1. Introduction

1.1 Concept of “Employees Welfare”

Employee welfare defines as “efforts to make life worth living for workmen”. These efforts have their origin either in some statute formed by the state or in some local custom[1-6].

1.1.1 Intramural Facilities

- Healthiness and medical facilities
- Canteen
- Crèches
- Facilities for storing and drying clothing

1.1.2 Extra-Mural Facilities

- Housing Facilities
- Recreational Facilities
- Transport facilities
- Educational Facilities

1.2 Classification Of Labour Welfare

(i) Statutory welfare work
(ii) Voluntary welfare work
(iii) Mutual welfare work

A. Statutory Welfare Work

The statutory welfare activities consisting of sanitation, good working condition, limitation of hours etc., have to be necessarily under taken by the employer. These activities depend for their observance on the coercive power of the government[7-9].

B. Voluntary Welfare Work

Employers of their own accord undertake voluntary welfare activities the underlying the idea being those activities is philanthropic. But it also increases the efficiency of the workers and reduces the change of conflict. Some social organizations are also undertaking this type of works.

C. Mutual Welfare Work

Mutual welfare activities are jointly arranged by the employees and the works it includes trade union activities, which are conductive to the welfare of their members, it is a sort of corporate enterprises of the workers for the improvement of their lot[10-13].

1.3 Statement of the Problem

To know the existing working conditions, industrial safety and welfare measures, medical benefits, interrelationship between superior and subordinate etc.,

1.4 Need for Study

Measuring the effectiveness of welfare measures on employee morale in an organization benefits the management by providing information through a survey of employee morale in order to make sound decisions, solving employee problems and increase the efficiency.

➢ The study can be done by considering some other factors to measure the employee morale.
➢ This study can also be extended to the other service centers of the company.

2 Objective of Study

2.1 Primary Objectives

To study the effectiveness of welfare measures on employee morale in TV Sundram Iyengar & Sons Ltd.

- To find the level of satisfaction of employee about the facilities given by the company.
- To evaluate the effect of the welfare measures on employee morale.
2.2 Limitation of the Study

The employee may fear to reveal his original views in the organization.

2.3 Research Methodology

To enable the research the methodology should be scientifically adopted.

2.4 Research Design

The research design of the study is descriptive. Descriptive factors contributing to employee’s morale such as job aspects, social aspects, working conditions, relationship with co-staff and higher officials etc., are considered[14-16].

2.5 Duration Of Study

Sampling Design
(a) Nature of the Sample
The nature of the sample taken by the researcher is the workers, staff, executives and managers
(b) Sampling Area
(c) Sample Size:100
(d) Sampling Technique
In this sampling, the researcher simple reaches out and picks up the case that come on hand, continuing the process till such time as the sample occurs the desired size.
(e) Total population
The total number of the population in the organization is 260.

2.6 Methods of Data Collection

A questionnaire has been used as the tool for data collection to analyze this study. The questionnaire consists of 25 questions regarding the effectiveness of welfare measures on employee morale.

Description of Questionnaire
(i) Dichotomous question
Dichotomous question are type of question normally, two options are given such as Yes/No.
(ii) Multiple choice single response question
This type of question consists of more than two options to express the employee’s view.

3. Analysis

(a) Statistical tool for analysis
After the collection of data the questionnaires are scrutinized and the facts are tabulated and diagrammatically represented then they are analyzed by using simple percentage, the following formula is used to find the percentage.

\[
\text{Percentage} = \frac{\text{Total number of responses}}{\text{Total number of respondents}} \times 100
\]

Tabulation
The tables used by the researchers are one way tables.

(b) Pictorial Presentation
It helps in quick understanding of data. It is one of the most convincing, interesting and appealing ways of presenting the data. The researcher used bar diagrams and pie diagrams. In bar diagram, two or more bars are used to represent two or more sets of data. Different shades, colors, dots are used to differentiate the bars. Pie diagram is used to show the component parts of a total.

(c) Framework of Analysis
The data were collected, coded, tabulated and analyzed using statistical techniques

Table 1. Awareness about Welfare Facilities

<table>
<thead>
<tr>
<th>S.No</th>
<th>Welfare Awareness</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>92</td>
<td>92%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>8</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary data
(d) Inference

From the above table it is inferred that 92% of the respondents are aware about the welfare facility and 8% of the respondents are not aware about it.

(e) Summary of Findings

The following points are the findings inferred from the tables.

- 26% of respondents are age group of above 40 years.
- 92% of respondents are male employees.
- 40% of respondents are workman.
- 40% of respondents are trainee.
- 92% of respondents are aware of the welfare facility provided by the organization.
- Safety measures
  (a) 76% of respondents are highly satisfied with the safety material available at the work place.
  (b) 53% of respondents are strongly agree with the equipment provided by the company are safe.
- Medical facility
  (a) 60% of respondents are not undergoing periodical medical checkup.
  (b) 78% of respondents are strongly agree with that the organization provided adequate first aid facility.
- ESI benefits
  (a) 72% of respondents are covered under ESI.
  (b) 67% of respondents are aware of the ESI benefits.
- Provident fund
  (a) 74% of respondents are permitted to avail PF loan.
  (b) 39% of respondents are availing the loan for the purpose of construction of a new house.

Inter-relationship

(a) 48% of respondents are maintaining cordial relationship between coworkers.
(b) 57% of respondents are maintaining cordial relationship between supervisor and workers.
(c) 89% of respondents are very high level of communication between supervisor and employee.
  77% of respondents are very high level of motivation given to employee
  62% of respondents are expressing their ideas through superior.
  78% of respondents are always satisfied with the done at the workplace.

4. Conclusion

The education on effect of well-being measure on worker confidence helps the running to know the fulfillment level of the workers about the welfare degree provided by the corporation.

References

[23] Mathew S., Brinda G., An empirical study on competency mapping â€“ A tool for talent management,