WELFARE MEASURES AND EMPLOYEE SATISFACTION TOWARDS SILK MANUFACTURING INDUSTRY WITH SPECIAL REFERENCE TO THANJAVUR DISTRICT

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ABSTRACT :

The study will analyze the welfare measures and employee satisfaction in the silk manufacturing industry in Thanjavur. It will consider how the organizational welfare policies influence the retention of employees, work environment and morale. The study is largely based on qualitative and quantitative approaches, will identify the principal factors that promote satisfaction and will also provide suggestions for the enhancement of policies

Keywords: Employee Welfare, Job Satisfaction, Silk Industry, Employee Retention, Thanjavur

1. Introduction

The silk sector is historically significant and economically important in Thanjavur. Thanjavur is recognized for its handloom and traditional weaving sector, and produces some of the most famous silk sarees in Tamil Nadu. Silk sarees are not only a product but represent heritage, handicraft, local livelihoods and economic activity. The silk sarees supports a large number of households and contributes to the cultural identity of the region. Since the silk sector is dependent on skilled artisans continued welfare assurance of workers is central to sustaining this sector. Increased migration for work, erratic income, minimal or lack of policy awareness has aptly raised concern taken to seek a welfare drive within the workplace. This paper aims to assess welfare policies and assess satisfaction and to recommend improvements in the organisation/ sector where necessary.

2. Statement of the Problem

The silk manufacturing industry in Thanjavur provides tremendous cultural value and economic benefit, but it continues to struggle with various challenges, including inconsistent welfare implementation, benefits not communicated to workers, and poorly constructed feedback processes. These challenges led to poor morale, high turnover, and lower job satisfaction.
The goal of this project will be to pinpoint and assess the various challenges to provide feasible improvement possibilities with data to support findings.

3. Objectives of the Study

The main objectives of this study are:
- To evaluate the current state of welfare measures existent in silk manufacturing.
- To look into employee contentment of welfare measures.
- To explore how demographic factors shape perceptions of welfare measures.
- To provide implications for retention and job satisfaction as a result of
recommendations.

4. Review of Literature

Multiple studies have indicated an association between employee welfare and retention. For example, Gupta & Mehta (2023) found a positive motivational relationship with financial benefits. In similar fashion, Mukherjee (2020) also discussed workplace amenities and psychological support as issues of workers' job satisfaction.

5. Research Methodology

This research study utilized a descriptive research design and a stratified random sampling design. A structured questionnaire was used to collect information from 58 employees. The responses were analyzed using Chi-Square to determine relationships of demographic variables with proportions (satisfaction indicators).

6. Data Analysis and Interpretation

Table 1: Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	44	75.9%
Female	14	24.1%

Interpretation: Majority of respondents are male (75.9%), indicating a gender disparity in the industry.

Table 2: Awareness of Retention Policies

Response	Frequency	Percentage
Yes	37	63.8%
No	21	36.2%

Interpretation: 63.8% of respondents are aware of retention policies, suggesting that communication about such policies is moderately effective.

Table 3: Chi-Square Analysis - Gender vs Retention Policy Perception

Chi-Square Value: 7.985 | df = 3 | p-value = 0.046

Interpretation: A statistically significant relationship exists between gender and the perception of retention policies.

7. Findings and Suggestions

Findings

Gender differences impact perceptions about retention policies.
- Education level affects perceptions of the workplace environment.
- Most employees exhibited moderate knowledge of their company's policies.

Suggestions

- Tailor communications, and welfare policies by demographic groups.
- Invest in training and autonomy, and employee feedback systems.
- Build inclusiveness into planning welfare programs.

8. Conclusion

Welfare initiatives in Thanjavur's silk industry have a rational impact on employee satisfaction. Expansion of inclusive policies, further engagement and communication for consideration of, and better individualized welfare can lead to improved employee retention and productivity.

9. REFERENCES

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