



A STUDY ON THE VARIOUS EMPLOYEE WELFARE SCHEME AT FMCG

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Abstract

This project was undertaken in FMCG industry. This project tells the importance of “Employee welfare measures”. The idea of employee well-being is dynamic. Its perspective and content change due to socio-economic changes in society.. The economic prosperity as well as the country’s well-being depends on the productivity and contribution of the workforce to the wealth of the society. Employee welfare involves setting of diverse amenities and services at work place to enhance the life of employees It should be noted that spending on employee wellness is a long-term profitable investment because it encourages employees to be more productive. (Micheal, 2001).

The study covers statutory and non-statutory provisions pertaining to labor welfare which includes leave facilities, medical facility, training, transport facility, housing facilities, canteen, recreation, uniform facilities, safety measures given by the company (Micheal, 2001).

Key Words: Employee Welfare measures, Statutory and non statutory, labor welfare, Socio-economic

Introduction

FMCG Industry Overview

Fast Moving Consumer Goods (FMCG) are goods that are readily available and reasonably priced. FMCG items are ones that need to be replaced within a year. Examples include a wide range of frequently purchased consumer goods, such as glassware, bulbs, batteries, paper products, and plastic items, as well as other non-durables, such as toiletries, soap, cosmetics, tooth cleaning products, and detergents. The fourth-largest economic sector in India, the FMCG industry employs 14 million people overall and more than three million in downstream businesses. Food &

Beverages, Personal Care, and Household Care are the FMCG sector's subsectors. FMCG products are broken down into three pricing categories: low-priced, mid- priced/mass or popular, and high-priced/premium end. Volumes are typically driven by lower market segments. The premium category is more brand conscious and less price-sensitive..

More than \$ 28 billion is spent on the FMCG market as a whole. The FMCG industry is expanding at a double-digit rate of 15.4% and is anticipated to continue expanding quickly. A well-established distribution network, low levels of penetration, cheap operational costs, reduced per capita consumption, and fierce competition between organised and unorganised segments define FMCG.

Unlike other sectors, the FMCG industry has not slowed down during the recent economic downturn. As it meets the daily demands of consumers, it continues to grow. Market share movements show that companies like Marico Ltd and Nestle India Ltd, which dominate their key categories, have increased their market share and outperformed in the FMCG sector. This was also facilitated by the lack of competition in the respective categories. Individual product leaders such as Colgate Palmolive India Ltd and Britannia Industries Ltd also showed strength in their categories, supported by innovation and strong distribution. Strong players in the economy segment, such as Godrej Consumer Products Ltd in soaps and Dabur in toothpastes, have also increased their market share, with growth accelerating in urban and rural markets.

NEED FOR THE STUDY:

- To develop efficiency and productivity among employees.
- To find the employees satisfaction towards welfare measures.
- To build a stable labor force to reduce labor turnover and absenteeism.

OBJECTIVES OF THE STUDY:

- To study the opinion about the statutory welfare measures provided to employees.
- To study the opinion about the non-statutory welfare measures provided to employees.
- To study the opinion about the social security welfare measures provided to employees.
- To study the effectiveness of welfare facilities among employees.

LITERATURE REVIEW

The literature review has been split into the following areas, so as to facilitate easy reading and understanding:

1. Indian research studies
2. Western research studies

Naveen and Madhavi (2017), analyzed the different dimensions of labor welfare measures and satisfaction levels of employees. This study helps to improve the welfare schemes in N.T.P.S Ibrahimpatnam. The data

was collected through well-structured questionnaire. Primary and secondary sources have been used as source of data. Percentage analysis and mean square method has been used for data analysis.

Ramya et al., (2016), discussed the factors of employee satisfaction and understanding of various welfare benefits offered by the company to keep workers happy, as well as the affect of welfare facilities on worker satisfaction.

Johri and Mehrotra (2014), says that voluntary welfare measure should be given to employees. They examine the level of awareness of various welfare measures by the employees.

Bharti and Kumar (2013), says that there is a link between welfare measures and employee satisfaction. His study also examines on welfare benefits s and employee satisfaction.

Mohan &Panwar (2013),conducted a study about employee welfare schemes prevalent in retail stores in the Udaipur region. Their studies not only give information about intra-mural facilities but also extra-mural facilities. Its goal is to explore the retail sector which creates innovative concepts to attract and retain talented employees over a long period of time.

Western Literature review

Manzini and Gwandure (2018), conducted a staff well-being study that was used by various organizations like an approach to improve employee efficiency. Particularly in mobile segment industry, occupation associated issues will affect the value of lifeof staff& their work.

Loen (2017) says that it is the responsibility of the employer to develop compliance and diligence. In addition to operational risk, the employer has a legal and financial basis for monitoring welfare. The methodology of the reference method was introduced to measure well-being conditions. The employer is responsible for the welfare of the employees.

Aguilar (2016), who studied restaurant management techniques and how they work, explained that managing employees by owning and managing a corporate restaurant does not mean that it must be done perfectly. As the maximum manager of the establishment, the employer must consider all areas where creating employers could work effectively. However, the well-being of employees is still very important today, as an employer should never ignore or take the employer for granted.

Mathew (2011) argued that employee welfare initiatives promote employee motivation, they not only increase employee performance, but also solve unique organizational problems that ultimately lead to high performance and thus increase employee productivity in the service delivery organization.

Reasons for conducting the study are:

1. To study about employee welfare facilities provided in various organization.
2. To study about statutory and non-statutory welfare measures.
3. To study on employees satisfaction towards employee welfare measures.
4. To study the relationship between welfare facilities and employee retention.

The literature review related to employee welfare measures is conducted by the researcher. The researcher studies on the importance of employee welfare measures

STATEMENT OF THE PROBLEM

Human resources are most important resources for any organization. Management is responsible for observing the welfare measures given to the employees. If the employees are satisfied with the welfare measures provided to them, then the production will increase. Today, employees are essential element to contribute to the growth of the organization. In case of FMCG, more than 500 employees are employed and the company is responsible for the well-being of these employees. Hence, the purpose of this study is to determine employee satisfaction level towards welfare measures.

DATA COLLECTION:

The data is collected through questionnaires. First, the questionnaires are prepared and distributed to each employee given in the list. The responses are collected and analyzed using SPSS software. Then the responses are tabulated and analyzed using percentage and cross-tabulation. Finally interpretation is drawn from the tables.

The data used for the study were obtained from both Primary and Secondary Data sources. The Primary sources include direct information collected through administration of questionnaires in order to gain insight into the research topic. The secondary data sources include journals, textbooks and other related publication both online and offline.

SAMPLE DESIGN:

To choose the samples, Stratified Random sampling method has been used.

Table 3.1: The table showing sample structure

Sl.No.	Designation	No.ofemployees
1	Seniormanager	5
2	Manager	5
3	DeputyManager	5
4	SeniorExecutive	10
5	Executive	10
6	Additionalofficer	5
7	Deputyofficer	5
8	Assistantofficer(GR.I)	10
9	Assistantofficer(GR.II)	15
	Total	70

SAMPLE SIZE:

Sample size 70 has been taken for survey. The samples are collected from levels of executives and supervisors.

DATA ANALYSIS AND INTERPRETATION**Statutory welfare measures****Table4.1.1: Table showing cross tabulation of age, gender and satisfaction level towards canteen facility.**

Rate the canteen facility provided by the company	Age	No. of respondents (n)	Gender		Total
			Male	Female	
Excellent	20-29yrs	n	1(2%)	0(0%)	1(1%)
	30-39yrs	n	1(2%)	1(9%)	2(3%)
	40-49yrs	n	2(3%)	0(0%)	2(3%)
	50yrs-above	n	17(29%)	2(18%)	19(27%)
Very good	30-39yrs	n	5(8%)	2(18%)	7(10%)
	40-49yrs	n	2(3%)	3(27%)	5(7%)
	50yrs-above	n	18(31%)	0(0%)	18(25%)
Good	20-29yrs	n	3(5%)	0(0%)	3(4%)
	30-39yrs	n	2(3%)	2(18%)	4(6%)
	40-49yrs	n	1(2%)	0(0%)	1(1%)
	50yrs-above	n	5(8%)	0(0%)	5(7%)
Average	30yrs-39yrs	n	0(0%)	1(9%)	1(1%)
	50yrs-above	n	1(2%)	0(0%)	1(1%)
Poor	20-29yrs	n	1(2%)	0(0%)	1(1%)
	Total	n	59	11	70

Analysis:

From the above table no. 4.1.1, the employees who say excellent about the canteen facility provided by the company are 1% with the age group of 20-29yrs, 3% with the age group of 30-39yrs, 3% with the age group of 40-49yrs and 27% employees with age group of 50yrs and above. The employees who say very good about the canteen facility are 10% with the age group 30-39yrs, 7% with age group 40-49yrs, 25% with age group 50yrs and above. The employees who feel good about the canteen facility are 4% with age group 20-39 yrs, 6% with age group 30-39yrs, 1% with age group 40-49yrs, 7% with age group of 50yrs & above. The employees who say average about the canteen facility are 1% with age group of 30-39yrs, 1% with age group 50yrs & above. One employee feels poor about the canteen facilities. The employees who say poor about the canteen facility are 1% with age group of 20-29yrs.

Table 4.1.3: Table showing cross tabulation of gender, age, and satisfaction level towards drinking water facility.

Are you satisfied with drinking water facility provided by the company	Age	No. of respondents (n)	Gender		Total
			Male	Female	
Highly satisfied	20-29yrs	n	2(3%)	0(0%)	2(3%)
	30-39yrs	n	2(3%)	1(9%)	3(4%)
	40-49yrs	n	2(3%)	2(18%)	4(36%)
	50yrs-above	n	21(36%)	1(9%)	22(31%)
Satisfied	20-29yrs	n	3(5%)	0(0%)	3(4%)
	30-39yrs	n	5(8%)	3(27%)	8(11%)
	40-49yrs	N	3(5%)	1(9%)	4(36%)
	50yrs-above	N	19(32%)	1(9%)	20(29%)
Neutral	30-39yrs	N	0(0%)	1(9%)	1(1%)
	50yrs-above	N	1(2%)	0(0%)	1(1%)
Dissatisfied	30-39yrs	N	1(2%)	1(9%)	2(3%)
	Total	N	59	11	70

Analysis:

From the above, the employees who are highly satisfied with drinking water facilities are 3% with age group 20-29yrs, 4% with age group 30-39yrs, 36% with age group 40-49yrs, 22% with age group 50yrs and above. The employees who are satisfied are 4% with age group 20-29yrs, 11% with age group 30-39yrs, 36% with age group 40-49yrs, 29% with age group 50yrs and above. The employees with neutral satisfaction are 1% with age group 30-39yrs, 1% with age group 50yrs and above. The employees who are dissatisfied are 3% with age group 30-39yrs.

Non statutory measures**Table4.2.1:Table showing cross tabulation of gender, age and medical facility.**

Are you satisfied with the medical facility provided by the company	Age	No. of respondents (n)	Gender		Total
			Male	Female	
Highly satisfied	20-29yrs	N	4(7%)	0(0%)	4(6%)
	30-39yrs	N	4(7%)	4(36%)	8(11%)
	40-49yrs	N	4(7%)	3(27%)	7(10%)
	50yrs & above	N	23(39%)	2(18%)	25(36%)
Satisfied	20-29yrs	N	1(2%)	0(0%)	1(2%)
	30-39yrs	N	4(7%)	2(18%)	6(9%)
	40-49yrs	N	1(2%)	0(0%)	1(2%)
	50yrs & above	N	18(31%)	0(0%)	18(26%)
	Total	N	59	11	70

Analysis:

From the above mentioned table no. 4.2.1, the employees who are highly satisfied with medical facility are 4% with age group 20-29yrs, 11% with age group 30-39yrs, 10% with age group 40-49yrs, 36% with age group 50yrs & above. The employees who are satisfied are 2% with age group 20-29yrs, 9% with age group of 30-39yrs, 2% with age group of 40-49yrs, 26% with age group 50yrs & above.

Table4.2.2:Table showing cross tabulation of gender, age and transportation facility.

Are you provided by transportation facilities	Age	No. of respondents (n)	Gender		Total
			Male	Female	
Yes	20-29yrs	n	3(5%)	0(0%)	3(4%)
	30-39yrs	n	1(2%)	0(0%)	1(1%)
	40-49yrs	n	1(2%)	0(0%)	1(1%)
	50yrs-above	n	13(22%)	2(18%)	15(21%)
No	20-29yrs	n	2(3%)	0(0%)	2(3%)
	30-39yrs	n	6(10%)	6(55%)	12(17%)
	40-49yrs	n	4(7%)	3(27%)	7(10%)
	50yrs-above	n	27(46%)	0(0%)	27(39%)

Don't know	30-39yrs	n	1(2%)	0(0%)	1(1%)
	50yrs-above	n	1(2%)	0(0%)	1(1%)
	Overall total	N	59	11	70

Analysis:

From the above mentioned table no. 4.2.2, the employees who say that company provide transportation facility are 4% with age group 20-29yrs, 1% with age group 30-39yrs, 1% with age group 40-49yrs, 21% with age group 50yrs & above. The employees who say that company does not provide transportation facility are 3% with age group 20-29yrs, 17% with age group 30-39yrs, 10% with age group 40-49yrs, 39% with age group 50yrs & above. The employees who say that they don't know about the transportation facility are 1% with age group 30-39yrs, 1% with age group 50yrs & above.

Table 4.2.3: Table showing cross tabulation of gender, age and leave policy.

How do you rate the leave policy of the organization	Age	No. of respondents (n)	Gender		Total
			Male	Female	
Highly satisfied	30-39yrs	N	1(2%)	0(0%)	1(1%)
	40-49yrs	N	2(3%)	1(9%)	3(4%)
	50yrs-above	n	11(19%)	2(18%)	13(19%)
Satisfied	20-29yrs	n	4(7%)	0(0%)	4(6%)
	30-39yrs	n	3(5%)	5(45%)	8(11%)
	40-49yrs	n	3(5%)	2(18%)	5(7%)
	50yrs-above	n	30(51%)	0(0%)	30(43%)
Neutral	20-29yrs	n	1(2%)	0(0%)	1(1%)
	30-39yrs	n	3(5%)	0(0%)	3(4%)
Dissatisfied	30-39yrs	n	1(2%)	1(9%)	2(3%)
	Total	n	59	11	70

Analysis:

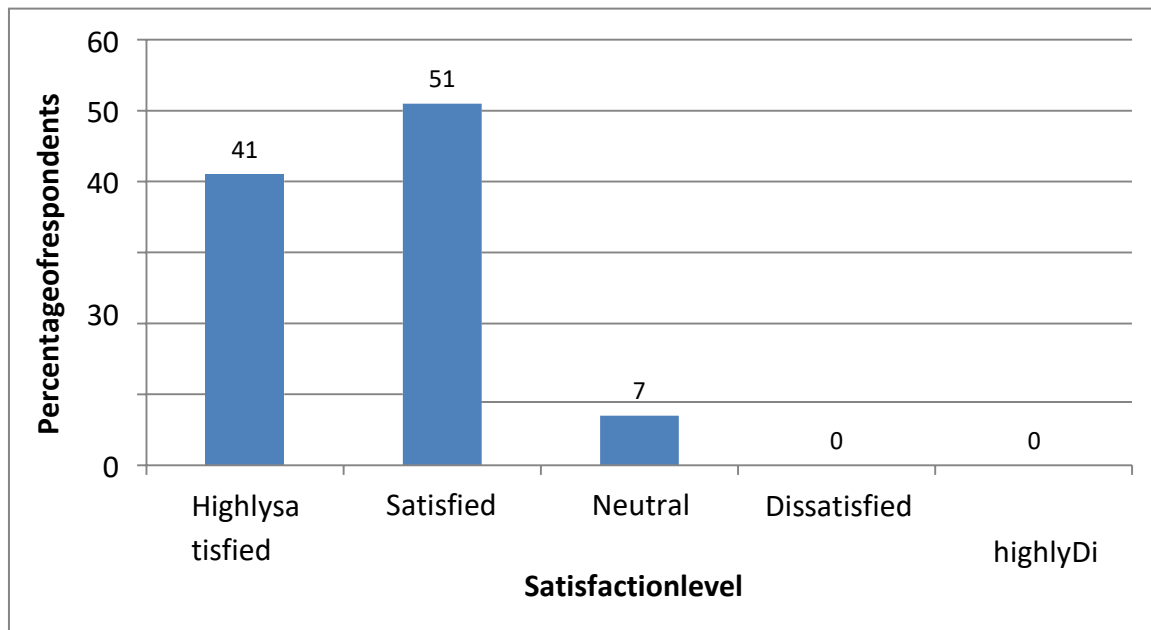
From the above mentioned table no. 4.2.3, the employees who are highly satisfied with leave policy are 1% with age group 30-39yrs, 4% with age group 40-49yrs, 19% with age group 50yrs & above. The employees who are satisfied are 6% with age group 20-29yrs, 11% with age group of 30-39yrs, 7% with age group of 40-49yrs, 43% with age group 50yrs & above. The employees who are neutral about the satisfaction level towards leave policy are 1% with age group 20-29yrs, 4% with age group 30-39yrs. The employees who are dissatisfied about the satisfaction level towards leave policy are 3% with age group 30-39yrs.

Social security measures**Table 4.3.1: Table showing the satisfaction level towards the gratuity benefits provided by the company.**

Satisfaction level	No. of Respondents	Percentage
Highly satisfied	29	41
Satisfied	36	51
Neutral	5	7

Dissatisfied	0	0
Highly Dissatisfied	0	0
Total	70	100

Graph no.4.3.1: Table showing the satisfaction level towards the gratuity benefits provided by the company.



Analysis:

From the above, 41% of employees says that they are highly satisfied with the gratuity benefits provided by the company. 51% of employees say that they are satisfied, 7% of the employees are neutral about the gratuity benefits provided by the company.

4.3.2 Table showing the satisfaction level of the employees towards with the medical insurance provided by the company.

Satisfaction level	No. of respondents	Percentage
Highly satisfied	30	43
Satisfied	31	44
Neutral	7	10
Dissatisfied	2	3
Highly Dissatisfied	0	0
Total	70	100

the medical insurance provided by the company.

Analysis:

From the above, 43% of employees says that they are highly satisfied with the medical insurance provided by the company. 44% of employees says that they are satisfied, 10% of the employees are neutral, 3% of the employees are dissatisfied with the medical insurance provided by the company.

LIMITATIONS

- The time span of the study was very short.
- Due to short span of time the sample size is restricted to 70 respondents only.
- Personal bias or attitude of the respondents may be an obstacle.
- Analysis of the information is done on the suspicion that the respondents have given the right information.

FINDINGS

This chapter has been divided into following areas:

- Statutory welfare measures
- Non statutory welfare measures
- Social security measures

Statutory welfare measures

- Majority of the respondents feel very good about the canteen facility provided by the company.
- Majority of the respondents were satisfied towards the lunch room and restroom facility.
- Respondents were satisfied with the drinking water facility.
- Majority of the respondents feels that suitable ventilation and lightening in the workplace is been provided.
- Majority of the respondents says that organization provide crèche facility.
- Majority of the respondents are satisfied with library facility provided by the company.

Non Statutory welfare measures

- Majority of the respondents are highly satisfied with medical facility provided by the company.
- Respondents say that transportation facility is not provided.
- Housing facility is provided to the employees.
- Education allowance is provided by the company.
- Majority of the respondents are satisfied with the uniform provided by the company.

Social security measures

- Majority of the respondents are satisfied with gratuity benefits provided by the company.
- Majority of the respondents are satisfied with the medical insurance provided by the company.
- Respondents say that company adopts safety measures for employee safety.
- The hypothesis testing shows that there is significance difference relation between employee welfare facilities and motivation for higher productivity.

CONCLUSION

Employee welfare measures are the state of well-being, satisfaction, protection and helps to motivate the employees. It was explored that employee welfare measures helps in employee satisfaction. With the result of improving the quality of work life among the employees, their involvement in job will be increased and productivity of the organization will be increased.

Employee welfare measures boost the morale of the employees if they are effectively implemented and carried out. The welfare measures which are provided in FMCG are appreciable, as the employees are satisfied with the existing welfare measures.

SUGGESTIONS

Using this analysis, following recommendations can be contemplated:

- Recreation facilities can be improved to increase the morale of the employees and reduces the stress of the employees.
- More training classes should be conducted to enhance the efficiency of the employees.
- Quality of food, canteen facility can be improved.
- Annual health check ups, employee counseling should be improved by conducting health camps at least in a month.
- Company should provide break fast facility.
- Quarters given to the employees should be renovated
- Company should provide sufficient medicines in the first aid box.

The researcher finds that employees are satisfied with the welfare measures provided at FMCG. Welfare measures plays vital role for motivation of employees which intern increase the productivity.

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