



A STUDY ON LABOUR WELFARE MEASURES PROVIDED TO THE EMPLOYEES AT ALPHA INDUSTRIES PVT LTD, COIMBATORE

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ABSTRACT :

The well-being of employees is a critical factor in organizational success, leading many companies to invest in labour welfare measures. This study explores the various labour welfare measures provided to the employees at Alpha Industries Private Ltd., Coimbatore. It focuses on key welfare aspects such as health and safety, housing, recreation, working conditions, social security benefits, employee counseling, and grievance handling. A questionnaire-based survey of 100 employees was conducted to assess their awareness of and satisfaction with these welfare provisions, and to examine the impact of welfare measures on employee morale and productivity. The data were analyzed using statistical tools, including correlation analysis, to identify relationships between demographic factors and satisfaction levels. The findings suggest that while Alpha Industries has implemented several welfare schemes and employees generally recognize their benefits, there are areas for improvement in housing, recreational facilities, and counseling services. Strengthening these welfare measures is likely to enhance employee satisfaction, reduce grievances, and foster a more productive, stable workforce.

Keywords: Labour welfare, Employee welfare measures, Health and safety, Employee satisfaction, Social security

INTRODUCTION

Labour welfare refers to the facilities and services provided to workers both within and outside the workplace—such as canteens, rest rooms, recreation, housing, and other amenities—aimed at enhancing their physical, mental, and social well-being beyond wages or legal entitlements. These measures support healthier, more efficient, and satisfied employees, contributing to organizational productivity.

Historically, during early industrialization, welfare efforts were minimal and often paternalistic. The Indian Factories Act of 1948 marked a turning point by mandating basic welfare provisions. Since then, welfare practices have evolved to address the changing needs of workers. Key features include improving health, efficiency, and social status, while being additional to wages and statutory benefits. The core aim remains the holistic development of workers, which in turn benefits employers through improved performance and loyalty.

Benefits and Importance of Labour Welfare

1. **Improved Health and Safety:** Medical care, sanitation, and safety training reduce health risks and accidents, ensuring a healthier workforce with fewer sick days.
2. **Higher Morale and Productivity:** Addressing workers' basic needs improves morale and focus, enhancing job performance and overall satisfaction.
3. **Lower Absenteeism and Turnover:** Effective welfare fosters employee loyalty, reducing absenteeism and turnover. It also mitigates issues like alcoholism by improving quality of life.
4. **Better Industrial Relations:** Welfare measures create a supportive environment, reducing grievances and promoting harmonious employer-employee relations.

Modern organizations view welfare as a strategic investment. Studies and ILO guidelines emphasize that strong welfare systems improve morale, job satisfaction, and industrial relations. In India, access to healthcare and social security significantly boosts satisfaction and retention.

Problem Identification

Despite having various welfare schemes, Alpha Industries Pvt. Ltd. faces challenges in evaluating their effectiveness. It is unclear how aware or satisfied employees are with programs like health and safety initiatives, housing, recreational options, insurance, and grievance handling. Potential gaps—such as insufficient housing or medical benefits—could affect well-being despite existing efforts. Without proper assessment, management may struggle to

identify which measures need improvement. The core issue lies in understanding the impact and adequacy of current welfare provisions to enhance employee satisfaction and performance.

OBJECTIVES OF THE STUDY

1. To identify the various labour welfare facilities provided by Alpha Industries Pvt. Ltd., Coimbatore, to its employees.
2. To examine the satisfaction level of employees regarding the existing labour welfare schemes (with specific focus on health and safety, working conditions, housing, recreation, and social security benefits).
3. To evaluate the impact of these welfare measures on employee morale, job satisfaction, and the employee-employer relationship in the organization.
4. To determine any gaps or shortcomings in the implementation of current welfare measures, including challenges in areas like employee counseling and grievance handling.
5. To offer recommendations for improving or maintaining effective welfare measures, thereby enhancing overall employee well-being and organizational performance.

SCOPE OF THE STUDY

The scope of this study is confined to the analysis of labour welfare measures at Alpha Industries Pvt. Ltd., Coimbatore. It covers all major aspects of employee welfare offered by the organization, including statutory and voluntary schemes. The study specifically looks into facilities related to employee health and safety (e.g., medical care, workplace safety measures), housing (company-provided accommodation or housing allowances), recreational amenities (sports, cultural activities, rest rooms), working conditions (working hours, rest breaks, cleanliness, canteen facilities), social security benefits (Provident Fund, ESI – Employees' State Insurance, gratuity, pensions), as well as provisions for employee counseling and a formal grievance handling mechanism. By surveying the employees of Alpha Industries, the study delves into how these welfare measures are perceived in terms of adequacy and effectiveness. The geographical scope is limited to the company's operations in Coimbatore, and the target population is the employees of Alpha Industries across various departments and levels. The study's analytical scope includes identifying correlations between demographic factors (like age, education, experience) and satisfaction with welfare measures, thereby helping to understand if certain groups have different perceptions. The results of this study are intended to provide a detailed snapshot of the state of labour welfare in the organization and serve as a basis for improving these measures. It should be noted that while the findings and suggestions are most directly applicable to Alpha Industries, they may also offer insights that are relevant to similar industrial organizations in the region in terms of best practices and common areas of concern in labour welfare.

SIGNIFICANCE OF THE STUDY

This study is important for various stakeholders. For the management of Alpha Industries Pvt. Ltd., it offers insights into the effectiveness of existing welfare measures, helping optimize resource allocation and enhance employee satisfaction. Understanding which programs are appreciated and which need improvement can guide better decisions, reduce absenteeism and turnover, and boost morale and productivity.

For employees, the study provides a platform to express their views on welfare provisions like health, safety, and social security. It identifies gaps—such as in recreation or counseling—that, if addressed, can significantly improve their quality of work life, well-being, and job satisfaction. This is especially valuable in contexts where workers may hesitate to raise concerns directly.

Academically, the research contributes to existing literature by presenting a case study from an Indian manufacturing firm. It highlights real-world welfare practices and challenges, offering relevant insights for similar organizations and labor policymakers. By focusing on elements like grievance handling and counseling, it aligns with evolving perspectives on employee well-being and supports ongoing labour reforms.

Ultimately, the study aims to drive improvements that benefit both employees and the organization. Enhancing welfare promotes a more engaged and stable workforce while reinforcing sustainable business practices and corporate responsibility.

LIMITATIONS OF THE STUDY

While insightful, this study has several limitations:

1. **Limited Generalizability:** As a single-organization study focused on Alpha Industries, Coimbatore, the findings may not be applicable to other industries or regions with differing operations or welfare budgets.
2. **Sample Size:** The survey involved 100 employees. Though suitable for internal analysis, a larger sample might have provided broader perspectives. Sampling was random, but practical challenges may have led to some departments being over- or under-represented.
3. **Response Bias:** Employees may have provided socially desirable answers or hesitated to critique management, affecting the objectivity of responses.
4. **Scope Constraints:** The study focused on organizational welfare measures and did not cover external factors (e.g., family issues or commuting challenges) that may influence overall employee well-being.
5. **Time Limitations:** Conducted in a short timeframe, the study reflects a snapshot rather than long-term effects of welfare policies, which may vary over time or with organizational changes.

Despite these constraints, the study employs well-designed surveys and secondary data to ensure reliability and offers a valuable base for further research.

REVIEW OF LITERATURE

Past studies emphasize that labour welfare enhances job satisfaction and organizational efficiency.

- **Buwaneswari (2017)** outlined the evolution of welfare in Tamil Nadu's sugar mills, showing a shift from paternalistic efforts to structured welfare practices in modern industries.
- **Gopinath (2016)**, using data from BSNL, found a strong link between job satisfaction and welfare elements like housing and healthcare, measured through the Job Descriptive Index (JDI).
- **Naresh (2016)** highlighted that in APSRTC, welfare measures such as training and education contributed to employee motivation, proving that non-monetary welfare plays a crucial role even in public sector contexts.
- **Chaubey & Rawat (2016)** showed that welfare policies (healthcare, insurance, safe work environments) significantly enhance job satisfaction and reduce turnover.
- **Parwez (2016)** critiqued SEZs in Gujarat for weak enforcement of welfare laws, noting that policy alone is ineffective without implementation.
- **Sharma & Gupta (2022)** confirmed that access to social security benefits like insurance and PF positively impacts job satisfaction in private manufacturing firms.

These studies affirm that effective welfare policies drive productivity, satisfaction, and loyalty. This study builds on such insights in the context of Alpha Industries.

RESEARCH TECHNIQUE:

This segment details the strategy employed to study welfare provisions at Alpha Industries.

Studies design : A descriptive research layout was employed to depict the prevailing welfare schemes and acquire insights into worker viewpoints, presenting a clear perspective on prevailing situations and pleasure tiers.

Pattern Layout: The look at worried a pattern length of a hundred personnel, decided on through simple random sampling to make certain unbiased illustration from all departments. Out of those, 95 questionnaires have been completely crammed, even as the last had been partially usable and protected inside the analysis wherein relevant.

Facts Collection: Number one information changed into accrued the use of structured questionnaires that included closed-ended and Likert-scale questions, targeting areas which includes utilization of welfare offerings, delight tiers, and demographic characteristics. Secondary facts became obtained from HR manuals, internal organizational records, and credible instructional and virtual assets.

Information Analysis Strategies

Percentage Analysis: Used to pick out trendy developments and styles in the responses.

Correlation evaluation: Implemented to investigate the connection among variables like schooling stage and worker pleasure.

Chi-square check: Used to decide the association between exceptional worker classifications and their level of contentment with welfare measures.

Descriptive Data: Applied to compute imply pride rankings and popular deviations for comparing ordinary sentiments.

All analyses were completed at a 5% importance degree. The take a look at included each numerical and narrative information to bolster the findings and interpretations.

DATA ANALYSIS AND INTERPRETATION

This section presents the analysis of data collected from 100 employees at Alpha Industries Pvt. Ltd., focusing on the availability, awareness, and effectiveness of welfare measures, along with demographic correlations.

Profile of Respondents

The sample comprised 70% male and 30% female employees, aligning with typical manufacturing sector demographics. Respondents ranged from 21 to 58 years, with an average age of 35. Education-wise, 50% held undergraduate degrees, 30% postgraduates, and 20% had diplomas or high-school qualifications. The average tenure was 7 years, indicating employees were well-acquainted with company policies and work culture.

Awareness and Availability of Welfare Measures

Awareness of statutory welfare facilities was high: 95% of respondents were aware of health and safety provisions, while 90% knew of ESI and provident fund benefits. However, awareness of non-statutory benefits was lower—only 60% knew about the company's counseling services, indicating a need for better communication. Around 80% were familiar with the grievance redressal mechanism.

Most statutory facilities were available and utilized. The on-site canteen was regularly used by 88% of respondents, and 92% were satisfied with hygiene and restroom facilities. However, recreation saw mixed feedback—only 50% found the facilities accessible or sufficient, citing lack of time or limited options.

Housing Support

The company provides HRA but does not offer housing or quarters. Only 10% received housing support beyond HRA. Some employees, particularly those from outside Coimbatore, expressed a need for additional housing assistance.

Satisfaction with Welfare Measures: Employees were asked to rate their satisfaction with various welfare provisions on a 5-point scale (1 = very dissatisfied, 5 = very satisfied). The results are synthesized as follows:

- **Health and Safety:** The average satisfaction rating for health and safety measures was 4.3 out of 5. A vast majority (85%) of employees reported being “satisfied” or “very satisfied” with the health and safety provisions. Many acknowledged that the company regularly provides safety training, appropriate protective equipment (like gloves, helmets, safety shoes for shop floor workers), and has emergency protocols in place. The high satisfaction here reflects that Alpha Industries meets or exceeds expectations in ensuring a safe working environment. A small portion (10%) were neutral, and about 5% were dissatisfied, with the latter mostly citing that while the provisions exist, enforcement could be stricter in certain sections (for example, ensuring everyone actually uses the safety gear all the time).
- **Medical Facilities:** The company has a first-aid center and ties with a nearby clinic for emergencies. Additionally, through ESI, employees can avail medical treatment. Satisfaction with medical facilities stood at 4.0 on average. Approximately 80% of employees were satisfied. Some employees noted that having a dedicated full-time nurse or doctor on campus would be an improvement, although they acknowledged that serious medical needs are referred to external hospitals covered by ESI.
- **Canteen and Nutrition:** Satisfaction with the canteen facilities had an average rating of 3.8. About 70% expressed satisfaction with the quality and pricing of food. However, 20% were neutral and 10% were dissatisfied. The qualitative comments suggest that some would like to see more variety in the menu and extended canteen hours to accommodate all shifts. Since the canteen is a direct touchpoint daily, employees tend to have opinions on food quality and service speed. Overall, while not a major issue, this is one area with room for improvement as indicated by the feedback.
- **Working Conditions:** This includes work hours, rest intervals, ventilation, lighting, and general work environment. The respondents gave an average satisfaction of 4.1. They largely felt that work conditions (working tools, ergonomics, cleanliness) are good. Alpha Industries operates in general shift as well as rotational shifts for some departments. Some employees in shift work suggested the company could consider slight adjustments in shift timings or provide transportation for odd hours, but these were minor suggestions as most seemed content with the current arrangements.
- **Social Security Benefits:** Regarding provident fund, ESI, gratuity, and other social security, the satisfaction was 4.2 on average. Many employees take comfort in the fact that the company adheres to all statutory benefits – 100% of eligible employees are enrolled in PF and ESI. A few employees nearing retirement or those who had served long expressed that they are happy with the gratuity and pension benefits available. The strong positive response here reflects both awareness and appreciation of these financial security measures.
- **Employee Counseling:** Among those who were aware of the counseling services, satisfaction was moderate, at 3.5. Not everyone had used these services, and many (especially in blue-collar roles) did not feel the need for it or were unsure how it could help them. Those who did use counseling (for stress or personal issues) found it helpful. The company could possibly improve communication about these services and destigmatize them so more employees might utilize counseling for their benefit.
- **Grievance Handling:** Satisfaction with grievance handling processes was 3.7 on average. About 60% felt that their grievances or suggestions are addressed adequately. There is a suggestion box system and a grievance committee that meets monthly. However, 25% of respondents were neutral and 15% dissatisfied, indicating some lack of trust or clarity in the system. A common sentiment among the dissatisfied was that certain issues (like complaints about supervisors or requests for transfer) take too long to resolve or are not transparently communicated. This points to a need for management to improve responsiveness and feedback in the grievance process.
- **Recreational and Extra-curricular Facilities:** This category received one of the lower satisfaction scores, at 3.4. While employees recognize that the core purpose of the workplace is work, they do appreciate efforts to provide recreation. Some young employees expressed a desire for more team outings or sports events. The annual day and festival celebrations the company holds got positive mentions, but these are occasional; regular recreational avenues are limited.

Overall, the general sentiment toward the company’s welfare measures is positive. To quantify, when asked about *overall satisfaction* considering all welfare measures together, 10% said very satisfied, 65% said satisfied, 20% said neutral, 5% said dissatisfied, and none said very dissatisfied. This indicates that 75% of employees lean towards being satisfied, which is a strong endorsement. The neutral 20% and the few dissatisfied highlight that there is still scope for making welfare initiatives more universally effective.

Correlation Analysis: To further interpret the data, a correlation analysis was performed to see if there were any interesting relationships between employees’ demographic characteristics and their views on welfare. One of the analyses looked at the relationship between employees’ educational qualifications and their satisfaction with the company’s welfare facilities. The hypothesis was to check if more educated employees (who might have higher expectations or better awareness of what companies can provide) are more or less satisfied than others. Table 1 below presents the Pearson correlation results for the relationship between educational qualification (treated on an ordinal scale from 1 = high school, 2 = diploma, 3 = undergraduate, 4 = postgraduate) and an overall welfare satisfaction score (which was computed by averaging each respondent’s satisfaction ratings across various welfare aspects).

Correlations	Educational Qualifications	Satisfaction with Welfare Facilities
Educational Qualifications		
Pearson Correlation	1.000	0.130
Sig. (2-tailed)	—	0.200
N	100	100
Satisfaction with Welfare Facilities		
Pearson Correlation	0.130	1.000
Sig. (2-tailed)	0.200	—
N	100	100

Table 1: Correlation between Educational Qualifications and Satisfaction with Welfare Facilities.

As shown in Table 1, the Pearson correlation coefficient is $r = 0.130$ with a p-value (Sig. 2-tailed) of 0.200 for the relationship between educational level and welfare satisfaction. This indicates a very weak positive correlation, which is not statistically significant (since $p > 0.05$). In practical terms, there is no strong evidence that education level has any bearing on how employees perceive the adequacy of welfare measures. Highly educated employees in this sample were just as likely to be satisfied (or dissatisfied) with welfare as less-educated employees. This suggests that Alpha Industries' welfare policies are uniformly affecting employees across different education backgrounds – a positive indication that there isn't a particular group feeling left out or overly critical.

Another analysis (not fully tabulated here) examined the correlation between “years of experience in the company” and “overall welfare satisfaction”. The correlation coefficient for that was $r = 0.05$ ($p = 0.61$), essentially no correlation. Interestingly, even long-serving employees did not show fatigue or increased dissatisfaction with welfare; nor did new employees show an overly rosy picture – their views were largely aligned. This uniformity across tenure and education could indicate a consistent policy application and a homogenous culture in terms of how welfare is perceived.

A chi-square test was performed to see if there was any association between department (production vs. maintenance vs. administration, etc.) and overall satisfaction categories (satisfied/neutral/dissatisfied). The chi-square value was not significant at the 0.05 level, which implies that satisfaction levels did not differ in any statistically significant way by department. All departments had a similar distribution of satisfied vs. neutral responses, suggesting that no single department had systematically better or worse welfare conditions.

Interpretation: The analysis of data from Alpha Industries reveals that the company is performing well in many areas of labour welfare, especially in core areas of health, safety, and social security. Employees generally feel that the company cares for their well-being, as evidenced by the high satisfaction rates in those areas. The weaker points such as recreation and counseling are not uncommon in many industries – these are areas that often develop as companies mature in their human resource practices. Importantly, the fact that there were no major differences in satisfaction across different groups of employees means the welfare programs have broad acceptance.

The lack of strong correlations between demographics and satisfaction might also indicate that personal factors (like education or age) are less influential than the actual quality of welfare measures provided. Essentially, a good canteen is appreciated by all, and an insufficient recreation facility is criticized by all, regardless of personal background.

Finally, it's worth noting that while quantitative measures are largely positive, the qualitative feedback provides direction for improvement. Some recurring themes in employee comments included: *requests for a subsidized transportation service* (since some employees commute from distant parts of the city), *more frequent engagement activities* (like quarterly team-building events or competitions), and *enhanced communication* about welfare (some

employees weren't fully aware of everything available to them, like the counseling service or certain government social schemes the company facilitates). These insights have been taken into account in formulating the suggestions.

Based on survey findings, the following recommendations can enhance labour welfare at Alpha Industries Pvt. Ltd.:

- **Health and Safety:** Organize regular health check-ups and wellness sessions like yoga or stress management. Periodic safety drills and enhanced adherence to protocols are advised. Consider supplementing ESI with additional health insurance covering private treatments.
- **Housing and Transportation:** Reassess housing policies—consider increasing HRA, offering housing loans, or partnering with local housing societies for employee discounts. Providing transport options or fuel allowances can reduce commuting stress, especially for junior staff.
- **Recreational and Canteen Facilities:** Upgrade recreation rooms, introduce sports clubs or weekend matches, and conduct canteen feedback surveys. Maintain food hygiene and offer nutritious, varied meals, including occasional festive menus to improve daily employee experience.
- **Counseling and Wellness Programs:** Introduce Employee Assistance Programs (EAPs) offering confidential counseling. Conduct workshops on mental health and work-life balance. Assign HR reps to monitor well-being and establish mentorship programs for guidance and support.
- **Grievance Redressal and Communication:** Improve grievance handling with set response timelines, transparent updates, and an anonymous feedback system. Create a worker-management welfare committee and improve communication about welfare benefits through handbooks or emailers.

Implementing these will not only address identified gaps but also align the company with best practices, leading to higher employee satisfaction and productivity.

CONCLUSION

The study highlights that labour welfare at Alpha Industries plays a vital role in creating a supportive and productive work environment. Most employees reported satisfaction with existing measures, indicating a strong welfare foundation.

Key insights reaffirm that effective welfare policies lead to improved morale, loyalty, and lower grievances. Alpha Industries' equitable implementation across departments has fostered a sense of fairness and trust among employees.

However, areas like recreational facilities, communication, and counseling services need attention. Strengthening these aspects can transform the employee experience from satisfactory to highly engaging and supportive.

Grievance mechanisms, although present, require more visibility and responsiveness to enhance trust. Execution remains as important as the policy itself. Strategically, investing in these improvements will benefit the company through higher retention, stronger employer branding, and a more innovative, engaged workforce. Alpha Industries is well-positioned to be a model for employee welfare and can further strengthen its reputation as an employer of choice.

By refining its approach, the company can ensure a healthier, more satisfied, and committed workforce—key to sustained success.

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