# International Journal of Research Publication and Reviews

# A Study on Labour Welfare Measure in Milky Mist Dairy Food Private Limited.

## Ms. A. Mounisha

School Of Management Studies, Karpagam College Of Engineering, Coimbatore-641032.

**ABSTRACT**

*The main objective of this paper is to provide a structured insight into labour welfare measure in the milk industry. The milk industry plays a vital role in the global economy and in providing essential nutrients to consumers worldwide. This abstract explores the strategies and initiatives undertaken by Milky Mist Dairy Food Private Limited to enhance the quality and sustainability of their dairy products. Through a combination of technological innovation, strategic partnerships, and sustainable practices, Milky Mist has positioned itself as a leader in the dairy industry. This case study highlights the company's commitment to quality assurance, product diversification, and environmental stewardship. Key initiatives include investment in state-of-the-art processing facilities, adoption of eco-friendly packaging, and implementation of rigorous quality control measures. Furthermore, Milky Mist's engagement with local farmers and communities underscores its dedication to fostering socio-economic development and environmental conservation. By prioritizing both product excellence and sustainability, Milky Mist Dairy Food Private Limited sets a compelling example for the dairy industry as a whole.*

**Keywords**: *labour welfare measures, milk industry, job satisfaction and development of employees.*

## INTRODUCTION

Labour welfare activities in an industrialized society has far reaching impact not only on force but also all the facets of human resources. Labour welfare includes all such activities, which not only secures existential necessities but also ensures improvement in spiritual and emotional quotient work. It comprises of short term and long-term goal toward building a human society.

As Labour welfare is a dynamic concept, changes in its principles activities and the rationale supporting them have not been static. They closely follow the stages of advancement of the industrialized society – from police Theory to Functional Theory. Accordingly principles for successful implementation of Labour welfare activities ranges from adequacy of wages to impact on efficiency as well as transformation of personality in nut shell, it is extension of democratic values in an industrialized society.

**Definition of Supply Chain Management**

According to the Committee on Labour welfare services should mean" such services, facilities, and amenities an adequate canteens, rest and recreational facilities, sanitary and medical facilities, arrangements for travel to and from place of work, and for the accommodation of workers employed at a distance from their homes; and such other services, amenities and facilities, including social security measures, as contribute to the conditions under which workers are employed."

➢ The employers need welfare activities to discharge their social responsibility, raise the employee's morale use the work force more effectively and to reduce function with workers and to avoid welfare facilities besides removing dissatisfaction help to develop loyalty in workers towards the organisation.

➢ Welfare may help minimize social evils, such as alcoholism, gambling, prostitution and drug addiction.

➢ To create harmonious industrial relationship.

**Importance of Labour Welfare Measure in an organization**

Labour welfare measures are crucial for Milky Mist Dairy Food Private Limited to ensure the well-being and satisfaction of its workforce. These measures not only contribute to the overall happiness and morale of employees but also enhance productivity and reduce turnover. Providing benefits such as health insurance, safety measures, fair wages, and opportunities for personal and professional development can foster a positive work environment and strengthen employee loyalty. Additionally, investing in labour welfare measures can enhance the company's reputation, attract top talent, and contribute to its long-term success and sustainability.

## OBJECTIVES OF THE STUDY

- To examine and evaluate the Labour welfare benefits

- To analyse the welfare measures inside the factory

- To suggest to improve the welfare measures in the Milky Mist Dairy Food Private Limited.

- To find out employee's awareness on statutory and non-statutory benefits

- To find out in major areas in which attention is require to improve Labour welfare.

- To recommend suitable remedies related to welfare problem so as to increase the job satisfaction and productivity of the works.

## SCOPE AND SIGNIFICANCE OF THE STUDY

- The study finds the expectations of Employee in the work environment. The research was held to develop and understanding of their Experience, Perceptions and Service need within the Industry.

- This study covers how customers are motivated with sales promotion techniques.

- This study also helps to know the factors which influence the consumer to buy this product and helps to know the schemes, offers, premium etc. this study is helpful to know stimulating customers are purchasing the dependable product.

- The researcher did not consider temporary, contract and casual Employees as well as the employees working in head office were also not considered for this study.

## LIMITATIONS OF THE STUDY

- Time is a major constrain forth study.

- The limitations of the study depends upon the information given by the employees, which may be biased.

- Study is limited to the welfare facilities provided for the workers and findings of their searcher cannot be applied to other fields.

- The study is restricted to employees in Milky Mist Dairy Food Private Limited.

- The employees' attitude & opinion may change in future so relevance to the study can't be assured.

- The personal basic of the respondents is another limiting factor.

## REVIEW OF LITERATURE

**T.Priyanka (2019)** The present study is made an attempt to identify the employee welfare measures adopted in dairy industry. Employee welfare means anything done for the comfort and improvement of the employees over and above the wages paid which is not a necessity of the industry. The basic purpose of employee welfare is to enrich the life of employees and keep them happy. Employees spend at least half their time at work or getting to it, or leaving it. They know that they contribute to the organization when they are reasonably free from worry and they feel that when they are in trouble/ problems, they are due to get something back from the organization. People are entitled to be treated as full human beings with personal needs, hopes and anxieties

**P. Usha (2020)** The Study on "employee welfare measures" is conducted with the main objective of evaluating the effectiveness of welfare measures in dairy sector and to suggest measures to make existing welfare measures much more effective and comprehensive so that the benefits of the employees will be increased. The concept of 'employee welfare' is flexible and elastic and differs widely with time, region, industry, social values and customs, degree of industrialization, the general economic development of the people and political ideologies prevailing at a particular time, it is also melded according to the age – group, sex, socio - cultural background, marital and economic status and educational level of the employee in various industries. In the 'broader sense', employee welfare may include not only the minimum standard of hygiene and safety laid down in general employee legislation, but also such aspects of working life as social insurance schemes, measures for the protection of women, limitation of hours of work, paid vacation, etc.

**UshaTiwari (2020)** The study show the Employees welfare facilities and its impact on employees efficiency at good. The average mean score and percentage score of the overall of 22 items has been computed at 3.64(66%). 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.

**Chandra Sekharpatro (2021)** Employees' play a key role in the existence and growth of any organisation, therefore their welfare is essential. During the past few years, both public sector and private dairy sector organisations have been contributing towards the employee's benefits and also increase

their efficiency. Employees' welfare facilities include housing facilities, free medical facilities, retirement benefits, children and adult educational benefits, welfare measures for the employee's families, loan facilities, etc. If the organisations do not bother about the employees benefit, but expect efficient and high performance from them, it is a mere waste. So there is utmost need for the employee's welfare in any type of organization.

## RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

### a. Study area

The study area is Perundurai-Erode.

### b. Design of the study

Research design is the framework of research methods and techniques chosen by a researcher. This study uses Descriptive research. Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions

### c. Source of the data

A data source is any location where we can find facts, figures, or other relevant information to support the research. Data can be gathered from two places: internal and external sources. The information collected from internal sources is called "primary data," while the information gathered from outside references is called "secondary data."

**Primary Data Source:** These are fresh data which re-collected for the first time. The primary data collection used for this study is interview schedule questionnaire.

**Secondary Data Source:** Secondary data consist of information that already exists somewhere and have been collected for specific purpose in the study. The secondary data for the project is mostly collected from the annual reports of the organization, internet, from the journals and magazines.

### d. Research approach

A research approach can be viewed as a general plan and process for carrying out the investigation. This study employs a deductive approach. The validity of the underlying assumptions is tested by the deductive method.

### e. Research instrument

A Research Instrument is a tool used to collect, measure, and analyse data related to the research interests.

### f. Sampling technique

A sampling technique is the name or other identification of the specific process by which the entities of the sample have been selected. This study uses Non-Probability Sampling technique. Convenience sampling method is used. Convenience sampling involves using respondents who are "convenient" to the researcher.

### g. Sample unit

Sampling unit is company employees.

### h. Sample size

The study based only on the opinion of employees of the company. Total number of samples taken for the study is 120 respondents.

### i. Analytical tools and methods

The commonly used statistical tools for analysis of collected data are:

1. Percentage analysis
2. Chi Square test analysis
3. Correlation analysis
4. Anova

## DATA ANALYSIS AND INTERPRETATION

### CORRELATION

Correlation analysis deals with the association between two or more variables. It does not tell anything about cause-and-effect relationship. Correlation is described or classified in several different ways. Karl Pearson's method is popularly known as Pearson's coefficient of correlation. It is denoted by the symbol 'r'.

Formula for Karl Pearson's coefficient, $r = \frac{\Sigma XY}{\sqrt{(\Sigma X^2)(\Sigma Y^2)}}$

The value of the coefficient of correlation as obtained by the above formula shall always lie between +1 and -1. When r = 1, it means there is perfect positive correlation between variables. When r = -1, it means there is perfect negative correlation between variables. When r = 0, it means no relationship between variables.

**Relationship between Year of the experience and Opinion about Quality of Service**

**Hypothesis testing**

**Null hypothesis (Ho):**

There is no significant relationship between year of the experience and opinion about quality of service.

**Alternative hypothesis (H1):**

There is some significant relationship between year of the experience and opinion about quality of service.

| Correlations | | | |
|---|---|---|---|
| | | Experience in years | Opinion about Quality of Service |
| Experience in years | Pearson Correlation | 1 | .874** |
| | Sig. (2-tailed) | | .000 |
| | N | 120 | 120 |
| Opinion about Quality of Service | Pearson Correlation | .874** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 120 | 120 |

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

**Interpretation:**

The above table indicates that, co-efficient of correlation between relationship between year of the experience and opinion about quality of service 0.874. It is below 1. So, there is positive relationship between year of the experience and opinion about quality of service**.**

**CHI-SQUARE ANALYSIS**

Chi –square analysis in statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is a measure to study the divergence of actual and expected frequencies. It makes no assumptions about the population being sampled. The quantity $\chi^2$ (chi- square) describes the magnitude of discrepancy between theory and observation. If $\chi^2$ is zero, it means that the observed and expected frequency completely coincides. The greater the value of $\chi^2$, the greater would be the discrepancy between observed and expected frequencies. The formula for computing Chi – Square ($\chi^2$) is as follows

Where, Oi = Observed frequency, Ei = Expected frequency

The calculated value of $\chi^2$ is compared with the table of $\chi^2$ for given degrees of freedom at specified level of significance. If the calculated value of $\chi^2$ is greater than the table value then the difference between theory and observation is considered to be significant. On the other hand, if the calculated value of $\chi^2$ less than the table value then the difference between theory and observation is not considered to be significant. The degrees of freedom are **(n – 1)** where 'n' is number of observed frequencies.

**Relationship between Income per month of the Respondents and Firm supply chain time taken in.**

**Hypothesis testing**

**Null hypothesis (Ho):**

There is no significant relationship between income per month of the respondents and firm supply chain time taken in.

**Alternative hypothesis (H1):**

There is some significant relationship between income per month of the respondents and firm supply chain time taken in.

| Income per month * Firm supply chain time taken in Crosstabulation | | | | | | |
|---|---|---|---|---|---|---|
| Count | | Firm supply chain time taken in | | | | Total |
| | | One day | One day to week | Week to one month | One month to one year | |
| Income per month | Below Rs. 5,000 | 10 | 17 | 1 | 0 | 28 |
| | Rs. 5,000 – Rs 10,000 | 0 | 0 | 48 | 0 | 48 |
| | Rs. 10,000 – Rs. 15,000 | 0 | 0 | 28 | 0 | 28 |
| | Above Rs. 15,000 | 0 | 0 | 8 | 8 | 16 |
| | | | | | | |
| Total | | 10 | 17 | 85 | 8 | 120 |

| Chi-Square Tests | | | |
|---|---|---|---|
| | Value | Df | Asymp. Sig (2-sided) |
| Pearson Chi-Square | 1.687E2[a] | 9 | .000 |
| Likelihood Ratio | 151.692 | 9 | .000 |
| Linear-by-Linear Association | 67.903 | 1 | .000 |
| N of Valid Cases | 120 | | |
| a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is 1.07. | | | |

**Interpretation**

As per the above table, it is inferred that the Pearson Chi-Square value is 1.687and P value is 0.001; it is not significant to 5% (0.05) significant level. The minimum expected count is 0.9.3 Thus null hypothesis is accepted and it is finding that there is no significant relationship between income per month of the respondents and firm supply chain time taken in.

**ONE WAY- ANOVA**

The analysis of variance is a method, which separates the variation ascribable to one set of causes from the variation ascribable to other set. The total variation is split up into the following two components:

(a)   Variation within the subgroups of samples

(b)   Variation between the subgroups of the samples

The technique of analysis of variance is referred to as ANOVA. A table showing the source of variation, the sum of squares, degrees of freedom, mean square (variance) and the formula for the F-ratio is known as ANOVA table.

F-statistic =   $\dfrac{\text{Variance between the samples}}{\text{Variance within the samples}}$

**Hypothesis testing**

**Null Hypothesis (Ho):**

There is no significant relationship between age of the respondent's and Think about the logistics operation of the company

**Alternative Hypothesis (H1):**

There is a significant relationship between age of the respondent's and Think about the logistics operation of the company

| ANOVA | | | | | | | |
|---|---|---|---|---|---|---|---|
| Age | | | Sum of Squares | Df | Mean Square | F | Sig. |
| Between Groups | (Combined) | | 91.194 | 3 | 30.398 | 171.955 | .000 |
| | Linear Term | Unweighted | 61.026 | 1 | 61.026 | 345.211 | .000 |
| | | Weighted | 82.560 | 1 | 82.560 | 467.026 | .000 |
| | | Deviation | 8.633 | 2 | 4.317 | 24.419 | .000 |
| Within Groups | | | 20.506 | 116 | .177 | | |
| Total | | | 111.700 | 119 | | | |

**Interpretation**

The table clearly shows age of the respondent's and think about the logistics operation of the company relationship with my superiors has a figure on 345.211 values and significance around .366 level than the sum of squares within group between groups values have 91.194 and 20.506 respectively. Hence, the significant value is less than 0.05 for which the significant percentage is above 95%, hence accepting alternative hypothesis. Thus, rejecting null hypothesis i.e., There is significant relationship between age of the respondent's and Think about the logistics operation of the company

## Result

From the above analysis, we find that calculated value of the F-value is a positive 345.211 value, so H1 accept. Since the P value 0.000 is less than $< 0.05$ regarding there is a significant relationship between designation of the respondent's and the advance planning and scheduling. The results are significant at 4 % level.

## FINDINGS

81.7% of the respondents are male

44.2% of the respondents are 41-50 years.

40% of the respondent's position is employee.

40.0% of the respondent's income are Rs. 5,000 Rs. 10,000.

39.2% of the respondents are below 5-year experience.

70.8% of the respondents are week to one - month firm labour welfare measure time taken in.

37.5% of the respondents are average in opinion about quality of service

57.5% of the respondents are efficiently in milk industry of the company.

## SUGGESTIONS

- Majority of the employees feel that their workload is heavy. So, the shifting time may be modified to reduce the workload.

- The researcher wish to bring the following suggestion to the management of Milky Mist Dairy Food Private Limited, Erode.

- The organization should improve the benefit and services provided to the Employee's interest would be stimulated.

- The company should plan out the welfare activities in an effective way to improve the organization image in the eyes of the public.

- The organization should make all the employees aware of the rules and regulations of the company.

- The company should be providing safety measures to employees where the sudden injuries or emergency made.

- To increase the rapport between management and the Employers, the company should be provide integrated welfare programs.

## CONCLUSION

The study on Employee welfare activities at Milky Mist Dairy Food Private Limited reveals that the welfare level of the employee is moderate level but there are certain welfare that need to be improved in order to makes the employees to sustain in their jobs. The study indicates varying levels of awareness among employees regarding both statutory and non-statutory benefits. This highlights the importance of effective communication and education initiatives to ensure that all employees fully understand and appreciate the benefits available to them. To proactively addressing welfare concerns and optimizing benefits, Milky Mist Dairy Food Pvt Ltd can cultivate a more supportive and fulfilling workplace, ultimately driving greater employee satisfaction and productivity. The study that observes the maximum respondents feels that quality of the food as to be concentrated more and to increase the canteen services more to improve the employee's satisfaction level.

## REFERENCES

[1]. Arpit Patel, March 2017 Volume 6, Issue 1 A Study on Employee Welfare Measures and Social Security on Selected Engineering Unit of Ahmadabad.

[2]. S.Divyabharathi, May 2017 Volume 19, Issue 5. Ver. VI (), PP 45-48 Employee Welfare Schemes and Its Implication in Performance in Lear Automotive Private Limited, Erode

[3]. M.RamaSatyanarayana, July 2018 Volume 2, Issue 7 Employee welfare measures in cement industries in India.

[4]. T.Priyanka, December 2020, Volume 2 Issue 7, ISSN 2349-4476 a study on employee welfare measures with reference to it industry

[5]. P. Usha november (2021) volume no. 1, issue no. 6 employee welfare activities with respective measures in industrial sector.

[6]. Ushatiwari november, 2019 volume 3, issue 11 a study on employee welfare facilities and its impact on employees efficiency.

[7]. Chandra sekharpatro June 2018 Employee Welfare Measures in Public and Private Sectors: Comparative Analysis.

[8]. Mr. Ramana 2019, Volume: 5, Issue: 1 A study on employee welfare measures with reference to south central railways in India.