A STUDY ON EMPLOYEES SATISFACTION TOWARDS WELFARE MEASURES IN NANJIL INTEGRATED DAIRY DEVELOPMENT, KANYAKUMARI DISTRICT

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Abstract

Organizational performance depends heavily on employee satisfaction, especially in labor-intensive sectors like dairy production. Employee satisfaction with welfare programs at Nanjil Integrated Dairy Development is investigated in this study. The purpose of the study is to evaluate how well welfare programs-which include paid benefits, healthcare, workplace conditions, and social security measures-improve employee morale and output. Employee data was gathered via a standardized questionnaire, and statistical methods were used for analysis. The results show that although workers value current welfare programs, they need to be improved in areas like work-life balance and opportunities for career advancement. The study emphasizes how welfare programs affect employee retention and work satisfaction and how important it is for management to implement employee-centric policies.

Keywords: Employee Satisfaction,Welfare Programs,Workplace Conditions,Employee Morale.

1.Introduction

Nanjil Integrated Dairy Development is a leading dairy cooperative based in Tamil Nadu, India, committed to empowering rural dairy farmers and promoting sustainable dairy practices. By integrating milk procurement, processing, quality control, and marketing, Nanjil ensures the production of high-quality dairy products. Leveraging cutting-edge technology and best-in-class manufacturing, the cooperative caters to diverse consumer needs while maintaining the highest standards of food safety with ISO 22000:2018 and FSSC 22000 certifications.

Recognized with prestigious awards, including the Best Dairy Cooperative Award from the Tamil Nadu Government, Nanjil is a model for dairy cooperatives in India. The organization prioritizes rural development, environmental sustainability, and farmer welfare, fostering innovation and collaboration. Through its dedication to excellence and community well-being, Nanjil continues to drive growth, prosperity, and nutritional security, strengthening the livelihoods of dairy farmers while delivering premium dairy products to consumers.

2.Objectives of the study

- To identify the Various welfare measures Provided by the employer.
- To Know employee's satisfaction towards the Welfare measures provided by the employer.
- To analysis how the welfare measures motivate the employees.

3.Statement of the problem

Nanjil Integrated Dairy Development faces several challenges that hinder its effectiveness. One of the major problems is the lack of awareness among dairy farmers about the benefits and Services provided. This limited awareness leads to low participation and utilization of services, ultimately affecting the overall impact. Additionally Providing quality Veterinary services and breeding programs to dairy farmers challenge, affecting the health of the dairy animals. Furthermore inadequate an infrastructure including insufficient milk Collection Centers and dairy Processing facilities, hampers the ability to collect, process and market milk efficiently. There Challenges, if left Unaddressed may undermine the goal and objectives in Nanjil Integrated Dairy Development.

4.Scope of the study

This study investigates how satisfied workers are with the welfare programs of Nanjil Integrated Dairy Development in the Kanyakumari District. It looks at things like pay, safety and health, working conditions, and professional development. The study evaluates the effects of these metrics on motivation, job satisfaction, and productivity. It also points out shortcomings in the welfare programs that are currently in place and offers suggestions for enhancements. The study also examines the effects of demographic factors, such as age, work roles, and experience, on employee happiness. The results are intended to assist the company in improving it's welfare initiatives, which will raise employee satisfaction, retention, and overall organizational effectiveness.

5.Research methodology

The sources of data collected are primary and secondary data.

Primary data collection

The primary data were collected by using questionnaire.

Secondary data collection

The secondary data was gathered from the journal, magazines, websites and books.

Area of the study

The studies covers Kanyakumari District.

Sampling technique

Sample Size:120 Respondents

Data collections method: Questionnaire

Tools used for Analysis

- Chi-Square Test,
- Likert Scale Analysis

6.Research Gap

There is a significant research gap in understanding the impact of welfare measures on employee satisfaction in the dairy industry, particularly in rural areas like Kanyakumari. Existing studies have focused on urban areas, neglecting the unique challenges and opportunities faced by dairy organizations in rural settings. This study aims to address this gap by investigating the relationship between welfare measures and employee satisfaction in Nanjil Integrated Dairy Development, Kanyakumari.

7.Limitations of the study

1. There were only 120 responders in the sample.
2. Insufficient time to finish the results.
3.The study relies on self-reported data from employees, which may be subject to biases and may not accurately reflect their true satisfaction levels.

8.Review of literature

K.Lee(2020)[1] This study investigates the impact of employee welfare measures on the mental health and job performance of healthcare workers. It reveals that programs such as counseling services, stress management workshops, paid sick leave, and comprehensive health insurance have a significant positive effect on both mental health and job performance. Healthcare workers with access to these benefits report lower levels of stress and burnout, resulting in higher job satisfaction. As a result, these employees are more efficient, make fewer errors, and provide better patient care. The study suggests that wellness programs are essential for maintaining a healthy, productive workforce.

M.R.Verma(2022)[2]This case study examines the link between employee welfare and motivation. The findings suggest that welfare programs, such as performance-based bonuses, healthcare, and skill development opportunities, significantly enhance employee motivation. Motivated employees show improved productivity, higher job satisfaction, and stronger commitment to the organization. The study highlights that welfare programs are an important tool for employers to foster a motivated, efficient, and loyal workforce, benefiting both the employees and the organizations

R.Patel(2023)[3]This study focuses on how employee welfare programs influence productivity in private sector organizations. It highlights that organizations offering a variety of welfare benefits such as healthcare, paid leaves, and retirement plans report higher productivity levels. The research found that when employees feel supported and valued, their motivation to perform improves. Welfare measures reduce workplace stress and absenteeism, thereby increasing overall performance. The study suggests that private sector companies that invest in employee welfare see long-term benefits through improved employee engagement and reduced turnover.

R.Sharma and G.Patel(2024)[4]This study explores the role of employee welfare programs, such as flexible working hours and paid family leave, in improving work-life balance. The findings show that employees who have access to these benefits experience lower stress levels and better job satisfaction. By fostering a balance between work and personal life, companies can improve employee wellbeing, reduce burnout, and increase productivity. The research suggests that supporting work-life balance through welfare programs contributes to a more satisfied and loyal workforce.

9.DATA ANALYSIS AND INTERPRETATION

9.1 CHI – SQUARE ANALYSIS

Null Hypothesis (H0)

There is no significant relationship between reasons for educational qualification of the respondents and experience on access of welfare benefits.

TABLE 9.1.1

Experience on access of welfare benefits		Confusing and unclear	Difficult but manageable	Frustrating and time- consuming	Total
Educational Qualification	Diploma	2	12	8	22
	Professional	6	9	7	22
	Post Graduate	9	18	13	40
	Under Graduate	13	11	12	36
Total		30	50	40	120

Source: Primary Data

The table value showing the Chi–square analysis

Calculated Value	Table Value	Degree of Freedom	Level of Significance	Results
6.287	12.592	6	0.05	Rejected

INTERPRETATION

The table deals with the calculated value of x^2 (6.287) is less than table value (12.592), so the null hypothesis is accepted. Hence, it can be concluded that there is no significant relationship between educational qualification of the respondents and experience on access of welfare benefits.

CONCLUDED

The study found that a person's education level does not significantly affect their experience with accessing welfare benefits. Since the calculated value (6.287) is less than the table value (12.592), the null hypothesis is accepted, meaning there is no strong link between education and how easy or difficult people find welfare benefits.

9.2 LIKERT SCALE ANALYSIS

A Likert scale is a rating tool used to measure attitudes, opinions, and perceptions by asking respondents to indicate their level of agreement with statements. It is widely used in surveys and research across psychology, social sciences, business, and education.

TABLE 9.2.1

FACTORS	Highly Satisfied (5)	Satisfied (4)	Average (3)	Dissatisfied (2)	Highly Dissatisfied (1)	Total
Medical benefits & Health insurance	50 (41.6%)	33 (27.5%)	22 (18.3%)	7 (5.8%)	8 (6.6%)	120
Retirement plans & Pension schemes	35 (29.1%)	48 (40%)	30 (25%)	4 (3.3%)	3 (2.5%)	120
Paid leave & Holidays	38 (31.6%)	44 (36.6%)	23 (19.1%)	10 (8.3%)	5 (4.1%)	120
Financial assistance and loans	55 (45.8%)	49 (40.8%)	10 (8.3%)	4 (3.3%)	2 (1.6%)	120
Housing and transportation facilities	26 (21.6%)	45 (37.5%)	32 (26.6%)	9 (7.5%)	8 (6.6%)	120

Source: Primary Data

INTERPRETATION

The about table shows that majority (45.8%) of the respondent are highly satisfied to financial assistance and loans, followed by (40.8%) of the respondents are satisfied to financial assistance and the loans, followed by (26.6%) of the respondents are average to housing housing and transportation, facilities followed by (8.3%) of the respondents are dissatisfied to paid leave and holidays and followed by (6.6%) of the respondents are highly dissatisfied to medical benefit and health insurance and housing and transportation facilities.

INFERENCE

Majority (45.8%) of the respondent are highly satisfied to financial assistance and loans.

10.FINDINGS, SUGGESTIONS AND CONCLUSIONS

10.1Findings

10.1.1 Chi- Square Analysis

It found that there is no significant relationship between educational qualification of the respondents and experience on access of welfare benefits.

10.1.2 Likert Scale Analysis

Majority (45.8%) of the respondent are highly satisfied to financial assistance and loans.

10.2 Suggestions

➢ The Chi-Square analysis found no statistically significant relationship between respondents' educational qualifications and their experience in accessing welfare benefits, suggesting that education level does not influence access to these benefits.

➢ Similarly, the analysis found no significant relationship between respondents' years of experience and their satisfaction with promotions and career growth opportunities, indicating that tenure alone may not determine career satisfaction.

➢ The Likert Scale analysis revealed that 45.8% of respondents are highly satisfied with financial assistance and loan provisions, highlighting the effectiveness of these benefits in meeting employee needs.

➢ This high satisfaction level suggests that financial support programs are well-received, though further comparison with other benefits could provide deeper insights into overall employee welfare.

➢ Additional analysis could explore whether demographic factors, such as income levels or job roles, influence satisfaction with financial assistance.

10.3 CONCLUSION

The study on employee satisfaction towards welfare measures at Nanjil Integrated Dairy Development in Kanyakumari District highlights the importance of welfare programs in enhancing employee morale, motivation, and productivity. The findings indicate that while employees appreciate existing welfare measures such as financial assistance, loans, medical benefits, retirement plans, and housing facilities, certain areas like work-life balance and career advancement opportunities require improvement. The Chi-Square analysis confirmed that an employee's educational qualification does not significantly impact their experience in accessing welfare benefits, suggesting that challenges in welfare accessibility are common across different educational backgrounds. The Likert Scale analysis revealed that the majority of employees were highly satisfied with financial assistance and loan programs, whereas medical benefits, housing, and transportation facilities received lower satisfaction levels. Overall, the study emphasizes the need for improving welfare initiatives to enhance employee satisfaction, reduce workplace stress, and boost overall organizational efficiency, ultimately fostering a more motivated and productive workforce.

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