



---

## **A STUDY ON EMPLOYEE WELFARE ACTIVITIES AND IT IS IMPACT ON EMPLOYEE PRODUCTIVITY AND MORALE**

*Ms. Himanshi Parmar<sup>1</sup>, Unnati Soni<sup>2</sup>*

<sup>1</sup>Student, Parul University, Waghodiya Vadodara, Gujarat, India.

<sup>2</sup>Faculty of Social Work, Parul University, Waghodiya Vadodara, Gujarat, India.

---

### **ABSTRACT: -**

This paper intends to look at how staff welfare programmes influence motivation and output. Businesses in the cutthroat market of today increasingly recognise the significance of comprehensive welfare programmes in enhancing employee performance and satisfaction. This paper investigates how various welfare programs—including health and safety policies, recreational facilities, financial benefits, and work-life balance programs—affect productivity and promote a good work culture.

Key words: - Employee Welfare Activities, Morale & Productivity.

---

### **INTRODUCTION: -**

The success of any business in the competitive corporate environment of today depends on employee productivity. One approach is to invest in staff welfare programmes. Concentrating on welfare activities within our organisation, this paper aims to investigate their relationship with staff performance. Ranging from health and medical perks to leisure facilities, housing help, insurance programmes, flexible work hours, and other work-life balance initiatives, employee welfare activities encompass a broad spectrum of services. These activities are intended not only to improve the standard of living of staff members but also to foster a sense of belonging, drive, and job satisfaction. This is believed, thus, to raise staff motivation, decrease turnover and absenteeism, and eventually enhance production & morale.

Many businesses have come to realise in recent years the inherent connection between employee well-being and performance outcomes. Even with growing knowledge, many sectors still lack empirical data on the direct impact of welfare policies on employee motivation and performance. This study intends to fill that gap by means of an in-depth examination of employee welfare activities and their effects on organisational efficiency and workforce motivation.

The study plans to look at employees' opinions on their companies' welfare initiatives and evaluate how these initiatives influence their work behaviour, level of commitment, and overall output. By means of identifying important welfare elements that most directly support good outcomes, this study will offer insightful analysis for HR professionals, lawmakers, and organisational leaders seeking to create a productive and people-centric workplace. My study topic claims a welfare activity for employee and it is influence on employee output. I have to investigate employee satisfaction, motivation, morale, problem statement of these title getting to know about their stress level and impact on their productivity how they manage all. Examine the sector's framework to see how welfare activities affect worker output. Studying this connection enables us to provide feasible suggestions that might direct strategic choices and support resource allocation for employee welfare programmes.

- Employee Morale: - This means how happy and satisfied employee feel.
- Employee Productivity: - This means how well employee do their jobs.

---

### **REVIEW OF LITRATURE: -**

The Relationship between employee welfare activities and their impact on productivity and morale has been extensively explored in academic and industrial research. This section reviews key studies and contributions from scholars and practitioners, focusing on various dimensions of welfare programs and their influence on workforce performance.

Rondey Lowe (1986) Research Study on the welfare state in Historical Perspective his work in Britain. The Primary aim of this research to examine about welfare capitalism the aims of this research is to examine the evolution of welfare states, especially in Britain, and the genesis of welfare capitalism.

Armstrong and Baron (2000) base the ethos of performance on the assumption that if the performance labels of individuals can be raised somehow, better organizational performance will follow as a direct result, in his book, The Human Equation, Pfeffer (1998) described how companies achieve profitability by putting people first. Mazin (2010) lists four different performance dimensions on which employees are measured: quality, quantity, dependability and job knowledge.

Randhir Kumar Singh (2009) Research on manpower productivity and welfare measures between the employees the establish that there is relation between

impact on manpower productivity and welfare measures when he conducted research on welfare measures and its impact on manpower productivity. Chaudhary, Dr. Asiya and Roohi Iqbal (2011) Conducted the research on an Empirical study on the effect of welfare measures on employee satisfaction. Objective of this research is that. To examine the effect of welfare measures on employee satisfaction in organizations. To analyse how welfare initiatives contribute to improving employee productivity and retention.

Chandra Sekhar Patro (2012) Research on the Employee welfare measures in public and private sectors: A Comparative Analysis. Objective of this study is to compare the welfare measure provided in public and private sector organizations. To evaluate how these welfare initiatives influence employee satisfaction and productivity.

William Carey Penumala (2024) Conducted research on an Employee Welfare Objective of this research study is to explore various aspects of employee welfare measures and their impact on organization performance, focusing on factors such as safety appliances, medical facilities, first aid services, canteen facilities, and educational provisions for employee' children. Findings of this research study is that High satisfaction rates were observed among employees concerning medical facilities and safety appliances.

---

### **RESEARCH METHODOLOGY: -**

The methodology presents a comprehensive approach to gathering and analyzing data to examine the connection between employee welfare initiatives and their influence on morale and productivity. This methodology takes a 'qualitative and descriptive approach' to ensure clarity and simplicity in data collection and analysis. This research avoids advanced statistical analysis and instead uses basic data collection methods that provide valuable insights without requiring complex data interpretation.

---

### **OBJECTIVE OF THE STUDY: -**

1. To Understand the types of welfare activities provided to employees in organization.
2. Investigate how these welfare activities affect employee morale.
3. Analyzing the connection between welfare initiatives and employee productivity.
4. To Explore employees' perceptions of the effectiveness of welfare programs in their workplace.

---

### **RESEARCH DESIGN: -**

The study is based on descriptive research design, which is suitable for understanding current practice and analyzing the relationship between variables such as welfare activities, employee morale, and productivity. The descriptive nature of the research allows for an in-depth examination of the welfare programs and their perceived effectiveness among employees.

---

### **SAMPLE SIZE: -**

The study will aim to include at least '60' respondents from various department and levels. The sample size is sufficient to capture diverse employee experience and to ensure that the data collected is representative of the larger population.

---

### **TOOL OF DATA COLLECTION: -**

The research relies on both primary and secondary data sources.

---

### **DATA ANALYSIS AND INTERPRETATION AND FINDINGS: -**

The data for this study was collected from 60 employees in various departments. The objective was to examine how employee welfare activities influence productivity, motivation, and morale.

#### ***Demographic insights: -***

Age: A large proportion (47.5%) of respondents fall within the 18-25 age group, including a young workforce.

Gender: The workforce is male-dominated (54.2%), though female participation remains significant.

Designation: A notable percentage (21.7%) belong to the HR profession, suggesting insights from personnel directly involved in implementing welfare policies.

Experience: The majority (30.5%) have 1-3 years of experience, highlighting perspectives of relatively new employees.

***Awareness and Utilization of Welfare Activities: -***

An overwhelming 96.6% of respondents are aware of the welfare activities offered.  
69.5% stated they had learned about these activities through internal communication channels.  
65.5% regularly utilize the welfare facilities, though 28.1% noted some barriers to full utilization.

***Key Welfare Provisions Identified: -***

Health insurance is the most prominent welfare activity (37.5%), along with recreational facilities, subsidized meals, transport, financial schemes, and training programs.  
62.1% agreed that the organization provides adequate health and safety measures.

***Impact on productivity and Morale: -***

53.4% reported that welfare activities positively impact productivity.  
50% agreed that prioritizing employee welfare enhance performance.  
55.2% agreed that welfare measures reduce absenteeism and improve consistency at work.  
52.6% felt more productive when the organization shows care for their well-being.  
54.4% believed that team-building and recreational activities are encouraged, fostering better workplace relationship.

***Impact on Motivation and Job Satisfaction***

53.4% confirmed that welfare activities positively influence their morale and job satisfaction.  
50.9% stated that recognition of efforts boosts morale.  
56.9% felt financial welfare schemes motivate them to meet targets.  
54.4% agreed that these activities make them feel valued and appreciated.  
48.3% said welfare programs influence their motivation to work.  
58.6% believed welfare facilities help in reducing stress and maintaining work-life balance.  
The analysis reveals a strong positive relationship between employee welfare activities and employee morale, motivation, and productivity. The majority of respondents acknowledge the organization's efforts in maintaining well-being through various welfare provisions. Employees who perceive these programs as genuine and supportive are more likely to perform better, remains consistent, and feel valued, thereby contributing to a more productive and motivated workforce.

---

**SUGGESTION: -**

Having completed the study work on "A Study on welfare activities and its impact on employee productivity and morale." In corporate companies. My motivation for conducting this research is to discover the welfare projects employees' morale and productivity level. This paper provides several recommendations to improve employee welfare programmes and increase performance. Businesses should develop a well defined welfare policy covering whole physical, mental, and financial well-being of their staff members. These policies have to be routinely assessed and revised to meet changing workforce needs.

Work-life balance such flexible hours, telecommuting option and reasonable paid leave should be given top priority to lower stress and boost job satisfaction. Investing in health and wellness programmes, such health insurance, mental advice, and regular medical check-ups, can greatly enhance employee well-being and lower absenteeism. Putting these concepts into practice helps businesses build a more motivating, engaging workplace that results in Greater staff retention, satisfaction, and output.

---

**CONCLUSION: -**

Employee welfare programmes play a major role in improving productivity and morale inside a company. Among other things, health and wellness programmes, financial incentives, leisure activities, skill development, and a pleasant work environment help these initiatives to significantly enhance employees' overall well-being. Those who feel valued and cared for are more likely to be engaged, motivated, and committed to their employment, therefore contributing to the enhancement of efficiency and job satisfaction. A well-implemented welfare programme lowers stress, improves work-life balance, and fosters a sense of belonging, which therefore lowers absenteeism and turnover rates. Moreover, businesses that assist staff welfare create a positive workplace that encourages loyalty, innovation, and teamwork, so enhancing organisational performance at last. Conversely, neglecting employee welfare could lead to unhappiness, fatigue, and reduced performance.

Therefore, companies that prioritise welfare programmes not only raise employee morale but also increase their competitiveness by way of a more dedicated and efficient workforce, in the long run, fostering a supportive and healthy work environment leads to better business results and sustainable development. Employee motivation greatly affects company performance in terms of really helping organisational development.

---

**REFRESNCES: -**

---

1. Rondey Lowe (1986) Research on the welfare state in Historical Perspective his research in Britain.
2. Armstrong and Baron (2000) base the ethos of performance on the assumption that if the performance levels of individuals can be raised somehow, better organisational performance will follow as a direct result.
3. Randhir Kumar Singh (2009) Research on manpower productivity and welfare measures between the employees the establish that there is relation between impact on manpower productivity.
4. Chaudhary. Dr Asiya and Roohi Iqbal (2011) conducted an Empirical study examining the impact of welfare measures on employee satisfaction.
5. Chandra Sekhar Patro (2012) Research on the Employee Welfare Measures in public and private sectors: A comparative Analysis.
6. Dr. B. Chandra Mohan Patnaik (2014) has Conducted research on the working and living condition of workers in both organized and unorganized sectors.
7. William Carey Penumala (2024) Conducted research on an Employee Welfare.

---

**Bibliography**

---

## Web Linkes

1. <https://ijert.org/>
2. <https://arxiv.org/>
3. <https://theguardian.com>
4. <https://ijfmr.com>
5. <https://PDFs.semanticscholar.org>
6. <https://www.researchgate.net/publication>
7. <https://managejournal.com>
8. <https://academia.edu>
9. <https://library.hbs.edu>
10. <https://link.springer.com>
11. <https://blogs.ise.ac.uk>