



# “A STUDY ON EMPLOYEE SATISFACTION TOWARDS WELFARE FACILITY AT VASUDHARA DAIRY, ALIPORE”

**Jinal Purveshbhai Kapdi**

Student of B. V. Patel Institute of management

Uka Tarsadiya University, Bardoli, Surat, Gujarat.

**Ms. Vaishali Pillai**

Assistant professor, B. V. Patel institute of management,

Uka Tarsadiya University, Bardoli, Surat, Gujarat.

## Abstract

These welfare activities are very helpful to meet the employee needs and wants. The present study is going to know the employee satisfaction towards welfare activities and to know the various employee welfare activities provided by Vasudhara Dairy, Alipore. The objective is to study the impact of welfare facilities on employee satisfaction. To find the satisfaction level of the employee with the welfare measures taken by Vasudhara Dairy. To study the current welfare measures adopted by the organization. Research design used is descriptive in nature. Data collected for this study is by questionnaire method. A sample of 100 respondents are selected through a simple random sampling method. As a result, employees are fully satisfied with welfare facilities and they want that the company should maintain their working condition.

**Keywords:** welfare facility, employee satisfaction, impact of welfare facilities, satisfaction.

## Introduction

Welfare measures are very important for every employee who is working in an organization. If the organization provides some of the welfare measures to their employees, it will create a healthy environment. Welfare of employees is defined as “efforts to make life worth living for workmen”.

The efforts are having their origin which is due to some statute or some customary activity or because it is due to employee's initiative. Employees are the great assets of an organization. Their good living and

comfort in working place is a primary duty of organization. Investment made by the company in machineries and other assets for induction and maintenances for their better performance.

The same concept applied to employees also. Proper welfare activities, effective training and requires facilities to make them to feel comfortable in work place and make them to perform better in their work place.

## Review of Literature

Dr. A Flora Noyal, K Saranya and L Lal Priya , 2019 A study on employee satisfaction towards welfare measures provide by Meenakshi Mission Hospital and Research Centre at Madurai. The main aim to of this study was to find out the level of satisfaction of employees on the various welfare measures provide to the employees. In this, This study they Adopt descriptive survey Research Design a sample of 120 employees was selected for the study as a result. The study concluded that employees are almost satisfied with their smell from major provided by organization. Durga, 2018 An Empirical Study on Employee Satisfaction towards Welfare Aminities with Special Reference to Bharath Petroleum Limited – Ibrahimpatnam. The main aim of the this study is to To describe satisfaction level of employees regarding welfare activities. In this study they adopt simple random sampling a sample of 100 employee selected. As a result of the study concluded that The study reveals that the employees are feeling satisfy towards the welfare amenities provided by the company and the employees are feeling very happy to tell outsider about the welfare activities which are beneficial for them. women employees are feeling superior for maternity leave and they are expecting extension of meternity leaves. Ramya.T , Bhavani shree Arepalli, Dr. Lakshmi, 2017 A Study on Employee Welfare Facilities and Its Impact on Employee Satisfaction at Hotel Industry with Special Reference to Mysuru District. The main aim of the this study is to To study the impact of welfare facilities on employee satisfaction. In this study they adopt correlation test and factor analysis a sample of 100 employee selected for study. As a result of the study concluded that Majority of the employees are satisfied with medical advantage and safety measures . The drinking water facilities, sanitary facilities afford by the hotels are good. Employees are not happy with extra-time allowances are incorporated in the salary. B. Girmurugan , D. Deepika and A. Uma, 2016 An Organizational Study and a Study on Employee Welfare with Special Reference to Sakthi Sugars Ltd, Appakudal. The main aim of the this study is evaluate the satisfaction level of employees about the facilities in their work environment. In this study they adopt simple random sampling method a sample of 100 employee selected for the study. As a result of the study concluded employees are satisfied with the welfare measures. The company can concentrate on other facilities like crèche facility, uniform to boost the employee morale. G.Aarthi, 2019 The Study on Impact of Employee Welfare Measures in Automobile Industry. The main aim of the this study is to identify satisfaction level of employees towards health and safety measures provide by the company. In this study they adopt Descriptive analysis a sample of 250 employee selected for the study. As a result of the study concluded that The welfare and safety

activities, which is followed by organization is satisfied and they want some improvements in the system.

Improve some welfare and safety activities inside the company.

## **Research Objective**

### **Primary Objective**

To study the impact of welfare facilities on employee satisfaction.

### **Secondary Objective**

To find the satisfaction level of the employee with the welfare measures taken by vasudhara dairy.

To study the current welfare measures adopted by the organization.

## **Research Methodology**

Study aims to find out the employees satisfaction towards welfare facility. The design of research that was selected for the project is “ Descriptive or survey design”. Primary data was collected through questionnaire. The data gathered through survey with open ended question, close ended question and the sample size is 100. The frequency and reliability test were used to analyze the data, cross tabulation and chi-square have been used for research analysis.

## **Data Analysis And Interpretation**

The results of the finding of the data analysed from the questionnaire. The data was analysed on the basis of research objective and questionnaire items using statistical tools, to generate frequency distribution tables, reliability test, cross tabulation and chi-square.

## **Hypothesis Development**

On the basis of welfare facilities , the following hypotheses are developed

Ho1: There is no significant relationship between age and education on working environment of the organisation

Ho2: There is significant relationship between age on employee welfare activity of the organization and  
There is no significant relationship between age on employee welfare activity of the organization.

Ho3: There is no significant relationship between age and education on routine check up.

Ho4: There is significant relationship between age and education on loyalty towards work.

Ho5: There is significant relationship between age and education increase living standard.

## Finding of the Study

### Reliability statistics

**Table 1 : Reliability Statistics**

Reliability Statistics	
Cronbach's Alpha	N of Items
.618	21

**Reliability analysis:** Reliability test was carried out by using SPSS software and reliability test measure given below : cronbach's alpha : .618 , the standard value is at 0.5 but over here it is highly reliable so all the questions were found reliable.

**Table 2: Demographic Profile of the Respondents**

Demographic variable		frequency	Percentage
Gender	Male	70	70.0
	Female	30	30.0
salary	15000-20000	3	3.0
	20000-25000	33	33.0
	25000-30000	15	15.0
	Above 30000	49	49.0
Age	21-30	17	17.0
	31-40	36	36.0
	41-50	42	42.0
	50 above	5	5.0
Education	HSC	8	8.0
	Graduate	35	35.0

	Post graduate	44	44.0
	Above pg	13	13.0

Table No 2 displays the demographic information gathered from the respondents in the form of various tables. According to the study, 100 percent of employees are male. Study shows that the majority 17% are below (21-30)ages, 36% are also below (31-40) and 42% are (41-50), 5% are above 50. Aside from that, 8 percent of its employees have a HSC, 35% have a graduate, 44% have a postgraduate and 13% have a diploma degree. As a result, it indicates that the company prefers both educated and uneducated employees

### Chi square test

**Table no 3: Test with Age**

		value	df	Sig.	Accepted/rejected
Working environment	Personal chi square	35.769 <sup>a</sup>	12	.000	Rejected
employee welfare activity of the oraganization	Personal chi square	5.709 <sup>a</sup>	9	.769	Accepted
Routine checkup	Personal chi square	22.742 <sup>a</sup>	12	.030	Rejected
Loyalty towards work	Personal chi square	6.552 <sup>a</sup>	9	.684	Accepted
Increase standard of living	Personal chi square	7.664 <sup>a</sup>	9	.568	Accepted

Here from the table it is observed that the significance test value for employee welfare activity of the organisation, loyalty towards work and increase standard of living is grater then 0.05 hence null hypotheses is accepted means there is significant relation with age. And significance test value for routine check up is less then 0.05 hence null hypotheses is rejected.

**Table 4 : Test with Education**

		Value	df	Sig.	Accepted/rejected
Working environment	Personal chi square	26.919 <sup>a</sup>	12	.008	rejected
employee welfare activity of the oraganization	Personal chi square	17.726 <sup>a</sup>	9	.038	Rejected
Routine checkup	Personal chi square	20.940 <sup>a</sup>	12	.051	Rejected
Loyalty towards work	Personal chi square	14.225 <sup>a</sup>	9	.115	Accepted
Increase standard of living	Personal chi square	12.468 <sup>a</sup>	9	.188	Accepted

Here from the table it is observed that significance test value for working environment ,employee welfare activity of the organization and routine check up is less than 0.05 hence null hypotheses is rejected and loyalty towards work, increase standard living is greater than 0.05 hence null hypotheses null accepted .

### **Finding**

- Respondent are highly satisfy with working environment of the organisation.
- Respondent are satisfy with welfare facility provided by organisation and they safe and they want to improve their performance.
- Respondent are highly satisfy with overall welfare facility provided by organisation.
- Respondent are somewhat satisfy with medical supply facility.
- Respondent are highly satisfy with standard of living because of the organisation environment their standard of living is increase.
- Respondent are satisfy with loyalty towards work they are loyal with their work

## Recommendation

- The company should provide better and adequate training program and health care benefits.
- The company should maintain their working condition so it would not affect employee's satisfaction level.
- The company should provide proper medical supply and should provide bonus as per the work.

## Conclusion

From this research it is concluded that employees are fully satisfy with overall welfare facility provided by organisation. In demographic profile it is concluded that employees are male majority of them are age group 41-50. The study reveals that the employees are feeling satisfy towards the welfare amenities provided by the company and the employees are feeling very happy to tell outsider about the welfare activities which are beneficial for them. Employees are highly satisfied with standard of living because of the organisation environment their standard of living is increase. employees are satisfy with loyalty towards work they are loyal with their work.

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