



A Study on Welfare Activities for the Employee and it's Impact on Employee Moral and Productivity.

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ABSTRACT:

The article looks at how employee welfare initiatives boost morale and productivity in light of their importance as a strategic tool for organizational growth. From health and safety policies to leisure activities, career development opportunities, financial aid programs, and work-life balance policies, welfare activities encompass a wide range of initiatives. These projects aim to fulfill the physical, emotional, and professional needs of employees, therefore fostering a supportive and suitable workplace.

By means of job happiness and belonging, the study indicates that employee welfare programs significantly affect morale. Employees who feel their firm values and supports them create a good attitude, loyalty, and more drive. Motivated employees are more likely to be engaged, innovative, and committed to achieving corporate goals, thus this enhanced morale immediately shows into better performance.

Keywords: Moral, Productivity, Welfare Activities

Introduction:

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What is Moral ?

A rich and complicated concept, morality comprises the rules and values steering human behavior, decisions, and relationships. It comprises social norms, moral codes, and ethical standards that shape our actions, attitudes, and relationships. Many factors shape morality: cultural and social norms, religious or spiritual beliefs, personal values and experiences, philosophical and ethical theories, legal and political systems.

At its core, morality seeks to promote the well-being, flourishing, and harmony of individuals and society as a whole. It is obsessed with separating good from evil and right from wrong and only from unjust. Basic moral values like respect for autonomy, non-maleficence (do no harm), beneficence (do good), justice, honesty, responsibility, compassion, and fairness guide our actions and decisions. These values are supported by several moral theories, including these. :

1. Utilitarianism: Strive for the greatest happiness of the bulk even if it means giving up personal interests.
2. Deontology: Give your obligations and responsibilities top priority; act correctly just because it is your moral obligation.
3. Virtue Ethics: Cultivate good character qualities like compassion, integrity, and justice, and let them guide your actions.
4. Social Contract Theory: Social contracts and rules we create to benefit all individuals should guide us as they underlie morality.

Personal biases, feelings, and societal pressures also shape morality and can lead to moral conflicts and dilemmas. Morality still has a big impact on how we shape our personal and group life. It provides a framework for evaluating our actions and decisions and promoting the common good. Working with moral values and theories enables us to grow empathy, compassion, and respect for others and to create a more just and peaceful society.

Ultimately, morality is a dynamic and evolving concept that demands unceasing reflection, dialogue, and commitment to ethical values and ideals.

What is productivity?

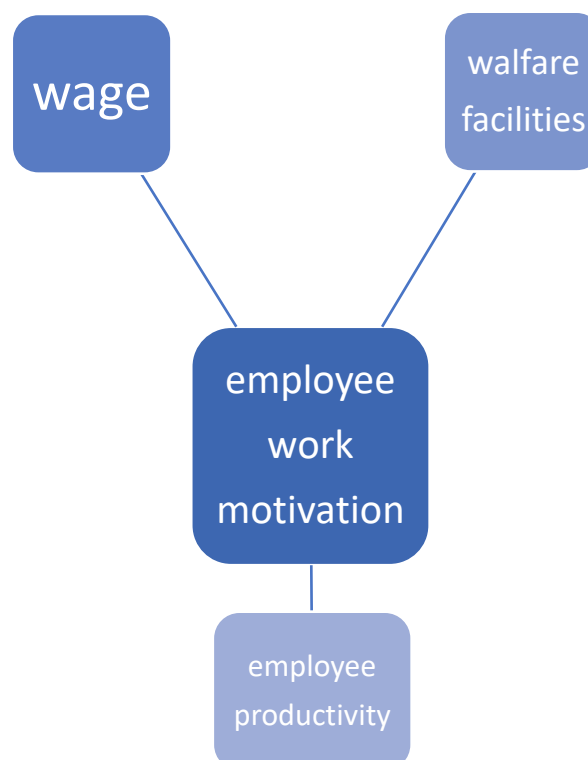
Productivity is the smart use of resources like time, energy, and skills to achieve goals and get results. Productivity is the smart use of resources—time, energy, and skills—to achieve goals and get results. It's about doing more with less waste and enhancing processes to produce great work. Productivity is not only about doing more; it's also about having a better balance between work and life, less stress, and a better overall life. Being productive is about clear goals, ignoring distractions, and focusing on what really matters. Higher output lets you do more in less time, be more innovative and creative, and significantly affect your personal and professional life. Higher output also enables you to contribute more efficiently. Your team, business, and community also become more effective and productive. Applying methods and strategies of productivity will enable you to maximize your potential, do more, and create a lasting impact.

Productivity is built on seven essential elements:

1. Setting clear goals and prioritizing tasks to achieve them.
2. Managing time and energy effectively to stay focused and avoid distractions.
3. Concentrating on high-priority tasks without multitasking.
4. Streamlining processes to maximize efficiency and eliminate waste.
5. Delivering high-quality results that meet or exceed expectations.
6. Continuously evaluating and improving processes to optimize productivity.
7. Maintaining overall well-being (physical, mental, and emotional) to sustain productivity in the long run.

Impact Of Employee Morale Towards Welfare Measure :

Employee morale is the collective emotions, attitudes, and feelings of trust, self-esteem, and pride individuals have for their company and leadership. It has a big impact on their confidence, hope, and desire to work. Morale is mostly shaped by leadership; it can be either high or low. Human resource management increases morale considerably by providing basic amenities, ensuring employment happiness, and promoting general well-being. Measures of labor welfare supported by businesses, unions, and governments help to improve employees' physical, mental, and emotional state as well. Positive employee morale is required for greater production, organizational growth, and job satisfaction while low morale can lead unhappiness and negativity in the workplace.

The Effects of Wages and Welfare Facilities on Employee Productivity:

Definition:

Welfare - Welfare is the condition of health, happiness, and well-being of individuals or groups, often backed by government programs and policies

Employees - An employee is someone engaged by a firm to carry out designated tasks for pay. .

Moral - Often depending on society, culture, or personal values, moral is the idea or standard of right and wrong behavior.

Productivity - Often depending on society, culture, or personal values, moral is the idea or standard of right and wrong behavior.

Review of Literature:

Revathi.K and Dr. A. Geetha (2022) a study by, boosting productivity in small-scale enterprises in Tamil Nadu relies on offering employee welfare policies. The study suggested that enhancing employee motivation relies on offering various facility benefits including welfare programs, which therefore enhances production and performance. Companies must provide their employees all available welfare facilities if they are to maximize output and reach their full potential

Anitha.G and Sridharan.R (2022) study by, Corporate businesses in the information technology sector in Chennai should give welfare facilities to their employees top priority. Policies on employee welfare increase employee happiness, which then improves their overall quality of work life. First and foremost, employee welfare programs seek to enhance employees' overall well-being, happiness, and capacity to focus on their job responsibilities with more zeal and dedication.

Meenakshi Yadav's 2020 study on corporate sector welfare policies uncovered eight key components supporting labor welfare. The factor analysis model reveals these components to be:

1. Access to loans
2. Compensation facilities
3. Educational support
4. Housing provisions
5. Subsidized food options
6. A better working environment
7. Stability of the workforce
8. Access to cooperative societies

Summer H Silchter (2020), a contract between management and union is crucial, as it outlines the terms and conditions governing various aspects of employment, including:

- Trade entrance controls
- Hiring practices
- Layoff procedures
- Seniority rules
- Workload management
- Impact of technological changes
- Wages and working hours
- Differences between unionized and non-unionized workers

This contract serves as a vital agreement between management and union, ensuring clarity and structure in the workplace.

G. Aarthi and P. Srinivasan, A 2018 study by "A Study on Impact of Employee Welfare Measures in Automobile Industry" revealed they were generally satisfied with the welfare and safety programs run by their company. Stressing that the management should give first priority to framing policies and procedures to enhance these measures, the study underlines the need of employee welfare and safety in propelling organizational success since it believes that the strength of an organization depends on the committed efforts of its employees.

Manzini and Gwandure In 2018, conducted a study on staff well-being was welcomed by various businesses as a means to enhance staff performance. Especially in the mobile segment industry, the study emphasized how much occupational issues could influence employees' quality of life and work performance, so stressing the need of addressing these issues to foster general well-being and production.

Research Methodology:

This study will utilize a mixed-methods approach, integrating both quantitative and qualitative methods for data collection and analysis.

Objective:

1. Employee morale: We want to understand how these activities affect how happy and satisfied employees feel at work.
2. Employee productivity: We want to see if these activities also influence how well employees perform their job tasks.
3. Analyzing the correlation between employee engagement in welfare activities and their productivity levels.

Significance of the study:

Knowing how welfare programs influence staff morale and output can help companies strengthen their workplace practices. Investing in initiatives that support these sectors helps businesses create conditions where employees feel valued and motivated to perform their best.

High morale and production correlate with more employee retention and involvement. By identifying the welfare activities with the most notable impact, businesses can tailor their strategies to encourage loyalty and commitment among their staff members, so reducing turnover rates and associated costs.

Companies that prioritize employee welfare first usually grow more market competitive. Positive workplace cultures attract top talent, enhance employer brand reputation, and contribute to overall business success. Understanding the link between welfare programs and employee morale/productivity will help businesses to differentiate themselves in the market.

Employee well-being and happiness: Employee morale and production have a direct impact on personal well-being and job satisfaction. Supporting initiatives that benefit these factors enables companies to usually make their staff members content and fulfilled, therefore fostering a more positive work environment and improved quality of life.

Insights from this study can help internal corporate strategic decision-making processes. Businesses that track the success of several welfare programs can more effectively allocate resources, so ensuring the maximum impact on employee motivation and performance.

Method of Data collection:

Tools for the Data Collection:

- Questionnaires: multiples choice questions are used as a tool for data collection.

Universe:

The Universe of the study Comprise Employees from Vadodara City, Gujarat State.

- **Sample & Sampling Methodology:**

The sample of the study would be Employees of Company.

- **Population:**

Employees in the Pharmaceuticals industries of the Vadodara District.

- **Sampling Method:**

The researcher uses simple random sampling method for data collection.

- **Sample Size:**

63 Employees in the Pharmaceuticals Industries.

Findings:

- The data reveals a significant concentration of younger individuals within the sample. The largest proportion, 52%, falls within the 18-25 age group, indicating a predominantly youthful population. The 26-35 age group follows as the second-largest segment, comprising 24% of the total sample.
- The sample is predominantly male (65.1%), with females comprising 34.9%. This shows a higher representation of males, making up nearly two-thirds of the respondents.

- The organization has a structured workforce across three levels: 33 employees in Top-Level management focusing on leadership, 40 in Middle-Level roles overseeing execution, and 27 in Lower-Level support roles. This distribution highlights a strong middle management bridging leadership and operations.
- The workforce is well-balanced, with 41.3% having 3–5 years of experience, forming a strong mid-level core. Employees with 0–2 years (36.5%) reflect fresh talent and innovation, while 12.7% have 6–10 years, adding expertise. A seasoned 9.5% have 11+ years, contributing leadership and institutional knowledge.
- The workforce is primarily full-time (56 employees), indicating a strong reliance on permanent staff. Part-time employees (4) and contract workers (3) make up a smaller portion, likely for flexible roles or short-term needs.
- The majority (93.7%) responded "Yes" (59 out of 63), showing strong agreement, while only 6.3% (4 responses) chose "No," indicating minimal opposition and a clear consensus.
- Training and development programs are the most common (52.4%), followed by health benefits (50.8%) and recreational activities (49.2%). Employee assistance programs are slightly lower at 44.4%, showing a strong focus on development, health, and well-being.
- Participation is high, with 41.3% "Always" and 41.3% "Occasionally" involved. Meanwhile, 14.3% participate "Rarely," and only 3.2% "Never," indicating overall active engagement with minimal non-participation.
- The majority (81%) are satisfied with their jobs, reflecting a positive outlook, while 19% are dissatisfied, indicating a need for improvement in certain areas.
- The majority (76.2%) view the work environment positively, while 23.8% express dissatisfaction, suggesting a generally favorable workplace with room for improvement.
- The majority (77.8%) view the work environment positively, while 22.8% find it unfavorable, indicating overall satisfaction with some areas needing improvement.

Suggestion:

A. Mental and Emotional Well-being

- **Psychological Benefits:** Participation in mental health and stress-reduction programs (e.g., mindfulness sessions, therapy support, mental health days) has been shown to significantly reduce workplace anxiety and burnout. Employees who engage in these activities experience lower stress levels, which improves their overall job satisfaction.
- **Increased Sense of Belonging:** Social welfare programs such as team-building activities, social clubs, or employee recognition events create a sense of community among employees. This feeling of inclusion strengthens employees' emotional connection to the organization, leading to enhanced morale.

B. Perception of Organizational Care

- **Feeling Valued:** Welfare activities that promote well-being (e.g., fitness memberships, childcare support, or employee discounts) show employees that the organization cares about their needs beyond just the workplace. When employees feel valued, it fosters a more positive work environment and improves their overall morale.
- **Work-Life Balance:** Welfare activities that support work-life balance—such as flexible working hours, remote work opportunities, or parental leave policies—have been shown to reduce stress and burnout, contributing to greater job satisfaction. Employees are more likely to feel satisfied and loyal to the company when their work-life balance is respected.

C. Trust in Management

Open Communication Channels: When organizations invest in programs like anonymous employee surveys or wellness feedback mechanisms, it enhances employees' trust in management. Transparency in welfare programs and responsiveness to feedback directly boosts morale and strengthens workplace trust.

2. Employee Productivity: How Welfare Activities Influence Job Performance

A. Enhanced Physical Health

- **Health and Fitness Programs:** Offering fitness programs, gym memberships, or ergonomic workplace equipment has been linked to improved physical health. Healthier employees tend to have higher energy levels, less absenteeism, and increased productivity. For example, fitness challenges or wellness workshops encourage employees to engage in healthier lifestyles, which can positively impact their daily performance at work.

- **Reduced Sick Leave:** Studies indicate that employees who participate in wellness initiatives (such as regular health checkups or physical health initiatives) have lower rates of absenteeism due to illness. When employees are healthier, they are present more frequently, leading to higher productivity over time.

B. Cognitive Benefits

- **Mental Clarity and Focus:** Welfare programs like meditation, yoga, and stress management workshops have been shown to improve cognitive function, increase concentration, and enhance overall mental clarity. Employees who are mentally focused and clear can perform tasks with greater precision, leading to higher productivity levels.
- **Creative Problem Solving:** By participating in welfare programs that stimulate creativity (e.g., collaborative brainstorming sessions or innovation challenges), employees feel more empowered to approach problems from new perspectives. This creative stimulation leads to more innovative solutions and a more productive work environment.

C. Job Satisfaction and Motivation

- **Performance-Based Rewards:** Incentive-based welfare activities, such as recognition programs, bonuses, or awards for meeting goals, motivate employees to perform better. Knowing they will be recognized for their efforts boosts motivation and drives productivity, as employees work toward clear and rewarding goals.
- **Empowerment and Autonomy:** Flexible working arrangements and opportunities for skill development empower employees by giving them control over how and when they work. This autonomy boosts job satisfaction and motivates employees to produce high-quality work because they feel trusted by their employer.

Reference:

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Meenakshi Yadav's 2020 study on corporate sector welfare measures identified eight key factors that contribute to labor welfare.

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Manzini and Gwandure In 2018, conducted a study on staff well-being, which was adopted by various organizations as a strategy to enhance employee efficiency.

Harrison (2018) stressed the crucial role of employee morale in boosting productivity, job satisfaction, and overall well-being.