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A STUDY ON EMPLOYEE WELFARE MEASURES IN PRESS MEDIA

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Abstract: The Press Media plays a key role in everyone's life. This paper focuses on the welfare measures taken in the organization. This paper analyse the employees satisfaction level relating to the welfare facilities provided by the organization. The 87% employee's reaction is good, the 12 % employee's reaction is neutral, the 1 % employee's reaction is bad towards the facilities provided by the organization.

The Data collection was done through questionnaire and face to face interview. To analyze, the collected data Chi-Square test is used. Different charts and graph are drawn to interpret the collected data.

Keywords: Employee welfare, Human Resource Management, Motivation.

I. INTRODUCTION:

Worldwide developments in the field of management science have increased the scope of Human Resource Management (HRM). The relationship between employer and employee has changed to a great extent. In fact now day's employees play a vital role in almost all the sectors. Co-operation between the employer and employee takes the organization toward achieving the objectives of the organization. Employees are an asset of every organization, so it has become the ultimate aim of every organization to satisfy the needs and the requirements of the employees. In almost all sectors it has become a need to provide some facilities for employing and to retain skilled workers. These facilities are termed as *welfare facilities*.

Welfare means faring or doing well. Labour welfare is also referred as betterment work for employees relating to taking care of the well being of workers by employers, trade unions, governmental and non- governmental agencies. Well being of industry or factory depends largely on employee welfare relating to various services, benefits and facilities offered to employees by the employers. The welfare measures need not be monetary but in or other forms. This may be in the form of allowances, housing, transportation, medical insurance and food at subsidized price etc. Employee welfare also includes monitoring of working conditions, creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families. Through these generous benefits the organization makes life worth living for employees. Welfare includes the activities that are done for the improvement and comfort of employee satisfaction and improvement.

Employee welfare is an area of social welfare conceptually and operationally. It covers a broad field and connotes a state of well being, happiness, satisfaction, conservation and development of human resources and also helps to motivation of employee. The basic propose of employee welfare is to enrich the life of employees and to keep them happy and conducted. It may also help to minimize social evils such as alcoholism, gambling, prostitution, drug addiction etc.

II. THE MAIN OBJECTIVES OF THE STUDY ARE:

1. To study the effectiveness of employee welfare measures.
2. To analyze and interpret the feedback given by the respondents.
3. To find out the prevailing employee welfare measures in the selected organization.

III. LIMITATIONS OF STUDY:-

1. The information is collected by 100 employees only.
2. The investigation access to the employees was limited due to the shift system.
3. Due to time constraint, the research work has been undertaken within the stipulated time of 2 weeks.

IV. HYPOTHESES:

H_0 = There is relationship between facilities provided by the organization and employee satisfaction.

H_1 = There is no relationship between facilities provided by the organization and employee satisfaction.