An Empirical Study on Employee Satisfaction towards Welfare
Aminities with Special Reference to Bharath Petroleum Limited – Ibrahimpatnam

P. Syamala Durga,
Assistant Professor,
Department of Commerce,
K.B.N College, PG Centre, India.

ABSTRACT
A human being is having numerous needs for living in the society. Every one wants try to meet their needs for that reason every one has become employee in some organization. Hence, the employee meet their needs by reason of keep their efforts into the concerned organization. Employees often expect some facilities in the work place and career development for the work they perform. These welfare activities are very helpful to meet the employee needs and wants. The present study is going know the employee satisfaction towards welfare activities and to know the various employee welfare activities provided by the Bharath Petroleum Limited – Ibrahimpatnam. The sample size of the study is 100.

Keywords: Welfare, Benefit, Expectations, Satisfaction.

INTRODUCTION:
An organization sucess based on standard of living of employee. In an organization every employee having personal needs. The organization tries to meet their some personal needs. Those needs are meeting by welfare activities. Welfare activities are very important to every employee who is working in organization. It is comfortable living and working conditions. Employee welfare means the efforts to make life worth living for workman. It influences sentimental atmosphere of the employee and it improves economic productivity of employees for that reason welfare activities are under taken by employees to enable the persons employing them to perform their work in healthy congenial surroundings and provided with amenities conductive to good health and high morale.
Welfare measures are very important for every employee those who are working in an organization. If the organization provides some of the welfare measures to their employees it will create healthy environment. The value of human assets can be increased by making investment in their training and welfare activities. Labour welfare includes various facilities, services and amenities provided to workers for improving their health, efficiency, economic betterment and social status. As well labour welfare schemes are flexible and ever-changing. Apart from that employee efficiency improved by adding new welfare measures to the existing ones from time to time. Henceforth, labour welfare is to bring the development of the whole personality of the employees to make a better workforce.

Definition:
“Labour welfare as measures and activities under taken by state employees and associations of workers for the improvement of the workers standard of living and for the promotion of the economic social well being are labelled as welfare work.”
OBJECTIVES:

1. To know about welfare activities in the Bharath Petroleum Limited – Ibrahimpatnam.
2. To study the opinions of employees relating to the present welfare amenities provided by the management of Bharath Petroleum Limited – Ibrahimpatnam.
3. To portray the various welfares provided to the employees.
4. To describe satisfaction level of employees regarding welfare activities.
5. To offer few suggestions for the effective implementation of welfare activities in Bharath Petroleum Limited – Ibrahimpatnam.

SCOPE OF THE STUDY:

- Welfare measures are important for every employee in an organization on account of improve the employee efficiency.
- Welfare measures play a significant role to improve pleasant environment and create positive workforce.
- Welfare measures are necessary to create healthy working conditions as well satisfy and motivate them.

RESEARCH PROBLEM:

Employee welfare measures are most important quality for an every organization. With providing better measures any organization can achieve the objectives. Although present in organization employees require some mutual benefits from their management for creating healthy and pleasant working conditions and improve their efficiency. Hence, the organization offers much better welfare measures to create positive environment. The main aim of the study is to understand the employee satisfaction towards the welfare measures which they had.

Research Design:

| Sample size       | 100 |
|-------------------|-----|
| Sampling area     | Bharath Petroleum Limited – Ibrahimpatnam. |
| Sampling method   | Simple random sampling |
| Sample respondents| Employees |
| Statistical tools | Tabulation and percentage analysis |

DATA COLLECTION METHODS:

Primary Data: The unplished data has been collected from the number of respondents through well structured questionnaire.

Secondary Data: The published data has been gathered from the journals, websites, magazines, etc.

Statistical Tools: The raw data has been processed and presented in an understandable manner by using appropriate tables and percentages.

REVIEW OF LITERATURE:

Misra (1974) carried out a research aimed at sociological analysis of the labour welfare problems of sugar industry. The analysis was based on the first hand data collected from the sugar factories of Eastern Uttar Pradesh. The study found that the conditions of work in sugar factories of eastern region of Uttar Pradesh were not very satisfactory particularly in respect of safety measures, cleanliness, sanitation, latrine facilities, drinking water, rest rooms, etc. it also point out that the provisions for leaves and holidays, lighting, housing, medical and education are far from satisfactory.

Koshan (1975) pointed out that in spite of statutory provisions and enforcing agencies in India, the labour welfare facilities were absent and the cement industry was the only one where provisions were adequately enforced. The study insisted the need for overhauling and tightening the machinery of inspection. Appointment of welfare inspectors for different industries, distinguishing the duties of factory inspectors from those of welfare inspectors to submit annual and quarterly reports and empowering the welfare inspectors to fine in case of default are some of the steps suggested in this study.

Monga (1980) conducted a study on implementation and awareness of labour laws in Haryana. He focused mainly on the machinery for implementation of labour laws and the impediments confronting the implementation. He has found that the staff deployed for enforcement of labour laws are inadequate, inspections
are not frequent, the status of supervision of returns under various laws reveals a dolesome picture, procedures are frivolous and vexatious, penalties imposed for offending legislation in the state are fine and the penalty of imprisonment is rarely imposed. He concludes that the absence of adequate awareness about the laws is the major factor for inadequate enforcement of law.

Srivastava (1984) states that work is important in man’s life since time immemorial. Whatever may be the reason for working, one thing is certain that man has continued to work. The urge to work seems to be deep rooted in most men and work is viewed as much more than a means of seeking economic gratification. Work seems to serve many other functions for an individual. An individual’s sense of well-being, of doing something worthwhile, of having purpose in life, seems to be associated with work.

Balaji (2013) explored the influence of rewards & welfare on job satisfaction & productivity of both public & private sector employees in measure Industrial cities of Tamilnadu. The working environment was faire in terms of office accommodation & furniture, working material, health & safety facilities but on the other side he recommended salary increment, allowances, bonus, fringe benefit & compensation on regular & specific periods to keep their moral high & make them productive.

Bhagat (2015) revealed that cleanliness is the big issue in Nashik MIDC. She suggested that cleanliness should be improved, clean & adequate latrines & urinals at the work place improve indirect motivation to employees. Bhati (2013) identified in her research work that the different provided to the employees under factories Act 1948 are showing positive relation with the employee’s satisfaction. Company should know the requirement of employees in term of different non-financial motivational tools. This study can be useful for identifying the factories which needs to employee satisfaction & company can use those factors retention tool for retaining employees in the organization.

Jeyapragash (2013) Studied organizational climate in total 14 banks which are 10 private sectors, new private sector & public sector banks & 280 respondents. From dindigual district, Tamilnadu the result showed that organization climate within public sector bank employees were good compared to the other private banks. They recommended other banks to improve in the level of organizational climate, performance appraisal, and image of your bank, training & development, employee grievance handling procedure etc.

Bosibori (2012) suggested that govt. through national police service in Kenya (KISII central district) should improve the provision of health services, welfare amenities & social services provided to the police officers so has to improve service delivery & also recommended that govt. should be well formulated policies on each areas of welfare services in the national police service in KISII central district.

**ANALYSIS AND INTERPRETATION:**

| S. No | Attributes       | No. Of respondents | % of respondents |
|-------|------------------|--------------------|------------------|
| 1     | Fully satisfied  | 60                 | 60               |
| 2     | Satisfied        | 20                 | 20               |
| 3     | Partially satisfied | 15                | 15               |
| 4     | Dissatisfied     | 5                  | 5                |
| Total |                  | 100                | 100              |

Figure 1: Employee satisfaction towards welfare activities provided by the company
Interpretation:
The above figure clearly indicates that 60% of the employees are fully satisfied with welfare activities provided by the management, 20% of the respondents are satisfied, 15% of the sample respondents are partially satisfied and finally 5% of the employees are dissatisfied with the welfare activities. From the above data most of the sample respondents i.e., 60% employees are fully satisfied with the welfare activities provided by the company.

Table 2: Employees opinion to tell outsider regarding company welfare amenities

| S. No | Opinion      | No. Of respondents | % of respondents |
|-------|--------------|--------------------|------------------|
| 1     | Feel superior| 70                 | 70               |
| 2     | Feel delight | 20                 | 20               |
| 3     | Feel dislike | 10                 | 10               |
| Total | 100          | 100                |                  |

Figure 2: Employees opinion to tell outsider regarding company welfare amenities

Interpretation:
70% of the employees are feeling superior to tell outsider regarding company welfare amenities, and 20% of sample respondents are feeling delight, and the remaining 10% of the respondents feeling dislike to tell outsider towards the welfare activities provided by the company. Most of the samples respondents i.e., 70% are feeling superior to tell outsider towards the welfare activities.

Table 3: Does the company provide maternity leave to the women employees

| S. No | Option | No. Of respondents | % of respondents |
|-------|--------|--------------------|------------------|
| 1     | Yes    | 75                 | 75               |
| 2     | No     | 25                 | 25               |
| Total | 100    | 100                |                  |

Figure 3: Does the company provide maternity leave to the women employees
Interpretation:
The above diagram clearly projects that 75% of the employees are feeling positively with maternity leave to the women employees, and rest of 25% of respondents are refusal with the maternity leave to the women employees. From the above facts most of the sample respondents i.e., 75% employees are feeling positively with the maternity leave to the women employees.

Table 4: Employees satisfaction towards conveyance allowances offered by the company

| S. No | Attributes       | No. of respondents | % of respondents |
|-------|------------------|--------------------|------------------|
| 1     | Highly satisfied | 40                 | 40               |
| 2     | Satisfied        | 25                 | 25               |
| 3     | Moderately satisfied | 15               | 15               |
| 4     | Dissatisfied     | 20                 | 20               |
| Total |                  | 100                | 100              |

Figure 4: Employees satisfaction towards conveyance allowances offered by the company

Interpretation:
The above figure clearly projects that 40% of the samples respondents are highly satisfied with the conveyance allowance, 25% of the respondents satisfied, 15% of the employees are moderately satisfied and rest of 20% of employees dissatisfied with the conveyance allowances. From the above data it is evident that most of the employees i.e., 55% are highly satisfied with the conveyance allowances.

Table 5: Employees opinion regarding overtime allowances provided by the company

| S. No | Opinion | No. of respondents | % of respondents |
|-------|---------|--------------------|------------------|
| 1     | Excellent | 70                 | 70               |
| 2     | Good     | 15                 | 15               |
| 3     | Average  | 10                 | 10               |
| 4     | Poor     | 5                  | 5                |
| Total |          | 100                | 100              |

Figure 5: Employees opinion regarding overtime allowances provided by the company
Interpretation:
70% of the employees are feeling excellent with the overtime allowances, 15% of the samples respondents are feeling good, 10% of the respondents are feeling average and finally only 5% of the employees are poor with the overtime allowances. From the above study it shows that majority of the employees i.e., 70% are feeling excellent with the overtime allowances.

Table 6: Employees satisfaction regarding medical facilities offered by the company

| S. No | Attributes       | No. Of respondents | % of respondents |
|-------|------------------|--------------------|------------------|
| 1     | Fully satisfied  | 55                 | 55               |
| 2     | Satisfied        | 20                 | 20               |
| 3     | Partially satisfied | 15             | 15               |
| 4     | Dissatisfied     | 10                 | 10               |
| Total |                  | 100                | 100              |

Figure 6: Employees satisfaction regarding medical facilities offered by the company

Interpretation:
The above figure clearly indicates that 55% of the review employees are fully satisfied with medical facilities, 20% of the employees are satisfied, 15% of the respondents are partially satisfied and remaining 10% of the employees are dissatisfied with the medical facilities. The above study it projects that most of the employees i.e., 55% are fully satisfied with the medical facilities.

Table 7: Employees opinion towards housing loans provided by the company

| S. No | Opinion     | No. of respondents | % of respondents |
|-------|-------------|--------------------|------------------|
| 1     | Feel superior | 60                 | 60               |
| 2     | Feel delight | 25                 | 25               |
| 3     | Feel dislike | 15                 | 15               |
| Total |              | 100                | 100              |

Figure 7: Employees opinion towards housing loans provided by the company

Interpretation:
The above figure clearly projects that 60% of the employees are feeling superior towards housing loans, 25% of sample respondents are feeling delight, and only 15% of the employees are feeling dislike with housing loans. From the above statistics most of the employees i.e., 60% are feeling superior towards housing loans provided by the company.
FINDINGS:

- The above data most of the sample respondents i.e., 60% employees are fully satisfied with the welfare activities provided by the company.
- Most of the samples respondents i.e., 70% are feeling superior to tell outsider towards the welfare activities.
- The above facts most of the sample respondents i.e., 75% employees are feeling positively with the maternity leave to the women employees.
- 55% of the employees are highly satisfied with the conveyance allowances offered by the company.
- The above study shows that majority of the employees i.e. 70% are feeling excellent with the overtime allowances.
- The above data projects that most of the employees i.e., 55% are fully satisfied with the medical facilities.
- The above statistics most of the employees i.e., 60% are feeling superior towards housing loans provided by the company.

SUMMARY AND CONCLUSION:

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. Especially women employees are feeling superior for maternity leave offered by the company and they are expecting extension of maternity leaves by the management. Most of the employees are looking for better conveyance allowances along with somewhere to live allowance so it is better to leads the company accountability, and the most of the employees are expecting pay with public holidays.

REFERENCES:

Armstrong, G., & Kotler, P. (2005). Managing profitable customer relationship. Marketing: An Introduction (p. 41). New Delhi: Pearson Education.

B. Murali Krishna, K. Rakesh and B. Ravi Kumar (2010). Customer Satisfaction Measurement – An Effective Tool to Attract and Retain the Customers in Banking Sector, Taxmann’s - Corporate Professionals Today, (An International Referred Serial), pp. 246 - 252, Vol. 17, February 1-15, New Delhi.

B. Ravi Kumar (2016). Measurement of Customer Satisfaction towards the Services of Public Sector Banks, Pacific Business Review International, EISSN: 0974 – 438X, pp. 120 – 124, Vol. 8, Issue. 8, February.

Balaji (2013). Bhagat (2015). Bhati p. (2013). Bosibori (2012), and Jeyaprakash (2013). of literature review retrieved from http://shodh.inflibnet.ac.in/bitstream/123456789/2712/3/03_litreature%20review.pdf

Bennett, R. and Rundle-Thiele, S., (2004). Customer satisfaction should not be the only goal, Journal of Services Marketing, Vol. 18 No. 7, pp. 514-23.

Dr. S. Ravi and J.A Raja, (January 2016). A Study on Employee Welfare Measures with Reference to Small Scale Industries, International Journal of Scientific Research, Vol.5, Issue-1, ISSN No.2277-8179.

Hanif, M., Hafeez, S., & Adnan Riaz, A. R. (2010). Factors Affecting Customer Satisfaction. International Research Journal of Finance and Economics, lxii (60), 44-52.

Johnson MD, Gustafsson A, Andreassen TW, Lervik L, Cha J (2001). The evolution and future of national customer satisfaction index model. J. Econ. Psychol., 22(2):217-245.

Kavitha. S, (2011). Influence of Demographic Variables on Customer Satisfaction Regarding E-Banking: An Empirical Investigation, Issues in Information Systems, Volume XII, No. 1, pp. 436-444.

Koshan Manjulika (1975). Labour Welfare in India, in Uppal, J.S. (Eds.) India’s Economic Problems: An Analytical Approach, New Delhi, Tata McGraw Hill Publishing Company Limited, pp.203-219.

Misra (1974) of literature review retrieved from http://shodhganga.inflibnet.ac.in/bitstream/10603/21420/10/10_chapter%202.pdf

Monga, M.L (1980). Implementation and Awareness of Labour Laws in Haryana, Unpublished Ph.D. Thesis Submitted to Punjabi University, Patialia.

Srivastava, A.K. (1984). Job Motivation, New Delhi, Deep and Deep Publications.