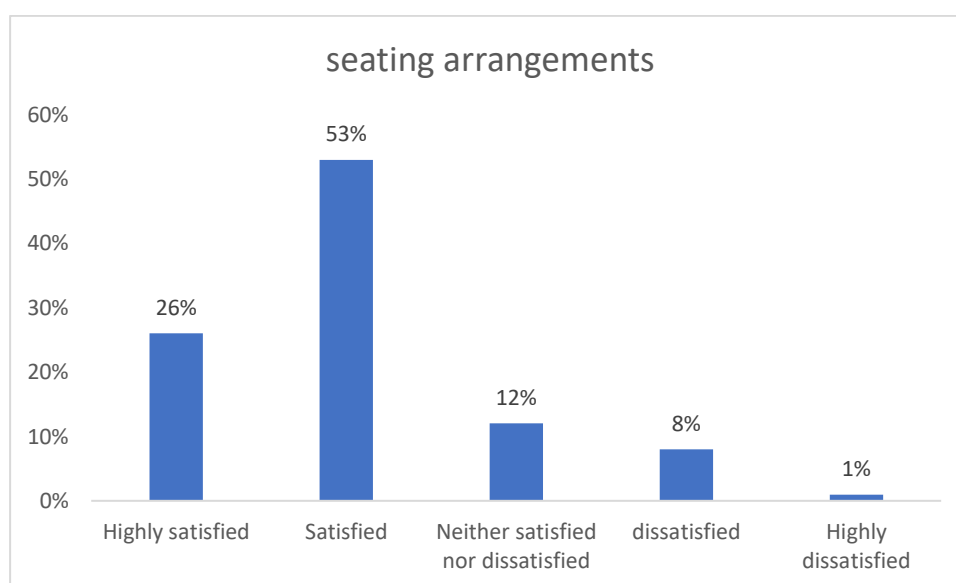


Figure 3.21: Seating arrangements

INTERPRETATION

From the following figure it is clear that the highest satisfaction level on seating arrangements in canteen facility is 53%, 26% are highly satisfied with the seating arrangements in canteen facilities provided, 12% neither satisfied nor dissatisfied with the seating arrangements, 8% dissatisfied with the seating arrangements, 1% are highly dissatisfied with the seating arrangements in canteen facility.

3.22 HYGIENE CONDITION

Table 3.22: Distribution of respondents according to hygiene condition

	No. of respondents	Percentage
Highly satisfied	123	66
Satisfied	42	23
Neither satisfied nor dissatisfied	15	8
dissatisfied	4	2
Highly dissatisfied	2	1
Total	186	100

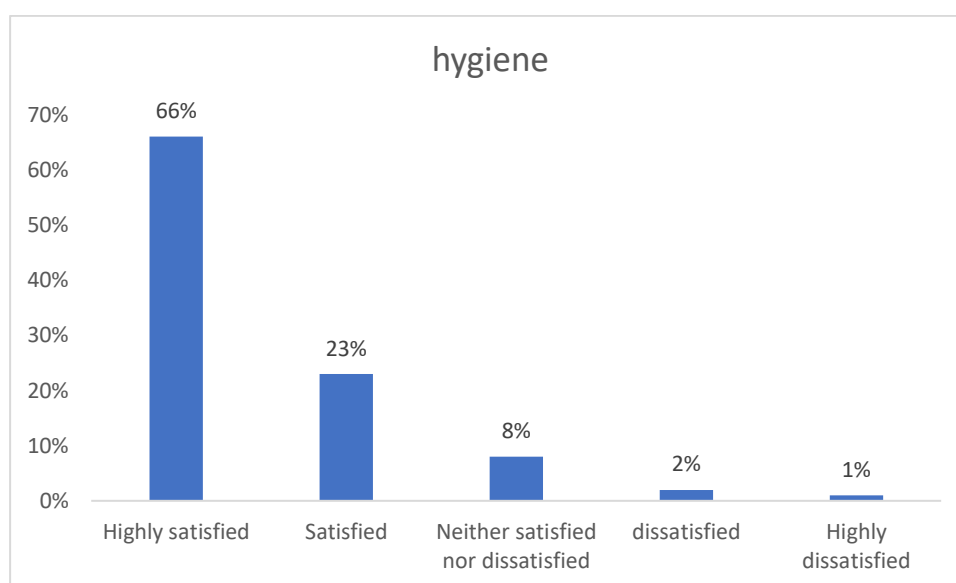


Figure 3.22:Hygiene condition

INTERPRETATION

From the following figure it is clear that the highest satisfaction level on the hygiene condition maintained in the sanitation facilities is 66%, 23% are satisfied with the hygiene condition, 8% neither satisfied nor dissatisfied with the hygiene condition, 2% dissatisfied with the hygiene condition maintained in sanitation facilities, 1% are highly dissatisfied with the hygiene condition.

3.23 SUFFICIENT NUMBER OF RESTROOMS

Table 3.23: Distribution of respondents according to sufficient number of restrooms

	No. of respondents	Percentage
Highly satisfied	87	47
Satisfied	62	33
Neither satisfied nor dissatisfied	29	16
dissatisfied	4	2
Highly dissatisfied	4	2
Total	186	100

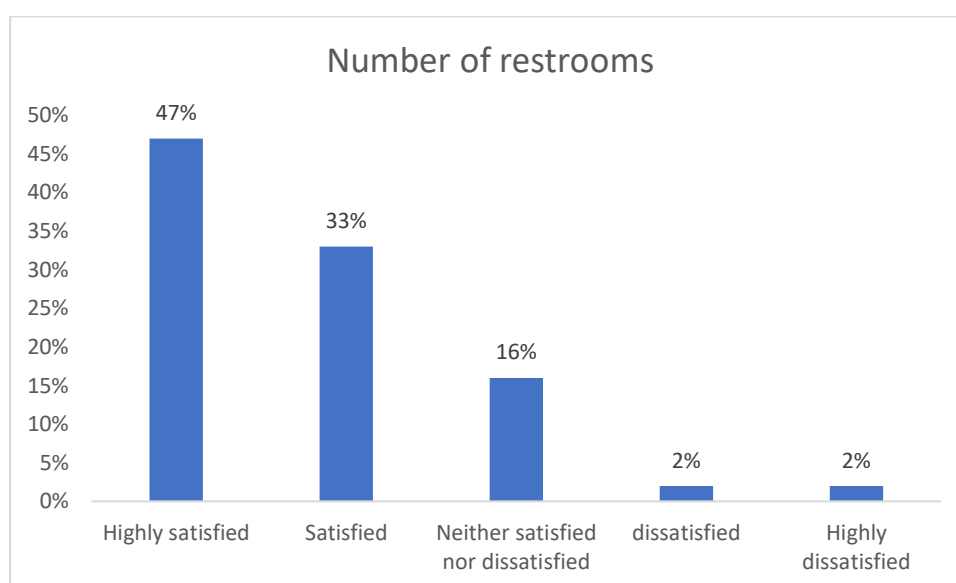


Figure 3.23: Sufficient number of restrooms

INTERPRETATION

From the following figure it is clear that relatively a high percentage of the employees are highly satisfied with the sufficient number of restrooms that is 47%, 33% are satisfied with the sufficient number of restrooms provided, 16% are neither satisfied nor dissatisfied with the sufficient number of restrooms, 2% are dissatisfied with the sufficient number of restrooms, 2% are highly dissatisfied with the sufficient number of rest rooms provided.

3.24 STANDARDIZED ATTIRES

Table 3.24: Distribution of respondents according to standardized attires

	No. of respondents	Percentage
Highly satisfied	57	31
Satisfied	72	39
Neither satisfied nor dissatisfied	51	27
dissatisfied	6	3
Highly dissatisfied	0	0
Total	186	100

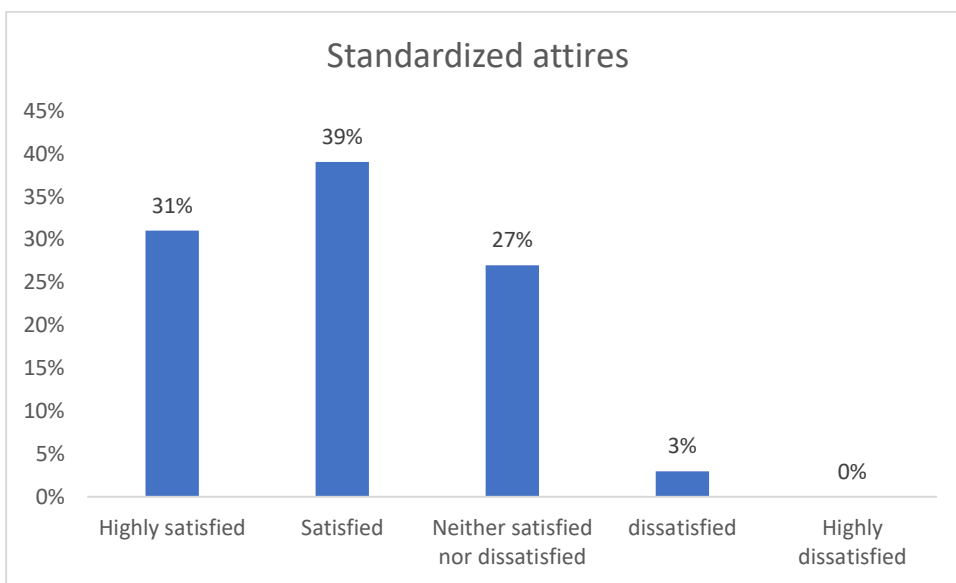


Figure 3.24:Standardized attires

INTERPRETATION

From the following figure it is clear that majority of the employees are satisfied with the standardized attires that is 39%, 31% are highly satisfied with the standardized attires provided, 27% neither satisfied nor dissatisfied with the standardized attires, 3% dissatisfied with the standardized attires, 0% are highly dissatisfied with the standardized attires.

3.25 SUITABILITY TO THE WORKING CONDITION

Table 3.25: Distribution of respondents according to uniform suitability to the working condition

	No. of respondents	Percentage
Highly satisfied	65	35
Satisfied	64	34
Neither satisfied nor dissatisfied	53	28
dissatisfied	3	2
Highly dissatisfied	1	1
Total	186	100

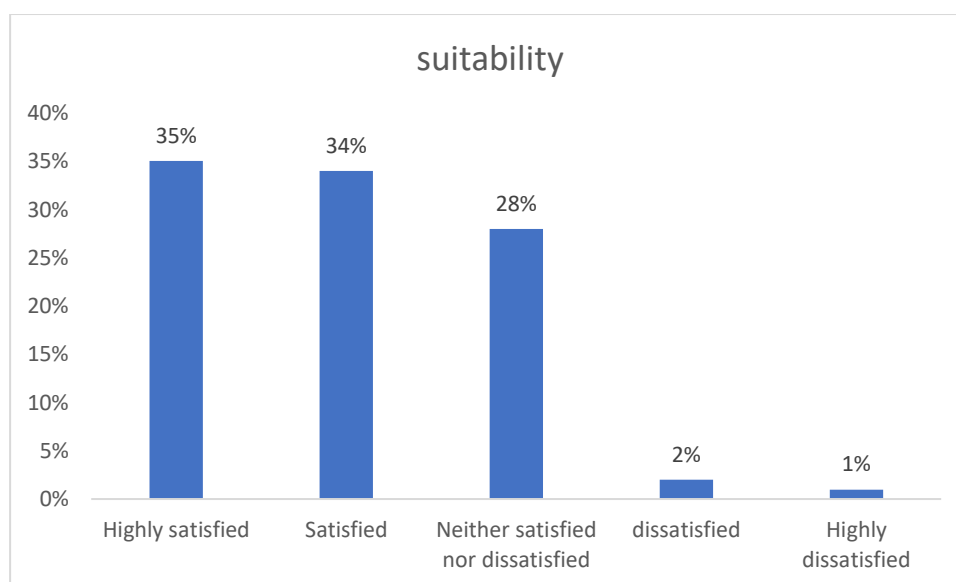


Figure 3.25: Suitability to the working condition

INTERPRETATION

From the following figure it shows that the highest satisfaction level on the uniform which is suitable for the working condition is 35%, 34% are satisfied with the suitability of uniform to the working condition, 28% neither satisfied nor dissatisfied with the suitability to the working condition, 2% dissatisfied with the uniform suitability to the working condition, 1% are highly dissatisfied with the suitability of uniforms to the working condition.

3.26 SUITABILITY TO THE WEATHER CONDITION

Table 3.26: Distribution of respondents according to suitability to weather condition

	No. of respondents	Percentage
Highly satisfied	56	30
Satisfied	85	46
Neither satisfied nor dissatisfied	32	17
dissatisfied	11	6
Highly dissatisfied	2	1
Total	186	100

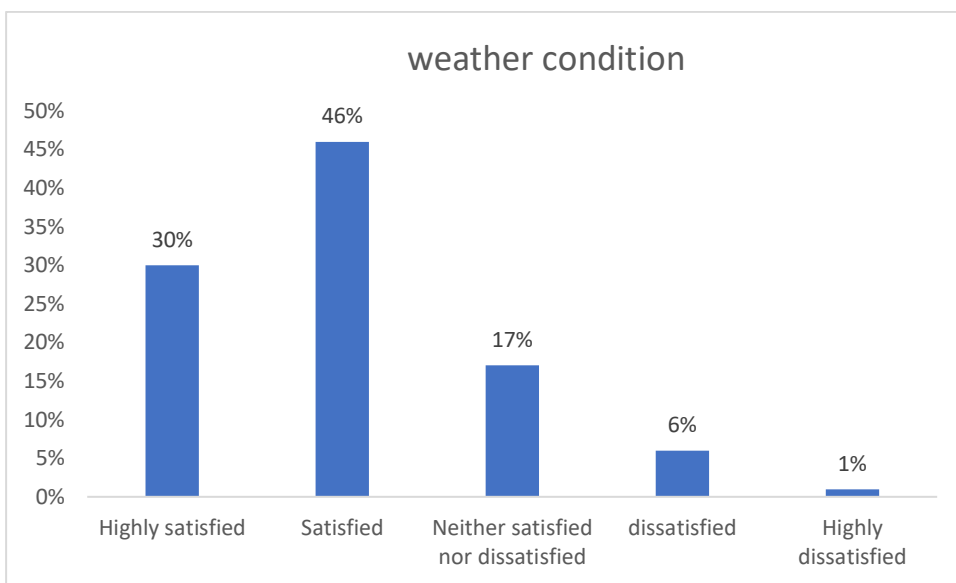


Figure 3.26: Suitability to the weather condition

INTERPRETATION

From the following figure it shows that majority of the employees are satisfied with the suitability of attires to the weather conditions that is 46%, 30% are highly satisfied with that the uniforms are weather friendly attires, 17% neither satisfied nor dissatisfied with the weather friendly attires, 6% dissatisfied with the weather friendly attires , 1% are highly dissatisfied with the suitability of attires to the weather conditions.

3.27 AVAILABILITY OF WELFARE FACILITIES

Table 3.27: Distribution of respondents according to availability of welfare facilities

	No. of respondents	Percentage
Highly satisfied	74	39
Satisfied	91	49
Neither satisfied nor dissatisfied	16	9
dissatisfied	2	1
Highly dissatisfied	3	2
Total	186	100

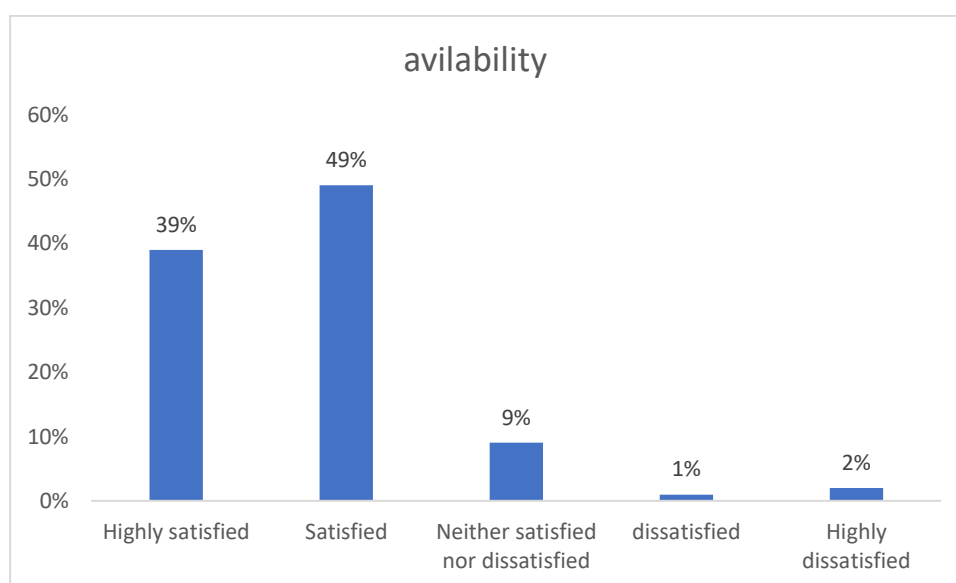


Figure 3.27: Availability of welfare facilities

INTERPRETATION

From the following figure it shows that relatively high percentage of the employees are satisfied with the availability of medical facilities for family members that is 49%, 39% are highly satisfied with the availability of medical facilities for family members, 9% neither satisfied nor dissatisfied with the availability of medical benefits, 1% dissatisfied with the availability of medical benefits, 2% are highly dissatisfied with the availability of medical benefits.

3.28 MEDICAL ASSISTANCE

Table 3.28: Distribution of respondents according to medical assistance

	No. of respondents	Percentage
Highly satisfied	93	50
Satisfied	66	36
Neither satisfied nor dissatisfied	23	12
dissatisfied	2	1
Highly dissatisfied	2	1
Total	186	100

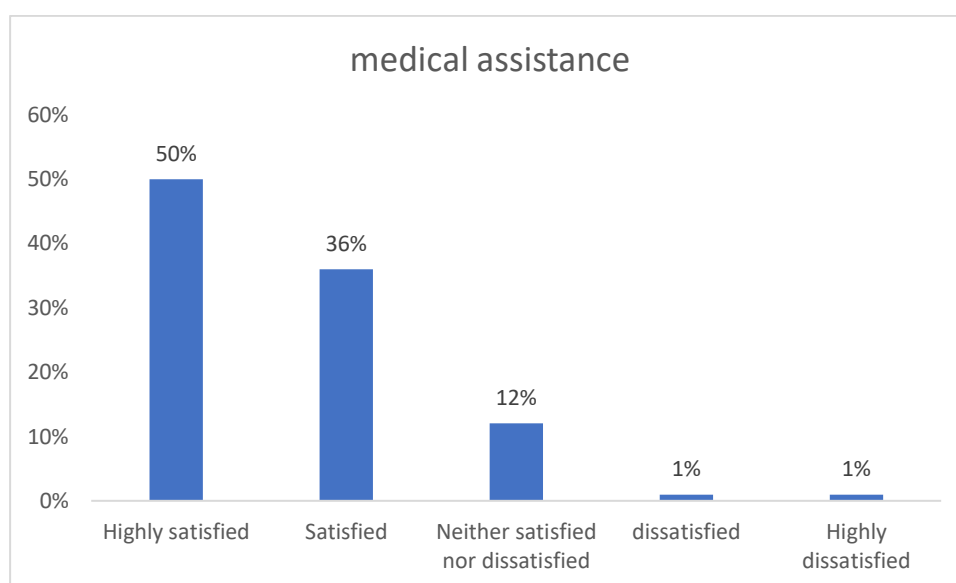


Figure 3.28: Medical assistance

INTERPRETATION

From the following figure it is clear that relatively high percentage of the employees are satisfied with the medical assistance and insurance plans that is 50%, 36% are highly satisfied with the medical assistance and insurance plans provided, 12% neither satisfied nor dissatisfied with the medical assistance and insurance plans, 1% dissatisfied with the medical assistance, 1% are highly dissatisfied with the medical assistance and insurance plans.

3.29 KEEPING PERSONAL BELONGINGS

Table 3.29: Distribution of respondents according to keeping personal products

	No. of respondents	Percentage
Highly satisfied	38	20
Satisfied	42	22
Neither satisfied nor dissatisfied	96	52
dissatisfied	9	5
Highly dissatisfied	1	1
Total	186	100

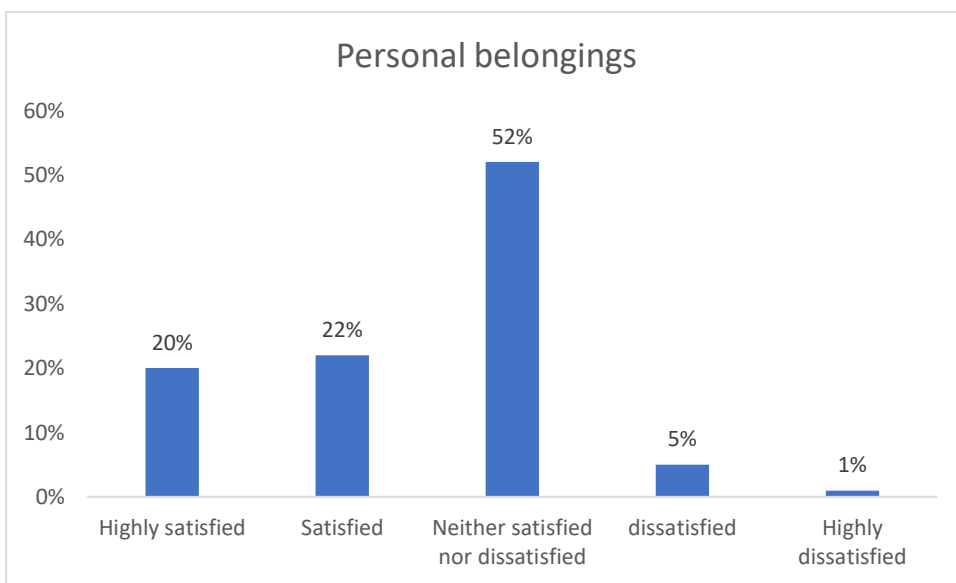


Figure 3.29: Keeping personal belongings

INTERPRETATION

From the following figure it is clear that most of the employees are neither satisfied nor dissatisfied with the changing rooms to keep personal belongings that is 52%, 20% are highly satisfied with the facility of keeping personal belongings, 22% satisfied with the facility of keeping personal belongings, 5% dissatisfied with the facility of keeping personal belongings, 1% are highly dissatisfied with the personal belongings keeping facility.

3.30 SUFFICIENCY OF LOCKER FACILITIES

Table 3.30: Distribution of respondents according to sufficiency of locker facilities

	No. of respondents	Percentage
Highly satisfied	28	15
Satisfied	69	38
Neither satisfied nor dissatisfied	77	41
dissatisfied	8	4
Highly dissatisfied	4	2
Total	186	100

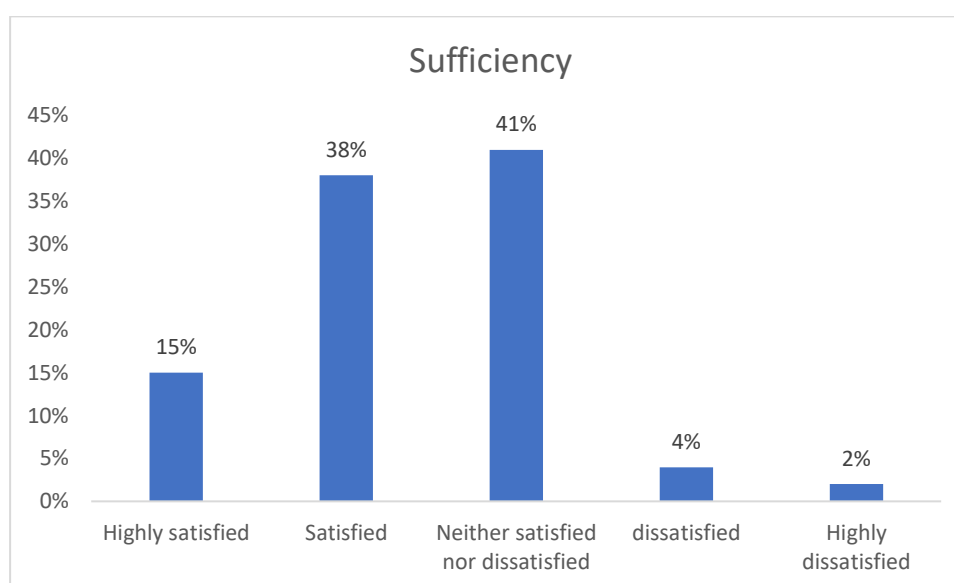


Figure 3.30: Sufficiency of locker facilities

INTERPRETATION

From the following figure it is clear that relatively high percentage of the employees are neither satisfied nor dissatisfied with the sufficiency locker facilities that is 41%, 15% are highly satisfied with the sufficiency of locker facilities, 38% satisfied with the number of locker facilities, 4% dissatisfied with the number of locker facilities provided, 2% are highly dissatisfied with the number of locker facilities provided.

3.31 OVERALL SATISFACTION OF WELFARE FACILITIES

Table 3.31: Distribution of respondents according to overall satisfaction of welfare facilities

	No. of respondents	Percentage
Highly satisfied	65	35
Satisfied	91	49
Neither satisfied nor dissatisfied	25	13
dissatisfied	3	2
Highly dissatisfied	2	1
Total	186	100

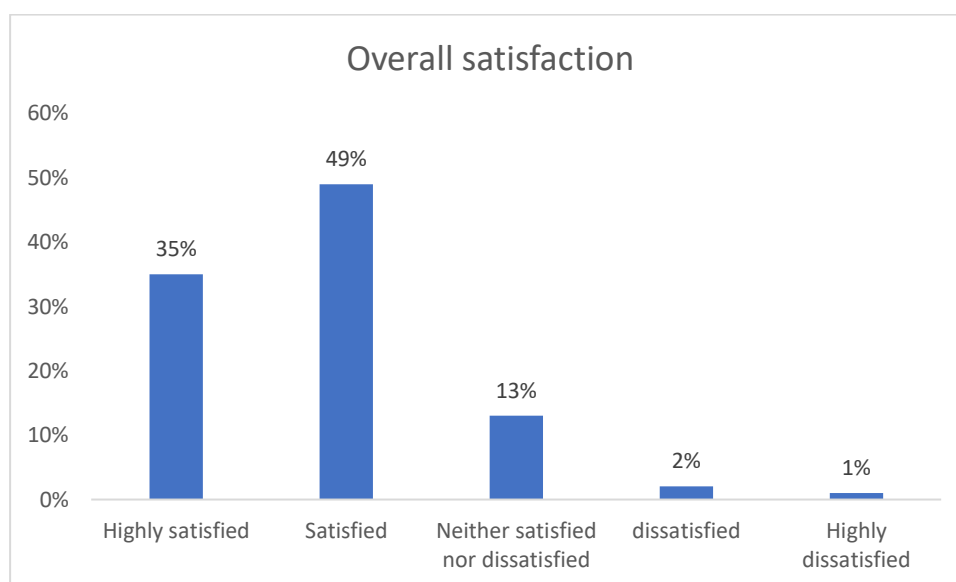


Figure 3.31: overall satisfaction of welfare facilities

INTERPRETATION

From the following figure 35% highly satisfied overall satisfaction to the welfare facilities, 49% are satisfied with the overall welfare facilities, 13% are neither satisfied nor dissatisfied, 2% are dissatisfied with overall welfare facilities, 1% are highly dissatisfied. Majority of the employees are satisfied with the welfare facilities provided by the company.

3.32 ASSESSMENT OF PERFORMANCE

Table 3.32: Distribution of respondents according to assessment of performance

	No. of respondents	Percentage
Excellent performance	46	25
Very good performance	68	36
Good performance	59	32
Fair performance	11	6
Poor performance	2	1
Total	186	100

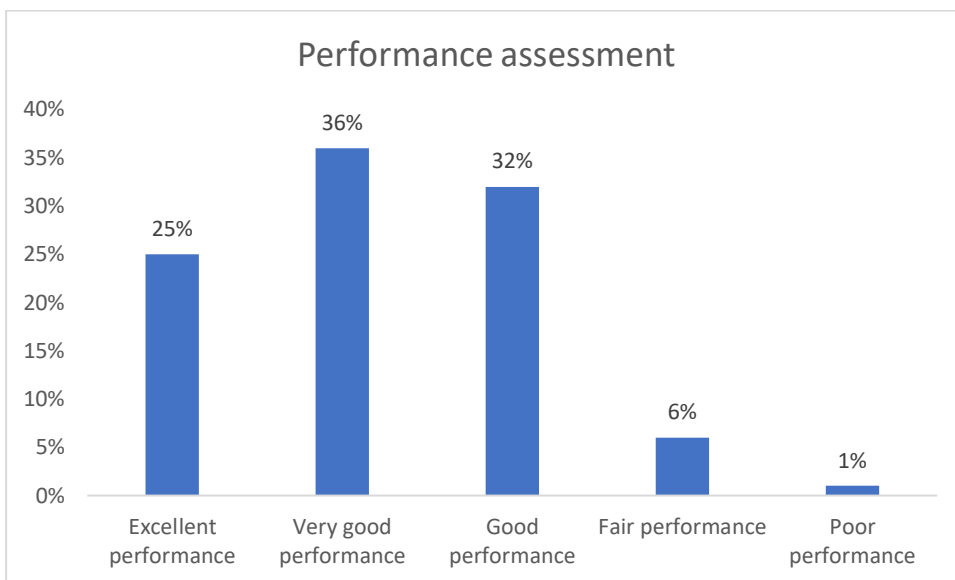


Figure 3.32: Assessment of performance

INTERPRETATION

From the following figure it is clear that most of the employees assessed their performance considering the welfare facilities as very good performance that is 36%, 25% respondents assessed their performance to excellent, 32% respondents were assessed their performance as good performance, 6% responded as they are performing fairly, 1% assessed performance considering the welfare facilities as poor performance.

3.33 CHALLENGES FACED

Table 3.33: Distribution of respondents according to the challenges faced

	No. of respondents	Percentage
Strongly agree	4	2
Agree	15	8
Neither agree nor disagree	88	47
disagree	60	33
Strongly disagree	19	10
Total	186	100

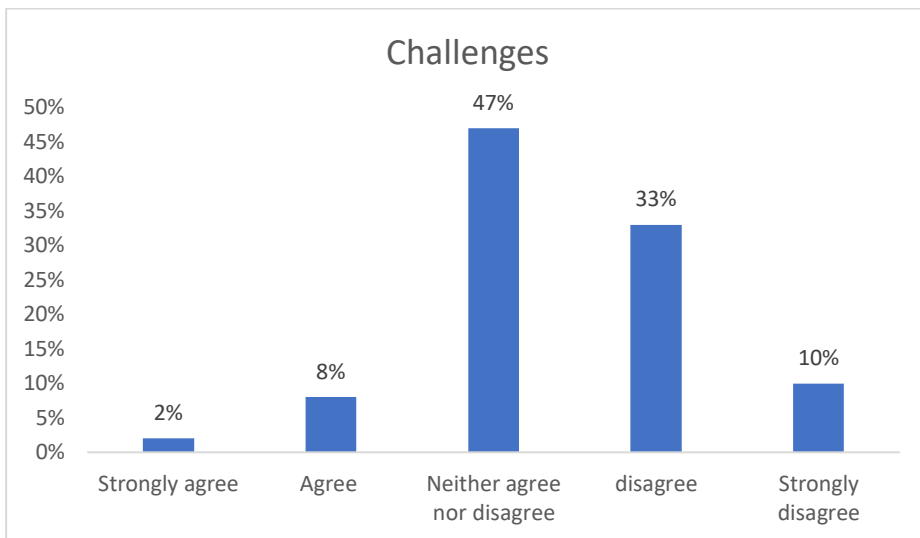


Figure 3.33:Challenges faced

INTERPRETATION

From the following figure it is clear that relatively a high percentage of the employees are neither agree nor disagreed to challenges faced that is 47%, 10% strongly disagree that they are not faced any challenges ,33% disagreed to challenges faced,8% agreed to the challenges faced, 2% strongly agrees that they have faced challenges.

3.34 AWARENESS ON GOVERNMENT NORMS

Table 3.34: Distribution of respondents according to awareness of facilities under government norms

	No. of respondents	Percentage
Strongly agree	82	44
Agree	64	35
Neither agree nor disagree	26	14
disagree	8	4
Strongly disagree	6	3
Total	186	100

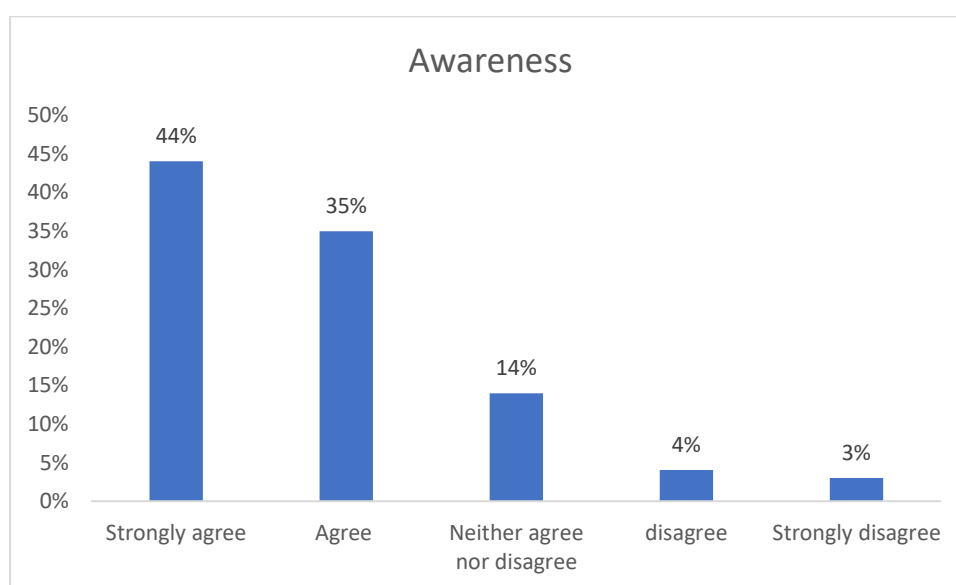


Figure 3.34: Awareness on government norms

INTERPRETATION

From the following figure it is clear that most of employees are strongly agrees that they are aware of that welfare facilities are under government norms that is 44%, 35% agrees on the awareness under government norms, 14% respondents neither agree nor disagree to the awareness, 4% respondents disagrees to the awareness on the welfare facilities, 3% strongly disagrees that they are unaware to the welfare facilities under government norms.

CHAPTER IV

FINDINGS, RECOMMENDATIONS AND SUMMARY

4.1 FINDINGS

- 55% employees are male and 45% of employees are female. A highest percentage of employees are male.
- 36% employees are belongs to between 36 and 45 years. It was found that relatively high percentage of employees are between the age group of 36 and 45 years.
- Found that 43% employees are from other departments.
- 45% the employees have the experience of 25-36 months. Most of the employees are 25-36 months experienced employees.
- 95% are aware of drinking water facility, Employees are more aware about the availability of drinking water facilities.
- Most of the 49% employees agree to that company understands and meets their welfare needs.
- 41% of the employees have very high influence in motivating their performance.
- It shows that a greater part of employees strongly agrees that welfare facilities offered by the company provides overall well being and which leads to the job satisfaction that is 51%.
- Most of the employees agrees to that welfare facilities fulfils necessary requirements and flexible work arrangements and that is 46%.
- 46% of employees strongly agrees with the statement that welfare facilities provide them a sense of belonging to the company.
- The employees strongly agrees to that welfare facilities improved efficiency and loyalty through welfare facilities and that is 47%.
- Relatively a high percentage of 44% of the employees strongly agrees that company is cared of their needs and it enables their better performance.
- Employees strongly agrees that it creates them positive environment it is 44%.
- Most of the employees are satisfied with the medical supplies that is 49%
- More employees are satisfied with the safety measures provided that is 55%
- Employees are satisfied with the cool drinking water provided that is 55%.
- Relatively a high percentage of the employees are satisfied with the sufficient number of drinking water provided that is 59% .

- Most of the employees are satisfied with the quality of food in the canteen facility that is 48%.
- It was found that more employees are satisfied with the price of food in the canteen facility that is 48%.
- The employees are satisfied with the seating arrangements in canteen facility that is 53%
- Most of the employees are highly satisfied with the hygiene condition maintained in the sanitation facilities that is 66%.
- It was found that the employees are highly satisfied with the sufficient number of restrooms that is 47%,
- It is clear that the employees are satisfied with the standardized attires that is 39%.
- Most of the employees are satisfied with the welfare facilities provided by the company.
- It was found that the employees assessed their performance considering the welfare facilities as very good performance that is 36%
- It is clear that the employees are neither agree nor disagreed to challenges faced that is 47%.
- The employees are strongly agrees that they are aware of that welfare facilities are under government norms that is 44%.
- Most of the employees are strongly agrees that they are aware of that welfare facilities are under government norms that is 44%.

4.2 RECOMMENDATIONS

- The company has to improve facilities in changing rooms and add more facilities in which employee can access as per their requirements
- It is recommended that company could try to increase more locker arrangements in which employee can keep their personal belongings safe.
- It is also recommended that the company should improve regular channels for feedback and suggestions about the accessibility of welfare facilities.
- The company should focus on improving enhanced safety measures for employees.
- Recreational facilities are been taken into the core consideration in every sector, these facilities makes an individual feel that he/she is energetic enough and is having a sound body and sound mind. The management in the organization must take into consideration this factor.
- The organization should ensure in implementing some innovative welfare measures in order to make the employees satisfiable.
- The company should conduct further research to identify specific challenges faced by employees. Develop targeted interventions to address these challenges and support employees in overcoming them.
- The company should ensure continuous improvement of medical supplies and safety measures. Regularly review and update safety protocols.
- Maintain high awareness of available facilities by regularly communicating and updating employees about these services.
- The company should ensure ongoing education and communication about government norms related to welfare facilities.

4.3 SUMMARY

Employee welfare facilities play a crucial role in enhancing employee performance by providing a supportive and healthy work environment. These facilities are designed to improve employees' physical, mental, and emotional well-being. It can conclude that the employee welfare facilities which have very much influence to motivate individuals which facilitates to enhance the performance of employees and to develop to socio-economic status of individuals in the present condition. By considering the welfare facilities the employees could facilitate very good performance through which it enables employee satisfaction and it enables sense of belonging to the company. The employees are satisfied with the overall welfare facilities. The high satisfaction levels with the welfare facilities provided further affirm their positive impact on employee perception and performance. Employees' satisfaction indicates that the company's efforts in providing comprehensive welfare amenities are aligned with their expectations and needs, contributing to a supportive and conducive work environment. The role of various role of welfare facilities explains the importance of welfare facilities in the contemporary context. There is a critical role to welfare facilities in shaping employee performance and organizational success. To sustain and enhance these positive outcomes, it is recommended that the company continues to prioritize and invest in welfare measures that go beyond basic necessities to include aspects like professional development opportunities, enhanced communication channels, and further customization of benefits to meet diverse employee needs.

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APPENDIX

APPENDIX

1. Gender
 - A. Male
 - B. Female
2. Age:
 - A. Below 25 years
 - B. 26-35 years
 - C. 36-45 years
 - D. 46-55years
 - E. Above 55 years
3. Department
 - A. Production
 - B. Sales& marketing
 - C. Human resource
 - D. Research& Development
 - E. Others please specify : _____
4. Years of experience
 - A. Below 12 months
 - B. 12-24 months
 - C. 25-36 months
 - D. 37-48 months
5. Which of the following welfare facilities are aware to you at your workplace?

<input type="checkbox"/> First aid facility	<input type="checkbox"/> Housing facilities
<input type="checkbox"/> Canteen facility	<input type="checkbox"/> Maternity benefits
<input type="checkbox"/> Drinking water facility	<input type="checkbox"/> Health and medical benefits
<input type="checkbox"/> Sanitation facility	<input type="checkbox"/> Shift allowances
<input type="checkbox"/> Changing rooms	<input type="checkbox"/> social insurance
<input type="checkbox"/> Free meal facility	<input type="checkbox"/> Benevolence fund
<input type="checkbox"/> Uniforms and protective clothes	<input type="checkbox"/> Leave travel allowances
	<input type="checkbox"/> All of the above
6. Do you agree that the company understands and meets availability of welfare needs?
 - Strongly agree Agree Neither agree nor disagree Strongly disagree
 - Disagree
7. How much influence to the welfare facilities in motivating you in the company?
 - very high high neither high nor low low very low

8. How do you think that the influence of employee welfare facilities in motivating your performance?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
It provides overall wellbeing which leads to the job satisfaction					
It provides me the necessary requirements and flexible work arrangements					
It provides me a sense of belonging to the company					
It enables me to improve efficiency and loyalty towards the work through employee friendly atmosphere					
I felt company is cared of my needs and fulfils to enable better performance					
It creates positive work environment which encourages me to perform efficiently					

9. Rate the satisfaction level of first aid facilities

First aid facilities	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Medical supplies available during emergencies					
Safety measures provided					

10. Rate the satisfaction level of drinking water facilities

Drinking water facilities	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Clean and safe drinking water					
Cool drinking water facilities provided					
Sufficient number of drinking water facilities provided					

11. Rate the satisfaction level of canteen facility

Canteen facilities	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Quality of food					
Price of food					
Seating arrangements and availability of chairs and tables					

12. Rate the satisfaction level of sanitation facilities

Sanitation facilities	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Hygiene condition maintained					
Sufficient number of restrooms, toilets, washing facilities provided					

13. Rate the satisfaction level of uniforms

Uniforms	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Standardized attires					
Uniforms are suitable to the working conditions					
Weather friendly attires					

14. Rate the satisfaction level of health and medical facilities

Health and medical facilities	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Availability of medical facilities and preventive care services for family members					
Medical assistance and medical insurance plans					

15. Rate the satisfaction level of changing rooms

Changing rooms	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Keeping personal belongings in privacy					
Sufficient number of locker arrangements and storage spaces are provided					

		Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	dissatisfied	Highly dissatisfied
16.	How would you rate the overall satisfaction level of welfare facilities provided within the company?					

		Strongly agree	Agree	Neither agree nor disagree	Strongly disagree	Disagree
17.	Have you faced any challenges on utilizing welfare facilities					
18.	I am aware of that welfare facilities provided by the company are under					

	government norms					
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19. How would you assess your performance considering the role of employee welfare facilities in your performance?

- Excellent Very good Good fair Poor

20. In your perspective what are the further improvements the company needed to implement in the welfare facilities?

Please specify: _____