

Review Article

Enhancing Employee Satisfaction Through Welfare Initiatives In A Public Sector Organization

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ABSTRACT:

The research titled “Enhancing Employee Satisfaction through Welfare Initiatives in a Public Sector Organization” explores the effectiveness of welfare programs in a leading extruded round latex rubber thread producer in Kerala. The study assesses the job satisfaction of employees with the organization’s statutory and non-statutory welfare initiatives, including pay and benefits, medical facilities, promotions, uniforms, training leave, housing, commutation, welfare funds, canteens, recreational activities, and safety measures. By analyzing these elements, the research aims to provide insights into the strengths and areas for improvement in the company’s current welfare practices. The findings are expected to help the organization enhance employee satisfaction, retention, productivity, and profitability by addressing workers’ needs and concerns. This study contributes significantly to understanding the impact of welfare programs on job satisfaction and overall quality of life within the organization.

KEYWORDS: Employee Satisfaction, Job Satisfaction, Labour Welfare, Public Sector Organization, Welfare Initiatives.

Article History

Received: 01 Jan 2024

Revised: 15 Feb 2024

Accepted: 20 Mar. 2024

How to cite this article:

Arjun G., Joel J., Aparna P. Enhancing Employee Satisfaction Through Welfare Initiatives In A Public Sector Organization. Leader: International Journal of Business Management.2024;12(1):26-29.

INTRODUCTION

The welfare programmes offered to employees by the company, which is the largest producer and exporter of extruded round latex rubber thread in Kerala, are examined in the research on Enhancing Employee Satisfaction through Welfare Initiatives in a Public Sector Organization. This survey will assist the organisation in determining how happy its workers are with the welfare programmes that are currently in place and what adjustments they would like to see. This research focuses on statutory as well as non-statutory labour welfare provisions, such as pay and benefits, training, advancement, uniform provision, leave provisions, medical provisions, housing provisions, transportation provisions, welfare fund, canteen provisions, recreational opportunities, safety precautions, etc., offered by the business.^{1,2,3}

Research Problem

Human capital is an organization's most important resource. Here, it is the management's responsibility to ensure that employee welfare initiatives are appropriately met and that increased output results from the provision of such measures. Because of the structure of the industrial system, employee welfare initiatives are crucial.^{4,5} Employees are now a crucial component that helps an organisation thrive. There are 120 employees at this public limited firm, and the business is responsible of ensuring their wellbeing. Therefore, the goal of the current study is to find out if workers are happy with the welfare benefits that the company provides. This research proposes to determine if non-statutory as well as statutory labour welfare initiatives and measures are suitable indicators of employee job satisfaction and how much they affect employee satisfaction.^{6,7,8}

Research Objectives

To evaluate the welfare initiatives by the organisation and the resulting employee job satisfaction. To evaluate and recommend enhancements to the current welfare facilities within the organisation. This investigation can also be employed to identify a remedy for the issue that employees who use welfare programmes are facing.

Research Methodology

The methodology used to conduct this study includes the research design, sampling, data collection using questionnaire and statistical analysis for data interpretation.

Research Design

The research design in descriptive in nature. The conceptual framework that guides research is known as the research design. By using such an approach, research can be as efficient as possible, generating a great deal of knowledge with a limited number of resources (time, money, and effort). The current study is exploratory in that it aims to investigate the workers' perceptions regarding several factors that influence their level of satisfaction. Descriptive research shall be employed while the objective is to provide an in-depth narrative that is as reliable and precise as seems feasible.

Sampling Method

Convenience sampling is the sampling strategy used in this investigation. Convenience sampling is a type of non-probability sampling technique in which the sample is drawn from the population segment nearest to the researcher and research setting. It was used to avoid disturbances to the day-to-day operations of the organization.

Data Collection Instruments

In this study, two methods of collecting data were used: the direct method and the indirect method.

- Direct Method:** This type of data collection entails gathering fresh information for a particular project. We refer to this kind of information as fundamental data.
- Indirect Method:** This type of data gathering entails finding and using pre-existing data that was not initially gathered for the study. Secondary data is the term for this kind of information.^{9,10}

Data Processing

SPSS and MS Excel are used for the data analysis that was gathered from the respondents.¹¹

Data Analysis And Interpretation

Statistical tools and procedures including Karl Pearson correlation, are used to examine the acquired data. Graphs and tables for the respondents' responses are used to help with data analysis and interpretation.

Scope Of Study

This research intends to determine and clarify factors enhancing Satisfaction of employees through Welfare Initiatives in a Public Sector Organization of a Kerala-based public limited company that manufactures extruded round latex rubber thread. And to ascertain the pragmatic challenges associated with welfare initiatives

that are amenable to assessment via this research. The research can be utilised to address issues that employees are having with the current wellbeing programmes. The study also allows the company to understand how satisfied employees are with the welfare programmes and act upon the same.¹²

Limitations Of The Study

1. Only a few categories of labour welfare facilities, such as those related to economics, health, the environment, safety, and other welfare initiatives, were the subject of the study. It's possible that job satisfaction is influenced by additional characteristics or causes.
2. The employees' cooperation, willingness, and sincerity in responding to the standardised instruments that were provided to them will determine the study's conclusion.

Analysis Of Data And Interpretation

As the research progresses, analysis of data and interpretation turn out to be essential elements. Analysing data entails looking at the suited information to ascertain underlying truths or meanings. It entails disassembling already complex factors into smaller components and rearranging the components for the benefit of interpretation. As a result, the goal of the analysis is to give a summary of the information gathered in a way that addresses the research questions. The process of interpreting research results involves looking for their larger significance. The study's consequences and meaning become evident through interpretation.

Satisfaction On Welfare Initiatives Provided By The Company

Table No. 1

Category	Frequency	Percentage
Highly Dissatisfied	2	1.7
Dissatisfied	10	8.3
Neutral	42	35
Satisfied	56	46.66
Highly satisfied	10	8.34
TOTAL	120	100

Interpretation Of Analysis

The preceding data analysis makes it evident that most respondents were happy with the welfare initiatives, and also that employees have differing opinions on the welfare benefits that are offered to them.

Job Satisfaction

Table No. 2

Category	Frequency	Percentage
Highly Dissatisfied	0	0
Dissatisfied	3	2.5
Neutral	8	6.7
Satisfied	98	81.7
Highly satisfied	11	9.2
TOTAL	120	100

Interpretation Of Analysis

According to the above analysis, most respondents expressed satisfaction with both their jobs and all of the benefits that the company offers them.

Correlation between job satisfaction and employee welfare initiatives provided by company Hypothesis

H0: There is no significant relationship between employee satisfaction and the welfare initiatives.

H1: There is a significant relationship between employee satisfaction and the welfare initiatives.

X=Employee welfare & Y = Job Satisfaction

The association between job satisfaction and employee welfare measurements is displayed in the table. Job satisfaction is measured as variable Y, while employee welfare metrics are measured as variable X.

Correlations

		Employee welfare initiatives	Job Satisfaction
Health care facility	Pearson Correlation coefficient	1	.305**
	Sig. (2-tailed)		.001
	N	120	120
Job satisfaction	Pearson Correlation coefficient	.305**	1
	Sig. (2-tailed)	.001	
	N	120	120

Interpretation

R has a value of 0.305. Given the substantial positive relationship, it can be concluded that job satisfaction and employee welfare metrics have a strong relationship.

Findings

It is evident from the research that most of the respondents had only neutral opinions of the facilities for employee safety. It is not evident that the respondents were satisfied with working environment provided by the company. But the respondents were satisfied with the Welfare initiatives. Based on the data, it is evident that most respondents expressed satisfaction with their jobs at the organisation. There is a large positive correlation between satisfaction with work and measures of employee welfare, indicating a strong relationship between the two.

Suggestions

It is preferable to carry out more welfare initiatives, such as celebrations and best employee awards, to increase employee engagement with the company and improve the work environment. It makes working for the company more enjoyable for the staff. Make sure that Company offers adequate opportunities for promotions and career development. Because the company is located far outside of the town, the employees are not happy with the transportation options. It would be better to offer the employees a taxi service or reimbursement for their travel expenses.

CONCLUSION

The purpose of this research on public limited company's is to ascertain how satisfied employees are with the labour welfare benefits offered by the business. Anything done to enhance and provide comfort for employees is considered labour welfare. It has been determined from the research on employee's welfare initiatives that while some employees are happy with the current welfare initiatives, others are not. It is recommended that working conditions be improved to maximise the efficacy of employee welfare programmes such drinking water canteens and rest areas, among other things. This would boost employee morale and productivity. Organisations' most valuable resource is their human capital; hence it must be wellcared for it.

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