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**ANALYSIS OF EMPLOYEE WELFARE MEASURES AT AMAZON AGRO PRODUCTS COCOPEAT  
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**ABSTRACT**

*This article analyses the various employee welfare measures at Amazon Argo products Cocopeat Manufacturer & Supplier. Employee welfare specifies the endeavour made by employers to improve the comfort, intellectual and social behaviour of their employees beyond their pay and benefits. Amazon Argo products Cocopeat Manufacturer & Supplier, a coir products manufacturing company provides statutory as well as non-statutory welfare measures to their employees in order to satisfy the required facilities and to motivate them. For analysing the employee welfare, this study has used primary and secondary data. Through simple random sampling procedure, a sample of 150 employees are selected and the data has been analysed using Mann-Whitney U test, Kruskal-Wallis Test and Wilcoxon Signed Ranks test. From this study it has been observed that employee motivation reduces employee absenteeism and most of them are satisfied with the healthcare benefits provided. Also, this research article suggest that the company shall provide recreational facilities, improved washing facilities, quality food and shall increase the educational allowance for the higher education of the employees' children in order to improve employee welfare.*

**KEYWORDS**

employee welfare, pay and benefits, cocopeat manufacturer.

**JEL CODES**

J28, J81, J83.

**INTRODUCTION**

Amazon Argo products Cocopeat Manufacturer and Supplier is the manufacturer and exporter of natural and organic coir products like Cocopeat, Pith and Rope. The company has been in the coir industry since 2001 and has gained goodwill and a credible position in the market. The company has always been a part of eco-friendly product manufacturing in the country.

The idea of employee welfare is dynamic. The basic purpose of employee's welfare is to enhance the life of employees and to make them happy, which would in return enhance the growth and development of the organization. The major benefits of employee welfare are good physical and mental health of the workers and improved facilities available to them like medical benefits, education, housing and recreation. The employer in return gets a steady work force which will lead to increase in overall organisational productivity. The study measures the level of satisfaction, motivation and available facilities like creche and statutory welfare measures with reference to various factors.

**LITERATURE REVIEW**

- Dr R. Arasu (2022) conducted an Empirical Study on Employee's Welfare Facilities in Hospitals in Madurai and observed that the worker welfare offices given by the organization to representatives are fulfilled and it is exemplary. So that proficiency, viability and profitability can be improved to perform the hierarchical objectives.
- Dr S. Sheik fareeth, Mr. P.V. Muthu Perumal, Dr. N. Shankar (2022) investigated the employee welfare measures on Engineering college teachers and found that the welfare measures are real motivating factors that make teachers truly motivated
- Dr. Magdalene Peter (2022) concluded that the changes in working condition are proposed to enhance effectiveness of the representative welfares measures which would manufacture the confidence and expand the profitability of the representatives and this guarantees worker fulfillment result in expanded proficiency.
- Mergery Muthoni, Njuguna Peter Mwaura and Thomas Wawer (2020) concluded that existence of welfare benefits other than salary, organization values, the safety of the employees, promotion of team work and achievement helped to increase the level of employee commitment in the organization.

- P. Chandrasekaran and P. Ganeshprabhu (2020) observed that the welfare measures reduce the labour absenteeism and increase the efficiency of the employees also, they are directly related with efficiency and productivity.
- Nishad Nawaz (2019) observed that the employees are giving positive response and they are very happy and satisfied by the facilities provided by the employer.

### OBJECTIVES OF THE STUDY

1. To study & analyse various welfare measures provided to the employees.
2. To examine whether employee welfare measures motivate the employees.
3. To measure the level of satisfaction of employees with regards to welfare facilities.
4. To know the opinion of the employees regarding welfare facilities.

### STATEMENT OF THE PROBLEM

Generally, some of the organisations are more conscious only about getting more work done by their employee. But the employees might fail to get healthy mind and physique. In order to measure the employee welfare, here is a study about employee welfare measures at Amazon Argo products Cocopeat Manufacturer & Supplier, Kanyakumari Dist.

### RESEARCH DESIGN

The study is done through "descriptive research." One of the main benefits of descriptive research is the fact that it uses both qualitative and quantitative data. Descriptive research is done by talking to people, surveying them, or observing them in a suitable environment. The study highly focusses on the primary data, so special attention has been given to prepare a structured questionnaire. Additionally, secondary data are collected through magazines, annual reports of the company and internet. The total number of employees in Amazon Argo products Cocopeat Manufacturer & Supplier is 250. 150 employees were taken as respondent through Simple Random Sampling technique. The various statistical tools used for analysis are as follows, Mann-Whitney U test, Kruskal-Wallis Test, Wilcoxon Signed Ranks Test. Mann-Whitney U test is applied to examine the relationship between employee gender and creche facility. Kruskal-Wallis Test is used to examine employee income and employee motivation along with, employee experience and statutory welfare measures. Wilcoxon Signed Ranks test is used to analyse effectiveness of welfare and employee satisfaction. This study was conducted during the period of 3 months from January to April 2023.

### DATA ANALYSIS, RESULT AND DISCUSSION

#### PROFILE OF THE RESPONDENTS

TABLE 1: PROFILE OF THE RESPONDENTS

Sl.No	Demographic profile	No. of Respondents	Percentage
1.	<b>Gender</b>		
	Male	99	66.0%
	Female	51	34.0%
	Total	150	100%
2.	<b>Age</b>		
	Between 18-25	29	19.3%
	Between 25-35	43	28.7%
	Between 35-45	37	24.7%
	Between 45-55	31	20.7%
	Between 55-60	10	6.7%
	Total	150	100%
3.	<b>Marital Status</b>		
	Married	93	62.0%
	Un-Married	57	38.0%
	Total	150	100%
4.	<b>Experience</b>		
	Less than 1 year	31	20.7%
	1-5 years	42	28.0%
	5-15years	42	28.0%
	15-25 years	23	15.3%
	More than 25 years	12	8.0%
	Total	150	100%
5.	<b>Income</b>		
	8000	12	8.0%
	8000- 10000	24	16.0%
	10000- 20000	52	34.7%
	20000- 30000	40	26.7%
	More than 30000	22	14.7%
	Total	150	100%

The study reveals male gender as the dominant gender. In total 66% of the respondents are male and 34% of the respondents are female. Among them 19.3% of the respondents are between 18-25 years, 28.7% of the respondents are between 25-35 years, 24.7% of the respondents are between 35-45 years, 20.7% of the respondents are between 45-55 years and 6.7% of the respondents are between 55-60 years. The majority 62% of married employees are working and whereas unmarried employees are only 38%. From the total, 56% of the employees have experience from one to fifteen years. About 34.7% of the employees are earning from 10000 to 20000 rupees.

Ultimately, profile of the respondent represents employee socio-economic framework. Since, employee welfare plays an additional benefit in improving their lifestyle which in turn increase the organisation productivity. In the present study, the employee welfare has been analysed as per the view of the profile of the employees.

#### HYPOTHESIS 1

**H<sub>0</sub>** There is no significant relationship between employee income and employee motivation.

**H<sub>1</sub>** There is significant relationship between employee income and employee motivation.

TABLE 2: ASSOCIATION BETWEEN EMPLOYEE INCOME AND EMPLOYEE MOTIVATION

Income of the Employees	Mean Rank	Chi-square value	p-value
8000	93.67	6.877	0.143
8000- 10000	87.25		
10000- 20000	71.71		
20000- 30000	65.44		
More than 30000	80.02		

From the above table,  $P > 0.05$ ,  $H_0$  is accepted at 5% level of significance. So, it is concluded that there is no significant relationship between employee income and employee motivation. Since, employees are satisfied with various facilities like festival advances, medical, lighting, leisure space and drinking water which avoid absenteeism making them to work motivated.

**HYPOTHESIS 2**

$H_0$  There is no significant relationship between experience and statutory welfare measures.

$H_1$  There is significant relationship between experience and statutory welfare measures.

TABLE 3: ASSOCIATION BETWEEN EXPERIENCE AND STATUTORY WELFARE MEASURES

Income of the Employees	Mean Rank	Chi-square value	p-value
Less than 1 year	74.32	1.903	0.754
1-5 years	71.40		
5-15years	75.81		
15-25 years	76.80		
More than 25 years	89.29		

Above table shows  $P > 0.05$ ,  $H_0$  is accepted at 5% level of significance. So, it is concluded that there is no significant relationship between experience and statutory welfare measures. Since, welfare measures are necessary for each employee irrespective of the experience.

**HYPOTHESIS 3**

$H_0$  There is no significant relationship between employee gender and creche facility.

$H_1$  There is significant relationship between employee gender and creche facility.

TABLE 4: ASSOCIATION BETWEEN EMPLOYEE GENDER AND CRECHE FACILITY

Gender	Mean Rank	z- value	p-value
Male	80.41	-2.033	0.042
Female	65.96		

Since  $0.01 < P \leq 0.05$ ,  $H_0$  is rejected at 5% level of significance. Hence it is concluded that there is a significant relationship between employee gender and creche facility, because female employee needs more creche facilities compared to male employee.

**HYPOTHESIS 4**

$H_0$  There is no association between effectiveness of welfare and employee satisfaction.

$H_1$  There is an association between effectiveness of welfare and employee satisfaction.

TABLE 5: ASSOCIATION BETWEEN EFFECTIVENESS OF WELFARE AND EMPLOYEE SATISFACTION

Rank	Size	Mean Rank	Z. Value	Sig
Positive Ranks	43 <sup>b</sup>	60.83	-.780 <sup>b</sup>	0.001
Negative Ranks	90 <sup>a</sup>	69.56		

Since  $P \leq 0.01$ ,  $H_0$  is rejected at 1% level of significance. Hence it is concluded that there is an association between Effectiveness of Welfare and Employee Satisfaction, because all the welfare facilities magnify the employee efficiency both physically and intellectually.

**HYPOTHESIS 5**

$H_0$  There is no association between employee absenteeism and employee motivation.

$H_1$  There is an association between employee absenteeism and employee motivation.

TABLE 6: ASSOCIATION BETWEEN EMPLOYEE ABSENTEEISM AND EMPLOYEE MOTIVATION

Rank	Size	Mean Rank	Z. Value	Sig
Positive Ranks	0 <sup>a</sup>	.00	-10.664 <sup>b</sup>	0.000
Negative Ranks	150 <sup>b</sup>	75.50		

Since  $P \leq 0.01$ ,  $H_0$  is rejected at 1% level of significance. Hence, it is concluded that there is an association between employee absenteeism and employee motivation, because reduce in welfare measure decrease overall productivity.

**FINDINGS**

The Study has found that the welfare measures provided by the organization motivate the employees to perform better. About 80% of the employees feel that these welfare measures contribute to their overall wellbeing and happiness at work. Welfare measures provided by the organization make them feel more engaged and involved. Also, employee satisfaction increases their work performance and reduce employee absenteeism.

**SUGGESTIONS**

The company shall provide more recreational facilities and can increase the educational allowance for higher studies to their employees' children. Neatness and quality of food can be improved, changing the menu with variety of food in the food mess. This will encourage the employees and create good image for the company.

**CONCLUSION**

Employees are considered as real asset of the organization. Employee Welfare Measures plays a crucial role in satisfying the employees and motivate them to work better. If a company possess good safety measures and welfare facilities, it could promote the performance of the employees and will always help the employees to develop themselves and the company. From the study, it is observed that employees are satisfied with the welfare and safety measures in the company. Employees are satisfied with various facilities like festival advances, medical, lighting, sitting and drinking water. It is also observed that the welfare measures reduce labour absenteeism and increase the efficiency of the employees. Finally, it can be concluded that the employee welfare facilities provided by the company to employees are up to mark and is commendable, but still there is scope for further improvement.

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