



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A POLICY FRAMEWORK FOR MANAGING DIVERSITY IN THE DEPARTMENT OF THE PREMIER OF THE WESTERN CAPE PROVINCIAL GOVERNMENT <i>DESMOND VAN DER WESTHUIZEN, DR. SHAUN PEKEUR & MOHAMED SAYEED BAYAT</i>	1
2.	OPPORTUNITIES OF TOURISM SECTOR IN BANGLADESH <i>MD. ZAHIR UDDIN ARIF, MD. NAZRUL ISLAM & MD. SHAFIQL ISLAM</i>	10
3.	AN EMPIRICAL BIVARIATE CASE STUDY ON ASSOCIATIONS BETWEEN SELECT FACTORS CONCERNING POST GRADUATE STUDENTS AND THEIR ACADEMIC PERFORMANCE <i>NIRAJ MISHRA & PREETI SHRIVASTAVA</i>	18
4.	A STUDY ON THE RELATIONSHIP BETWEEN CORPORATE FINANCIAL PERFORMANCE AND CORPORATE SOCIAL RESPONSIBILITY (CSR) <i>ALIYAR MOHAMED SHEHAM & DR. ATHAMBAWA JAHFER</i>	25
5.	FACTORS RELATED TO THE PERFORMANCE OF LOW COST ELECTRONIC PRODUCTS IN BANGLADESH <i>MD. RIFAYAT ISLAM</i>	32
6.	EMPLOYEE SATISFACTION: A CASE STUDY OF A LEADING MULTINATIONAL TELECOMMUNICATION COMPANY IN BANGLADESH <i>DR. TAIMUR SHARIF & SELINA AKTER</i>	36
7.	EFFECT OF FAMILY CONTROL AND INTERNAL AUDITOR ON ACCURAL ITEMS OF OPERATIONAL ACCOUNTING (GIULI AND HIN CCONSERVATIVE MODEL) <i>MOHAMADREZA ABDOLI</i>	45
8.	THE EFFECT OF INTELLECTUAL CAPITAL ON THE ORGANIZATIONAL PERFORMANCE <i>DR. AMIR HOSSEIN AMIRKHANI, SAYD MEHDI VEISEH, MEYSAM ERTEGHAEI & HAMIDEH SHEKARI</i>	49
9.	TEACHER STRESS: THE SOURCES OF TEACHER STRESS AND THEIR CONSEQUENCES <i>RABIA MUSHTAQ</i>	54
10.	RETAILING IN INDIA: OPPORTUNITIES & CHALLENGES <i>ANIL KUMAR .S. HAGARGI & DR. RAJNALKAR LAXMAN</i>	60
11.	GROWTH AND SUSTAINABILITY OF INDIAN BANKING SECTOR <i>DR. M. L. GUPTA & DR. REKHA GARG</i>	64
12.	A STUDY ON LOCUS OF CONTROL OF EMPLOYEES IN TEXTILE COMPANIES AT SALEM DISTRICT, TAMILNADU <i>M. GURUSAMY, A. VELSAMY & DR. N. RAJASEKAR</i>	67
13.	ORGANIZATIONAL EFFECTIVENESS AND SERVICE EFFICIENCY: A COMPARATIVE STUDY SELECT INDIAN BANKS <i>DR. ASHOK AIMA & NAVEEDA SEHER</i>	73
14.	EMPLOYEE WELFARE ACTIVITIES WITH RESPECTIVE MEASURES IN INDUSTRIAL SECTOR - A STUDY ON INDUSTRIAL CLUSTER AT CHITTOR DISTRICT <i>DR. P. VENUGOPAL, T. BHASKAR & P. USHA</i>	78
15.	MOTIVATORS AND INHIBITORS OF ONLINE SHOPPING IN HYDERABAD <i>MOHD LAYAQ AHAMAD & SHAIKH MOHD ZAFAR</i>	84
16.	A STUDY ABOUT HEALTH PROBLEMS OF EMPLOYEES WORKING IN IT AND ITES INDUSTRY IN THE ASPECTS OF ERGONOMICS <i>DR. C. S. RAMANI GOPAL & DR. G. PALANIAPPAN</i>	88
17.	A STUDY ON THE USAGE OF KNOWLEDGE MANAGEMENT PRACTICE IN AVASARALA TECHNOLOGIES LIMITED (ATL) <i>A. MANI MARAN, S. SUNDARAMURTHY REDDY & P. SELVA KUMAR</i>	94
18.	OUTSOURCING OF HR SERVICES AT ITC MAURYA SHERATON HOTEL & TOWERS <i>RISHI DOGRA & COL K. S. MADAAN</i>	101
19.	ANALYTICAL STUDY OF ICT SERVICES AND SKILLS IN THE MODERN EDUCATION SYSTEM <i>DHANANJAY MANDLIK, MADHUWANTI SATHE & DR. PARAG KALKAR</i>	106
20.	A COMPARATIVE STUDY OF ORGANISATIONAL CLIMATE: INDIAN MULTINATIONAL COMPANIES IT EXECUTIVES VS. FOREIGN MULTINATIONALS COMPANIES IT EXECUTIVES <i>ANURAG SINGH</i>	110
21.	FAMILY VS. WORK CONFLICT AMONG WORKING WOMEN IN INDIA WITH SPECIAL REFERENCE TO IT, EDUCATION AND BANKING SECTOR <i>A. VANITHA & DR. S. MEENAKUMARI</i>	113
22.	BANKING PROFESSIONALS AND ATTITUDINAL DIMENSION OF JOB SATISFACTION: A DESCRIPTIVE STUDY <i>S.M. SHARIQ ABBAS</i>	119
23.	USE OF ICT IN LEARNING OF ENGLISH PRONUNCIATION, GRAMMAR AND VOCABULARY OF SECONDARY SCHOOL STUDENTS <i>RANJIT SINGH</i>	125
24.	MANAGING CONFLICT THROUGH CONFRONTATION: AN OD INTERVENTION <i>DR. ARPITA SARANGI</i>	131
25.	SPONSORSHIP IN CULTURAL AFFAIRS: A NEW ARENA <i>TRINANKUR DEY</i>	135
	REQUEST FOR FEEDBACK	138

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EMPLOYEE WELFARE ACTIVITIES WITH RESPECTIVE MEASURES IN INDUSTRIAL SECTOR - A STUDY ON INDUSTRIAL CLUSTER AT CHITTOR DISTRICT

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ABSTRACT

Human Resources play a very important role in the development of the business. They constitute the organization at all levels and are regarded as a dynamic factor of production. In order to get best results from the employees, management must be aware of what employees expect from their employees. It is for the management to see that the workers get economic, social and individual satisfaction, employee welfare activities are undertaken. The Study on "employee welfare measures" is conducted with the main objective of evaluating the effectiveness of welfare measures in industrial sector and to suggest measures to make existing welfare measures much more effective and comprehensive so that the benefits of the employees will be increased. The concept of 'employee welfare' is flexible and elastic and differs widely with time, region, industry, social values and customs, degree of industrialization, the general economic development of the people and political ideologies prevailing at a particular time, it is also melded according to the age – group, sex, socio - cultural background, marital and economic status and educational level of the employee in various industries. In the 'broader sense', employee welfare may include not only the minimum standard of hygiene and safety laid down in general employee legislation, but also such aspects of working life as social insurance schemes, measures for the protection of women, limitation of hours of work, paid vacation, etc. In the 'narrow sense', welfare in addition to general physical working conditions is mainly concerned with the day – to – day problems of the employees and social relationships at the place of work.

KEYWORDS

Labour, Statutory & Non-Statutory Welfare Activities.

INTRODUCTION

Welfare is a broad concept referring to a state of living of an individual or a group, in a desirable relationship with the total environment – ecological economic and social. Labour welfare includes both social and economic content of welfare social welfare is primarily concerned with the solution of various problems of the weaker section of society like prevention of destitution and poverty. It aims at social development by such means as social legislation, social reform social service, social work, social action. The object of economics welfare is to promote economic production and productivity and through development by increasing equitable distribution. Labour 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.

Management is absolutely essential in the present times in all organization, irrespective of their origin, nature and ownership. Every enterprise, established with a profit motive or some social, religious or such like other purpose, requires efficient management for its sustained progress. But, management has been viewed differently by various scholars, depending upon their beliefs and comprehension. Some regard it as the force that runs a business and is responsible for its success and failure. Other perceives it as a means for achievement for desired result through group effort and by utilizing both human and non-human resources. Still others deem management to be a process comprising planning, organizing, staffing, directing and controlling. Also some look on it as an instrument for designing and maintaining an environment conducive to the performance of individuals who are working together in a group towards accomplishment of some pre-determined objectives. Furthermore, some think that management merely implies certain tasks which the managers are supposed to perform. Thus there numerous opinions on what 'management' actually involve.

Adequate levels of earnings, safe and humane 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. Institutional mechanisms exist for ensuring these to workers in the organized sector of the economy. These are being strengthened or expanded to the extent possible. However, workers in the unorganized sector, who constitute 90 per cent of the total workforce, by and large, do not have access to such benefits. Steps need to be taken on a larger scale than before to improve the quality of working life of the unorganized workers, including women workers.

REVIEW OF LITERATURE

Report of National Commission on Labour (2002), Government of India, made recommendations in the area of labour welfare measures which include social security, extending the application of the Provident Fund, gratuity and unemployment insurance etc. Shobha Mishra & Manju Bhagat, in their "Principles for Successful Implementation of Labour Welfare Activities", stated that labour absenteeism in Indian industries can be reduced to a great extent by provision of good housing, health and family care, canteen, educational and training facilities and provision of welfare activities.

A. Sabarirajan, T. Meharajan, B.Arun (2001) analyzed the study on employee welfare in Textile industry. The study shows that 15% of the employees are employees are satisfied with their welfare measures. 39 % of the employees is average with their welfare measures. 16% of them are in highly dissatisfied level. This study throws light on the impact of welfare measures on QWL among the employees of textile mills in Salam district."

While describing the Welfare in Indian INDUSTRIAL SECTOR, **A.J.Todd (1933)** was analyzed that the labour welfare is the voluntary efforts of the employers to establish, within the existing industrial system, working and sometimes living and cultural conditions of the employees beyond what is required by law, the custom of the industry and the conditions of the market.

V. V. Giri National Labour Institute(1999-2000), a fully funded autonomous body of the Ministry of Labour, it was conducted action-oriented research and provides training to grass root level workers in the trade union movement, both in the urban and rural areas, and also to officers dealing with industrial relations, personal management, labour welfare, etc.

In the view of **K.K. Chaudhuri**, in his *"Human Resources: A Relook to the Workplace"*, states that HR policies are being made flexible. From leaves to compensations, perks to office facilities, many companies are willing to customize policies to suit different employee segments.

Conventions and Recommendations of ILO (1949) sets forth a fundamental principle at its 26th conference held in Philadelphia recommended some of the measures in the area of welfare measures which includes adequate protection for life and health of workers in all occupations, provision for child welfare and maternity protection, provision of adequate nutrition, housing and facilities for recreation and culture, the assurance of equality of educational and vocational opportunity etc.

A Study done by P.R. China in 2003, Great expectations are being placed on firms to act with increasing social responsibility, which is adding a new dimension to the role of management and the vision of companies. They argue that social welfare activities are strategic investments for firm. They can create intangible assets that help companies overcome entry barriers, facilitate globalization, and outcompete local rivals. They are simple contribution, topic contribution, collaboration with non-profit organizations or government organizations, and establishment of corporation charity fund. Future research on corporate citizenship would be strengthened in philanthropic strategy and management.

P.L. Rao, in his *"Labour Legislation in the Making"*, opines that professional bodies like National Institute of Personnel Management should constitute a standing committee to monitor the proceedings in the Parliament regarding the labour welfare measures.

In (2002-2007) A Study was Conducted that , For the quick transmission of messages relating to factory accidents, gas leaks, fires and disasters in the area a broad network of office/ residential telephones is an essential-requisite for the Factory Inspector, the concerned Dy. Chief Inspector of Factories, the Chief Inspector and from C.I.F.to higher authorities.

Business & market (2009) analyzed that the *"welfare"* is a broad concept referring to a state of living of an individual or group, in a desirable relationship with the total environment - ecological, economic and social.

CONCEPT OF LABOUR WELFARE

Labour welfare may be viewed as a total concept, as a social concept and as a relative concept. The total concept is a desirable state of existence involving the physical, mental, moral and emotional well being. These four elements together constitute the structure of welfare, on which its totality is based. The social concept of welfare implies the welfare of men, his family and his community. All these three prospects are interrelated and work together in a dimensional approach. The relative concept on welfare implies that welfare is relative in time and place. It is a dynamic and flexible concept and hence its meaning and concept differ from time to time, region to region, industry to industry, and country to country depending upon the value system, level degree of education, social customs, and political system, degree of industrialization and general standard of the socio economic development of the people.

Labour welfare implies the setting up of minimum desirable standard and the provision of facilities like health, food, clothing, housing, medical assistance, education, insurance, job security, recreation, and so on. Such facilities enable the workers and his family to lead a good work life, family life and social life. Labour welfare also operate to neutralized the harm full effect of large scale industrialization and urbanization

EMPLOYEE WELFARE ACTIVITIES

Employee welfare Activities is combinations of various steps, the cumulative effect of which is to grease the wheels of industry and society. Sound industrial relations can only be based on human relations and good human relations dictate that employee being, human being should be treated humanly which includes respect for employee dignity, fair dealing and concern for the human beings physical and social needs. In any industry good relations between the management and workers depend upon the degree of mutual confidence, which can be established. This, in turn, depends upon the recognition by the employee of the goodwill and integrity of the organization in the day to day handling of questions which are of mutual concern.

The basic needs of an employee are freedom from fear, security of employment and freedom from want. Adequate food, better health, clothing and housing are human requirements. The human heart harbors secret pride and invariably responds to courtesy and kindness just as it revolts to tyranny and fear. An environment where he is contended with his job assured of a bright future and provided with his basic needs in life means an atmosphere of good working condition and satisfaction to employee. Employee welfare activities are based on the plea that higher productivity requires more than modern machinery and hard work. It requires co-operative endeavor of the parties, employee and management. This is possible only when employee is given due importance and human element is taken into account at every stage.

The worker has a fund of knowledge and experience at his job. If rightly directed and fully used, it would make a great contribution to the prosperity of the organization. This can only be achieved through satisfaction of the employee as the worker feels that he is an active participant in the production process, and he does at most for increasing the production and its productivity.

IMPLEMENTATION OF WELFARE ACTIVITIES

The success of welfare activities depends on the approach which has been taken into account in providing such activities to the employees. Welfare policy should be guided by idealistic morale and human value. Every effort should be made to give workers/ employees some voice in the choice of welfare activities so long as it does not amount to dictation from workers.

There are employers who consider all employee welfare activities as distasteful legal liability. There are workers who look upon welfare activities in terms of their inherent right. Both parties have to accept welfare as activities of mutual concern. Constructive and lasting Progress in the matter of social justice can be achieved only if welfare activities are accepted as essential factors in the progress of the business organization

Employee welfare is dependent on certain basic principles. The following are the principles on which successful implementation of welfare programmes depends:

- 1. Adequacy of Wages:** Employee welfare measures cannot be a substitute for wages. Workers have a right to adequate wages. But high wage rates alone cannot create healthy atmosphere, nor bring about a sense of commitment on the part of workers. A combination of social welfare, emotional welfare and economic welfare together would achieve good results.
- 2. Social Liability of Industry:** Industry, according to this principle, has an obligation or duty towards its employees to look after their welfare. The constitution of India also emphasizes this aspect of employee welfare.
- 3. Impact on Efficiency:** This plays an important role in welfare services, and is based on the relationship between welfare and efficiency, though it is difficult to measure this relationship. Programmes for housing, education and training, the provision of balanced diet and family planning measures are some of the important programmes of employee welfare which increases the efficiency of the workers, especially in underdeveloped or developing countries.
- 4. Increase in Personality:** The development of the human personality is given here as the goal of industrial welfare which, according to this principle, should counteract the baneful effects of the industrial system. Therefore, it is necessary to implement employee welfare services. Both inside and outside the factory, that is, provide intra-mural and extra-mural employee welfare services.
- 5. Totality of Welfare:** This emphasizes that the concept of employee welfare must spread throughout the hierarchy of an organization. Employees at all levels must accept this total concept of employee welfare programme will never really get off the ground.
- 6. Co-ordination or Integration:** This plays an important role in the success of welfare services. From this angle, a co-ordinated approach will promote a healthy development of the worker in his work, home and community. This is essential for the sake of harmony and continuity in employee welfare services.

7. Democratic Values: The co-operation of the worker is the basis of this principle. Consultation with, and the agreement of workers in, the formulation and implementation of labour welfare services are very necessary for their success. This principle is based on the assumption that the worker is "a mature and rational individual." Industrial democracy is the driving force here. Workers also develop a sense of pride when they are made to feel that employee welfare programmes are created by them and for them.

8. Responsibility: This recognizes the fact that both employers and workers are responsible for employee welfare. Trade unions, too, are involved in these programmes in healthy manner, for basically employee welfare belongs to the domain of trade union activity. Further, when responsibility is shared by different groups, employee welfare work becomes simpler and easier.

9. Accountability: This may also be called the Principle of Evaluation. Here, one responsible person gives an assessment or evaluation of existing welfare services on a periodical basis to a higher authority. This is very necessary, for then one can judge and analyze the success of employee welfare programmes.

10 Timely: The timeliness of any service helps in its success. To identify the employee problem and to discover what kind of help is necessary to solve it and when to provide this help are all very necessary in planning employee welfare programmes. Timely action in the proper direction is essential in any kind of social work.

STUDY AREA AND METHODOLOGY

Today's Manufacturing Industries are giving more importance to enhance their production Units as well as productivity in one side of the coin and Other side of coin like this poor implementation of the sound Employee Welfare measures in their Firms. My motto is through this study to assess Employee awareness regarding welfare activities provided by legislation to industrial sector. Finally, I would like to give valuable suggestions based on my research study; I hope that which are increase employee morale, prosperity and well-being of the organization.

OBJECTIVES OF THE STUDY

The present research purpose to analyze the employee welfare activities in the industrial cluster of Chittoor District, to asses its overall satisfaction level and the facilities bestowed on the employees. The study covers the following specific objectives

- To know about the welfare programmes conducted by the industries
- To asses overall satisfaction level of employee regarding welfare programmes
- To obtain correlation between statutory & non-statutory welfare activates at industries
- To obtain relationship between departments & welfare activities

METHODOLOGY

The first stage of the study was Descriptive research. A total of 120 employees were selected by the stratified simple Random sampling method. Both officers and clerical staff belonging industrial cluster in Chittor district were selected for the study. A self – completion questionnaire was used for collecting data from the employees. The questionnaire was personally administered to all the employees by the researcher.

At the second stage of the study, set of in-depth interviews were conducted with selected employees from selected departments in different industries. It was primarily to discuss the findings generated through survey method. The interviews also helped in a more contextual and practical interpretation of the data.

The tools used for analysis are: Chi-square test and Spearman's Rank Correlation.

CHI-SQUARE TEST

The test is, in fact, a technique through the use of which it is possible for all researchers to: a) Test the goodness of fit. b) Test the significance of association between two attributes.

$$X^2 = \sum \left\{ \frac{(O_{ij} - E_{ij})^2}{E_{ij}} \right\}$$

Oij – Observed frequency of the cell in ith row and jth column

Eij - Expected frequency of cell in ith row and jth column.

SPEARMAN'S RANK CORRELATION

In fact, the rank correlation coefficient is measure of correlation that exists between the two sets of ranks. It was developed by famous statistician Charles spearman's rank correlation coefficient.

$$P = 1 - \left\{ \frac{6 \sum d_i^2}{N} \right\}$$

EMPLOYEE AWARENESS TOWARDS VARIOUS WELFARE ACTIVITIES PROVIDED BY THE COMPANY

TABLE-1: STATUTORY WELFARE ACTIVITIES

Statutory Welfare Activities	No. of Employees	Percentage (%)
Workman's Compensation	118	98
Maternity Benefits	53	44
ESI Benefits	73	61
Sickness Benefit	97	81
Safety Measures	97	81

A. Non- Statutory Welfare Activities

Non- Statutory Welfare Activities	No. of Employees	Percentage (%)
Working conditions	104	87
Health Services	93	76
Housing Loans	108	90
Recreation Facilities	76	63
Transportation	117	98

Table-1(A&B) depicts that employee aware of statutory and non statutory welfare activities provided by industries, through my research, we found that most of the employees well known about work man's compensation, sickness benefits, housing loans, Transportation , working conditions and rest of employees they need awareness towards (ESI, Recreation, health & Maternity) welfare facilities for that industries should have efficient Welfare officer to educate the employees regarding these welfare activities.

TABLE - 2: EMPLOYEE DEGREE OF IMPORTANCE TOWARDS WELFARE ACTIVITIES

Welfare Activities	Very important	Important	Not important	Not at all important	Score	Mean Score
Factory sanitary & cleanliness	45	55	0	0	534	4.45
Canteen Facilities	31	63	5	1	509	4.24
Recreation Activities	23	46	15	16	451	3.75
Employee Health Facilities	44	53	2	1	528	4.4
Designing of welfare programmes	39	50	8	3	528	4.4

Table 2 illustrates that Most of the employees opinion "Factory sanitary & cleanliness" have first rank; in these industries followed by Employee health facilities, designing of welfare programmes, Canteen facilities and Recreation activities. Industry has been maintaining cleanliness but employees were not satisfied with those things. They needs to more Health benefits, welfare programmes, canteen facility and Recreation in order to full fill their physiological and safety needs, these Maslow's motivational factors leads to increase organization productivity.

TABLE - 3: EMPLOYEE LEVEL OF SATISFACTION TOWARDS WELFARE FACILITIES

Dimensions	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied	Mean
Salaries/Benefits	16	44	47	12	1	3.51
Work Environment	19	80	19	2	0	4.00
Ventilation and Lighting	31	22	63	3	1	3.70
Safety Measures	23	59	31	7	0	3.81
Work Timings/ Scheduling	19	60	26	13	2	3.70
First – Aid facilities	29	53	33	4	1	3.90
Accident preventions	19	62	37	1	1	3.80
Medical check-ups	27	30	57	5	1	3.64
Canteen facilities	23	47	47	21	1	4.05
Safety Committee	40	50	18	10	2	4.00
Transportation	35	50	27	8	0	3.93
Rest rooms	24	83	12	0	1	4.10
P.F	19	34	48	18	1	3.43
Insurance facilities	22	52	25	21	0	3.62

Table:3 depicts that Employees were highly satisfied with intra - mural facilities provided by the industry this research reveals that sound health Environment at these industries. We found that they were neither satisfied nor dissatisfied with P.F & Insurance provided by the industries due to weak trade unions in these industries. We observed that somewhat Employees satisfied with Safety and Security measures provided by the industries. This might be increase employee turnover it not reflects the industry brand image utmost. We could be advised that maintain effective Trade Unions to get sound Welfare measures in industry.

STATISTICAL TOOLS
CHI-SQUARE TEST

TABLE - 4: SHOWING THE RELATIONSHIP BETWEEN VARIOUS DEPARTMENTS AND WELFARE BENEFITS

Welfare Benefits	Human resource Dept	Production Dept.	Melting Dept.	Spun Dept.	Casting Dept.	Total
Ventilation & Lighting	15	17	25	20	17	94
Salaries & Benefits	13	6	19	10	12	60
Timings & Schedules	18	13	19	16	14	80
Provident Fund Benefits	12	9	13	15	8	57
Insurance Facilities	14	9	20	20	12	75
Total	72	54	96	81	63	366

TEST HYPOTHESIS

H0 = There is no Significant relationship between Department and Welfare Benefits.
H1= There is Significant relationship between Department and Welfare benefits.

CALCULATIONS

Oij	Eij	$\frac{(Oij - Eij)^2}{Eij}$
15	18.4	0.6282
17	13.8	0.742
25	24.6	0.0065
20	20.8	0.0307
17	16.1	0.0503
13	11.8	0.122
6	8.85	0.9177
19	15.7	0.6936
10	13.2	0.7757
12	10.3	0.2805
18	15.7	0.3369
13	11.8	0.122
19	20.9	0.1727
16	17.7	0.1632
14	13.7	0.0065
12	11.2	0.0571
9	8.4	0.0428
13	14.9	0.2422
15	12.6	0.4571
8	9.8	0.3306
14	14.7	0.0333
9	11.06	0.3836
20	19.6	0.0081
20	16.5	0.7424
12	12.9	0.0627
$\chi^2 =$		7.4084

Degree of Freedom = (Row-1) (Colum-1)
 = (5-1) (5-1)
 = (4) (4)
 = 16

16 degree of freedom at 5% L.O.S is 26.296.

Results:

χ^2 Tabulated Value: 26.296

χ^2 Calculated Value: 7.4084

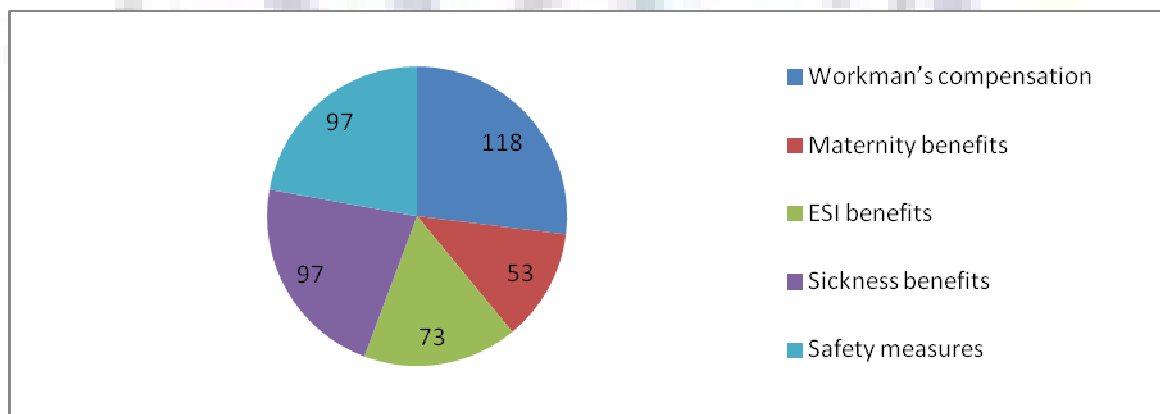
χ^2 Cal < χ^2 Tab: Hence it accepts Null Hypothesis.

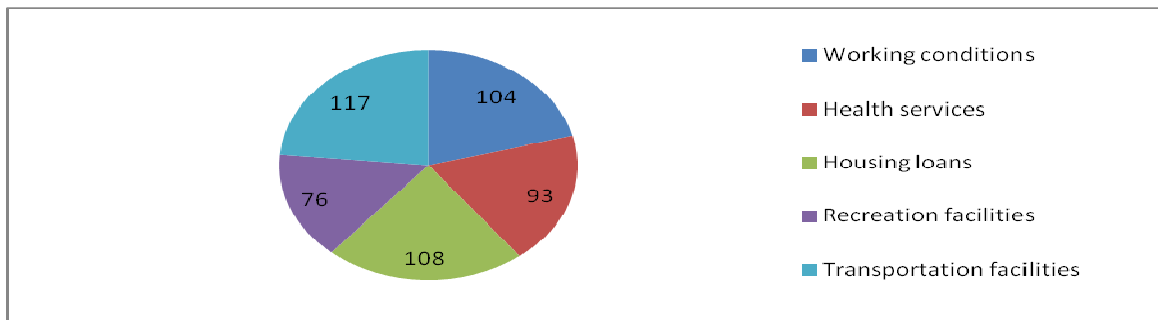
It is inferred from the above result that the calculated value is less than the tabulated value. Hence there is no significant relationship between department sand welfare benefits.

SPEARMAN’S RANK CORRELATION

TABLE: 5: CORRELATION B/W STATUTORY AND NON STATUTORY WELFARE ACTIVITIES

Statutory Welfare Activities	No of Respondents	Non-Statutory Welfare Activities	No of Respondents
Workman’s compensation	118	Working conditions	104
Maternity benefits	53	Health services	93
ESI benefits	73	Housing loans	108
Sickness benefits	97	Recreation facilities	76
Safety measures	97	Transportation facilities	117





X	Y	Rx	Ry	di=Rx-Ry	di ²
118	104	1	3	-2	4
53	93	5	4	1	1
73	108	4	2	2	4
97	76	2.5	5	2.5	6.25
97	117	2.5	1	1.5	2.25
Total					17.50

p=0.125

It is inferred from the above results that there is a positive correlation between statutory activities and Non – statutory welfare activities.

RECOMMENDATIONS

- ❖ Employee welfare in these cluster industries in Chittoor district we profound to Improve in the field of recreation facilities, Maternity benefits, safety equipments, compensatory arrangements on medical grounds, promotion for the employees in the industry.
- ❖ We initiate certain Modifications in the field of rest room facilities, Safety measures, service awards and other motivational factors necessary in Melting, Spun and production Departments. In these employees are spending most of the time at huge heat generating machines in industries, they required all safety measures to protect themselves.
- ❖ Betterment is required in the work of welfare inspector, placements of dependents expiring during services, transfer policies and disciplinary and appeal rule proceedings.
- ❖ The trade unions and the employee’s cooperative societies, which are run by the trade union, have to change their work as more transparent and easily viable to the employees.
- ❖ Administration can thick of formulation of a problem solving committee including the employees and administration for the better solution of the welfare problems of the employees. This committee can conduct hearings from the employees or then can conduct surprise visits to the different work spot, etc for understanding and by that solving the problems also.
- ❖ It is recommended that they should provide timely help to the workforce when they are in trouble, i.e. providing conveyance to hospital when injured, medicines etc.
- ❖ Betterment is required in the provisions of Factories Act 1948, such as Employment of young person’s & women, Annual leave with wages, occupational diseases, enforcement and penalties for offences.

CONCLUSION

In our research we found that Employees in industrial cluster at Chittoor district are availing welfare measures such as recreational, medical, educational, housing, transportation, sanitation, safety and also statutory welfare measures such as Workmen Compensation, ESI, Sickness, P.F and Maternity benefits but these industries have to provide some more welfare facilities to their employees such as Gratuity, Pension, Welfare fund, so that they may retain the employees and their quality of work life. The organizations maintaining smooth relationship between Employees and management, which leads to attainment of organization efforts.

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