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**EMPIRICAL STUDY ON LABOUR WELFARE PRACTICES IN ORGANISED RETAIL TEXTILE SHOPS IN
TIRUCHIRAPPALLI CORPORATION LIMIT**

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ABSTRACT

Labour welfare refers to the efforts taken by the employer to improve the conditions of employment in the workplace. It includes services, facilities and amenities which enables the employees to perform in a healthy and congenial environment. In the current era of globalisation of business, there is a dynamic change in the work environment, which has a major impact on job, health, safety, and well-being of the employees. In India, there is a tremendous change in the labour market system, which has led to labour market flexibility. Due to this predicament, the employers exploit the workers unscrupulously where the workers are under the threat of losing their job security and their access to welfare measures is restricted. Retail Industry is one of the under researched area in terms of employment and welfare practices. Therefore, this study investigates the labour welfare practices in textile shops in Tiruchirappalli Corporation limit. The objective of the study was to study the statutory and non-statutory welfare practices in textile shops in Tiruchirappalli corporation limit. The researcher adopted probability random sampling technique and has collected data through structured questionnaire from 26 respondents from 9 big independent and chain stores textile shops which has more than 50 employees and in existence for more than five years in Tiruchirappalli corporation limit. The outcome of the study entails that the workers employed in textile shops work under exploitative conditions having no chance of adequate facilities like crèche, canteen, transport etc. reasonable working hours, allowances and workers education.

KEYWORDS

gender, labour, non- statutory, statutory, welfare.

BACKGROUND OF THE STUDY

In the present era of globalization of business the nature of work organizations and its environment are changing radically extending noticeable impact on individual's job, safety, health, and well-being. In India there is a tremendous change in the labour market system where increasing number of workers are deregulated from the purview of statutory requirements which deprives them of welfare measures. It is reported that the workers in commercial establishments work under exploitative conditions and that there are no adequate labour welfare measures. A huge number of employees are working in shops and establishments as sales persons. Most of them are treated in unfair conditions having no chance for fair wages, safe environment and social security measures. This issue has been highlighted by the media, time and again. Tiruchirappalli Corporation has very strong presence of textile shops employing large number of workers. This study attempts to find out whether welfare measures are made available to the workers employed in textile shops in Tiruchirappalli Corporation limit.

REVIEW OF LITERATURE

Jain (2016) examined an exploratory study on the employee welfare and benefit practices at Indian oil corporation limited, Mumbai. The objectives of the study were to know the opinion of the employees about the welfare and benefit policies, their level of satisfaction with regard to the benefits and to test whether the provision of the welfare and benefit policies has adequately improved the performance of the employees as well the company. The researcher took a sample of 40 respondents by using simple random probabilistic sampling technique. The data was collected using questionnaire and was analysed using percentage analysis method. The findings revealed that majority of the welfare facilities requires improvements like nutritious quality food to be served at regular intervals, washrooms and water tank supplying drinking water to be maintained clean and hygienic and the overtime allowances for the workers to be increased. The study concluded that employee's efficiency could be improved if the relationship with the superior, salary and perquisites are improved. The employees gave importance to health and safety than welfare and training activities

Johri & Mehrotra (2015) executed a descriptive study on employee welfare measures in auto sector Sidcul, Pantnaagar, Uttarakhand. The objectives of the study were to find out the various welfare measures provided to the employees, their satisfaction towards the welfare measures and to know the awareness about the concept of employee welfare. The sample size of the study was 50 employees which was taken from three auto companies by using random sampling technique. The researcher collected primary data from the respondents using questionnaire and the collected data was analysed using percentage analysis. The study concluded that labour welfare has enriched the life of the employees and has developed the organisation. Majority of the employees in auto sector was satisfied with the intramural welfare measures and few are dissatisfied with the extra mural welfare measures. The researcher suggested that the welfare measures could further be improved so that the efficiency and productivity of the employees could be enhanced to achieve the organisational goals.

Ishaq and Mohideen (2015) carried out a descriptive study on Labour Welfare Measures in L.S Mills limited Theni, Tamil Nadu. The major objectives of the study were to find out the condition of welfare facilities provided by the organisation and to study the opinion of the respondents towards the provision of the welfare facilities. The sample size was 150. The researcher used secondary data for the study which was based on the audited annual reports of the mill. The collected data was analysed using statistical techniques namely chi square in order to test the level of significance between the demographic factors and the level of satisfaction and percentage analysis to present the profile of the respondents and their opinion towards the welfare facilities. The tested hypothesis revealed that there was a significant relationship between age and the level of satisfaction and there was no significant relationship between sex, marital status, educational qualification and level of satisfaction. It was found that 70% of the workers are male, majority of the workers were employed on temporary basis, low salary is paid, financial facilities, and allowances given by the company was less satisfied. The study suggested that female workers must be employed equally to men, employees should be made permanent after a proper interval, financial facilities' should be increased, salary must be hiked, preference must be given to the workers of all age groups and transport facility must be extended to the remote areas also.

Princitta and Gowri (2015) accomplished a descriptive and diagnostic study on Employee Welfare Measures at Engineering Colleges in Anna University, Tirunelveli region. The objectives of the study were to find out the welfare facilities provided in the organisation, to identify the satisfaction level towards the welfare facilities,

to study whether employee welfare measures has improved the mental and physical health, their standard of living and loyalty towards work. The primary data was collected using a structured questionnaire, which was measured on five point likert scale from 75 engineering colleges affiliated to Anna University in Tirunelveli region. The collected data was analysed and interpreted using percentage analysis method. The study publicized that 94% of the respondents are aware of the welfare measures, 53% of the respondents reported that welfare has created efficiency towards work, 32% of the respondents agreed that welfare measures has increased the mental and physical health, 23% of respondents agreed that welfare has increased the standard of living and 32% of respondents reported that welfare has improved their loyalty towards work. The study concluded that most of the workers are satisfied with the welfare facilities but some of the facilities need improvement, which includes recreation, medical facilities and bonus.

Singala and Goyal (2015) assessed a descriptive study on employee welfare measures in small and medium enterprises. The primary objective of the study was to find out whether employee welfare measures are being implemented in the organisation or not. The secondary objectives were to know the awareness, satisfaction level and grievance of the employees with regard to welfare facilities provided in the organisation. The sample size was 20, which was taken using stratified random sampling technique. The primary data was collected using questionnaire which was measured on five point likert scale. The researcher has also used semi-structured interview method with predetermined questions in order to seek answers from the respondents for testing the standard of welfare measures provided. The collected data was analysed using mean score and percentage analysis technique. The findings revealed that employees are highly satisfied with the medical facilities provided under ESI scheme. It was found that employees are highly dissatisfied with the housing facility, recreation facility, children education, canteen services, and leave benefits. It was reported that the welfare facilities are made available only to higher level employees and not to the labour category and employees were unaware of the assorted welfare measures meant for them.

Vijayarani and Suresh (2015) underwent a study on employees welfare measures towards productivity of Neyveli Lignite Corporation Limited. The objectives of the study were to find the satisfaction level of the employees with regard to intramural and extramural welfare facilities and to ascertain whether employee welfare measures will improve the productivity. The researcher collected primary data from 825 employees working in the middle level with a help of a questionnaire measuring on five point likert scale. The sampling technique adopted was proportionate stratified random sampling and the sample size constituted five percent of the universe (i.e) 825 employees. The researcher used the following statistical tools to analyse the data, which includes t test, chi-square test and multiple correlation. The study concluded that intramural welfare facilities has directly influenced the productivity which in turn has led to higher satisfaction level and the women employees are less satisfied with the crèche and recreational facilities provided by the corporation.

NEED OF THE STUDY

Labour welfare refers to the efforts taken by the employer in order to improve the working condition and to fulfil the welfare needs of the workers at their work. Retail Textile shops employs workforce on a large scale. The workers welfare provision is in adherence with the Shops and Establishment Act framed by the central and state government. Recent times in India, many workers across different states in India staged protest outside retail textile shop to implement labour laws in textile shops. Their major demand was to get access to their basic welfare amenities especially toilet facilities, comfortable seating arrangements to relax themselves during work, reasonable working hours with adequate rest intervals and fair remuneration to both men and women workers without any disparity. Employees in Retail sector are treated on casual or temporary basis and are not given adequate social security benefits. There is different legal provision for the factory or industry workers to look after the workers welfare needs when compared to retail shop employees. Though Unorganised Social Security Act 2008, and Shops and Establishment Act has been approved by the central and state government, it is reported that its provision is not being implemented in the shops and establishment. Therefore, due to this prevailing situation, it is a need to study the labour welfare practices followed in textile shops in order to curb the welfare inadequacies of the workers and to enhance their working and standard of living condition.

SCOPE OF THE STUDY

This study lays emphasis on the labour welfare practices followed in textile shops having more than 50 employees in Tiruchirappalli corporation limit. It provides an insight on the statutory welfare practises which encompasses basic welfare amenities, social security benefits, safety measures, hygiene and cleanliness, payment, working hours, leave and holidays which should be given to the workers as stated in the law by the respective organisation without any compromise. It also describes the non- statutory welfare measures which are given voluntarily by the textile shops owners to the employees. The study of the statutory and non- statutory welfare facilities helps to ascertain the extent to which employers of the textile shops invest in welfare measures for the physical and psychological wellbeing of the employees.

STATEMENT OF THE PROBLEM

Labour welfare practices are an attempt in alleviating the workers from want and worry and from the adverse effects of globalisation by improving the working and living condition. The proper administration of labour welfare activities plays a key role in fulfilling the economic, social, and psychological needs of the employee. An organisation is influenced by various human resource factors, out of which labour welfare practices is one of the most significant factor which influence the work life of the employees. This persuasion may be positive or negative which in turn depends upon the quality of actions taken by the employer for the welfare of employees at work. Due to the effects of globalisation, private business especially shops and establishment are in stiff competition with each other. Their main goal is to earn profit by winning the competitive edge for which the workers or labourers are the key instruments for the attainment. The workers are made to retain in the organisation by providing welfare measures for the attainment of profit. This is not true in every case because the workers are forced and threatened to work without providing them the basic welfare facilities.

Textile shops is one of the labour intensive sector which constitutes large number of workforce. It has been reported by the media time and again that majority of labour law violation is unearthed in textile shops. The workers struggle for their basic rights and their needs and wants remains unfulfilled. Their access to the basic welfare facility is a big query. The workers are mainly obsessed with problems like inadequate wages, inequality in payment, long working hours, cramped accommodation and occupational health. The employers consider the provision of welfare facilities as a big investment and take their own advantage in its implementation. This makes the life of workers pathetic, miserable and the job security of the workers lies in a detrimental position. Owing to this situation, this study attempts to swot up the labour welfare practices undertaken in textile shops in Tiruchirappalli corporation limit.

OBJECTIVES

PRIMARY OBJECTIVES

To study the labour welfare practices in textile shops in Tiruchirappalli Corporation Limit

SUB OBJECTIVES

1. To examine the statutory welfare practices in the textiles shops
2. To identify the non statutory welfare practices in the textile shops.

HYPOTHESES

Hypothesis may be defined as an assumption to be proved or disproved. It is a predictive statement which is capable of being scientifically tested by relating an independent variable to a dependent variable (Kothari, 2004). The researcher has framed the following hypothesis for the study in order to be tested.

H1 – There is no difference between gender of the respondents and statutory welfare practices

H2 – There is a difference between gender of the respondents and non statutory welfare practices

H3- There is a difference between gender of the respondents and overall welfare practices

RESEARCH METHODOLOGY**RESEARCH DESIGN**

The researcher has adopted descriptive research design for this study. Descriptive research describes the state of affair as it exists and mainly includes surveys and fact findings (Kothari, 2004). It also tests and analyses the relationship between the variables (Raj, 2000). The study describes the statutory and non statutory welfare practices prevailing in the textile shops in Tiruchirappalli corporation limit.

SAMPLE SIZE OF THE STUDY

The target respondents of the study are the workers employed in textile shops in Tiruchirappalli corporation limit. A sample of 26 respondents from 9 big independent and chain store textile shops having more than 50 employees which is in more than 5 years of existence were taken for the study. Employees from middle and lower level were taken as target respondents and employees from managerial level are excluded from the study.

SAMPLING TECHNIQUE

The researcher has adopted Probability sampling technique to determine the sample size. This technique is also known as 'Random sampling' or 'Chance sampling'. It ensures that every item of the universe has an equal chance of inclusion in the sample. The results obtained from this technique can be assured in terms of probability i.e., we can measure the errors of estimation. (Kothari,2004).

SOURCES OF DATA COLLECTION

The researcher has used both primary data and secondary data for the study. The primary data was collected from the target respondents namely the workers working in textile shops in Tiruchirappalli corporation limit. The secondary data for the study has been collected form research articles, books, websites, newspapers, magazines in order to enrich the conceptual framework of the study

TOOLS OF DATA COLLECTION

Based on the literature reviews and discussion with the field experts, academicians and HR professionals the researcher came out with a well structured questionnaire for collecting data from the respondents. The questionnaire was measured on dichotomy scale with 'yes' and 'no' options. The value assigned was yes= '1' and no = '0'. The questionnaire consist of three sections. The first section of the questionnaire focuses on the demographic profile of the respondents. The second section of the questionnaire deals on the labour welfare practices which is subdivided in to statutory welfare practices and non statutory welfare practices. The statutory welfare practices have seven components which includes intramural facilities, social security, hygiene and cleanliness, safety, payment, leave and holidays and working hours The non statutory welfare practices consists of voluntary measures taken on the part of the management for the well being of the employees which includes housing, recreation,

RELIABILITY TEST

The research tool namely the questionnaire was tested for its reliability and consistency. The instrument was tested through Cronbach alpha analysis and the results was obtained dimension wise which is given below in table 1. The validity of the questionnaire proves to be 98% good and valid.

TABLE 1: CRONBACH ALPHA ANALYSIS

| Labour Welfare Practices | Items | Alpha Value |
|--|-------|-------------|
| I. Statutory Welfare Practices | 89 | 0.971 |
| a. Intramural facilities | 14 | 0.694 |
| b. Social Security | 43 | 0.976 |
| c. Hygiene and Cleanliness | 7 | 0.693 |
| d. Safety | 8 | 0.690 |
| e. Payment | 7 | 0.758 |
| f. Leave and Holidays | 6 | 0.928 |
| g. Working Hours | 4 | 0.691 |
| II. Non-Statutory Welfare practices | 13 | 0.697 |
| Overall welfare practices | 102 | 0.981 |

Source: Primary data

DATA ANALYSIS AND INTERPRETATION

Socio-demographic profile: It aims to analyse the socio demographic profile of the employees working in textile shops in Tiruchirappalli Corporation Limit. The variables include the age, gender, marital status, educational qualification, work experience and income of the respondent. It is analysed using the percentage analysis, which is depicted below in the following table 2:

TABLE 2: SOCIO DEMOGRAPHIC PROFILE OF THE RESPONDENTS

| S.No | Particulars | Classification | Frequency (n=26) | Percentage (100%) |
|------|---------------------------------|---------------------------|------------------|-------------------|
| 1. | Age | Below 25yrs | 3 | 11.5 |
| | | 26 to 35yrs | 9 | 34.6 |
| | | 36 to 45yrs | 6 | 23.1 |
| | | 46yrs & above | 8 | 30.8 |
| 2. | Gender | Male | 16 | 61.5 |
| | | Female | 10 | 38.5 |
| 3. | Marital status | Single | 13 | 50.0 |
| | | Married | 13 | 50.0 |
| 4. | Educational qualification | Secondary | 8 | 30.8 |
| | | Higher secondary | 12 | 46.2 |
| | | Undergraduate | 3 | 11.5 |
| | | Post graduate | 3 | 11.5 |
| 5. | Job position | Accountant | 4 | 15.4 |
| | | Clerk | 5 | 19.2 |
| | | Cashier | 2 | 7.7 |
| | | Sales | 15 | 57.7 |
| 6. | Work Experience | Below 5yrs | 5 | 19.2 |
| | | 6 to 10yrs | 10 | 38.5 |
| | | 11 to 15yrs | 6 | 23.1 |
| 7. | Monthly Salary | Below Rs.7500 | 8 | 30.8 |
| | | Rs.7501 to 10000 | 13 | 50.0 |
| | | Rs.10001 to 15000 | 4 | 15.4 |
| | | Rs.15001 & above | 1 | 3.8 |
| 8. | Type of family | Nuclear | 15 | 57.7 |
| | | Joint | 11 | 42.3 |
| 9. | Reason for working in this shop | Meagre family Income | 14 | 53.8 |
| | | Sickness of family member | 1 | 3.8 |
| | | Abandoned | 1 | 3.8 |
| | | Family compulsion | 1 | 3.8 |
| | | Low Education | 1 | 3.8 |
| | | Daily family expenses | 1 | 3.8 |
| | | Own Interest | 6 | 23.1 |
| | | Additional family income | 1 | 3.8 |
| 10. | Job opportunity | Direct application | 13 | 50.0 |
| | | Notice outside shop | 2 | 7.7 |
| | | Employee Referral | 9 | 34.6 |
| | | Relatives | 2 | 7.7 |

Source: Primary data

Inference: It is inferred from the above table that 11.5 percent of workers are below 25 years., 34.6 percent come under 26 to 35 years, 23.1 percent belong to 36 to 45 years and 30.8 percent fall under 46 years. With regard to gender aspect, 61.5 percent of the respondents are male and 38.5 percent are female. The marital status of the respondents shows that 50.0 percent are married and 50.0 percent are unmarried. The educational qualification of the respondents describes that 30.8 percent of the workers have completed secondary education, 46.2 percent have completed higher secondary education, 11.5 percent are undergraduates and 11.5 percent are post graduates.

The job position of the respondents shows that 15.4 percent are accountant, 19.2 percent are clerk, 7.7 percent are cashier, 57.7 percent are sales employees. The work experience of the respondents portrays that 19.2 percent have below 5 years of experience, 38.5 percent hold 6 to 10 years of experience, and 23.1 percent hold 11 to 15 years of experience. The monthly salary of the workers state that 30.8 percent of the respondent draw below ₹ 7500, 50.0 percent draw between ₹ 7501 to ₹ 10000, 15.4 percent earn between ₹ 10001 to ₹ 15000 and 3.8 percent of the workers draw above ₹ 15001.

The reason for working in the textile shop indicates that 53.8 percent is due to meagre family income, 3.8 percent is due to sickness of family member, 3.8 percent is due to abandoned, 3.8 percent is due to family compulsion, 3.8 percent is to meet out the family expenses, 23.1 percent is due to own interest, and 3.8 percent falls under additional family income. The job opportunity for the workers was obtained through direct application which is 50.0 percent, notice outside the shop is 7.7 percent, through employee referral is 34.6 percent and through relatives is 7.7 percent.

DESCRIPTIVE STATISTICS: The study has deployed descriptive statistics method in order to find out the minimum, maximum average response and level of deviations among the respondents which is presented in the following table 3:

TABLE 3: LABOUR WELFARE PRACTICES

| LABOUR WELFARE PRACTICES | Low | | High | | Min. | Max. | Median | S.D | Mean | Mean Rank |
|---|-----|------|------|------|------|------|--------|--------|-------|------------------|
| | f | % | f | % | | | | | | |
| I. Statutory Welfare Practices | 13 | 50.0 | 13 | 50.0 | 26 | 84 | 67.00 | 18.962 | 65.23 | 1 st |
| a. Intramural facilities | 14 | 53.8 | 12 | 46.2 | 4 | 13 | 9.00 | 2.438 | 9.23 | 2 nd |
| b. Social Security | 11 | 42.3 | 15 | 57.7 | 5 | 43 | 34.50 | 12.767 | 31.96 | 1 st |
| c. Hygiene and Cleanliness | 11 | 42.3 | 15 | 57.7 | 2 | 6 | 5.00 | 1.120 | 4.85 | 5 th |
| d. Safety | 7 | 26.9 | 19 | 73.1 | 5 | 8 | 8.00 | .689 | 7.65 | 3 rd |
| e. Payment | 9 | 34.6 | 17 | 65.4 | 1 | 7 | 6.00 | 1.745 | 5.62 | 4 th |
| f. Leave and Holidays | 9 | 34.6 | 17 | 65.4 | 0 | 6 | 6.00 | 2.331 | 4.35 | 6 th |
| g. Working Hours | 17 | 65.4 | 9 | 34.6 | 0 | 4 | 1.00 | 1.172 | 1.58 | 7 th |
| Non- Statutory Welfare Practices | 18 | 69.2 | 8 | 30.8 | 0 | 9 | 4.00 | 2.393 | 4.27 | 11 nd |
| Overall welfare practices | 12 | 46.2 | 14 | 53.8 | 26 | 89 | 72.00 | 20.094 | 69.50 | - |

Source: Primary data

Inference: It is learnt from the above table that the status of the labour welfare practices in the textile shops is given dimension wise. With regard to statutory welfare practices the mean score obtained is 65.23. The components of the statutory welfare practices includes Intramural facilities, social security, hygiene and cleanliness, safety, payment, leave and holidays and working hours. Among the statutory welfare practices the Social security measure has obtained the highest

mean score 31.96 and ranks first. This shows the degree of importance of social security coverage for the workers in textile shops. Next follows the Intramural facilities which stands second with the mean score 9.23 which includes the basic amenities like drinking water, washroom, restroom, lavatories, uniform, canteen, crèche, comfortable seatings, sexual harassment committee and grievance committee which is required for good working condition for the workers. The safety aspect stands third with the mean score 7.65 which covers elements like first aid, fire extinguishers, escape ways, emergency exits, free walk ways, lighting and ventilation. The payment criteria ranks fourth with the mean score 5.62. The hygiene and cleanliness ranks fifth with the mean score 4.85. Leave and holidays and the working hours stand sixth and seventh with the mean value 4.35 and 1.78. Among the labour welfare practices the statutory welfare practices ranks first with the mean score 65.23 and non statutory welfare practices stands second with the mean score 4.27. Thus it is observed that Textile shops offers more statutory welfare facilities to the workers than the non statutory welfare facilities.

T – TEST: The researcher has used T-test to find whether there is a difference in the provision of welfare facilities to male and female workers which is presented in the following table 4:

TABLE 4: DIFFERENCE BETWEEN GENDER OF THE RESPONDENTS AND LABOUR WELFARE PRACTICES

| Labour Welfare Practices | n | Mean | S.D | T | df | Statistical inference |
|--|----|-------|--------|--------|----|------------------------------|
| I. Statutory Welfare Practices | | | | | | |
| Male | 16 | 57.50 | 19.745 | -3.029 | 24 | .006<0.05 Significant |
| Female | 10 | 77.60 | 8.527 | | | |
| a. Intramural facilities | | | | | | |
| Male | 16 | 8.38 | 2.419 | -2.488 | 24 | .020<0.05 Significant |
| Female | 10 | 10.60 | 1.838 | | | |
| b. Social Security | | | | | | |
| Male | 16 | 27.25 | 13.772 | -2.652 | 24 | .014<0.05 Significant |
| Female | 10 | 39.50 | 5.836 | | | |
| c. Hygiene and Cleanliness | | | | | | |
| Male | 16 | 4.44 | 1.094 | -2.612 | 24 | .015<0.05 Significant |
| Female | 10 | 5.50 | .850 | | | |
| d. Safety | | | | | | |
| Male | 16 | 7.50 | .816 | -1.472 | 24 | .154>0.05 Not Significant |
| Female | 10 | 7.90 | .316 | | | |
| e. Payment | | | | | | |
| Male | 16 | 4.88 | 1.857 | -3.203 | 24 | .004<0.05 Significant |
| Female | 10 | 6.80 | .422 | | | |
| f. Leave and Holidays | | | | | | |
| Male | 16 | 3.31 | 2.469 | -3.416 | 24 | .002<0.05 Significant |
| Female | 10 | 6.00 | .000 | | | |
| g. Working Hours | | | | | | |
| Male | 16 | 1.75 | 1.291 | .951 | 24 | .351>0.05 Not Significant |
| Female | 10 | 1.30 | .949 | | | |
| II. Non-Statutory Welfare practices | | | | | | |
| Male | 16 | 4.25 | 2.978 | -.051 | 24 | .960>0.05 Not Significant |
| Female | 10 | 4.30 | 1.059 | | | |
| Overall welfare practices | | | | | | |
| Male | 16 | 61.75 | 21.480 | -2.810 | 24 | .010<0.05 Significant |
| Female | 10 | 81.90 | 8.660 | | | |

Source: Primary data

Inference: The above table evidently shows that the female respondents have high mean value (77.60) related to the statutory welfare practices. While the male respondents have low mean value (57.50). The statistical inference (.0006<0.05) depicts that there is a difference between gender of the respondents and statutory welfare practices. With regard to Intramural facilities female respondents have high mean value (10.60) and male respondents have low mean value (8.38). The statistical inference (0.20<0.05) proves that there is an difference between intramural facilities and gender of the respondents. In the view of social security, the female respondents have high mean value (39.50) and male respondents have low mean value (27.50). This is supported by the statistical inference (0.14<0.05) that there is a difference between gender of the respondents and the social security measures.

In case of hygiene and cleanliness, the female respondents have high mean value (5.50) when compared to male respondents which have low mean value (4.44). This bears out a statistical inference (0.15<0.05) that there is a difference between hygiene and cleanliness and gender of the respondent. The safety aspect shows that female respondents have high mean value (7.90) which supersedes male respondents (7.50) and the statistical inference (.154>0.05) reports that there is no difference between safety and gender of the respondents. In relation to payment the male respondents accounts low mean value (4.88) when compared to female respondents which accounts for a high mean value (6.80) which is confirmed by the statistical inference (.004<0.05) that there is a difference between payment and gender of the respondents. With regard to leave and holidays the male respondents shows mean value (3.31) and the female respondents have high mean value (6.00). This is established by the statistical inference (0.02<0.05) which states that there is a relationship between leave and holidays and gender of the respondents.

The mean value for working hours in relation to gender of the respondents shows that male respondents have high mean value (1.75) when compared to female respondents which accounts low mean value (1.30). This is justified by the statistical inference (.351>0.05) that there is no difference between working hours and gender of the respondents. With regard to Non statutory welfare practices the male respondents have low mean value (4.25) when compared to female respondents which registers high mean value (4.30). This is represented by the statistical inference (.960>0.05) which portrays that there is no difference between non statutory welfare practices and gender of the respondents. Finally, the overall welfare practices shows that the male respondents have low mean value (61.75) when compared to female respondents which records high mean value (81.90). This is established by the statistical inference (0.10<0.05) that there is a difference between overall welfare practices and gender of the respondents.

MAJOR FINDINGS

- It is found that major number of respondents (34.6) are in the age group of 26 to 35 years
- It has been observed that maximum number of respondents (61.5%) are men.
- With regard to marital status, equal numbers of respondents (50.0%) are married and single.
- Reasonable number of respondents (46.20 %) are educated who have completed their higher secondary education.
- A considerable number of respondents (57.7%) held the job position as sales.
- With regard to work experience, majority of the respondents (38.5%) possess 6 to 10 years of experience in their job.
- A significant number of respondents (50.0%) draw salary in the range of 7500 to 10000

- A reasonable of respondents (57.7%) has come from a nuclear family background.
- Most of the respondents (53.8%) have reported that meagre family income was the main reason to work in the textile shops.
- With regard to the job opportunity a reasonable number of respondents (50.0%) has applied through direct job application.
- A reasonable number of respondents (61.5%) reported that crèche facility is not available for the women workers to look after their wards.
- It has been observed that the respondents (53.8%) of reported that the establishment does not have a canteen facility for its workers.
- On the basis of analysis, it is found that the respondents (61.5%) are not provided with a pair of uniforms.
- It is found that the respondents (73.1%) responded that the rubbish, filth and debris is accumulated for more than 24hours.
- The respondents (61.5%) have complained that the food provided by the canteen is not hygiene and nutritive and a significant number of respondents (61.5%) the canteen is not cleaned everyday.
- The respondents (73.1%) feel working hours is very strenuous and it exceeds 12 hours a day.

SUGGESTIONS

- The women workers can be provided with creche facility inside the establishment to look after their wards.
- Adequate canteen facility can be furnished inside the establishments for the refreshment of the workers.
- Both Men and Women workers can be provided with a pair of clean uniforms which enhances better working condition.
- The workers should be educated and made aware about the labour rights and legal provisions applicable to them.
- It is suggested that the establishment should keep the workplace clean from dust and filth and not to be accumulated for more than 24 hours.
- The canteen should be cleaned everyday and provision of nutritious and hygienic food should be made available to the workers.
- The working hours of eight hours a day and 48 hours in a week should be followed in adherence to labour legislations.
- The employers should ensure that overtime for the workers does not exceed 10 hours a day and 54 hours in week which is a violation against the labour laws and shows a detrimental effect on workers health.
- Transport facility with other basic amenities can be given to the women workers if they work beyond 8.00 pm on any day in normal circumstances.
- Both men and women workers can be given transportation allowance for to and for expenses.
- Dormitory facility to the workers and educational facility to workers children can be given which stands as a means of motivation.
- Recreation facility in the form of indoor games can be arranged for the workers to relax themselves from fatigue.
- The workers can be given medical reimbursement facility so that they feel socially secured.
- Allowances like festival, daily, and travel allowance can be given both to men and women workers in time of need which increases the commitment towards their work.
- Adequate Training must be given to the workers in order to perform quality job.

CONCLUSION

This study helps to understand the importance of welfare measure in the retail sector which helps in improving the working conditions of the employees. The major components of labour welfare which include statutory and non statutory welfare practices were discussed dimensions wise describing their relative importance in the study. It has probed into the status of the labour welfare measures in the organised retail textile shops. As textile shops in Tiruchirappalli corporation limit is concerned it is found that the workers are made to work for long hours a day without any refreshment outlet like canteen to refresh themselves. Similarly, women workers are deprived of creche facility which impacts the employment of women in shops. Labour welfare measures plays a major role in the success of an organisation as well as enhances the working situation of the employees. But in today's scenario the percentage of employers investing in labour welfare measures is decreasing, so the workers are forced to work in disadvantageous condition. The Retail textile shops should adhere to the amended shops and establishment act which was passed and approved by the central and state government and provide the necessary welfare measures to the workers without any delay. Thus the study concludes that retail textile shops is not offering basic welfare facilities, provide reasonable working hours and implement non statutory welfare practices for the workers to make them feel stress-free from rigid work schedule.

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