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A STUDY ON “EMPLOYEE WELFARE” WITH SPECIAL REFERENCE TO APJ TECHNOCAST PVT LTD, AT HOSUR

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Abstract

This article explores the transformative role of social media in modern recruitment, using ALF Engineering Pvt. Ltd. as a case study. In an era where digital platforms are redefining how organizations attract and engage talent, this study analyzes the strategies, effectiveness, and challenges of social media recruitment. Drawing on both primary and secondary data, the research reveals a growing reliance on platforms like LinkedIn, Naukri, and WhatsApp for sourcing candidates across various job levels. It highlights how employer branding, mobile optimization, and AI-driven tools enhance the recruitment experience. Employees are the most valuable asset of any organization, and their well-being directly influences organizational productivity and success. Employee welfare encompasses a wide range of services, facilities, and benefits provided by the employer to enhance the comfort, health, and satisfaction of the workforce. This article aims to explore the significance of employee welfare measures, their effectiveness in motivating employees, and their impact on overall organizational performance.

INTRODUCTION

Employee welfare refers to the efforts taken by employers to improve the quality of work life for their employees. These welfare measures are designed not only to provide physical comfort but also to ensure mental and emotional well-being. Welfare activities include provisions such as housing facilities, free medical care, retirement benefits, education for employees' children, loan facilities, and other services aimed at enhancing the living standards of workers.

The primary objective of implementing welfare measures is to promote the holistic development of employees and to ensure a positive and healthy work environment. By addressing employees' needs beyond just salary, organizations can foster a loyal, motivated, and high-performing work force.

FEATURES OF WELFARE MEASURES

Employee Welfare is a comprehensive term including various services, facilities and amenities provided to employees for their betterment.

Welfare measures are in addition to regular wages and other economic benefits available to employees under legal provisions and collective bargaining.

The basic purpose of Employee Welfare is to improve the lot of the working class and thereby make a worker a good employee and a happy citizen.

Welfare measures may be both voluntary and statutory.

Benefits of Employee Welfare

They provide better physical and mental to workers and thus promote a healthy work environment. Facilities like housing schemes, medical benefits, and education and recreation facilities for worker's families help in raising their standards of living. This makes workers to pay more attention towards work and thus increase their productivity. Employees get stable labour force by providing welfare facilities. Workers take active interest in their jobs and work with a feeling of involvement and participation.

Theoretical perspective

In this research it deals with descriptive research type. It includes surveys and fact- finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The company's core offerings include chassis frames, suspension cradles, hydroformed and hot- stamped parts, and axle assemblies. With a strong focus on R&D, ALF also operates a dedicated design center in Nasik and has embraced social media in modernizing its recruitment efforts.

Research Background

Employee welfare is a key factor in promoting industrial harmony and boosting organizational productivity. In today's competitive industrial landscape, companies are increasingly focusing on welfare programs to enhance employee satisfaction and retention. These measures, both statutory and voluntary, reflect a company's commitment to ethical practices and contribute to motivation, loyalty, and performance.

In labor-intensive industries like aluminium die casting, where workers face physical and occupational risks, welfare measures related to health, safety, and well-being are especially critical. APJ Investments Pvt. Ltd., a leading player in this sector, is expanding into the EV component market and managing a growing workforce across three manufacturing units in India.

This study explores the current welfare practices at APJ Investments, evaluates their effectiveness, and identifies any gaps or concerns among employees. The goal is to recommend improvements that align welfare policies with employee needs, ultimately supporting operational excellence and a more engaged workforce.

INDUSTRY PROFILE

The aluminium die casting industry in India is a cornerstone of the manufacturing ecosystem, especially within the automotive and engineering sectors. Die casting is a manufacturing process that involves forcing molten metal under high pressure into mold cavities. This method produces complex shapes with a high degree of accuracy, excellent surface finish, and minimal machining. In recent years, this industry has gained tremendous momentum due to increased demand from the automotive sector, which is progressively moving toward lightweight and fuel-efficient components. Aluminium, being lightweight and recyclable, is favored over traditional metals like iron and steel, especially in the context of reducing vehicular emissions and improving efficiency.

Key Highlights of the Industry

- **Market Size:** As of the financial year 2024, the Indian die casting market is valued at ₹35,000 crore, equivalent to USD 4.2 billion.
- **Growth Trajectory:** With a projected CAGR of 7–9%, the market is expected to surpass ₹55,000 crore by 2030.
- **Primary Consumers:** The automotive industry, particularly two-wheelers and light commercial vehicles, consumes nearly 60% of die-cast products.
- **Emerging Applications:** The rise of electric vehicles (EVs), telecom infrastructure, HVAC systems, and consumer electronics further expands the application of aluminium cast components.

Technological Trends

1. **Integration of Industry 4.0:** Smart manufacturing systems, robotics, and AI-based quality control are enhancing efficiency and precision.
2. **Advanced Tooling and Die Design:** Modern CAD/CAM technologies enable the design of highperformance dies for complex parts.
3. **Green Manufacturing:** Eco-friendly practices, including scrap reuse and emission control, are being adopted to align with global sustainability norms.

Company Profile

APJ Investments Pvt. Ltd., formerly known as SBR Auto Components Ltd., was established in 2007 with the vision of becoming a pioneer in aluminum die casting. Over the years, the company has evolved into a full-service solution provider specializing in High Pressure Die Casting (HPDC) and Gravity Die Casting (GDC). APJ's infrastructure supports end-to-end services from die development to precision machining and final assembly.

Core Capabilities

- In-house Tool & Die Manufacturing ensuring quick turnaround and quality assurance.
- CNC and VMC Machining centers for high-precision parts.
- Post-processing services including Shot Blasting, Leak Testing, and Sub-Assembly.
- Dedicated R&D for product development in line with EV and smart device needs.

Product Portfolio

- **Automotive Components:** Gearbox covers, brackets, intake manifolds, housing casings.
- **Two-Wheeler Parts:** Ignition locks, holders, tank covers.
- **Electric Vehicle Parts:** Battery charger housings, end shields, braking system components.
- **Miscellaneous:** Heat sinks, telecom fixtures, air brake system parts.

IDENTIFIED PROBLEM

Although APJ Investments Pvt. Ltd. is technologically proficient and expanding, employee feedback and initial observations indicate potential gaps in awareness, accessibility, and satisfaction related to welfare schemes. Issues observed include:

- Lack of standardized communication about welfare benefits.
- Variation in facilities across locations.
- Employee grievances concerning medical or recreational facilities not being addressed uniformly.
- Limited feedback mechanisms for assessing satisfaction with existing measures.

NEED FOR THE STUDY

This study is crucial for multiple reasons:

1. Human Capital Optimization: Welfare measures are integral to attracting, retaining, and motivating employees in competitive manufacturing environments.
2. Productivity and Morale: Employee well-being directly affects performance, reducing absenteeism and turnover.
3. Legal and Ethical Compliance: Ensuring that APJ's practices align with the Factories Act, Labour Laws, and ISO standards.
4. Benchmarking: As a leader in aluminum die casting, APJ must align with or exceed industry standards in employee welfare.
5. Strategic HR Planning: Understanding what works and what doesn't will help HR allocate resources effectively.

OBJECTIVE OF THE STUDY

1. To evaluate the effectiveness of current employee welfare programs in enhancing job satisfaction and productivity.
2. To identify the gaps and challenges in the implementation of welfare measures within the organization.
3. To assess the impact of employee welfare on employee retention, motivation, and organizational loyalty.
4. To recommend strategies for improving welfare facilities that align with employee needs and organizational goals.
5. To analyze the relationship between employee welfare initiatives and overall organizational performance.

SCOPE OF THE STUDY

- The study includes evaluation of statutory and non-statutory welfare measures such as:
 - o Medical and healthcare services
 - o Transportation and canteen facilities
 - o Housing support o Recreational and training facilities
 - o Grievance redressal mechanisms

- All levels of employees from shop-floor workers to middle management were included in the sample.
- The focus is on measuring effectiveness, awareness, and satisfaction, not payroll or recruitment processes.

DELIVERABLES

1. Comprehensive analysis of employee welfare programs in APJ Investments Pvt. Ltd.
2. Quantitative survey results, supported by charts and tables.
3. Comparative insights across units and job roles.
4. Employee suggestions on improving welfare measures.
5. Strategic recommendations for HR and management teams.
6. Identified research gaps for further exploration by future studies.

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Research Gap

Informal Sector Welfare: Existing studies largely overlook welfare in informal sectors like construction and agriculture, despite their large workforce share. More research is needed to address welfare implementation in these areas.

Post-COVID Welfare Needs: There is limited research on evolving employee welfare demands post-COVID, particularly regarding mental health support, flexible work, and remote work policies.

Sector-Specific Insights: Many studies generalize welfare measures across industries. Sectors like animation, IT, and automotive require focused research on their unique welfare needs and impacts.

Welfare and Innovation: There is a lack of research on how welfare measures influence employee creativity, innovation, and problem-solving, especially in knowledge-driven industries.

Long-Term Impact: Most studies focus on short-term outcomes. There is a need to explore the long-term effects of welfare programs on employee retention, career growth, and organizational sustainability.

RESEARCH METHODOLOGY

Research methodology is the structured framework that outlines how a particular study is conducted. It includes the methods, tools, techniques, and processes used to collect and analyze data. In the context of this project, which seeks to assess the effectiveness of employee welfare measures at APJ Investments Pvt. Ltd., a systematic research methodology was necessary to ensure accuracy, reliability, and objectivity. This study adopts a descriptive research design to understand and evaluate the existing welfare measures, employee satisfaction levels, and areas needing improvement. This chapter describes in detail the type of research undertaken, respondents targeted, sampling design, tools used, data collection procedures, and analysis techniques applied.

Type of Project

This study follows a **descriptive research design**, aiming to provide a detailed and accurate depiction of employee welfare measures at **APJ Investments Pvt. Ltd.** Descriptive research is focused on fact-finding without altering any variables. The goal is to evaluate existing welfare practices, understand employees’ perceptions, and measure their satisfaction levels through structured instruments such as questionnaires and interviews. The research is grounded in real-world data and seeks to portray a comprehensive overview of welfare practices across various departments and locations within the organization.

Target Respondents

The research targeted **employees across the three operational units** of APJ Investments Pvt. Ltd. Participants were selected from diverse functional areas including:

- **Production**
- **Maintenance**
- **Administration**
- **Quality Control**
- **Stores**

This cross-functional approach ensured inclusiveness and provided varied perspectives on the effectiveness of welfare measures.

Assumptions, Constraints & Limitations

Assumptions

- Respondents would provide honest and unbiased feedback.
- Welfare policies were assumed to be consistent across all units.
- Employees were presumed to be aware of the welfare programs available to them.

Constraints

- Limited access to internal documents and employee data due to confidentiality.
- Language barriers in certain units required translation assistance during data collection.

Limitations

- The study was confined to one organization, and findings cannot be generalized to the broader aluminium die casting industry.
- The research was time-bound; employee opinions may evolve post-study.
- Some contract workers were hesitant to share honest views due to concerns over job security.

Despite these limitations, efforts were made to ensure data accuracy and research integrity.

Research Design

The research employs a **descriptive design**, appropriate for examining current practices and identifying gaps. The objectives of the research include:

Describing existing welfare programs.

Assessing employee awareness and satisfaction.

Identifying areas for improvement and making informed recommendations.

Data was collected via structured questionnaires, interviews, and subsequent analysis to draw meaningful insights.

Tools for Data Collection and Analysis:

Google/Microsoft Forms for survey administration
Microsoft Excel for data analysis, including descriptive statistics and regression models

Findings

The study revealed several important demographic and perceptual insights regarding employee welfare and involvement at APJ Pvt. Ltd. The majority of respondents (38%) fall within the age group of 20–25 years, indicating a predominantly young workforce. A significant portion (53%) of the participants are male, and 40% of them hold graduate or postgraduate degrees. In terms of job roles, 44% of respondents are regular employees, while 55% of the participants are unmarried, suggesting a relatively early-career demographic.

Regarding income levels, 31% of respondents earn between ₹20,000 and ₹29,000 per month. Additionally, 43% have 1–5 years of work experience, further supporting the observation of a young and developing workforce.

In terms of employee involvement in decision-making, 41% of the respondents strongly agree that they are actively involved in such processes within the company. Similarly, 39% strongly agree that they feel free to express their opinions, while 37% agree they are satisfied with their role in the decision-making process. Furthermore, 38% strongly believe that their suggestions are welcomed by management, and 35% strongly agree that decision-making in their organization is a team effort. Transparency in decision-making is acknowledged by 42% of the respondents, while 40% agree that these decisions are aligned with the company's goals.

From a statistical perspective, the source of variance was found to be 9.626667 between groups and 0.95477 within groups, indicating some diversity in responses. The overall satisfaction regarding employee involvement in decision-making was recorded at 0.94055554, reflecting a generally positive perception among employees toward participative management and inclusive decision-making practices.

SUGGESTIONS:

The welfare measures such as housing facilities, retirement benefits, medical facilities, education benefits, retention policies, grievance handling and other amenities have shown significant impact on the employee's performance, whereas work environment, canteen facilities, transport facilities, drinking and sanitary facilities have shown no association with the employees based on the Anova one factor analysis analysis in different public and private sector organizations.

Therefore, welfare measures are considered as critical indicators that influences the performance of the employee'. The employee's working in public sector organizations are highly satisfied with the welfare measures provided to them when compared to those working

in private sector organizations.

The public sector offer superior employee welfare facilities to their employees than those provided in private sector.

Proper implementation of welfare measures increases the employees' performance and therefore helpful in overall development of an organization. To enhance employee welfare, organizations should adopt a comprehensive and inclusive approach. Firstly, both statutory and non-statutory welfare measures must be effectively implemented, ensuring compliance with labor laws while also addressing employee well-being beyond legal requirements. Companies should introduce health and wellness programs, including mental health support and regular medical check-ups.

Providing safe and hygienic working conditions is crucial, especially in manufacturing and industrial sectors.

Organizations should also focus on work-life balance initiatives, such as flexible working hours and remote work options. Regular feedback and grievance redressal mechanisms help in understanding employee needs and resolving concerns promptly. Investment in skill development and training programs not only boosts employee morale but also improves productivity. Additionally, offering recreational facilities, transport, and subsidized meals can significantly improve job satisfaction. Overall, a proactive and empathetic welfare strategy fosters loyalty, reduces turnover, and contributes to a motivated and efficient workforce.

CONCLUSION

The concept of employees is literally as old as human civilization. As civilization keeps ticking so is the role of employee and facilities around him in an organization. As citizens constitute a country so are the employees for an organisation. It's high time that employers start realizing that 'No employee - No organisation' concept is omnipresent hence organisations must put more efforts in prioritizing employee needs first.

Well the fact that employees have always been the key for every organizational growth, the same has been iterated time and again through various theories by ubiquitous notable intellectual scholars, emphasizing their welfare and development. The concept of employee welfare have reached many milestones in improving the efficiency of employees since work related problems compliment poor quality of life for employees and a decline in performance. The Welfare measures are perquisite for every employee, without welfare measures employee is isolated in the organization.

The objectives of the study have been achieved after conducting relevant statistical test and results obtained. The organizations are encouraged to be a driving force regarding these welfare facilities in motivating the employees and increase their work efficiency.

LIMITATIONS

- The data was collected during the work hours employee were busy in their routine work so they were less responsive.
- Accurate information is not received by as from the company.
- Inadequacy of time.

SCOPE FOR FUTURE RESEARCH

The researcher listed out the following suggestion after analyzing the main findings of this research study.

Regarding canteen facility better quality of food, and adequate space, should be provided by the management.

The canteen cleanliness must be maintained properly. In my opinion company should provide transportation facility to contract worker by taking the fare of the bus.

Some workers complained about the rest room in the company is not so good it should be kept clean and comfortable in rest period.

The management shall conduct regular meetings and allow the employees to participate in it. It will help to improve the employee employer relationship.

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