

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3770 Cities in 175 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>CORPORATE SOCIAL RESPONSIBILITY AND ITS IMPACT ON SCHOOL EDUCATION</b> <i>DR. GOPAL KRISHNA THAKUR</i>	1
2.	<b>A STUDY ON NATIONAL POLICY FOR OLDER PERSONS</b> <i>DR. RASHMI RANI AGNIHOTRI H.R &amp; K.S MALIPATIL</i>	5
3.	<b>IMPACT OF MICRO AND MACRO ENVIRONMENTAL ANALYSIS IN THE BANKING SECTOR OF ZAMBIA: A STRATEGIC PLANNING PERSPECTIVE</b> <i>DR. B. NGWENYA &amp; E. MASAMBA</i>	11
4.	<b>A STUDY ON EXTENSION AND IMPLEMENTATION OF INTERMEDIATION BY MUTUAL FUNDS WITH SPECIAL REFERENCE TO INDIAN MUTUAL FUND INDUSTRY</b> <i>G.V.MRUTHYUNJAYA SHARMA, DR. M.G.KRISHNAMURTHY, DR.MAHESHA KEMPEGOWDA &amp; DR. C.SRIKANT</i>	14
5.	<b>REINFORCING CONVENIENCE AND COMFORT FACTORS FOR MOTIVATING TRAINERS</b> <i>DR. P.S RAVICHANDRAN</i>	25
6.	<b>IMPACT OF KNOWLEDGE ECONOMY ON FIRM PERFORMANCE: THE EFFICIENCY OF COMPANIES IN KNOWLEDGE ECONOMY</b> <i>SHAHZAD GHAFOOR</i>	28
7.	<b>AN EMPIRICAL STUDY ON EMPLOYEE WELFARE MEASURES IN SELECTED PUBLIC SECTOR ENTERPRISES</b> <i>DR. RAJNALKAR LAXMAN &amp; SAHANA .L.</i>	33
8.	<b>WOMEN ENTREPRENEURSHIP FACED VARIOUS HURDLES IN SMEs AT TAMIL NADU</b> <i>DR. M. KOLANGIYAPPAN</i>	39
9.	<b>EMPLOYMENT, UNEMPLOYMENT AND REASONS FOR ABSENTEEISM OF RURAL LABOUR HOUSEHOLDS: A STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH</b> <i>DR. TRIPURANENI JAGGAIAH</i>	43
10.	<b>RURAL CREDIT THROUGH CO-OPERATIVES IN SHIVAMOGGA DISTRICT</b> <i>VINAYA.L &amp; DR. SURESHRAMANA MAYYA</i>	46
11.	<b>e-WASTE: A THREAT TO HEALTH AND ENVIRONMENTAL SUSTAINABILITY</b> <i>DR. S. M. JAWED AKHTER &amp; MOHD WASEEM</i>	49
12.	<b>A STUDY ON THE SERVICE QUALITY AND LEVEL OF CONSUMER SATISFACTION IN PRIVATE SECTOR BANK OF INDIA</b> <i>DILIP KUMAR JHA</i>	53
13.	<b>GENDER INEQUALITY ISSUES IN ENTREPRENEURSHIP IN MANIPUR</b> <i>DR. LAIRENLAKPAM BIMOLATA DEVI</i>	56
14.	<b>QUALITY OF WORK LIFE OF THE EMPLOYEES IN TAMIL NADU TEA PLANTATION CORPORATION LIMITED, COONOOR</b> <i>P.GAYATHRI</i>	61
15.	<b>ROLE OF HUMAN RESOURCE MANAGEMENT IN MODERN ERA</b> <i>POOJA BHUTANI</i>	65
16.	<b>ROLE OF MICROFINANCE IN ECONOMIC EMPOWERMENT OF WOMEN</b> <i>KOSHY C.J</i>	70
17.	<b>ANALYSIS OF INTER-LINKAGES BETWEEN OFFSHORE NDF RUPEE MARKET AND ONSHORE RUPEE MARKETS: A REVIEW OF LITERATURE</b> <i>SANCHITA DHINGRA</i>	74
18.	<b>THE ROLE OF CHEMICAL FERTILIZERS AND PESTICIDES IN SUSTAINABLE AGRICULTURAL DEVELOPMENT IN INDIA</b> <i>ANITA KUMARI</i>	80
19.	<b>FACTORS AFFECTING WOMEN SELF-EMPLOYMENT IN PUNJAB: A CASE STUDY OF PATIALA DISTRICT</b> <i>DEEPIKA</i>	85
20.	<b>RURAL DEVELOPMENT THROUGH MICROFINANCE AND WOMEN EMPOWERMENT</b> <i>KAHKASHAN KHAN</i>	92
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	95

**CHIEF PATRON**

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)  
Chancellor, K. R. Mangalam University, Gurgaon  
Chancellor, Lingaya's University, Faridabad  
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON**

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR**

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ADVISORS**

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR**

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

**CO-EDITOR**

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**EDITORIAL ADVISORY BOARD**

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**DR. ANIL CHANDHOK**

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**DR. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N. Government College, Faridabad

**DR. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

***ASSOCIATE EDITORS***

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

**SHASHI KHURANA**

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

**DR. VIKAS CHOUDHARY**

Asst. Professor, N.I.T. (University), Kurukshetra

***TECHNICAL ADVISOR***

**AMITA**

Faculty, Government M. S., Mohali

***FINANCIAL ADVISORS***

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.**

**(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

**NAME OF CORRESPONDING AUTHOR:**

Designation:  
Affiliation with full address, contact numbers & Pin Code:  
Residential address with Pin Code:  
Mobile Number (s):  
Landline Number (s):  
E-mail Address:  
Alternate E-mail Address:

**NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of** (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:****BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

**AN EMPIRICAL STUDY ON EMPLOYEE WELFARE MEASURES IN SELECTED PUBLIC SECTOR ENTERPRISES**

**DR. RAJNALKAR LAXMAN**  
**PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**GULBARGA UNIVERSITY**  
**GULBARGA**

**SAHANA .L.**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**GULBARGA UNIVERSITY**  
**GULBARGA**

**ABSTRACT**

*Employee is a worker who is hired to perform a job. Employee welfare is an important facet of industrial relation. After employees have been hired, trained and remunerated, they need to be retained and maintained to serve the organisation better. The term welfare suggests the state of well being and implies wholesomeness of the human being. It is a desirable state of existence involving the mental, physical, moral and emotional factor of a person. Adequate level of earnings, safe and human conditions of work and access to some minimum social security benefits are the major qualitative dimensions of employment which enhance quality of life of workers and their productivity. Employee welfare is the key to smooth employer - employee relations. In order to increase employee welfare, employers offer extra incentive in the form of employee welfare schemes and to make it possible to pursue workers to accept mechanisation. From a broad perspective, employee welfare includes all the activities carried out by employers, central and state governments, trade unions and any other agencies with the aim of enhancing the personal and work life of the employees. From a narrow perspective, the activities undertaken on its own by an organization to improve the working environment of the employees may be described as a welfare measure. This paper analyzes the welfare measures provided in selected sample public sector undertakings.*

**KEYWORDS**

employee welfare, public sector enterprises.

**INTRODUCTION**

Employee Welfare measures are one of the key inputs to bring about the desired level of employee satisfaction, motivation and productivity in the organization. The basic objective of welfare measures is to ensure the physical and mental well-being of the employee. An organization must view employee welfare measures as an investment rather than an expense. This is because the profitability of an organization is directly linked to the productivity of its workforce. In turn, the employees' productivity is decided to a considerable extent by the motivational environment created by the employee welfare measures undertaken by the organization. The primary purpose of undertaking employee welfare measures is to earn and retain the goodwill and loyalty.

Employees play an important role in the industrial production of the country. Hence, organisations have to secure the cooperation of employees in order to increase the production and to earn higher profits. The cooperation of employees is possible only when they are fully satisfied with their employer and the working conditions on the job. In the past, industrialists and the employers believed that their only duty towards their employees was to pay them satisfactory wages and salaries. In course of time, they realised that workers require something more important. In addition to providing monetary benefits, human treatment given to employees plays a very important role in seeking their cooperation. Further, human resource managers realised that the provision of welfare facilities contribute a lot towards the health and efficiency of the workers. All the same, organisations need to provide various social benefits such as medical care, mortality benefits, pension etc., as specified in law. It is a fact that the provision of social security benefits is a kind of wise investment that offers good social dividends in the long run. Employee welfare measures leads to high morals and high productivity and help to raise the standards of the industry in the country.

**OBJECTIVES OF THE STUDY**

The present paper makes an attempt to study the importance of welfare facilities being extended by the selected sample public sector undertakings (PSU) viz., Hindustan Machine Tools (HMT), Karnataka Soaps and Detergents Limited (KS&DL), Bharath Heavy Electricals Limited (BHEL) and Karnataka State Road Transport Corporation (KSRTC) in Karnataka.

**METHODOLOGY**

The present paper is based on Primary data. The primary data were collected through questionnaires consisting of both open and close ended questions. The sample of 100 employees each from four PSUs viz., Hindustan Machine Tools (HMT), Karnataka Soaps and Detergents Limited (KS&DL), Bharath Heavy Electricals Limited (BHEL), and Karnataka State Road Transport Organisation (KSRTC) have been selected on randomly for the study.

**INTEGRATED APPROACH TOWARDS DATA ANALYSIS AMONG THE FOUR SAMPLE PSU'S**

A total of 35 welfare measure items were provided to the respondents for their free, fair and frank opinion. Welfare measure items are as follows viz., Safety Equipment, Mediclaim Insurance, Periodical Medical Check-up, Injury/Accident benefits, Maturity benefits, ESI benefits, Canteen facility–Cleanliness, Canteen facility–Hygienic, Canteen facility–Serving, Canteen facility–Price, Credit facility, Transport allowance, Attendance allowance, Punctuality Allowance, Education Allowance, Infrastructural facility–Rest room, Infrastructural facility–Drinking water, Infrastructural facility–Ventilation, Infrastructural facility–Lighting, Infrastructural facility–Toilet, Infrastructural facility–Working Environment, Infrastructural facility–Transportation, Infrastructural facility–First Aid, Relationship between co-workers, Relationship between supervisor and workers, Communication between supervisor and employees, Motivation given to employee, Information about management policies, Management solving grievances, Freedom to express employees ideas, Work satisfaction, Satisfaction with welfare and safety measures, Performance appraisal schemes, Job satisfaction and Retirement benefits.

**RESULTS**

The present study is mainly concentrated on welfare items such as safety equipment, periodical medical check-up and ESI benefits. The total number of employees were selected only 100 (one hundred) each from the selected PSU's.

TABLE 1: AGE GROUP OF THE RESPONDENTS

Age	No. of Respondents				Total	Percentage
	HMT	KS&DL	BHEL	KSRTC		
18-25 years	04	06	08	07	25	06.25
26-35 years	06	07	03	33	49	12.25
36-45 years	13	5	11	20	49	12.25
Above 45 years	77	82	78	40	277	69.25
Total	100	100	100	100	400	100.00

Source: Field survey

The table-1, illustrates that majority of the respondents i.e., 277 (69.25%) are of the age group of Above 45 years, 49 each (12.25% each) of the respondents are between the age 26-35 years and 36-45 years. Only 25 (6.25%) of the respondents are in the age group of 18-25 years. It indicates that most of the respondent employees are of the age 45 years and above.

TABLE 2: EDUCATIONAL BACKGROUND OF THE RESPONDENTS

Educational status	No. of Respondents				Total	Percentage
	HMT	KS&DL	BHEL	KSRTC		
Below SSLC	14	9	10	0	33	8.25
Below PUC	16	10	19	13	58	14.50
Degree	60	62	41	65	228	57.00
Post Graduate	10	19	30	22	81	20.25
Total	100	100	100	100	400	100.00

Source: Field survey

The table-2 clearly depicts that majority of respondents i.e., 228 (57%) are graduates, 81 (20.25%) of the respondents are post graduates, 58 (14.50%) of the respondents are between SSLC and PUC while 33 (8.25%) of the respondents are below SSLC.

TABLE 3: JOB EXPERIENCE OF THE RESPONDENTS

Experience of the respondents	No. of Respondents				Total	Percentage
	HMT	KS&DL	BHEL	KSRTC		
0-1 years	0	0	0	4	4	1.00
1-5 years	2	8	7	16	33	8.25
5-10 years	10	6	3	18	37	9.25
Above 10 years	88	86	90	62	326	81.50
Total	100	100	100	100	400	100.00

Source: Field survey

From the above table, it is clear that the majority i.e., 326 (81.50%) of the respondents are having more than 10 years experience., 37 (9.25%) of the respondents have 5-10 years work experience, 33(8.25%) of the respondents have 1-5 years of work experience and the rest of 1% have below 1 year of experience. This table clarifies that majority of the respondents were having more than 10 years of job experience in the PSU.

**SAFETY EQUIPMENT**

The General duties of every employer is to ensure safety, health and welfare at work of his or her employees. Every employer must provide personnel protective equipment (PPE) to the employees free of charge. Safety also covers maintenance and storage of such equipment.

TABLE 4: COMBINED PSU's - SAFETY EQUIPMENT - AGE GROUP WISE

Opinion - PSU / Age	Highly Satisfied				Satisfied				Neutral				Dissatisfied				Highly Dissatisfied				Total
	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	
18-25 years	0	0	2	0	0	6	3	6	4	0	3	1	0	0	0	0	0	0	0	0	25
26-35 years	0	0	0	0	0	2	2	27	4	5	1	5	2	0	0	0	0	0	0	1	49
36-45 years	0	0	3	0	7	5	8	17	0	0	0	2	6	0	0	1	0	0	0	0	49
Above 45 years	2	8	43	2	24	74	29	33	46	0	1	5	5	0	2	0	0	0	3	0	277
Total	2	8	48	2	31	87	42	83	54	5	5	13	13	0	2	1	0	0	3	1	400
Sum total	60				243				77				16				4				400
Percentage	15.00%				60.75%				19.25%				4.00%				1.00%				100%

Source: Field survey

From the above table, it is clear that the majority i.e., 243 (60.75%) of the respondents are overall satisfied across all age groups with the safety equipments provided by the PSU's. 77 (19.25%) of respondents have remained neutral, 60 (15%) are highly satisfied while 16 (4.0%) are dissatisfied. There seems to be more ambiguity in selecting this parameter in HMT particularly in the age group of 45 years and above as 46 respondents have shared neutrality. 87 respondents among KSDL are satisfied with this measure. 43 and 29 respondents from BHEL with an age group of 45 years and above are highly satisfied and satisfied respectively against this measure. 83 respondents from KSRTC have expressed satisfaction to this measure.

GRAPH 1: COMBINED PSU's - SAFETY EQUIPMENT - AGE GROUP WISE

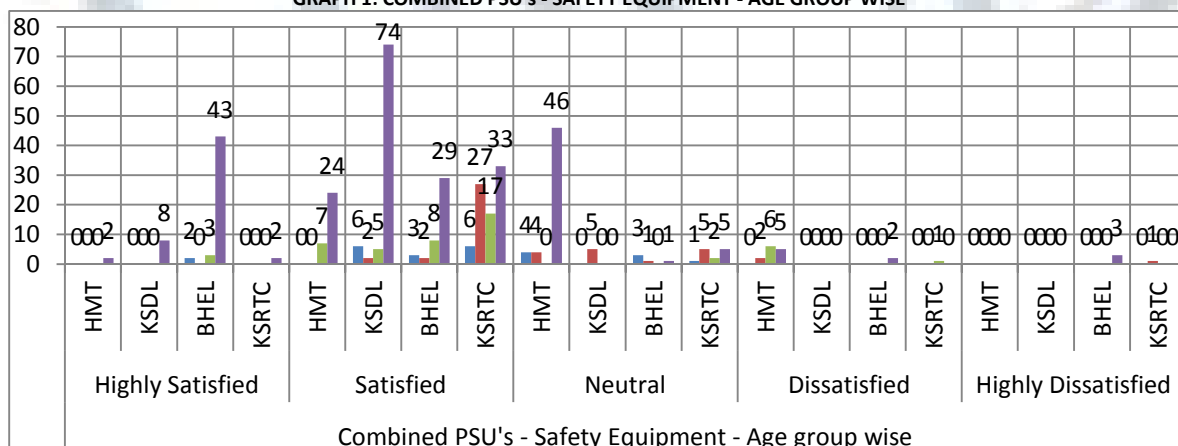




TABLE 5: COMBINED PSU's - SAFETY EQUIPMENT - EDUCATION WISE

Opinion - PSU / Education	Highly Satisfied				Satisfied				Neutral				Dissatisfied				Highly Dissatisfied				Total
	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	
Below SSLC	0	3	7	0	4	6	3	0	10	0	0	0	0	0	0	0	0	0	0	0	33
Below PUC	0	0	9	1	4	10	10	10	10	0	0	1	2	0	0	1	0	0	0	0	58
Degree	2	5	21	1	19	52	15	53	34	5	2	10	5	0	0	0	0	0	3	1	228
Post Graduate	0	0	11	0	4	19	14	20	0	0	3	2	6	0	2	0	0	0	0	0	81
Total	2	8	48	2	31	87	42	83	54	5	5	13	13	0	2	1	0	0	3	1	400
Sum total	60				243				77				16				4				400
Percentage	15.00%				60.75%				19.25%				4.00%				1.00%				100%

Source: Field survey

From the above table, it is clear that the majority of the respondents are graduates. Further, 54 respondents from all age group and 34 out of this who are graduates in HMT have remained neutral. 52 out of overall 87 respondents who have said satisfied against this measure in KSDL are graduates. 48 and 42 respondents from BHEL have expressed highly satisfied and satisfied respectively. 53 respondents among the satisfied 83 respondents across education level are graduates in KSRTC.

GRAPH 2: COMBINED PSU's - SAFETY EQUIPMENT - EDUCATION WISE

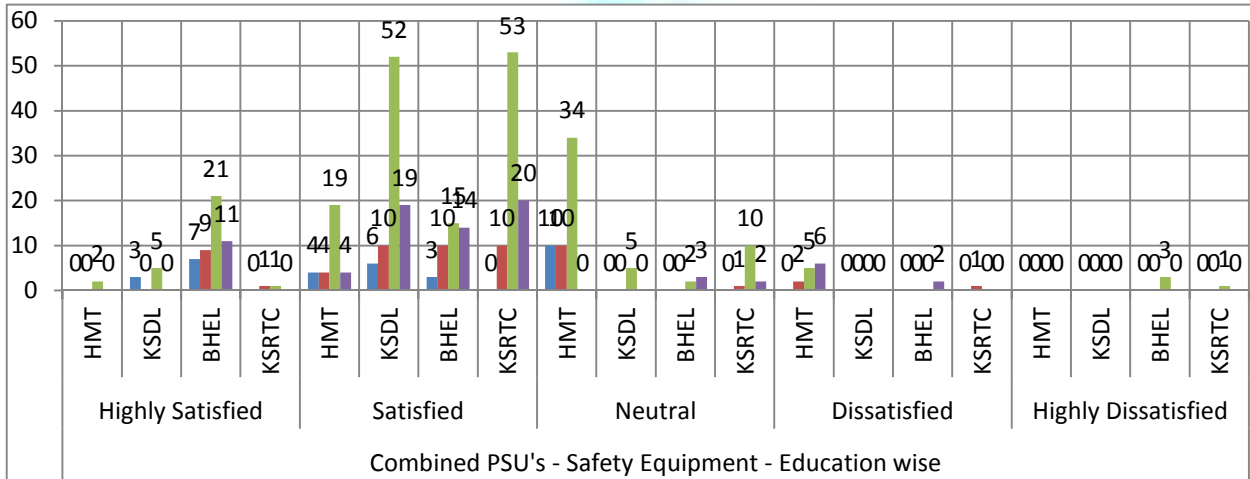


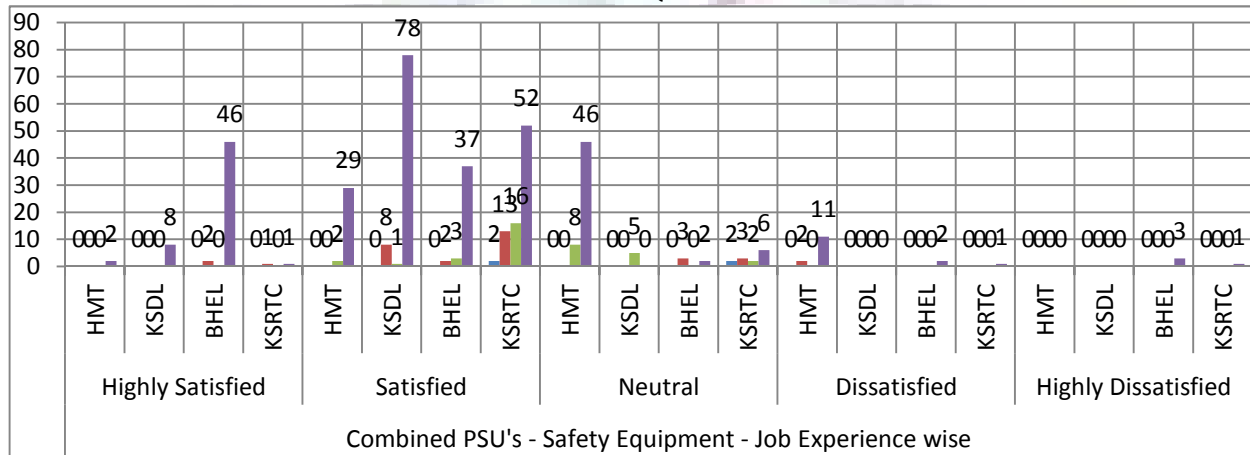
TABLE 6: COMBINED PSU's - SAFETY EQUIPMENT - JOB EXPERIENCE WISE

Opinion - PSU / Job Experience	Highly Satisfied				Satisfied				Neutral				Dissatisfied				Highly Dissatisfied				Total
	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	
0-1 years	0	0	0	0	0	0	0	2	0	0	0	2	0	0	0	0	0	0	0	0	4
1-5 years	0	0	2	1	0	8	2	13	0	0	3	3	2	0	0	0	0	0	0	0	33
5-10 years	0	0	0	0	2	1	3	16	8	5	0	2	0	0	0	0	0	0	0	0	37
Above 10 years	2	8	46	1	29	78	37	52	46	0	2	6	11	0	2	1	0	0	3	1	326
Total	2	8	48	2	31	87	42	83	54	5	5	13	13	0	2	1	0	0	3	1	400
Sum total	60				243				77				16				4				400
Percentage	15.00%				60.75%				19.25%				4.00%				1.00%				100%

Source: Field survey

From the above table, it is clear that the 46 respondents who are having job experience of 10 years and above in HMT have remained neutral, 78 respondents in KSDL having job experience of 10 years and above are satisfied, nearly 90% of the BHEL employees are together satisfied and 52 out of 83 respondents who are satisfied in KSRTC are having job experience of 10 years and above.

GRAPH 3 - COMBINED PSU's - SAFETY EQUIPMENT - JOB EXPERIENCE WISE



**PERIODICAL MEDICAL CHECK-UP**

The aim of periodical medical check-up program is to help employees soon find out their illness, to have in time treatment to it which contributes much to reducing the illness's seriousness and complication. Through this program, the company can get an overall understanding about health status of each employee and to assign the best proper working tasks for him.

TABLE 7: COMBINED PSU'S - PERIODICAL MEDICAL CHECKUP - AGE GROUP WISE

Opinion - PSU / Age	Yes				No				Not answered				Total
	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	
18-25 years	2	6	8	3	2	0	0	2	0	0	0	2	25
26-35 years	0	0	1	13	6	4	2	20	0	3	0	0	49
36-45 years	0	5	11	7	12	0	0	13	1	0	0	0	49
Above 45 years	11	58	73	21	66	24	5	19	0	0	0	0	277
Total	13	69	93	44	86	28	7	54	1	3	0	2	400
Sum total	219				175				6				400
Percentage	54.75%				43.75%				1.50%				100%

Source: Field survey

From the above table, it is clear that the majority i.e., 219 (54.75%) of the respondents are overall satisfied across all age group with the periodical medical checkup being carried out, 175 (43.75%) have said No while 6 (1.5%) have remained neutral. Across all age group, it is found that 86 employees in HMT, 28 in KSDL and 54 employees in KSRTC have said No to this measure. It is pertinent to note that 69 employees in KSDL, 93 in BHEL and 44 in KSRTC have said that regular medical checkup is being carried out. Out of 86 employees from HMT who have said No for this welfare program, 66 employees belong to age group of 45 years and above. The age group of 45 years and above is found to be vulnerable in all the PSU's to varying degree.

GRAPH 4 - COMBINED PSU'S - PERIODICAL MEDICAL CHECKUP - AGE GROUP WISE

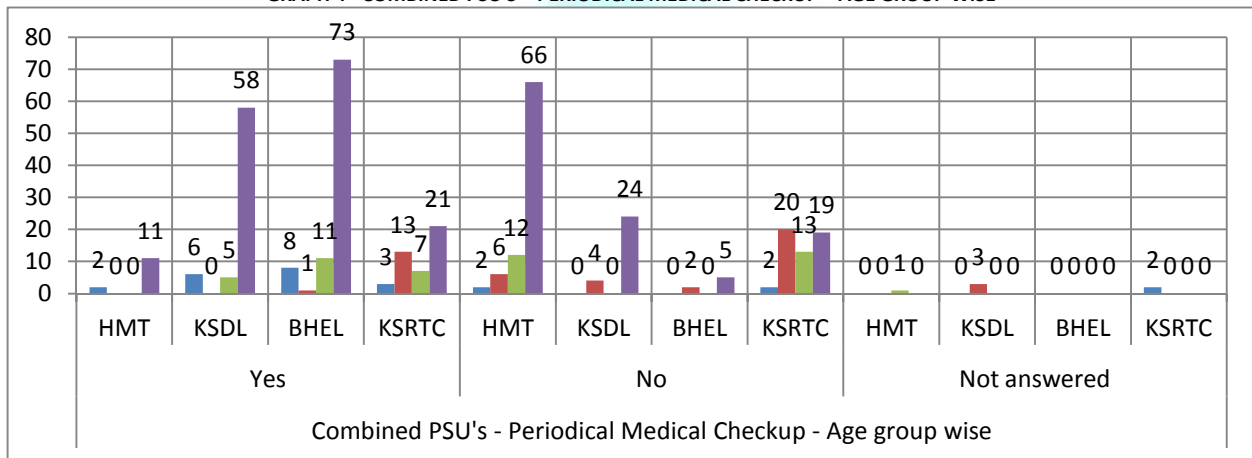


TABLE 8: COMBINED PSU'S - PERIODICAL MEDICAL CHECKUP - EDUCATION WISE

Opinion - PSU / Education	Yes				No				Not answered				Total
	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	
Below SSLC	0	6	10	0	14	3	0	0	0	0	0	0	33
Below PUC	2	10	18	7	14	0	1	5	0	0	0	1	58
Degree	11	35	37	30	49	24	4	34	0	3	0	1	228
Post Graduate	0	18	28	7	9	1	2	15	1	0	0	0	81
Total	13	69	93	44	86	28	7	54	1	3	0	2	400
Sum total	219				175				6				400
Percentage	54.75%				43.75%				1.50%				100%

Source: Field survey

From the above table, it is clear that 49 respondents of HMT and 34 respondents of KSRTC who are having graduation degree are not agreeing with periodical medical check-up. 14 respondents each in HMT who are having education level at SSLC below and PUC below also agree that no periodical medical check-up being taking place. 15 respondents who are having post graduation in KSRTC also do not agree with regular periodical medical check-up taking place. The periodical checkup in BHEL is found to be done across all education level.

GRAPH 5 - COMBINED PSU'S - PERIODICAL MEDICAL CHECKUP - EDUCATION WISE

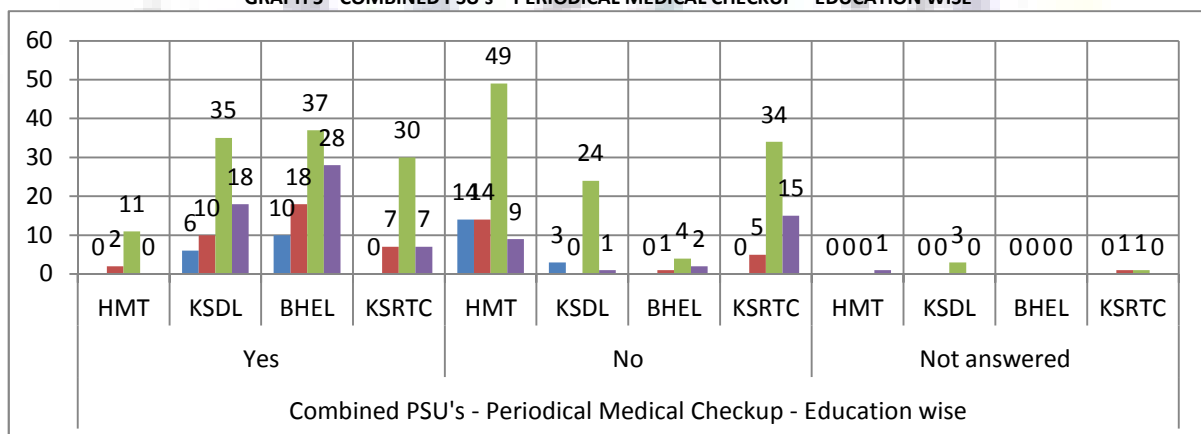


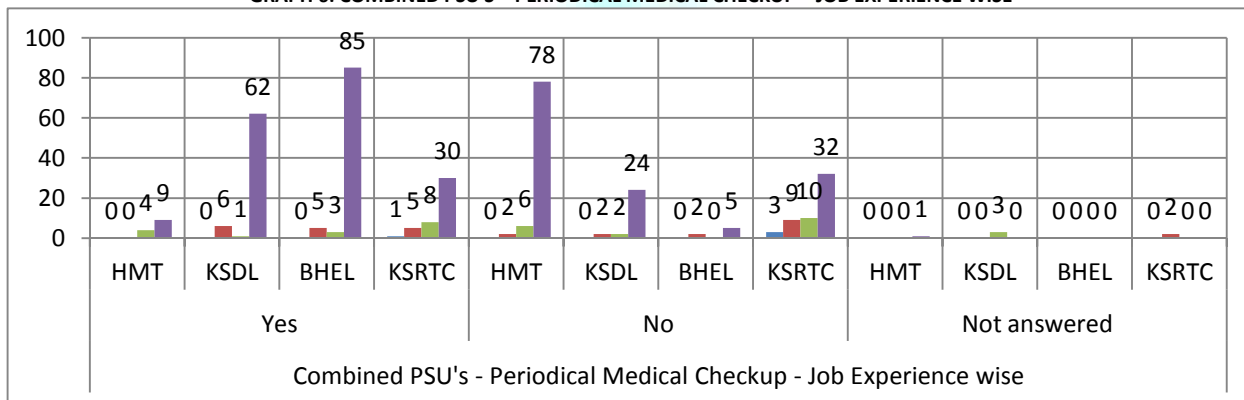
TABLE 9: COMBINED PSU's - PERIODICAL MEDICAL CHECKUP – JOB EXPERIENCE WISE

Opinion - PSU / Experience	Yes				No				Not answered				Total
	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	
0-1 years	0	0	0	1	0	0	0	3	0	0	0	0	4
1-5 years	0	6	5	5	2	2	2	9	0	0	0	2	33
5-10 years	4	1	3	8	6	2	0	10	0	3	0	0	37
Above 10 years	9	62	85	30	78	24	5	32	1	0	0	0	326
Total	13	69	93	44	86	28	7	54	1	3	0	2	400
Sum total	219				175				6				400
Percentage	54.75%				43.75%				1.50%				100%

Source: Field survey

From the above table, it is clear that the 85 employees of BHEL agree with an experience of over 10 years agree with regular check-up, while it is 62 and 30 in KSDL and KSRTC respectively. As most of the employees have experience over 10 years and above, the impact of less experienced respondents are minimal. 78 respondents from HMT, 32 respondents from KSRTC and 24 respondents from K&DL who are having job experience of 10 years and above do not agree with regular periodical medical check-up being attended too.

GRAPH 6: COMBINED PSU'S – PERIODICAL MEDICAL CHECKUP – JOB EXPERIENCE WISE



ESI BENEFITS

Employees State Insurance Scheme of India, is a multidimensional social security system tailored to provide socio-economic protection to worker population and their dependants covered under the scheme. Besides full medical care for self and dependants, that is admissible from day one of insurable employment, the insured persons are also entitled to a variety of cash benefits in times of physical distress due to sickness, temporary or permanent disablement etc. resulting in loss of earning capacity, the confinement in respect of insured women, dependants of insured persons who die in industrial accidents or because of employment injury or occupational hazard are entitled to a monthly pension called the dependants benefit.

TABLE 10: COMBINED PSU's – ESI BENEFITS – AGE GROUP WISE

Opinion - PSU / Age	Yes				No				Not answered				Total
	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	
18-25 years	4	6	3	5	0	0	2	2	0	0	3	0	25
26-35 years	6	6	0	8	0	1	1	20	0	0	2	5	49
36-45 years	13	5	5	6	0	0	6	13	0	0	0	1	49
Above 45 years	68	28	24	4	5	50	25	32	4	4	29	4	277
Total	91	45	32	23	5	51	34	67	4	4	34	10	400
Sum total	191				157				52				400
Percentage	47.75%				39.25%				13.00%				100%

Source: Field survey

From the above table, it is clear that the 191 (47.75%) of the respondents have agreed with available ESI benefits, 157 (39.25%) do not agree and 52 (13.0%) have remained neutral. Out of this, 68 respondents from HMT who are aged 45 and above said yes to available ESI benefits. This is not so in KSRTC as only 23 respondents across all age group said Yes to this facility. The employees of BHEL are not sure of the available facility as 34 respondents have Not answered this measure. Majority of respondents at 51 persons in K&DL have said No to this measure being offered.

GRAPH 7 - COMBINED PSU'S – ESI BENEFITS – AGE GROUP WISE

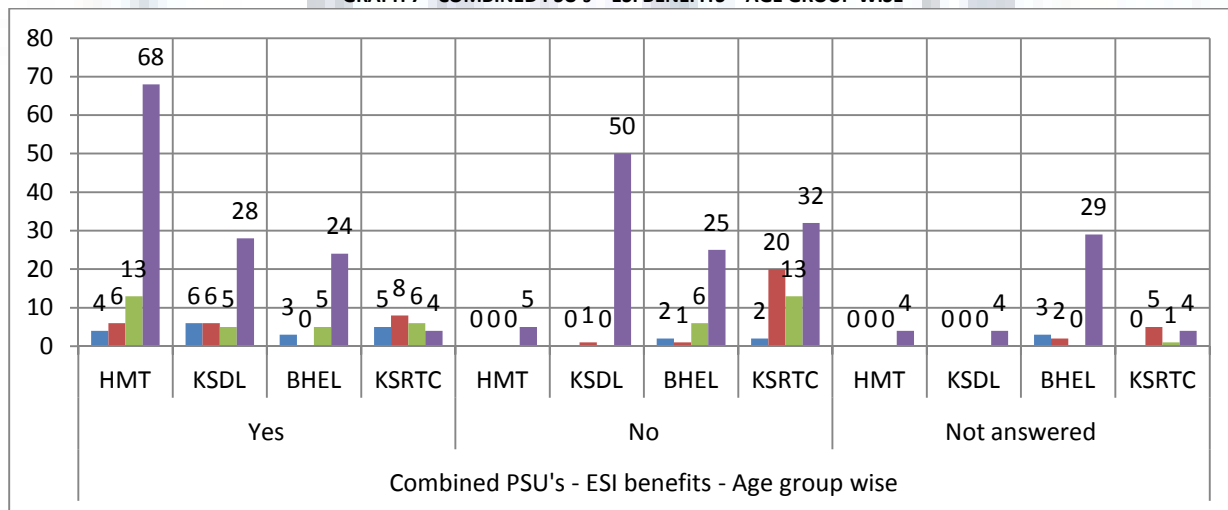


TABLE 11: COMBINED PSU's – ESI BENEFITS – EDUCATION WISE

Opinion - PSU / Education	Yes				No				Not answered				Total
	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	
Below SSLC	14	0	0	0	0	9	6	0	0	0	4	0	33
Below PUC	16	1	6	3	0	9	9	9	0	0	4	1	58
Degree	52	33	16	17	4	25	14	42	4	4	11	6	228
Post Graduate	9	11	10	3	1	8	5	16	0	0	15	3	81
Total	91	45	32	23	5	51	34	67	4	4	34	10	400
Sum total	191				157				52				400
Percentage	47.75%				39.25%				13.00%				100%

Source: Field survey

It is seen from the above table that 52 respondents from HMT having graduation to their background agree with ESI benefits extended to them, while it is 33 in KS&DL, 16 in BHEL and 17 in KSRTC. 42 respondents from KSRTC who are degree holders do not agree with ESI benefits extended to them. The same measure is found in KS&DL as 25 respondents too do not agree. The response against this measure in BHEL is scattered as across all education level 32 and 34 respondents have said Yes and No respectively while 34 have remained neutral.

GRAPH 8: COMBINED PSU'S – ESI BENEFITS – EDUCATION WISE

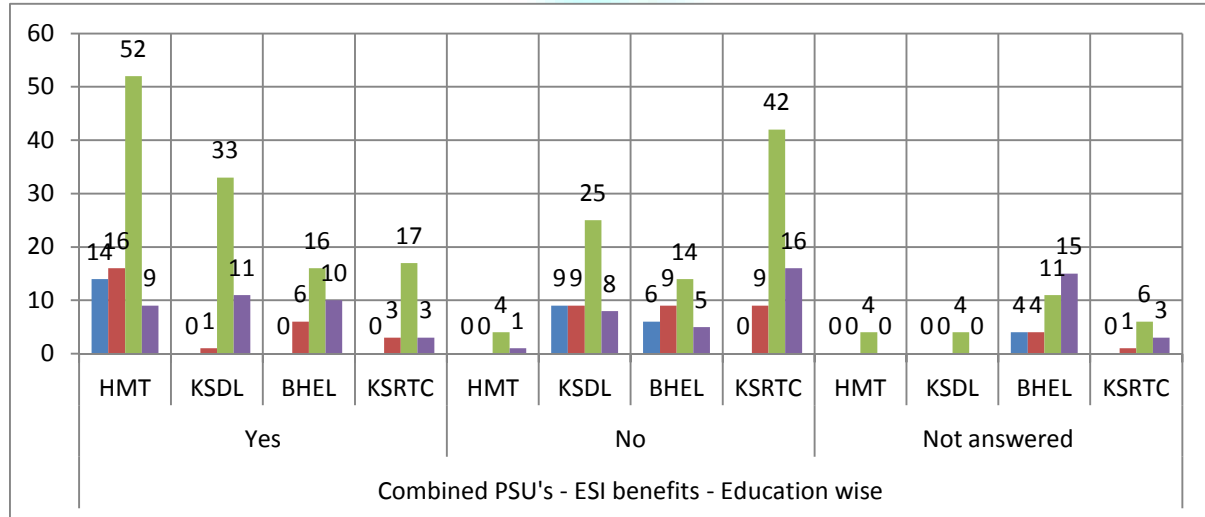


TABLE 12: COMBINED PSU's – ESI BENEFITS – JOB EXPERIENCE WISE

Opinion - PSU / Experience	Yes				No				Not answered				Total
	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	HMT	KSDL	BHEL	KSRTC	
0-1 years	0	0	0	2	0	0	0	2	0	0	0	0	4
1-5 years	2	8	0	6	0	0	2	8	0	0	5	2	33
5-10 years	10	5	3	4	0	1	0	11	0	0	0	3	37
Above 10 years	79	32	29	11	5	50	32	46	4	4	29	5	326
Total	91	45	32	23	5	51	34	67	4	4	34	10	400
Sum total	191				157				52				400
Percentage	47.75%				39.25%				13.00%				100%

Source: Field survey

It is seen from the above table that majority at 326 of respondents from all PSU's are having job experience at 10 years and above. Out of this, good response is found in HMT with 79 respondents of job experience of 10 years and above agree to ESI benefits extended. The respondents having above 10 years of job experience in KS&DL with 50, 32 in BHEL and 46 in KSRTC do not agree with this facility available in their respective PSU's. Ambiguity exists in BHEL as 29 respondents above 10 years of job experience have not answered this measure.

**SUGGESTIONS**

Following suggestions are made among the public sector undertakings.

- ✓ Safety equipments should be adequately ensured in HMT as majority of the employees who are found in the age group of 45 years and above, predominantly graduates and few post graduates and also are having job experience of 10 years and above have remained neutral to this parameter.
- ✓ Periodical medical check-up should be regularly carried out and concentrated on employees who are aged 45 years and above in HMT and KSDL.
- ✓ ESI benefits should be extended and mass awareness needs to be created in KSDL, BHEL and KSRTC.

**CONCLUSION**

The study on effect of welfare measures on employee morale helps the management to know the satisfaction level of the employees about the welfare measures provided by the company. From this study, we can infer that the majority of the employees are above 45 years and above and are mostly satisfied with the welfare measure. However, lacuna should be bridged up upon the selected welfare measures in the respective PSU's to boost the employee morale.

**REFERENCES**

1. Kothari C.R., Research Methodology, published by Tata McGraw-Hill Publishing company Limited
2. Methodology of Research in Social Sciences by Dr. O.R. Krishnaswami, Himalaya Publishing House.
3. Personnel Management by C.B. Mamoria and S.V.Gankar, Published by Himalaya Publishing House.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

