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A STUDY ON LABOUR WELFARE MEASURES WITH A PARTICULAR REFERENCE TO AMBATTUR CLOTHING LIMITED, AMBATTUR, CHENNAI

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Contextual Background: Labour welfare measures in Ambattur Clothing Limited were the research focus. Welfare of employee and his family members is an effective advertising and also a method of buying the gratitude and loyalty of employees. Employee welfare is a comprehensive term including various services, benefits and facilities offered by the employer. **Objective:** The objective was to know the existing labour measures adopted by the company and the causes of working conditions whether the job satisfaction is promoted to employees. **Research Methods and Materials:** The design of the study was descriptive in nature. 50 respondents were drawn from different sections of the organization by applying simple random sampling technique. Each respondent was met individually and data was collected, using interview schedules. The data thus collected were processed by computing percentages. **Findings:** Organization recruits more number of young workers though no specific qualification is required for stitching materials. As far as job satisfaction is concerned almost all the employees are not satisfied with their jobs because of promotion and salary policies. Safety welfare measures are adequate to everyone. Labour welfare officer should check whether the welfare measures are provided to all the employees on routine basis. **Conclusion:** The study is based on the information collected from respondents. Out of the study, it was found that most of the laborers' suggestions differ based on their experience. Therefore organization has to take care of all the employees so that it will increase the job satisfaction. Welfare measures helps in keeping the morale and motivation of the employees high so as to retain the employees for longer duration. Human resources are the vital resource which would raise the Productivity, Goodwill and Quality of standard of the company.

Keywords: Labour welfare measures, Working conditions, Job satisfaction, Productivity, Quality of standard

INTRODUCTION

Nowadays industrialization has contributed not

only to economic and scientific development but also it has led to the feeling of social and

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psychological distress to a greater extent. Welfare approach has become necessary because of the social problems that have emerged as a result of industrialization in a capitalistic setting. As against these social problems, many social welfare amenities have been provided for the benefit of the employees in various industrial units. There is an increasing awareness and recognition in developing as well as developed countries, for the need of such welfare measures in industrial employment. Organized welfare projects, established as a result of agreements between employers and employees and supported by the state, to make a valuable contribution to the growth of labour welfare activities on a sound basis. This should help in the solution of the various labour problems and enhance the well-being of the working class which is vital for the development of our country's economy. Ambattur Clothing Ltd., where the study is confined to the employees to whom different kinds of welfare measures are provided which in turn, will be able to motivate the employees, to increase the productivity and to develop a cordial relationship.

Statement of the Problem

Welfare measures have always been important issues for the employees. The industrial progress of any organization largely depends on satisfied labour force. The schemes of labour welfare may be regarded as "wise investment" which brings satisfied employees to an organization and paves for the achievement of organizational goal. The working condition is to safeguard employee's health and protect them against occupational hazards. In any company, unhygienic work environment leads to decrease in the level of satisfaction of the workers. The wage structure in India is very low when compared to those provided in western countries. Here, sometimes,

wage period exceeds one month. Also here, there is no equal remuneration to men and women for same or similar work. Allocation of welfare funds should be adequate in order to provide welfare facilities to the workers; the welfare funds can be established to supplement the efforts of the employers. The welfare measures financed out of the funds relate to development of medical facilities, housing, supply of drinking water, support for education of dependents and recreation, etc. Ineffective or poor communication between management and the workers is at times frustrating the employees, and also it becomes a source of conflict. At some occasions, it has led to misunderstandings, lack of information, decrease in employee's performance, Increase in company's turnover as a result. Manager's inability to clearly express their thoughts, ideas and demands leads to employees' inability to perform work well, according to the company's demands. Such a situation may take place when an employee is not truly aware of what is requested of them. This decreases the satisfaction an employee gets from the job.

Need of the Study

The need for the Labour welfare arises from the vary nature of industrial system. This is characterized by two basic factors: (1) the conditions under which work is carried on are not congenial for the health. (2) When a labourer joins an industry has to work in an entirely strange atmosphere, which creates problems of adjustments. When a worker, who is infact a ruralite comes to work in a factory has to work and live in unhealthy, congested factories. To escape from the tiring conditions of his tedious and tiresome job, he absents himself, becomes irregular and often undisciplined. Hence the need

for providing welfare services arises. The necessity for labour welfare is felt more in our country because of its developing economy aimed at rapid economic and social development. The working conditions should be such as to safeguard his health and protect him against occupational hazards. Therefore proper organization and administration welfare facilities can play a vital role in promoting better working conditions and living standards for industrial workers and also increase their productivity especially in developing countries.

Objectives of the Study

1. To examine the existing labour measures adopted by the company.
2. To study the causes of working conditions that promotes job satisfaction of employees.
3. To find out the level of satisfaction on welfare measures provided by the company.
4. To obtain suggestions from employees for providing better labour welfare measures.

Scope of the Study

The scope of the study has been extended to all sections in the organization to measure the level of employee's satisfaction. The focus of this study deals with the labour welfare measures provided by ACL, Questionnaire was issued only to the experienced employees to obtain an answer. The scope of labour welfare at ACL would bring out the development of the whole personality of the workers, leading them to have a better workforce. Also the workers would be relieved from industrial fatigue. This research would facilitate the organization to make employee's work life better and also to raise their standard of living. Workers take active interest in their jobs and work with a feeling of involvement and participation.

Organizations also continue to provide welfare facilities to their employees to keep their motivation levels high and to extract the labour with dignity for the benefit of the organizations.

Limitations of the Study

As the sampling was done in random manner the results obtained may vary. The labourers were very suspicious and reluctant to respond for personal questions. Due to time constraints, only specific sample size from the entire population has been considered for this study. Certain data could not be collected accurately as they are confidential.

Company Profile

Ambattur clothing company is now called Ambattur clothing Ltd. The company was started in 1981 by Mr. Vijay Mahtaney, who is a first generation entrepreneur. The company was started with a single factory with a work force of around 150 employees. In just 20 decades it has grown to an organization which is the *fifth largest exporter of garment's in India*, with a total workforce of over 8000 people employed. The entire garment industry was buzzing with developments in fashion, trends and designs. The company promoted with the passion to give International Standards in garment manufacturing. The company headquartered at Chennai has 14 modern factories. Today Ambattur Clothing has engaged as the most developed industry for having initiated and made bench marks in the areas of quality, time delivery, safety, standards and customer satisfaction. Ambattur clothing believes in challenges like meeting international standards of quality, achieving the high level of production effectiveness and optimizing existing resources through corporate philosophy. ACL specializes in the manufacture of Shirts,

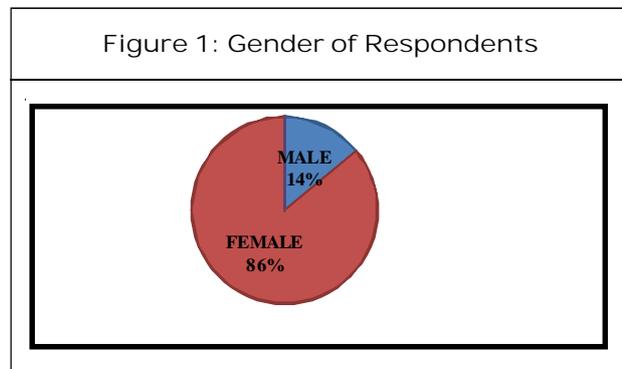
Trousers, Ladies wear, Jackets, etc., Some of the clients are GAP, Banana Republic, J Crew, Old Navy, Polo Jeans, Ann Taylor, Espirit, May store, Liz Claiborne, NEXT, Kohis, Levis, L.L.Bean, Diesel. "COLOUR PLUS", which has very high reputation in the domestic market, was a part of the ACL group. 'Clothes Encounter's is a retail division of ACL, which has got its showrooms in 7 locations across India.

RESEARCH METHODOLOGY

The field of the study was conducted among the labourers of Ambattur Clothing Ltd., Chennai. The research design adopted for this study is Descriptive Research, because it deals with description of the state of affairs as it exists at present. Among 1500 workers in the organization, 50 respondents were chosen by applying simple random sampling methods. Primary data of this study was collected through Interview method. Multiple choice questions and rating scale questions were used in collecting the primary data. Secondary data also was collected from the internal records of the company such as library records, trade journals, various manuals of the company, various training programs previously conducted and from its responses

Analysis and Interpretation of Main Findings

The main part of manufacturing process is



stitching the material. The management feels that female workers are more suitable for these kinds of works. So, they recruited more number of female workers (86%) than the male workers (14%). The male workers are placed as supervisors or any other office workers.

Table 1: Experience of Respondents

S. No.	Experience	Frequency	Percentage of Respondents
1	0-1 Year	5	10%
2	2-5 Years	18	36%
3	6-10 Years	22	44%
4	Above 10 Years	5	10%
Total		50	100%

It is incurred that a less number of respondents (10%) are less experienced. Just above the quarter of the respondents (36%), have 2 to 5 years of experience. A good number of of respondents (44%) are between 6 to 10 years of experience and 10% of respondents are above 10 years of experience. It clearly shows that both the experienced and the less experience workers are equally scattered in the organization.

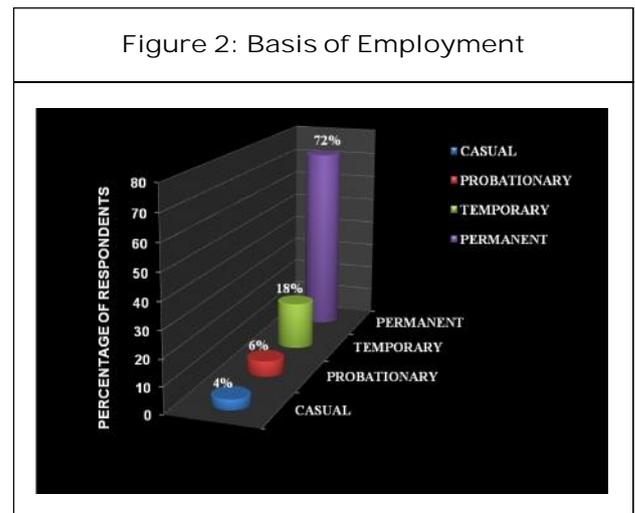


Table 2: Canteen Facilities

S. No.	Facilities	Satisfied	%	Not Satisfied	%	Total
1	Sitting Facility	39	78%	11	22%	50
2	Food Facility	42	84%	8	16%	50
3	Cost of Food	50	100%	NIL	NIL	50
4	Cleanliness	45	90%	5	10%	50

It is inferred from the above table that 24% of respondents are highly satisfied with the rest room facility. 60% of respondents are just satisfied. 10% of respondents say its neutral and 2% of respondents are dissatisfied whereas 4% of respondents are highly dissatisfied with the rest room facility provided by the organization. 80% of respondents are highly satisfied with the

Table 3: Infrastructural Facility

Facilities	Highly Satisfied	%	Satisfied	%	Neutral	%	Dissatisfied	%	Highly Dissatisfied	%	Total
Rest room	12	24%	30	60%	5	10%	1	2%	2	4%	50
Drinking water	40	80%	5	10%	5	10%	-	-	-	-	50
Ventilation	50	100%	-	-	-	-	-	-	-	-	50
Lighting	50	100%	-	-	-	-	-	-	-	-	50

It is inferred that majority of the respondents (72%) who are employed on permanent basis are dealing with production, packing the goods, transport services to different places and carrying the load to the big vehicles. A sizable number of respondents (18%) are employed on temporary basis. A very less number of respondents (6%) are employed on a probationary basis. (4%) of respondents are employed on casual basis.

drinking water facility. 10% of respondents are satisfied and other 10% of respondents are say it's neutral with the drinking water facility provided by the organization. Organization has to provide proper adequate restroom and sufficient drinking water facility and it would help them to relax from their stress and strain and get refreshed to proceed further.

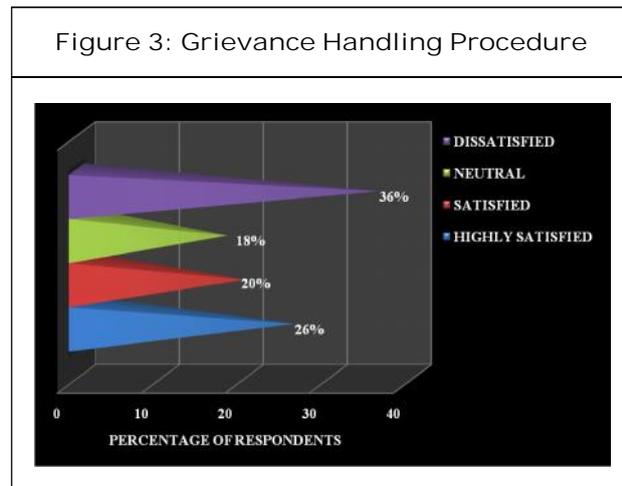
It is learned from the above table that (78%) of respondents are satisfied with the sitting facility and (22%) are not satisfied. (84%) of respondents are satisfied with the food facility and (16%) of respondents are not satisfied. (100%) of respondents feel cost of food are at nominal rate. (90%) of respondents are satisfied with the cleanliness in food and (10%) of respondents are not satisfied. (22%) of respondents have expressed that they are not satisfied with the sitting facility. It will be good that if the organization provides the sitting facility to all the employees so they can relax while having food. It is good to see that hundred percent of respondents are happy with the cost of food.

It is learned that a vast majority of the respondents 82% use transport facility provided by the organization and a sizable number of respondents (18%) are not using this facility because they come by their own vehicle. 86% of respondents felt crèches facility provided by the company is good, whereas 6% of respondents are not using this facility and the rest (8%) of

Table 4: Facilities Provided by the Company

S. No.	Facilities	Yes	%	No	%	No Opinion	%	Total
1	Transport	41	82%	9	18%	NIL	NIL	50
2	Housing	NIL	NIL	50	100%	NIL	NIL	50
3	Crèches	43	86%	3	6%	4	8%	50
4	Recreation	NIL	NIL	50	100%	NIL	NIL	50

respondents doesn't have any opinion about this facility. Cent per cent of the respondents do not have housing and recreation facilities because it is not provided by the organization. The company is interested in bringing the workers on time. Since most of the employees are female so it is necessary to provide them crèche facility to maintain their infants but the demand for the housing and recreation facility is almost neglected.



It is obvious that more than one third of the respondents (36%) are not satisfied with the grievance handling procedure in the organization. A sizable number of respondents (18%) said that it is neutral and just satisfied by 20% of respondents and only about a quarter of the respondents (26%) are highly satisfied with the grievance handling procedure in the organization. Organization has to take care of the problem of

Table 5: Satisfaction Level of Safety and Welfare Measures Given by Management

S. No.	Opinion	Frequency	Percentage of Respondents
1	Yes	33	66
2	No	17	34
Total		50	100

workers and try to resolve it so that they can concentrate on their jobs without any mental stress.

It is inferred that majority of the respondents (66%) are always satisfied with safety and welfare measures given by the management and only (34%) of respondents are not satisfied. The organization can conduct a safety programme atleast once in a month to all the employees and the company should check whether welfare measures are provided to all the employees to their satisfaction level.

SUGGESTIONS

The analysis done has got positive response from almost all the employees. Only in some areas the employees has given their negative response. It should be noted that the preceding conditions are better and the management is even planning to take proper steps to improve the condition. The study also contained some of the open-ended questions, in which one of the questions was formed in order to get the suggestions to enhance the labour welfare measures that are provided to the employees. The following were the suggestions given by the respondents.

1. Laborers should be provided with proper rest room as it would help them to relax from their stress and strain and get refreshed and proceed further.
2. Comfortable chairs and tables can be provided to employees in their work place.
3. The organization could arrange a social get-together for the employees to maintain good relationship and to build a rapport among them.
4. Counseling services can be provided to the laborers to replace their mental stress.

- Through counseling, worker can be helped to overcome their personal and family problems and also helping them to adjust to their environment and to understand their rights and privileges.
5. The respondents feel that the food facility should be improved and it should be adequate in quantity and at the same time maintaining the quality of food.
 6. The medical facilities are also good but new drugs should also be provided during first aid.
 7. The safety programme is conducted once in a month, it will be better if it is conducted twice in a month (i.e.,) month beginning and at end of the month.
 8. The salary increment for employees will increase the employee satisfaction and which in turn increase the employee morale.
 9. The company can improve the grievance handling system so that they can increase the employee satisfaction.
 10. The researcher feels that awareness for the safety is quite low among the employees. Steps may be undertaken to increase the awareness and the need for safety.
 11. Workers should be asked to participate in the formulation and administration of welfare programmes. This is necessary because the programs are meant for workers and their participation ensures the better representation and correspondence to their needs. It also removes suspicion of workers.
 12. The conditions of the rest rooms and shelters may be improved. They may be provided with adequate fans and facilities to take rest.
 13. The responses of the employees regarding the level of satisfaction of welfare measures are clustered in the satisfactory region. The management may take steps to convert these in to highly satisfactory.

CONCLUSION

In every organization, human resources are the vital resource which would raise the Productivity, Goodwill and Quality of standard, of the company. The main purpose of 'welfare measures provided to laborers' is to boost them up to do their monotonous work effectively and efficiently, to create a best atmosphere and smooth relationship between various levels. It is the organization responsibility to provide all the necessary welfare measures to its laborers which would not affect them physically and mentally. It would be appropriate for the management to appoint a separate counselor who counsel the labourers both official and personal problems which heavily affects the working performance of the labourers. The employer can consult with the labourers about the introduction of welfare measures before its implementation which is specially adopted for the well-being of the labourers. For an esteemed and well-established organization like Ambattur Clothing Ltd., it is not an upheaval task to challenge this widely found obstacle. With commitment and determination, the organization can successfully overpower this obstacle and surpass the other existing competitors to reach the aim of success.

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