

**A STUDY ON EFFECTIVENESS OF EMPLOYEE WELFARE
MEASURES WITH REFERENCE TO ANAAMALAIS TOYOTA AT
TRICHY**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JANANI RAJASEKAR (40410074)** who carried out the project entitled “**A study on effectiveness of employee welfare measures with reference to Anaamalais Toyota at Trichy**” under my supervision from January 2022 to March 2022.

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DECLARATION

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JANANI RAJASEKAR



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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. JANANI RAJASEKAR D/O Mr. K. RAJASEKAR II
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Internship Training from 01.12.2021 to 28.02.2022 in our Company.

During the programme she's Conduct and Character was satisfactory.

We wish her for a bright future.

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ABSTRACT

Health, safety and welfare are the measures of promoting the efficiency of employee. The various welfare measures provided by the employer will have immediate impact on the health, physical and mental efficiency, alertness, morale and overall efficiency of the worker and thereby contributing to the higher productivity. The basic propose of employee welfare is to enrich the life of employees and to keep them happy and conducted. Welfare measures may be both statutory and non-statutory, laws require the employer to extend certain benefits to employees in addition to wages or salaries. In the present study an attempt has been made to study on effectiveness of employee welfare measures in Toyota showroom. The study shows the Employees welfare facilities and its impact on employee's efficiency at Toyota showroom. The purpose of employee's welfare is to develops personality of the workers to make a better workforce. Welfare schemes it creates efficient, healthy, loyal and satisfied labor force for the organization. Providing such facilities make their work life better and leads to good standard of living. The present study focuses on employee's welfare measures and what are the various statutory provisions and agencies protecting the welfare of employees.

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CHAPTER – 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Welfare including various services benefits and facilitates offered to employees by the employer. Through such generous fringe benefits, the employer makes life worth living for employees. The welfare facilities in addition extended normal wages and other economic rewards available to employees as per the legal provisions. According to Dr Parandikar, “Labour welfare work is work for improving the health, safety and general well-being and the industrial efficiency of the workers beyond the minimum standard lay down by labour legislation”. The government, trade unions and non-government agencies provide welfare measures to the employer. The basic purpose of labour welfare is to enrich the life of employees and keep them happy. Welfare measures may be both statutory and non-statutory. Labour laws extend certain benefits to employees in addition to wages, Voluntary benefits are the results of employer's generosity, enlightenment, and philanthropic feelings.

DEFINITION OF EMPLOYEE WELFARE MEASURES

Employees Welfare is a term which includes the perks and benefits provided to the employees of the organization apart from their regular salary or remuneration, the main motive of serving employee benefits services is to improve or enhance the employee's well-being. Employee welfare measures are the efforts made by the employer to bring the desired results by motivating and satisfying their employees.

IMPORTANCE

The industrial progress depends on a satisfied labour force, and the importance of employee welfare measures. After the placement of the employees, they should be given proper training and programmers to develop their efficiency so as to serve the organizations better. Welfare facilities are designed to take care of the well – being of the employees. They do not generally result only in monetary benefit. These welfare measures are provided by government Non – Government agencies and the employer.

1.2 TYPES OF EMPLOYEE WELFARE

- I. Statutory Welfare
- II. Non Statutory Welfare

STATUTORY WELFARE

The statutory welfare benefits schemes include the following provisions:

Drinking Water: At all the working places safe hygienic drinking water should be provided.

Facilities for sitting: In every organization, especially factories, suitable seating arrangements are to be provided.

First aid appliances: First aid appliances are to be provided and should be readily assessable so that in case of any minor accident initial medication can be provided to the needed employee.

Latrines and Urinals: A sufficient number of latrines and urinals are to be provided in the office and factory premises and are also to be maintained in a neat and clean condition.

Canteen facilities: Cafeteria or canteens are to be provided by the employer so as to provide hygienic and nutritious food to the employees.

Spittoons: In every work place, such as ware houses, store places, in the dock area and office premises spittoons are to be provided in convenient places and same are to be maintained in a hygienic condition.

Lighting: Proper and sufficient lights are to be provided for employees so that they can work safely during the night shifts.

Washing places: Adequate washing places such as bathrooms, wash basins with tap and tap on the stand pipe are provided in the port area in the vicinity of the work places.

Changing rooms: Adequate changing rooms are to be provided for workers to change their cloth in the factory area and office premises. Adequate lockers are also provided to the workers to keep their clothes and belongings.

Rest rooms: Adequate numbers of restrooms are provided to the workers with provisions of water supply, wash basins, toilets, bathrooms, etc.

Maternity & Adoption Leave: Employees can avail maternity or adoption leaves. Paternity leave policies have also been introduced by various companies.

Medi-claim Insurance Scheme: This insurance scheme provides adequate insurance coverage of employees for expenses related to hospitalization due to illness, disease or injury or pregnancy.

Sexual Harassment Policy: To protect an employee from harassment of any kind, guidelines are provided for proper action and also for protecting the aggrieved employee.

NON-STATUTORY WELFARE

Many non-statutory welfare benefits may include the following schemes:

Personal Health Care (Regular medical check-ups): Some of the companies provide the facility for extensive health check-up

Flexi-time: The main objective of the flexi time policy is to provide opportunity to employees to work with flexible working schedules. Flexible work schedules are initiated by employees and approved by management to meet business commitments while supporting employee personal life needs.

Employee Assistance Programs: Various assistant programs are arranged like external counseling service so that employees or members of their immediate family can get counseling on various matters.

Employee Referral Scheme: In several companies employee referral scheme is implemented to encourage employees to refer friends and relatives for employment in the organization.

1.3 AUTO MOTIVE INDUSTRY

Automotive industry in India is one of the main pillars of the economy. With strong backward and forward linkages, it is a key driver of growth. Immediate steps are required so that the Indian Auto Industry once again becomes the engine of growth of the Indian manufacturing sector. The Automotive industry incorporates a extensive

variety of businesses and businesses worried within side the design, development, manufacturing, marketing, and promoting of motor vehicles. It was the seventh-largest manufacturer of commercial vehicles in 2019.

1.4 COMPANY PROFILE

Company name	Anaamalais Toyota
Founder	P.K. Duraisamy
Location	Trichy
Company status	Active
Established Year in Trichy	2006
Under Trichy Zone	Salem, Karur, Thanjavur

MISSION

Placing customer satisfaction first, integrating sales with service and service parts in a single convenient location, we contribute to speedy and efficient service, allowing customers to experience the convenience and pleasure of owning Toyota automobile.

HISTORY OF TOYOTA

Towards the end of the nineteenth century, Sakichi Toyoda invented Japan's first power loom, revolutionizing the country's textile industry. January 1918 saw him create the Toyoda Spinning and Weaving Company, and with the help of his son, Kiichiro Toyoda, Sakichi fulfilled his lifelong dream of building an automatic loom in 1924. The establishment of Toyoda Automatic Loom Works followed in 1926. Kiichiro was also an innovator, and visits he made to Europe and the USA in the 1920s introduced him to the automotive industry. Toyota Motor Corporation was established in Japan in 1937 and in the post-war era of industrial upheaval, it became the largest vehicle manufacturer in the country. Headquartered in the city of Toyota in Aichi, Japan, Toyota Motor Corporation is a multinational automobile manufacturing company that has been ranked amongst the largest automakers of the world for several years now.

TOYOTA IN INDIA

In India, Toyota Motor Corporation first arrived in October 1997 through a joint venture with the Kirloskar Group, setting up shop by the name of Toyota Kirloskar Motor

Private Limited. With its headquarters located in Bangalore, Karnataka, Toyota India is responsible for handling manufacture and sales of Toyota cars in India, and it presently ranks amongst the top 6 car-manufacturers in the country together with Maruti Suzuki, Hyundai, Tata, Mahindra and Chevrolet. Besides bringing along its parent company's cutting-edge technology and innovative production philosophy involved in manufacture of cars, Toyota India has also carried forward TMC's legacy of employing eco-friendly production techniques, creating new employment opportunities for the country's youth, playing a notable part in social welfare and always "Putting Customer First".

Both the manufacturing units that Toyota owns in India are situated in Karnataka, one in Bidadi and the other on the outskirts of Bangalore. While the 432 acres Bidadi plant had an initial annual production capacity of 80,000 vehicles, the Bangalore unit could manufacture as many as 70,000 vehicles in a year, which together brought the total production capacity of Toyota in India to 150,000 per annum. In March 2011, this manufacturing capacity was stepped up to 210,000 vehicles per year in order to cater to the increasing demand for Toyota cars, particularly the Etios and the Fortuner, in the country. As far as the dealership network is concerned, more than 181 dealerships covering over 96 Indian cities across 22 states and 3 Union Territories together make up a remarkable dealership network for Toyota in India.

CHAPTER – 2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

Patel Vidhi (2021) The research paper is to determine the study of the employee welfare measure. Employees are the most valuable asset of an organization. Employee's+ welfare entails everything from services, facilities and benefits that are provided or done by the employer for the advantage or comfort of an employee. It is undertaken in order to motivates employees and raise the productivity levels. The objectives are to know the employee welfare is to improve the life of the working class, to bring about holistic development of the worker's personality and so on. Employees' welfare facilities include housing facilities, free medical facilities, retirement benefits, children and adult educational benefits, welfare measures for the employee's families, loan facilities, etc. The research design used is descriptive in nature. The data collection instrument is primary data that is collected through questionnaires. In the research of 60 respondents were taken. There is utmost need for the employee's welfare in any type of organisation. Majority of the employees are motivated through feedback and increase their productivity. The study also throws light on impact of welfare measures on the employees' performance.

R. Mohanapriya, G. Allwyn, T. Dhinakaran (2019) The Employees welfare measure is a burning issue all over the world. Employee's welfare requires everything from service, facilities and benefits that are provided or done by an employer for the advantage or comfort of an employee. A study on employee's welfare measure aimed to find how employee's welfare measures in the organization encourage them to increase productivity and performance. The total population for the study is 140 and the sample size is 100. The type of sample design used for the study is simple random sampling. Primary and Secondary data was used for the study primary data was collected by using questionnaire and secondary data was collected from books, journals and company records. The gathered information is critically analyzed by using various statistical tools like chi square test and Karl Pearson coefficient of correlation. From the study, it was found that there is significant association between employee welfare measure and self-efficacy of employees and by using chi square test it was

found that there is significant association between employee welfare measure and work performance of employees.

Aruna, S., and V. Seetha (2019) Employees welfare includes various facilities, services and amenities provided for improving their health, efficiency, economic betterment and social status of the workers. The Welfare measures will improve the physique intelligence, morality and standard of living of the workers, which in turn will improve their efficiency and productivity. Employees welfare schemes are flexible and ever-changing. New welfare measures are added to the existing ones from time to time. Welfare measures may be introduced by the employers, government, employees or by any social or charitable agency. The purpose of employee's welfare is to developed personality of the workers to make a better workforce. Welfare schemes it creates efficient, healthy, loyal and satisfied labor force for the organization. Providing such facilities make their work life better and leads to good standard of living. The present study focuses on employee's welfare measures and what are the various statutory provisions and agencies protecting the welfare of employees.

G. Aarthi, & P. Srinivasan (2018) conducted The Study on Impact of Employee Welfare Measures in Automobile Industry. By analysing the summary of the results, it was identified that the welfare and safety activities, which was followed by organization was satisfied and they wanted some improvements in the system. As the strength of any organization depends entirely on sincere working of all the employees the management should take special care to frame certain policies procedures to improve the welfare and safety measure of the organizations.

Daddie JA; Andrews NL; Iroanwusi FO; Princewill O; (2018) The focus of this paper is to examine Employee Welfare Scheme as a Driving Force to Workers Performance: A Study of Selected Insurance Firms in Portharcourt. The study adopted survey approach in its design. The researchers used a sample of 101 insurance sector workers drawn from ten insurance firms in Portharcourt. The major instrument for data collection was a five-point Likert scale questionnaire titled employee welfare scheme and workers performance questionnaire, data analysis was based on the 98 questionnaire that was accurately filled and returned. The statistical tools for data analysis are: simple percentage and the non-Parametric test using the 23.0 version of the statistical package for social sciences software (SPSS). This paper concludes

therefore that employee's welfare scheme provided by insurance firms has significant effect on the performance of their employees. It is the recommendation of this paper that to achieve the above, insurance firms must improve on the welfare schemes they offer to their employees especially as it affects the facilitative and economic welfare scheme which has shown to have direct impact on employee's performance ($H = 0.001$ and 0.000 respectively). Furthermore, the provision of recreational welfare scheme shouldn't be made priority policy issue.

A Saravana Kumar & DR. S Akilandeswari (2017) in their work- A study on Employees' Health, Safety and Welfare measures in a private industry in Coimbatore city declared that the organisation has provided sufficient health and safety measures. But certain points have been identified that some employees are satisfied and some are not satisfied with the present welfare measures. Welfare refers to physical, mental and emotional wellbeing of the individual. So, in future, the management can well think of improving the welfare by consulting with employees.

Dr. S. Ravi, J.A. Raja (2016) In the early stages of Industrialization, the scope of Personnel Management was very limited. Recent developments in the field of Management increased the scope of Personnel Management. Employee Welfare is an important fact of Industrial Relation, giving satisfaction to the worker in a way, which even a good wage cannot. his study was conducted by the researcher at small scale industries at Hosur. Welfare programs are aimed at promoting the physical, psychological and general wellbeing of the working population. It is a corporate attitude or commitment reflected in the expressed case for employers at all levels. Findings were from the part of canteen facilities, medical facilities and other fringe benefits. he employee reaction is neutral towards the facilities provided by the company. It can be concluded that the welfare measures in an organization are one of the factors for the workers to stay within the organization and to work towards success of the organization and this has been evident in this organization.

Mridul Mishra, Arvind Joshi (2016) Employees are the wealth of any organization, be it small, medium or large enterprises. The very logic behind providing welfare schemes is to create healthy, loyal and satisfied labour force for the organization. The scheme of Employees Welfare is regarded as a "wise investment". Therefore, this study was undertaken to check whether the organization is following the norms of the

labour welfare measures or not and also to assess the satisfaction level of employees about welfare measures in the organization Faridabad. For the purpose of the study, all welfare measures were observed with the help of semi structured interview schedule. The study analyses the labour welfare facilities provided in the organization with the help of sample respondents. The benefit of the study is that the study provides understanding of why employee's welfare measures need to be adopted in an organization.

Ravi & Raja (2016) Labour Welfare Measures prove to be an important factor when compared to the other factors in the organization. When these measures are not provided to the fullest extent the workers self-interest and motivation decreases and their dedication to the work may declines. So, the task of the personnel manager becomes challenging and it imposes him to introduce the various employee welfare measures in the organization. These measures operate to neutralize the harmful effects to large scale industrialization and urbanization. Thus, these measures an organization are one of the factors for the workers to stay within the organization and to work towards success of the organization and this has been evident in this organization.

B.R. Manasa and Dr.C.N. Krishnanaik (2015) Employee's welfare refers to the efforts which are provided by the employer for the good life worth of its employees. Employees welfare means anything done for the comfort and intellectual, improvement or social, of the employees over and more than the wages paid which is not a necessity of the industry. Organizations provide welfare facilities to their employees to keep their motivation levels high enough. The employee welfare schemes can be classified into two categories viz. Intra-mural and Extra-Mural. The Intra-Mural schemes are those schemes that are compulsory to provide by an organization as compliance to the laws governing employee health and safety. The Extra-Mural schemes differ from organization to organization and from industry to industry. The main purpose of employees' welfare is to enrich or develop the quality of life of employees and keep them satisfied and contented. Extra-Mural benefits are the result of employer's generosity, enlightenment and philanthropic feelings. This paper contributes the in-depth of analysis of both Intra-Mural and Extra-Mural and its impact on employee satisfaction in Cement Corporation of India units in Thandur and Adilabad. And also

focussed on layoff benefits, welfare measures providing by the organisation to its temporary employees.

Odeku & Odeku (2015) Welfare facilities and services for employees are increasingly becoming important in organisations. Employees are a major determinant of the success of any organisation; therefore, a company's success is not only measured by the margins and profits it declares, but also by the state of well-being of the workers. This article looks at the importance of welfare facilities and services to the workforce and the need for an organisation to ensure they provide statutory welfare schemes and non-statutory welfare schemes for their employees. The article accentuates the importance of implementation of welfare schemes and the consequences for failure of implementation.

Dr.K. Lalitha and T. Priyanka (2014) The present study is made an attempt to identify the employee welfare measures adopted in IT industry. Employee welfare means anything done for the comfort and improvement of the employees over and above the wages paid which is not a necessity of the industry. The basic purpose of employee welfare is to enrich the life of employees and keep them happy. Employees spend at least half their time at work or getting to it, or leaving it. They know that they contribute to the organization when they are reasonably free from worry and they feel that when they are in trouble/ problems, they are due to get something back from the organization. People are entitled to be treated as full human beings with personal needs, hopes and anxieties.

Hari Krishnan (2014) In his work A Study on Labour Welfare Measures – With Special Reference to Rubber Board of India, a well-fed, well-clad and satisfied worker is an asset to the organization. He makes no loss of man hours by absenteeism, strikes etc. and he feels essence of allegiance to the organization in which he works. A satisfied worker makes other resources meaningful. It is concluded from this study that Rubber Board is very much interested in providing welfare facility to their plantation workers. Workers have good opinion about Group Insurance Cum Deposit Scheme, Medical Attendance Scheme, Sanitary Subsidy Scheme and Housing and sanitary Subsidy Scheme. Workers are satisfied about Educational Stipend Scheme. They are less satisfied with Merit Award Scheme, Housing Subsidy Scheme for north east.

Dr. Usha Tiwari (2014) A Study on employee welfare facilities and its impact on employee's efficiency at vindha Telelinks Ltd conducted the study of Employees welfare schemes and its impact on employee's efficiency at Vindhatelelinks Ltd. The results appeared positive. It increases productivity as well as quality and quantity. Therefore, there is necessity of making some provision for improving the welfare facility through that employee will become happy, employee's performance level become increase. Health, safety and welfare are the measures of promoting the efficiency of employee. The various welfare measures provided by the employer will have immediate impact on the health, physical and mental efficiency, alertness, morale and overall efficiency of the worker and thereby contributing to the higher productivity. The basic propose of employee welfare is to enrich the life of employees and to keep them happy and conducted. Welfare measures may be both statutory and non-statutory, laws require the employer to extend certain benefits to employees in addition to wages or salaries. In the present study an attempt has been made to study the employee welfare facilities and its impact on employee's efficiency at Vindhatelelinks Ltd. Rewa Madhya Pradesh. The study shows the Employees welfare facilities and its impact on employees efficiency at Vindhatelelinks Ltd.

Nanda and Panda (2013) stated the Rourkela Steel Plant has adopted a better kind of welfare activities which create an effective working environment and thus better productivity. There is different kind of welfare schemes like medical allowance; death relief fund, insurance, housing and transportation facilities recreation club etc. are provided by the company to the employees to maintain the industrial relation better one. The premises and the departments are maintained healthy. Also, proper safety measures have been adopted in the organization. All matters relating to safety, health and welfare of employees are properly implemented.

Srinivas (2013) identified welfare facilities and employee's satisfaction level about welfare facilities adopted at Bosch limited, Bangalore. It is found that most of the, welfare facilities like medical, canteen, working environment, safety measures etc., are provided by the company and most of the employees are satisfied with the welfare facilities adopted by the company towards the employee's welfare.

Sindhu (2012) stated the employee welfare measures increase the productivity of organization and promote healthy industrial relations there by maintaining industrial

peace. Organizations provide welfare facilities to their employees to keep their motivation levels high. Business houses provide many such statutory and non-statutory things policies to maintain satisfactory level of their employee. When they get better canteen facilities, good water to drink, clean restrooms, clean and hygiene wash rooms and bathrooms, regular medical checkups, health insurances, Employee assistance programme, grievance handling department, better facilities to sit or good work place gives employee a high level of satisfactory level. This gives an organisation to grow much faster.

Mishra [2011] conducted research study on “effect of welfare measures on employee”. This project aims at studying and analyzing the safety and welfare measures of the employee. The project objective is to evaluate the effect of the welfare measures on employee morale and satisfaction level of employee about the work environment. He concluded that most of the employees in the company are female. More than 50% of respondent are working for more than 10 years. Sample size was 50 respondents. Respondents are highly satisfied with the medical facility. Most of employees were dissatisfied with the safety measure and only few are satisfied. Employees were satisfied with the working condition. Respondents were satisfied with the motivation given by the company and the relation between supervisor and workers. Respondents are satisfied with the canteen facility, credit facility and working condition. The communication in work place has no effect on work satisfaction. The increase in employee motivation will increase the work satisfaction. The effect of welfare measures is about 25% on employee morale. The study on effect of welfare measure on employee morale helps the management to know the satisfaction level of the employees about the welfare measure provided by the company. From this study we can infer that the majority of the employees are satisfied with the welfare measures. The company can concentrate on other facility like crèche facility, uniform, and safety measures to boost the employee morale. The employee morale is good in the company. It is found that the effect of welfare measure on employee morale in this study is about 25%.

Paul (2011) In her research in journal on “Labour welfare policy and administration in Haryana”, found that labour welfare is very compressive and includes various types of activities undertaken for the economic, social, intellectual or moral benefits of the labour community workers. She conducted research in Haryana. She explained

problems and principles of labour welfare. People have to depend on others for their livelihood. The socio-economic status of the workers was far below the status their employer. The employer taking advantage of the poor condition of the workers dictated their own terms and conditions with regard to wages, hours of work, leave etc. The workers were left with no choice and they accept such terms for their livelihood because service is sole source of earning. She also studies welfare policy in India. Labour welfare policy is basically of action designed to advance the general welfare of the working. She concluded that officials of labour department, Haryana did not contact the workers. They should try to establish better rapport among workers. Training is given to workers to increase their knowledge. In India Industrialization implies the growth of a factory system with employees and wage earners in varying circumstances with varying characteristics. Workers were exposed to serious accident because machines were not properly screened. Accidents were considered as normal risk. The worker who was unfortunate victim of an accident lost his employment and had no right to compensation. Found wages paid to the workers were very low. Wages is only one source of their income. It is observed that the Haryana Labour Department is headed by Minister of state. It is suggested that Minister of cabinet rank should be appointed to handle delicate matters of policy and administration in Haryana. Effective implementation of labour enactments requires regular interaction between the officials and workers.

Kamdi (2010) conducted research on “welfare facilities provided to employees by Bank of India”. Welfare is a comprehensive term including various services, benefits and facilities offered by the employees through such a generous fringe benefits the employers makes life worth living for employees the welfare amenities extend in addition to normal wages & other economic rewards available to employees as per the legal provision. Total numbers of 30 employees were interacted in the research study. Research findings showed that Bank of India has presently provided welfare facilities to employees like Canteen, Housing rent allowance, Holiday home, Reimbursement of educational benefit, Good working condition, Reimbursement of expenses towards medical check-up. The data and information were collected regarding wages, cost-benefits analysis of training, benefits, productivity, absenteeism, employee turnover, strikes, accidents, operations, working hours, shifts etc and also to find out the defects and shortcoming in the existing policies and practices. Employees were highly

satisfied with the facilities provided by Bank of India. Finally he concluded in his research that all the routine welfare facilities are availed by all the employees in Bank of India in different proportion. More than 70% employees avail routine welfare facility on routine basis. More than 30% employees avail special welfare facility according to how the need arises. The time required for sanctioning the special welfare facility is maximum 2 weeks. Welfare facilities are availed by everyone in the organization & time required is also nominal. The employees of Bank of India are highly satisfied with the routine welfare facility, which they are availing on regular basis.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 NEED FOR THE STUDY

Welfare programs are aimed at promoting the physical, psychological and general wellbeing of the working population. Welfare can be observed, experienced and enjoyed but its effectiveness may be more difficult to measure. To know that whether welfare facilities play an important role on the working of employees, and to know when the employees are dissatisfied welfare facilities will help them to get motivated. Employees play an important role in the industrial production of the country. Hence, organizations have to secure the cooperation of employees in order to increase the production and to earn higher profits. The study is an analysis of the effectiveness of the employee welfare programs and this serves as effective feedback to the management.

3.2 OBJECTIVES OF THE STUDY

Primary objectives

- To study the employee's welfare measures in Anaamalais Toyota Showroom.

Secondary objectives

- To identify the various welfare measures provided to the employees.
- To know their satisfaction towards the welfare measures.
- To understand how welfare measures improve the motivation of the Employees.
- To find out employees preference regarding welfare measures which they like to have in future.

3.3 SCOPE OF THE STUDY

- The present study has been undertaken to study find out effectiveness of employee welfare measures in Anaamalais Toyota Showroom.
- The study can be used to bring out the solution for the problem faced by the employees availing the welfare measures.

- The existing welfare measures would help the organization perform better. This study would throw light on the perception of the employees regarding safety and welfare.
- Through the study, company would be able to know the satisfaction level of employee on welfare measures.

3.4 STATEMENT OF THE PROBLEM

The statement of the study is about the welfare measure of employees in Anaamalais Toyota. This study undertaken in order to understand the different welfare measures provided by the company, gather the opinion of the employees about these facilities and also to know the reasons for their dissatisfaction if any. Employee welfare measure provide staff with improved physical and mental health and foster a safe working atmosphere, facilities such as accommodation, medical care, and schooling and leisure facilities for the families of staff help raise their living conditions. It allows staff to concentrate more on work and thereby increase productivity. By having healthcare services, workers provide a stable workforce. Workers are deeply involved in their roles and work with a sense of engagement. The welfare measures of employees increase organizational productivity and promote sound industrial relations, maintaining industrial peace. According to my study there is no dissatisfaction from employees side towards welfare measures.

3.5 RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. The methodology followed for conducting the study includes the specification of research design, sample design, questionnaire design, data collection and statistical tools used for analysing the collected data. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

3.5.1 RESEARCH PROCESS

Dissertation markers expect the explanation of research process to be included in Methodology chapter. A typical research process comprises the following stages:

1. Selecting the research area

You are expected to state that you have selected the research area due to professional and personal interests in the area and this statement must be true. The importance of this first stage in the research process is often underestimated by many students. If you find research area and research problem that is genuinely interesting to you it is for sure that the whole process of writing your dissertation will be much easier. Therefore, it is never too early to start thinking about the research area for your dissertation.

2. Formulating research aims, objectives and research questions or developing hypotheses

The choice between the formulation of research questions and the development of hypotheses depends on your research approach as it is discussed further below in more details. Appropriate research aims and objectives or hypotheses usually result from several attempts and revisions and these need to be mentioned in Methodology chapter. It is critically important to get your research questions or hypotheses confirmed by your supervisor before moving forward with the work.

3. Conducting the literature review

Literature review is usually the longest stage in the research process. Actually, the literature review starts even before the formulation of research aims and objective; because you have to check if exactly the same research problem has been addressed before. Nevertheless, the main part of the literature review is conducted after the formulation of research aim and objectives. You have to use a wide range of secondary data sources such as books, newspapers, magazines, journals, online articles etc.

4. Selecting methods of data collection

Data collection methods need to be selected on the basis of critically analyzing advantages and disadvantages associated with several alternative data collection methods. In studies involving primary data collection, in-depth discussions of advantages and disadvantages of selected primary data collection methods need to be included in methodology.

5. Collecting the primary data

Primary data collection needs to be preceded by a great level of preparation and pilot data collection may be required in case of questionnaires. Primary data collection is not a compulsory stage for all dissertations and you will skip this stage if you are conducting desk-based research.

6. Data analysis

Analysis of data plays an important role in the achievement of research aim and objectives. Data analysis methods vary between secondary and primary studies, as well as, between qualitative and quantitative studies.

7. Reaching conclusions

Conclusions relate to the level of achievement of research aims and objectives. In this final part of your dissertation, you will have to justify why you think that research aims and objectives have been achieved. Conclusions also need to cover research limitations and suggestions for future research.

8. Completing the research

Following all of the stages described above, and organizing separate chapters into one file leads to the completion of the first draft. The first draft of your dissertation needs to be prepared at least one month before the submission deadline. This is because you will need to have sufficient amount of time to address feedback of your supervisor.

3.6 RESEARCH DESIGN

3.6.1 Descriptive Research

Facts are considered in descriptive methods and surveys and case studies are done to clarify the facts. These help to determine and explain with examples, the facts, and they are not rejected. Many variables can be used in descriptive research to explain the facts.

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience Method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample simply includes the individuals who happen to be most accessible to the researcher.

POPULATION SIZE

The overall population size is 250.

3.8 SAMPLE SIZE

The total sample size of 130 has been taken for this study. Both male and female employees.

3.9 SOURCE OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 130 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.10 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections.

- First part was designed to know the general information about employees.
- Second part contained the respondent opinion about customers interest towards coupon, awareness and problems faced on coupons.

TYPES OF QUESTIONS

- Basic introduction
- Likert scale questions

- Rating questions
- Satisfaction scale

HYPOTHESIS TESTING

H0 – Null hypothesis (there is no significant relationship between the variables).

H1 – Alternative hypothesis (there is significant relationship between the variables).

After analysing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

INFERENCE

After telling the hypothesis, the researcher comes out with his conclusion. The explanation of theory can also be considered as inference.

PREPATION OF REPORT AND PRESENTATION OF REPORT

Finally, the researcher has to prepare a final report along with conclusion and suggestion.

3.11 PERIOD OF STUDY

The duration of study is Three month.

3.12 ANALYTICAL TOOLS

3.11.1 Percentage analysis

Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.11.2 Chi-square Test

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

3.11.3 One-way ANOVA test

One-way ANOVA, which stands for Analysis of Variance, is a statistical test used to analyse the difference between the means of more than two groups.

3.11.4 Correlation test

Correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two. For example, if we have the weight and height data of taller and shorter people, with the correlation between them, we can find out how these two variables are related.

3.13 LIMITATION OF STUDY

- Due to time constraints only, limited population is taken for the study.
- As the questions were direct to the personal opinion of the employees some of them were hesitant to answer negative points.
- Findings based on this study cannot be used in other organizations.
- There are chances of misrepresentation responses.
- The biased view of the respondent is another cause of the limitation.

CHAPTER - 4

DATA ANALYSIS AND INTERPERTATION

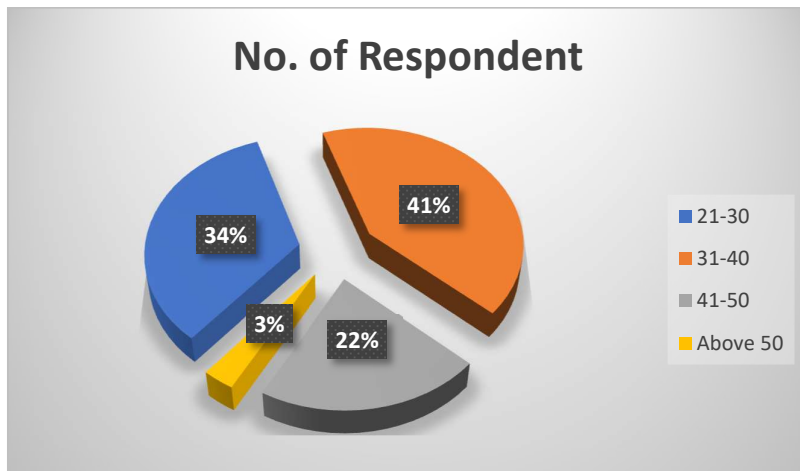
4.1 Percentage Analysis

Table 4.1.1: Age of Response

Particular	No. of Respondent	Percentage of Respondent
21-30	44	34
31-40	54	41
41-50	28	22
Above 50	4	3
Total	130	100

Source: Primary Data

Chart 4.1.1: Age of Response



INTERPRETATION: From the above table, it is interpreted that 41% are 31-40 age group, 34% are 21-30age group, 22% are 41-50 age group and 3% are Above 50 age group.

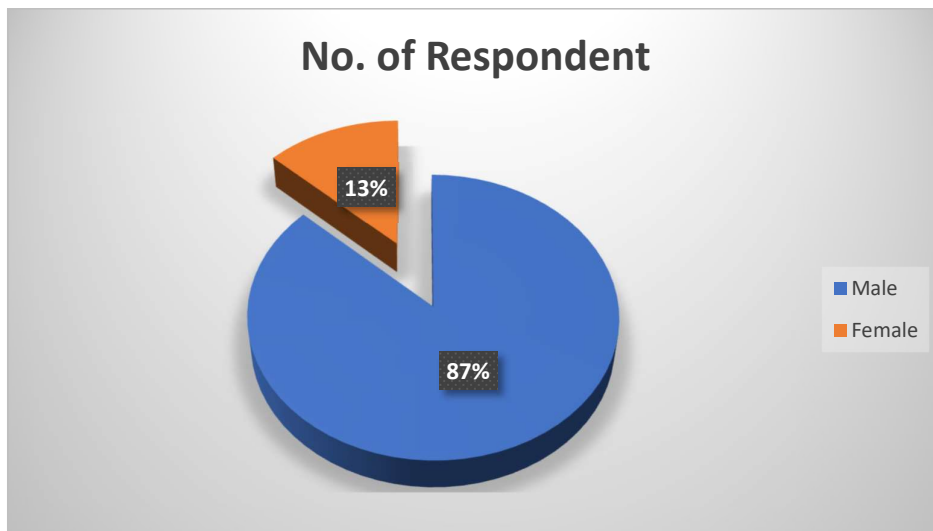
INFERENCE: 41% of the respondents are belonging to the age group of 31-40.

Table 4.1.2: Gender of the response

Particular	No. of Response	Percentage of Respondent
Male	113	87
Female	17	13
Total	130	100

Source: Primary Data

Chart 4.1.2: Gender of the Response



INTERPRETATION: From the above table, it is interpreted that 87% of respondents belong to Male category, 13% of respondents belongs to Female category.

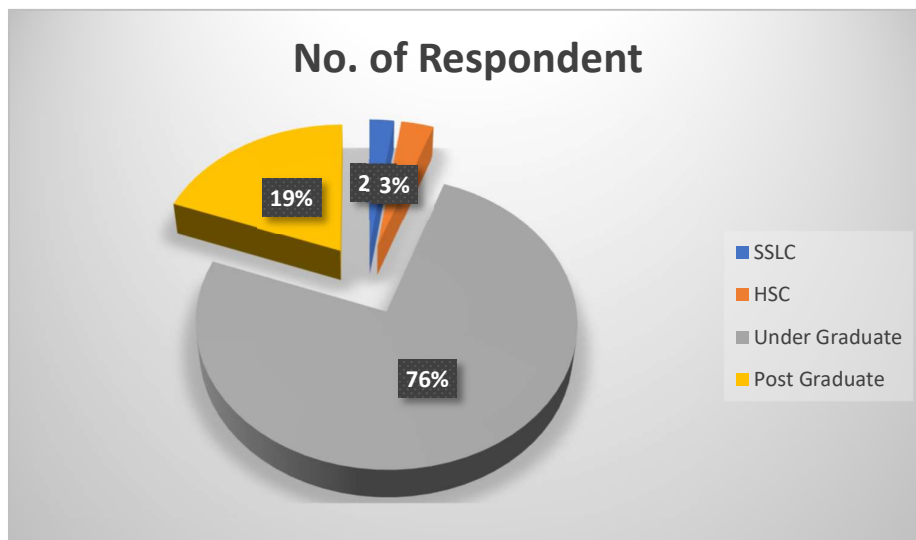
INFERENCE: 87% of the respondents are Male.

Table 4.1.3: Qualification of the Respondents

Particular	No. of Respondent	Percentage of Respondent
SSLC	3	2
HSC	4	3
Under Graduate	98	76
Post Graduate	25	19
Total	130	100

Source: Primary Data

Chart 4.1.3: Qualification of the Respondents



INTERPRETATION: From the above table, interpreted that 76% of respondents belong to Under Graduate, 19% of respondents belong to Post Graduate, 3% of respondents belong to HSC and 2% of respondents belong to SSLC.

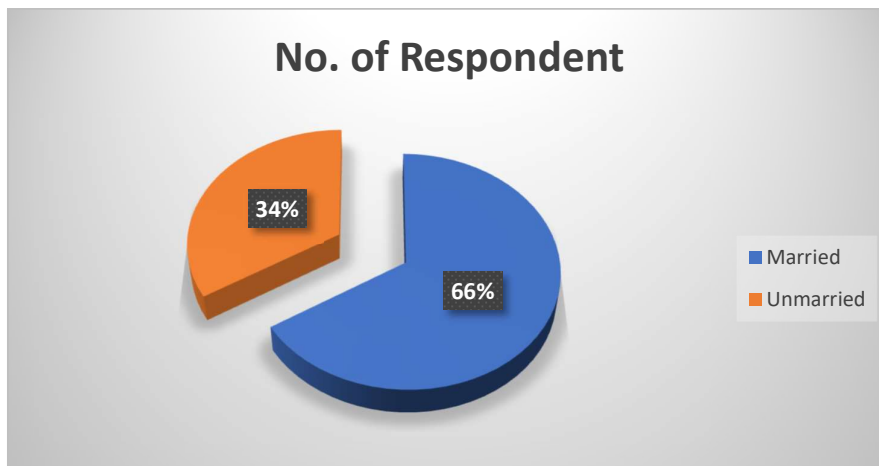
INFERENCE: 76% of the respondents are belonging to Under Graduate.

Table 4.1.4: Marital Status of the Respondents

Particular	No. of Respondent	Percentage of Respondent
Married	86	66
Unmarried	44	34
Total	130	100

Source: Primary Data

Chart 4.1.4: Marital Status of the Respondents



INTERPRETATION: From the above table, interpreted that 66% of respondents belong to Married and 34% of respondents belong to Unmarried.

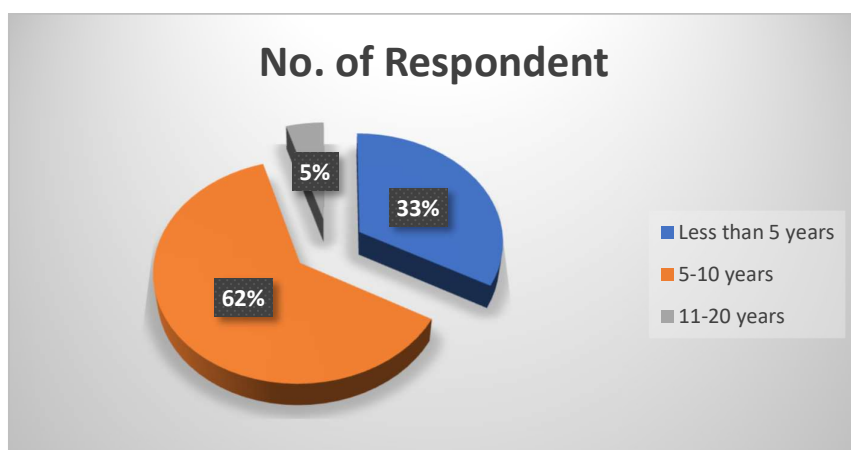
INFERENCE: 66% of the respondents are belonging to Unmarried.

Table 4.1.5: Years of Experience

Particular	No. of Respondent	Percentage of Respondent
Less than 5	43	33
5-10	81	62
11-20	6	5
More than 20	0	0
Total	130	100

Source: Primary Data

Chart 4.1.5: Years of Experience



INTERPRETATION: From the above table, interpreted that 62% of the respondents working experience is 5-10 years, 33% of the respondents working experience is between Less than 5 years and 5% of the respondents working experience is between 11-20 years.

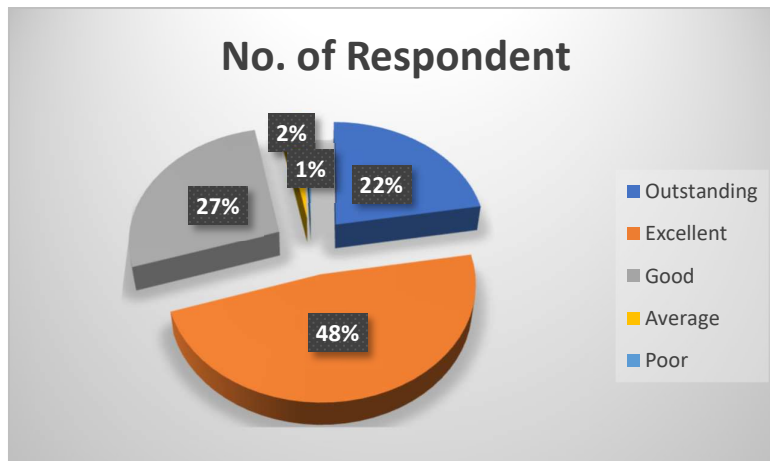
INFERENCE: 62% of the respondents working experience is 5-10 years.

Table 4.1.6: Working environment in the organization

Particular	No. of Respondent	Percentage of Respondent
Outstanding	29	22
Excellent	62	48
Good	35	27
Average	3	2
Poor	1	1
Total	130	100

Source: Primary Data

Chart 4.1.6: Working environment in the organization



INTERPRETATION: From the above table, interpreted that 48% of respondents said Excellent, 27% of respondents said Good, 22% of respondents said Outstanding, 2% of respondents said Average and 1% of respondents said Poor.

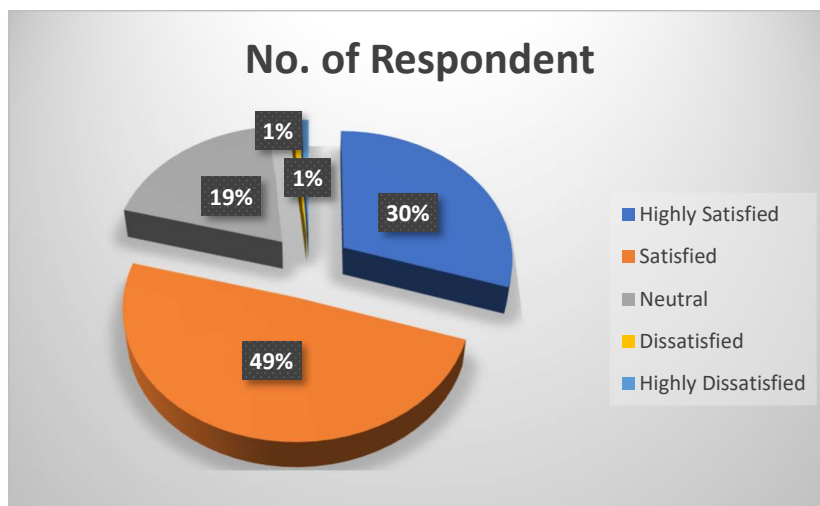
INFERENCE: 48% of the respondents said working environment was excellent.

Table 4.1.7: Satisfied with working hours of the company

Particular	No. of Respondent	Percentage of Respondent
Highly Satisfied	39	30
Satisfied	64	49
Neutral	25	19
Dissatisfied	1	1
Highly Dissatisfied	1	1
Total	130	100

Source: Primary Data

Chart 4.1.7: Satisfied with working hours of the company



INTERPRETATION: From the above table, interpreted that 49% of respondents said Satisfied, 30% of respondents said Highly Satisfied, 19% of respondents said Neutral, 1% of respondents said Dissatisfied and 1% of respondents said Highly Dissatisfied.

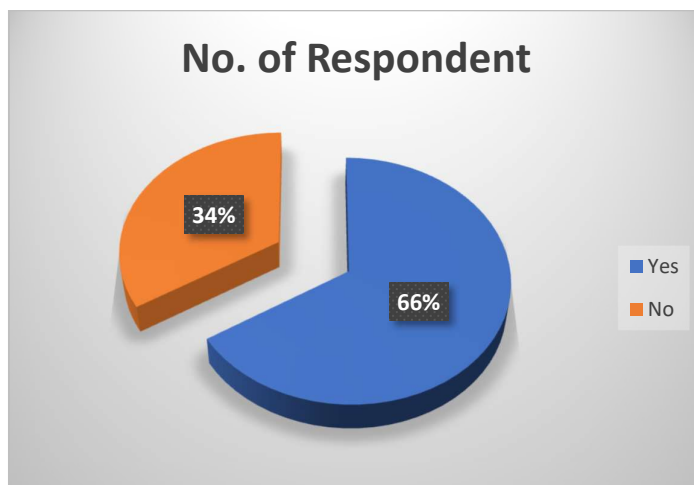
INFERENCE: 49% of the respondents said they are Satisfied with working hours of the company.

Table 4.1.8: Employee welfare measure of the organization give a feeling of safety and improve your performance

Particular	No. of Respondent	Percentage of Respondent
Yes	86	66
No	44	34
Total	130	100

Source: Primary Data

Chart 4.1.8: Employee welfare measures of the organization give a feeling of safety and improve your performance



INTERPRETATION: From the above table, interpreted that 66% of respondents said Yes and 34% of respondents said No.

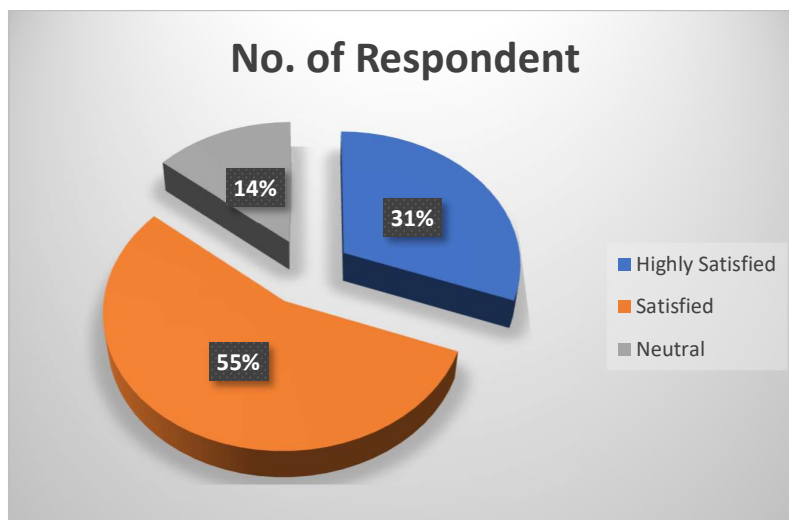
INFERENCE: 66% of the respondents said Yes.

Table 4.1.9: Personal health care welfare measure provided by Company

Particular	No. of Respondent	Percentage of Respondent
Highly Satisfied	40	31
Satisfied	72	55
Neutral	18	14
Dissatisfied	0	0
Highly Dissatisfied	0	0
Total	130	100

Source: Primary Data

Chart 4.1.9: Personal health care welfare measure provided by Company



INTERPRETATION: From the above table, interpreted that 55% of respondents said Satisfied, 31% of respondents said Highly Satisfied and 14% of respondents said Neutral.

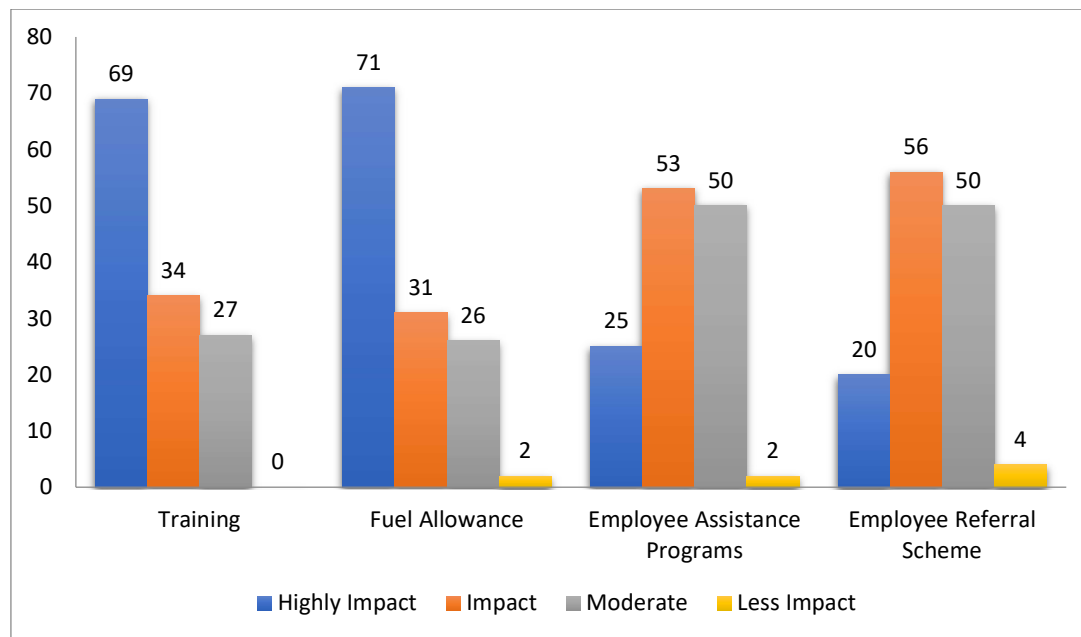
INFERENCE: 55% of the respondents said they are Satisfied with the personal health care welfare measure provided by Company.

Table 4.1.10: Employee welfare measures had an impact on you

Factors	Highly Impact	Impact	Moderate	Less Impact
Training	69	34	27	0
Fuel Allowance	71	31	26	2
Employee Assistance Programs	25	53	50	2
Employee Referral Scheme	20	56	50	4

Source: Primary Data

Chart 4.1.10: Employee welfare measures had an impact on you



INTERPRETATION: From the above table,

69% respondents said Highly Impact, 34% respondents said Impact and 27% respondents said Moderate according to the Training.

71% respondents said Highly Impact, 31% respondents said Impact, 26% respondents said Moderate and 2% of the respondents said Less Impact according to the Fuel Allowance.

53% respondents said Impact, 50% respondents said Moderate, 25% respondents said Highly Impact and 2% of the respondents said Less Impact according to the Employee Assistance Programs.

56% respondents said Impact, 50% respondents said Moderate, 20% respondents said Highly Impact and 4% of the respondents said Less Impact according to the Employee Referral Scheme.

INFERENCE:

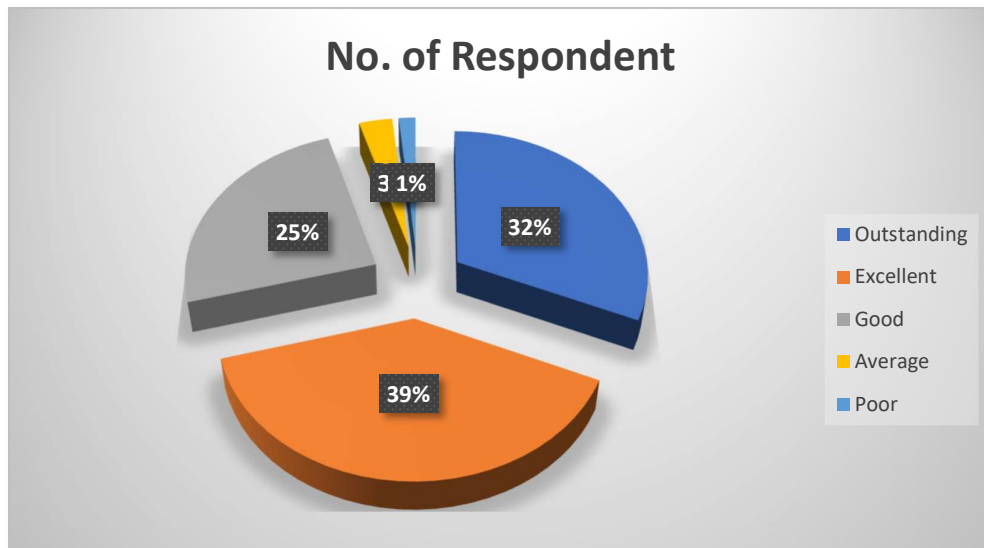
71% of the employees felt Fuel Allowance has High Impact.

Table 4.1.11: Satisfaction level towards canteen facilities.

Particular	No. of Respondent	Percentage of Respondent
Outstanding	41	32
Excellent	51	39
Good	32	25
Average	4	3
Poor	2	1
Total	130	100

Source: Primary Data

Chart 4.1.11: Satisfaction level towards canteen facilities.



INTERPRETATION: From the above table, interpreted that 39% of respondents said Excellent, 32% of respondents said Outstanding, 25% of respondents said Good, 3% of respondents said Average and 1% of respondents said Poor.

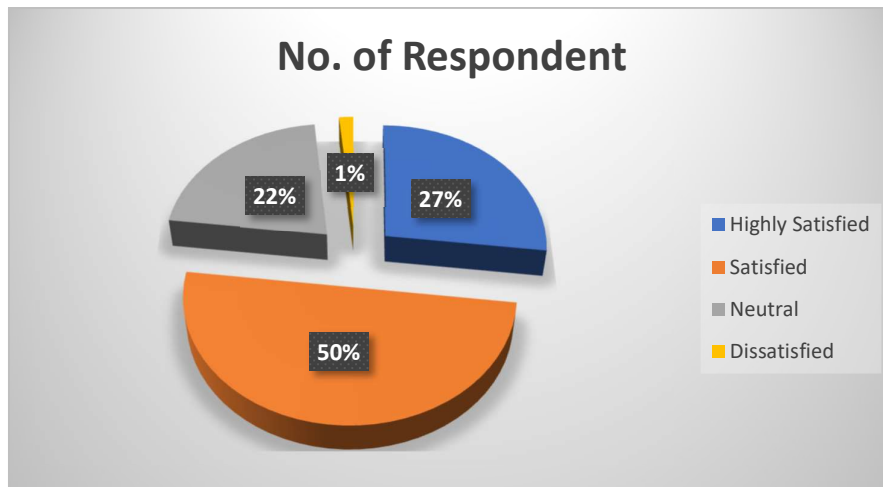
INFERENCE: 39% of the respondents said excellent towards canteen facilities.

Table 4.1.12: Performance appraisal offered by company

Particular	No. of Respondent	Percentage of Respondent
Highly Satisfied	35	27
Satisfied	65	50
Neutral	28	22
Dissatisfied	2	1
Highly Dissatisfied	0	0
Total	130	100

Source: Primary Data

Chart 4.1.12: Performance appraisal offered by company



INTERPRETATION: From the above table, interpreted that 50% of respondents said Satisfied, 27% of respondents said Highly Satisfied, 22% of respondents said Neutral and 1% of respondents said Dissatisfied.

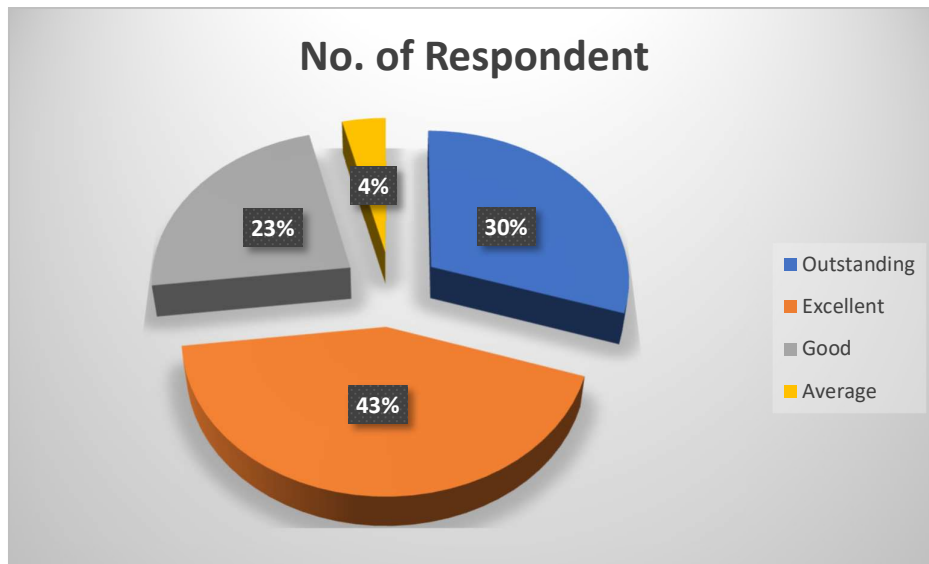
INFERENCE: 50% of the respondents said they are satisfied with the Performance appraisal offered by company.

Table 4.1.13: Satisfaction level on the First aid welfare provided by company.

Particular	No. of Respondent	Percentage of Respondent
Outstanding	39	30
Excellent	56	43
Good	30	23
Average	5	4
Poor	0	0
Total	130	100

Source: Primary Data

Chart 4.1.13: Satisfaction level on the First aid welfare provided by company.



INTERPRETATION: From the above table, interpreted that 43% of respondents said Excellent, 30% of respondents said Outstanding, 23% of respondents said Good and 3% of respondents said Average.

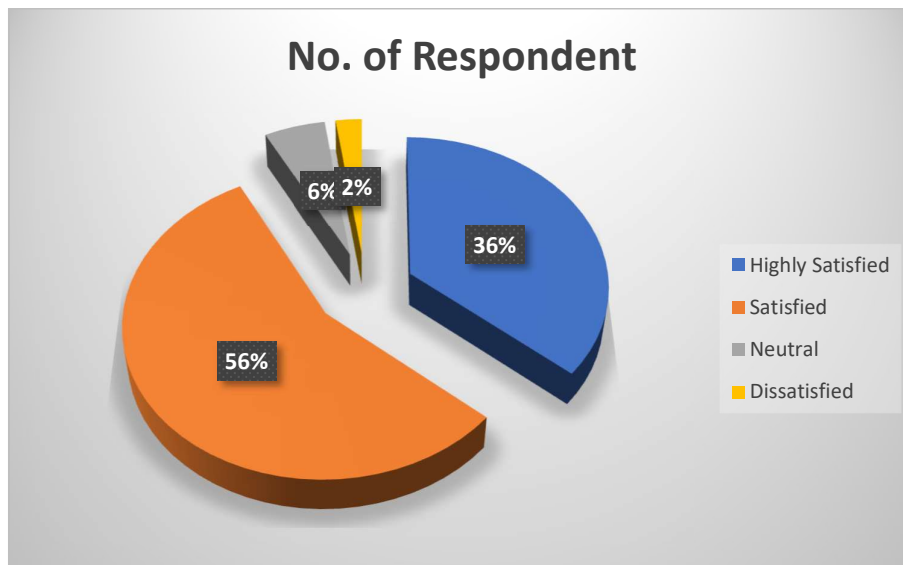
INFERENCE: 43% of the respondents said excellent towards the First aid welfare measures.

Table 4.1.14: Employee Assistance Programs welfare measure provided by company.

Particular	No. of Respondent	Percentage of Respondent
Highly Satisfied	47	36
Satisfied	73	56
Neutral	7	6
Dissatisfied	3	2
Highly Dissatisfied	0	0
Total	130	100

Source: Primary Data

Chart 4.1.14: Employee Assistance Programs welfare measure provided by company.



INTERPRETATION: From the above table, interpreted that 56% of respondents said Satisfied, 36% of respondents said Highly Satisfied, 6% of respondents said Neutral and 2% of respondents said Dissatisfied.

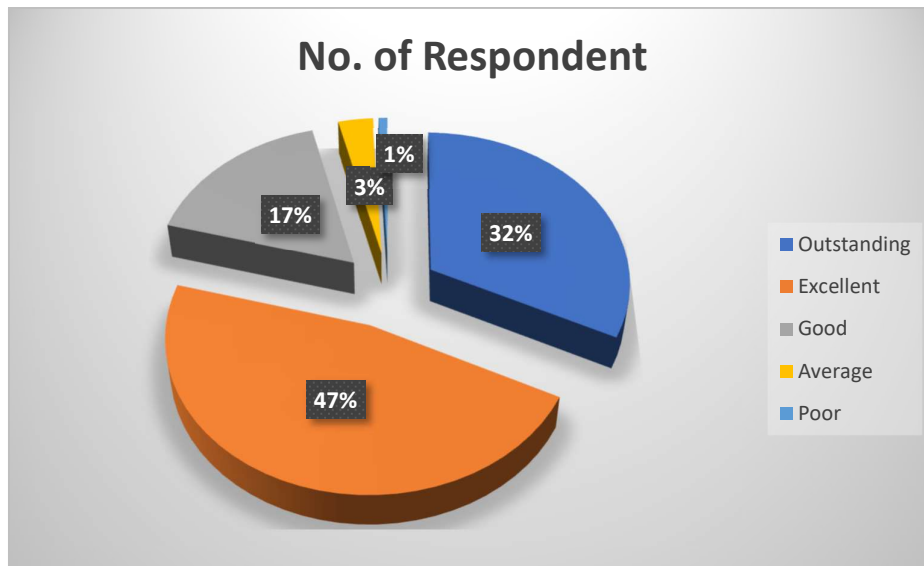
INFERENCE: 56% of the respondents said they are satisfied with the Employee Assistance Programs welfare measure provided by company.

Table 4.1.15: Training given by the company.

Particular	No. of Respondent	Percentage of Respondent
Outstanding	42	32
Excellent	61	47
Good	22	17
Average	4	3
Poor	1	1
Total	130	100

Source: Primary Data

Chart 4.1.15: Training given by the company.



INTERPRETATION: From the above table, interpreted that 47% of respondents said Excellent, 32% of respondents said Outstanding, 17% of respondents said Good, 3% of respondents said Average and 1% of respondents said Poor.

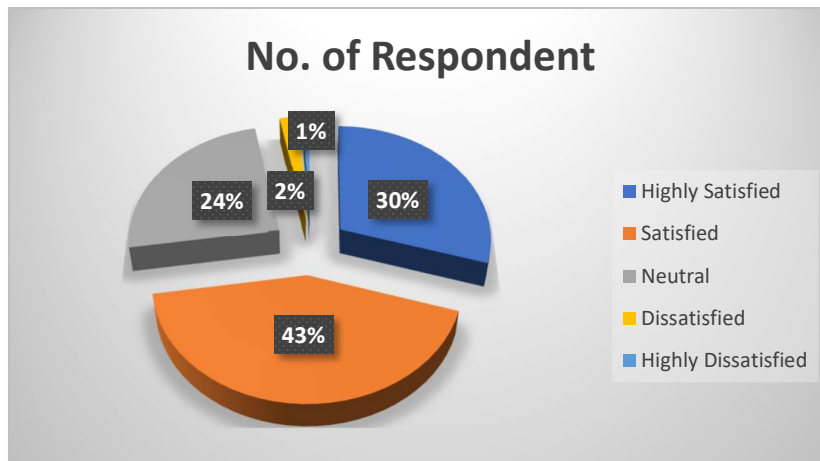
INFERENCE: 47% of the respondents said excellent towards Training given by the company.

Table 4.1.16: Satisfaction level towards Employee Referral Scheme.

Particular	No. of Respondent	Percentage of Respondent
Highly Satisfied	39	30
Satisfied	56	43
Neutral	32	24
Dissatisfied	3	2
Highly Dissatisfied	1	1
Total	130	100

Source: Primary Data

Chart 4.1.16: Satisfaction level towards Employee Referral Scheme.



INTERPRETATION: From the above table, interpreted that 43% of respondents said Satisfied, 30% of respondents said Highly Satisfied, 24% of respondents said Neutral, 2% of respondents said Dissatisfied and 1% of respondents said Highly Dissatisfied.

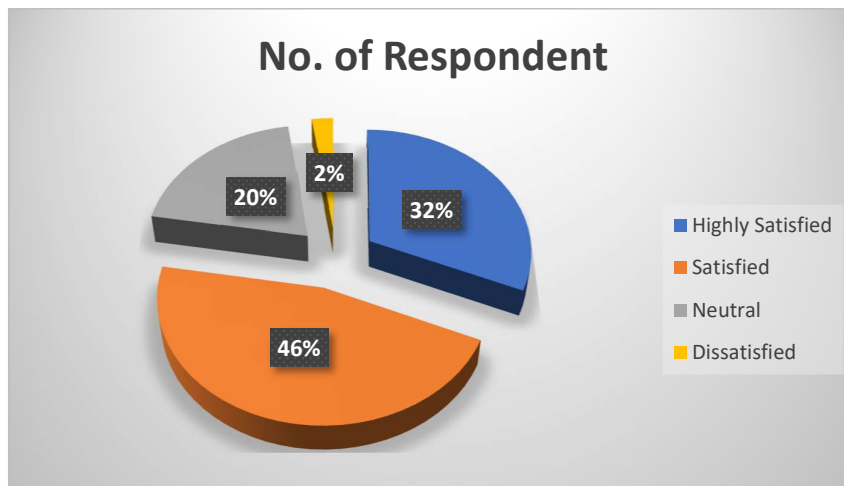
INFERENCE: 43% of the respondents said they are satisfied towards employee Referral Scheme.

Table 4.1.17: Satisfaction with the Medi-claim welfare measures provided by company.

Particular	No. of Respondent	Percentage of Respondent
Highly Satisfied	41	32
Satisfied	60	46
Neutral	26	20
Dissatisfied	3	2
Highly Dissatisfied	0	0
Total	130	100

Source: Primary Data

Chart 4.1.17: Satisfaction with the Medi-claim welfare measures provided by company.



INTERPRETATION: From the above table, interpreted that 46% of respondents said Satisfied, 32% of respondents said Highly Satisfied, 20% of respondents said Neutral and 2% of respondents said Dissatisfied.

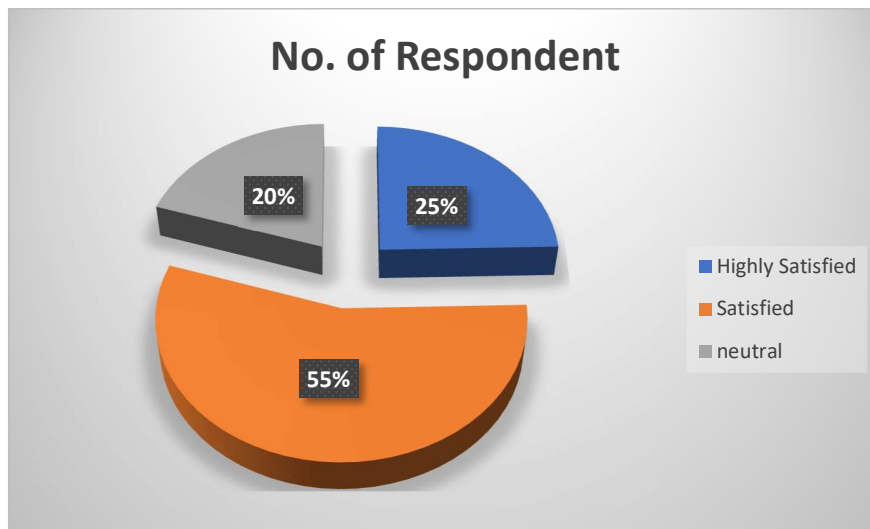
INFERENCE: 46% of the respondents said they are satisfied with the Medi-claim welfare measures.

Table 4.1.18: Satisfaction with the Flexi-Time welfare measure provided by company.

Particular	No. of Respondent	Percentage of Respondent
Highly Satisfied	32	25
Satisfied	72	55
Neutral	26	20
Dissatisfied	0	0
Highly Dissatisfied	0	0
Total	130	100

Source: Primary Data

Chart 4.1.18: Satisfaction with the Flexi-Time welfare measure provided by company.



INTERPRETATION: From the above table, interpreted that 55% of respondents said Satisfied, 25% of respondents said Highly Satisfied and 20% of respondents said Neutral.

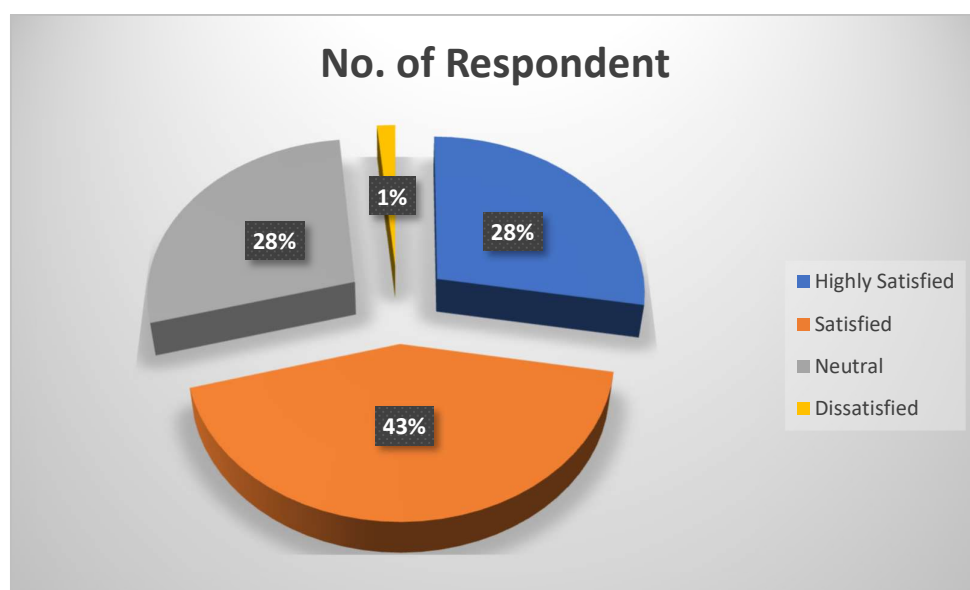
INFERENCE: 55% of the respondents said they are satisfied with the Flexi-Time welfare measures.

Table 4.1.19: Satisfaction with the incentive provided by company.

Particular	No. of Respondent	Percentage of Respondent
Highly Satisfied	36	28
Satisfied	56	43
Neutral	36	28
Dissatisfied	2	1
Highly Dissatisfied	0	0
Total	130	100

Source: Primary Data

Chart 4.1.19: Satisfaction with the incentive provided by company.



INTERPRETATION: From the above table, interpreted that 43% of respondents said Satisfied, 28% of respondents said Highly Satisfied, 28% of respondents said Neutral and 1% of respondents said Dissatisfied.

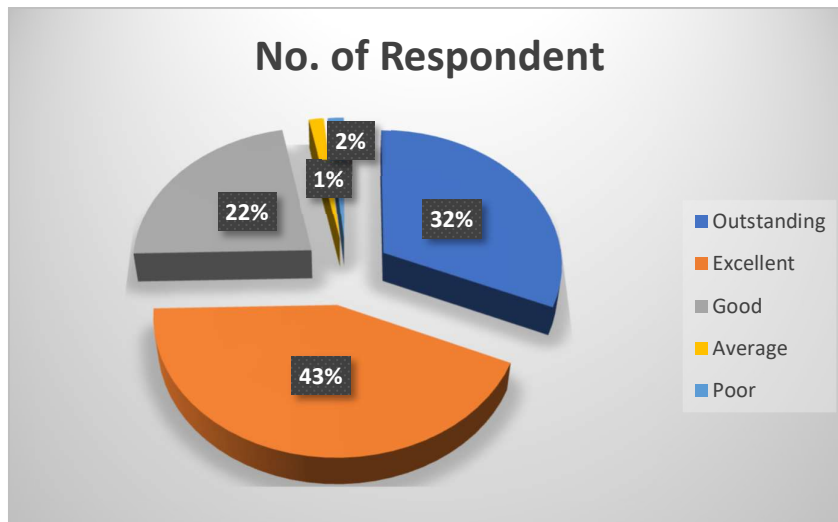
INFERENCE: 43% of the respondents said they are satisfied with the incentive provided by company.

Table 4.1.20: Satisfaction level towards Fuel Allowance given by the company.

Particular	No. of Respondent	Percentage of Respondent
Outstanding	41	32
Excellent	56	43
Good	29	22
Average	2	1
Poor	2	2
Total	130	100

Source: Primary Data

Chart 4.1.20: Satisfaction level towards Fuel Allowance given by the company.



INTERPRETATION: From the above table, interpreted that 43% of respondents said Excellent, 32% of respondents said Outstanding, 22% of respondents said Good, 2% of respondents said Poor and 1% of respondents said Average.

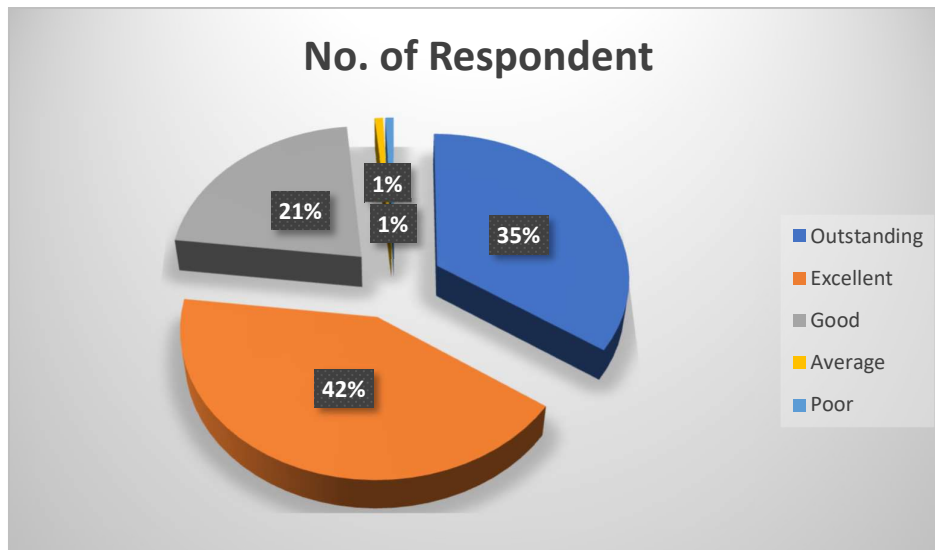
INFERENCE: 43% of the respondents said excellent towards Fuel Allowance given by the company.

Table 4.1.21: Satisfaction level towards team lunch Offered by the company.

Particular	No. of Respondent	Percentage of Respondent
Outstanding	45	35
Excellent	55	42
Good	28	21
Average	1	1
Poor	1	1
Total	130	100

Source: Primary Data

Chart 4.1.21: Satisfaction level towards team lunch Offered by the company.



INTERPRETATION: From the above table, interpreted that 42% of respondents said Excellent, 35% of respondents said Outstanding, 21% of respondents said Good, 1% of respondents said Average and 1% of respondents said Poor.

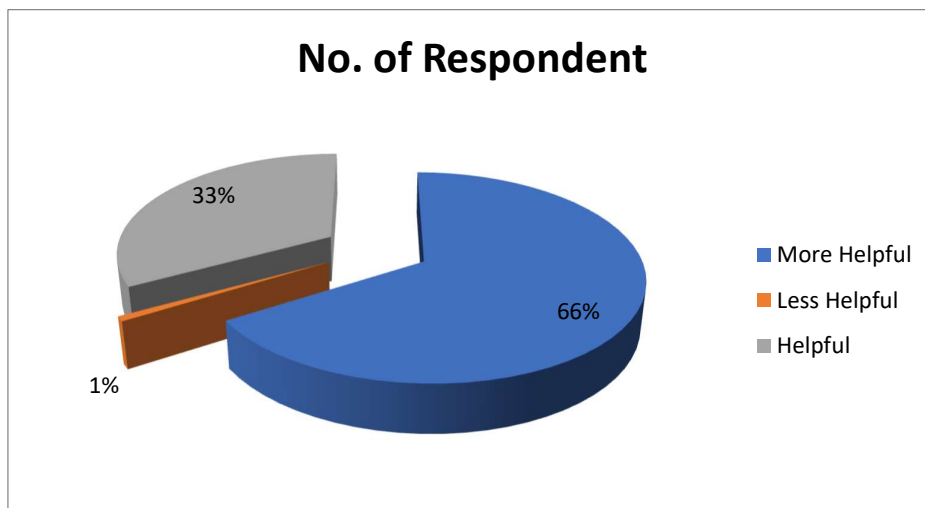
INFERENCE: 42 % of the respondents said excellent towards team lunch Offered by the company.

Table 4.1.22: COVID Allowance

Particular	No. of Respondent	Percentage of Respondent
More Helpful	86	66
Less Helpful	1	1
Helpful	43	33
Total	130	100

Source: Primary Data

Chart 4.1.22: COVID Allowance



INTERPRETATION: From the above table, interpreted that 66% of respondents felt COVID Allowances more helpful to them, 33% of respondents felt COVID Allowances more helpful to them and 1% of respondents felt COVID Allowances more helpful to them.

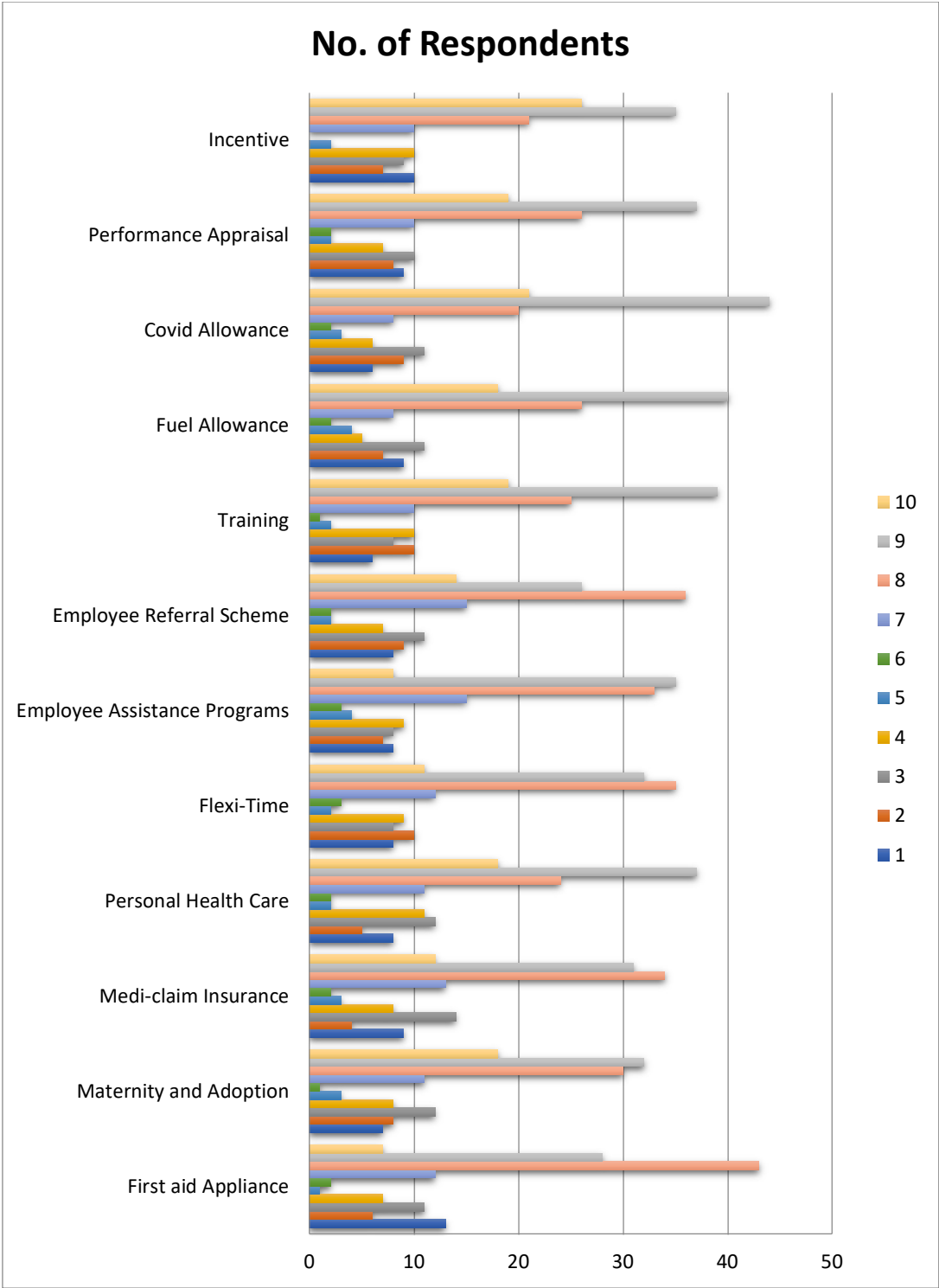
INFERENCE: 66% of the respondents felt COVID Allowances more helpful.

Table 4.1.23: Rating for welfare Measure.

Facilities	1	2	3	4	5	6	7	8	9	10
First aid Appliances	13	6	11	7	1	2	12	43	28	7
Maternity and Adoption	7	8	12	8	3	1	11	30	32	18
Medi-claim Insurance	9	4	14	8	3	2	13	34	31	12
Personal Health Care	8	5	12	11	2	2	11	24	37	18
Flexi-Time	8	10	8	9	2	3	12	35	32	11
Employee Assistance Programs	8	7	8	9	4	3	15	33	35	8
Employee Referral Scheme	8	9	11	7	2	2	15	36	26	14
Training	6	10	8	10	2	1	10	25	39	19
Fuel Allowance	9	7	11	5	4	2	8	26	40	18
Covid Allowance	6	9	11	6	3	2	8	20	44	21
Performance Appraisal	9	8	10	7	2	2	10	26	37	19
Incentive	10	7	9	10	2	0	10	21	35	26

Source: Primary Data

Chart 4.1.23: Rating for welfare Measure



INTERPRETATION: From the above table it's interpreted that

43% respondents said very good, 28% respondents said excellent, 13% respondents said terrible, 12% respondents said good, 11% respondents said weak, 7% respondents said outstanding, 7% respondents said below average, 6% respondents said very weak, 2% respondents said above average and 1% respondents said average for the first aid appliances facility.

32% respondents said excellent, 30% respondents said very good, 18% respondents said outstanding, 12% respondents said weak, 11% respondents said good, 8% respondents said below average, 8% respondents said very weak, 7% respondents said terrible, 3% respondents said average and 1% respondents said above average for the Maternity and Adoption facility.

34% respondents said very good, 31% respondents said excellent, 14% respondents said weak, 13% respondents said good, 12% respondents said outstanding, 9% respondents said terrible, 8% respondents said below average, 4% respondents said very weak, 3% respondents said average and 2% respondents said above average for the Medi-claim Insurance facility.

37% respondents said excellent, 24% respondents said very good, 18% respondents said outstanding, 12% respondents said weak, 11% respondents said good, 11% respondents said below average, 8% respondents said terrible, 5% respondents said very weak, 2% respondents said above average and 2% respondents said average for the Personal Health care facility.

35% respondents said very good, 32% respondents said excellent, 12% respondents said good, 10% respondents said very weak, 11% respondents said outstanding, 9% respondents said below average, 8% respondents said weak, 8% respondents said very terrible, 3% respondents said above average and 2% respondents said average for the Flexi-Time facility.

35% respondents said excellent, 33% respondents said very good, 15% respondents said good, 9% respondents said below average, 8% respondents said outstanding, 8% respondents said weak, 8% respondents said terrible, 7% respondents said very weak, 4% respondents said average and 3% respondents said above average for the Employee Assistance Programs facility.

36% respondents said very good, 26% respondents said excellent, 15% respondents said good, 14% respondents said outstanding, 11% respondents said weak, 9% respondents said very weak, 8% respondents said terrible, 7% respondents said very below average, 2% respondents said above average and 2% respondents said average for the Employee Referral Scheme facility.

39% respondents said excellent, 25% respondents said very good, 19% respondents said outstanding, 10% respondents said good, 10% respondents said below average, 10% respondents said very weak, 8% respondents said weak, 6% respondents said very terrible, 2% respondents said average and 1% respondents said above average for the Training facility.

40% respondents said excellent, 26% respondents said very good, 18% respondents said outstanding, 11% respondents said weak, 9% respondents said terrible, 8% respondents said good, 7% respondents said very weak, 5% respondents said below average, 4% respondents said average and 2% respondents said above average for the Fuel Allowance facility.

44% respondents said excellent, 21% respondents said outstanding, 20% respondents said very good, 11% respondents said weak, 9% respondents said very weak, 8% respondents said good, 6% respondents said below average, 6% respondents said terrible, 3% respondents said average and 2% respondents said above average Covid Allowance facility.

37% respondents said excellent, 26% respondents said very good, 19% respondents said outstanding, 10% respondents said good, 10% respondents said weak, 9% respondents said terrible, 8% respondents said very weak, 7% respondents said below average, 2% respondents said average and 2% respondents said above average for the Performance Appraisal facility.

35% respondents said excellent, 26% respondents said outstanding, 21% respondents said very good, 10% respondents said good, 10% respondents said below average, 10% respondents said terrible, 9% respondents said weak, 7% respondents said very weak and 2% respondents said average for the Incentive facility.

INFERENCE:

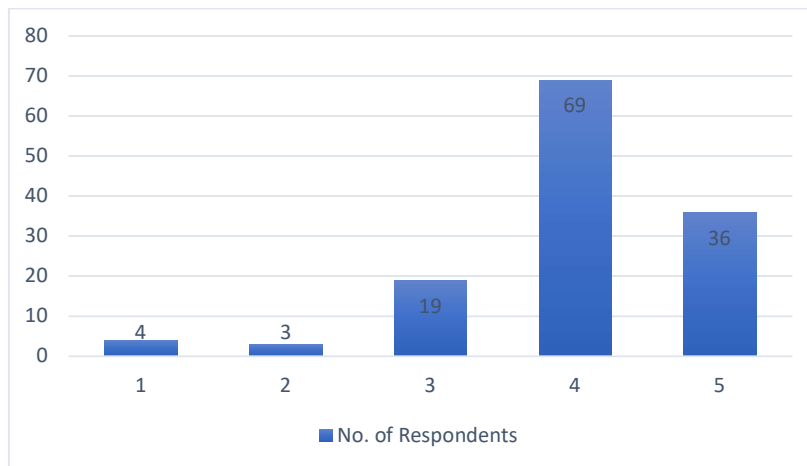
44% of the employees felt covid allowance facility was more satisfying.

Table 4.1.24: Satisfaction level towards the welfare measures.

Particular	No. of Respondent	Percentage of Respondent
1	4	3
2	2	2
3	19	14
4	69	53
5	36	28
Total	130	100

Source: Primary Data

Chart 4.1.24: Satisfaction level towards the welfare measures.



INTERPRETATION: From the above table, interpreted that 53% of respondents said Excellent, 28% of respondents said Outstanding, 14% of respondents said Good, 3% of respondents said poor and 2% of respondents said average.

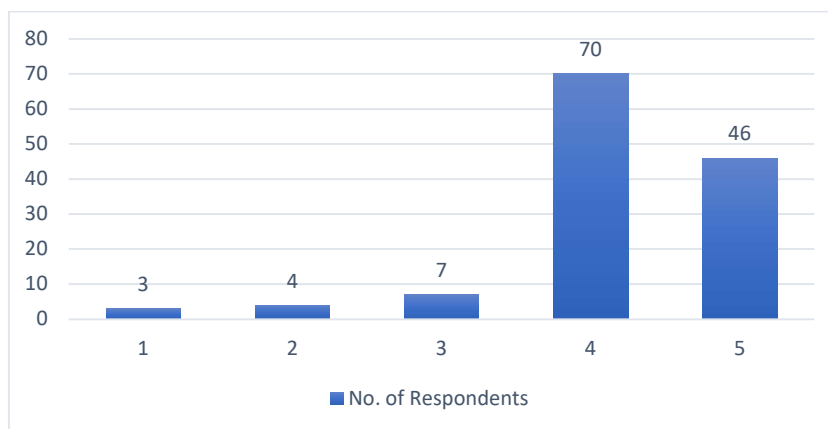
INFERENCE: 53% of the respondents said excellent regarding the satisfaction level towards the welfare measures.

Table 4.1.25: Working experience in Anaamalais Toyota showroom.

Particular	No. of Respondent	Percentage of Respondent
1	3	2
2	4	3
3	7	5
4	70	54
5	46	36
Total	130	100

Source: Primary Data

Chart 4.1.25: Working experience in Anaamalais Toyota showroom.



INTERPRETATION: From the above table, interpreted that 54% of respondents said Excellent, 36% of respondents said Outstanding, 5% of respondents said Good, 3% of respondents said Average and 2% of respondents said Poor.

INFERENCE: 54% of the respondents said excellent towards the working experience in Anaamalais Toyota.

4.2 CHI SQUARE

TABLE 1

HYPHOTHESIS

Null Hypothesis (H0): There is no significant association between age of the respondents with reference to their gender.

Alternative Hypothesis (H1): There is a significant association between age of the respondents with reference to their gender.

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Gender	130	100.0%	0	0.0%	130	100.0%

Age * Gender Crosstabulation

Count

		Gender		Total
		Male	Female	
Age	21-30	44	0	44
	31-40	54	0	54
	41-50	15	13	28
	above 50	0	4	4
Total		113	17	130

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	68.732 ^a	3	<.001
Likelihood Ratio	62.167	3	<.001
Linear-by-Linear Association	48.487	1	<.001
N of Valid Cases	130		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .52.

INTERPRETATION:

Since p value 0.01 is less than 0.05 Null hypothesis is rejected and alternate hypothesis is accepted. Hence, there is a significant association between age of the respondents with reference to their gender.

4.3 ANOVA

TABLE-1

One-way

Null Hypothesis (H0): There is no significant difference between their experience with reference to their age.

Alternative Hypothesis (H1): There is a significant difference between their experience with reference to their age.

One-way

ANOVA

How_many_years_of_experience_you_have_in_this_company

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	35.635	3	11.878	528.032	<.001
Within Groups	2.834	126	.022		
Total	38.469	129			

ANOVA Effect Sizes^a

		Point Estimate	95% Confidence Interval	
			Lower	Upper
How_many_years_of_experience_you_have_in_this_company	Eta-squared	.926	.901	.940
	Epsilon-squared	.925	.899	.938
	Omega-squared Fixed-effect	.924	.898	.938
	Omega-squared Random-effect	.802	.747	.834

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

Post Hoc Tests

Homogeneous Subsets

How_many_years_of_experience_you_have_i
n_this_company

Duncan^{a,b}

		Subset for alpha = 0.05		
Age	N	1	2	3
21-30	44	1.02		
31-40	54		2.00	
41-50	28		2.07	
Above 50	4			3.00
Sig.		1.000	.241	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 12.234.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

INTERPRETATION

Since p value is less than 0.05 Null hypothesis is rejected and alternate hypothesis is accepted. Hence, there is a significant difference between their experience with reference to their age.

4.4 Correlation

Null Hypothesis (H0): There is no significant relation between satisfaction level towards welfare measure and working experience in Anaamalais Toyota.

Alternative Hypothesis (H1): There is significant relation between satisfaction level towards welfare measure and working experience in Anaamalais Toyota.

Descriptive Statistics

	Mean	Std. Deviation	N
Rate_your_satisfaction_level_towards_the_welfare_measures	4.01	.876	130
Give_a_rating_on_your_working_experience_in_Anamallais_Toyota	4.17	.846	130

Correlations

		Rate_your_satisfaction_level_towards_the_welfare_measures	Give_a_rating_on_your_working_experience_in_Anamallais_Toyota
Rate_your_satisfaction_level_towards_the_welfare_measures	Pearson Correlation	1	.898**
	Sig. (2-tailed)		<.001
	N	130	130
Give_a_rating_on_your_working_experience_in_Anamallais_Toyota	Pearson Correlation	.898**	1
	Sig. (2-tailed)	<.001	
	N	130	130

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION:

Here correlation Coefficients (r) is 0.898. Since p-value 0.001 is less than 0.05. we accept the alternative hypothesis and reject the null hypothesis. There is significant relation between satisfaction level towards welfare measure and working experience in Anaamalais Toyota.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- 41% of the respondents are belonging to the age group of 31-40.
- 87% of the respondents are Male.
- 76% of the respondents are belonging to Under Graduate.
- 66% of the respondents are belonging to Unmarried.
- 62% of the respondent's working experience is 5-10 years.
- 48% of the respondents said working environment was excellent.
- 49% of the respondents said they are Satisfied with working hours of the company.
- 66% of the respondents said Yes.
- 55% of the respondents said they are Satisfied with the personal health care welfare measure provided by Company.
- 71% of the employees felt Fuel Allowance has High Impact.
- 39% of the respondents said excellent towards canteen facilities.
- 50% of the respondents said they are satisfied with the Performance appraisal offered by company.
- 43% of the respondents said excellent towards the First aid welfare measures.
- 56% of the respondents said they are satisfied with the Employee Assistance Programs welfare measure provided by company.
- 47% of the respondents said excellent towards Training given by the company.
- 43% of the respondents said they are satisfied towards Employee Referral Scheme.
- 46% of the respondents said they are satisfied with the Medi-claim welfare measures.
- 55% of the respondents said they are satisfied with the Flexi-Time welfare measures.
- 43% of the respondents said they are satisfied with the incentive provided by company.
- 43% of the respondents said excellent towards Fuel Allowance given by the company.
- 42% of the respondents said excellent towards team lunch Offered by the company.
- 66% of the respondents felt COVID Allowances more helpful.
- 44% of the employees felt covid allowance facility was more satisfying.
- 53% of the respondents said excellent regarding the satisfaction level towards the welfare measures.
- 54% of the respondents said excellent towards the working experience in Anaamalais Toyota.

- Since p value 0.01 is less than 0.05 Null hypothesis is rejected and alternate hypothesis is accepted. Hence, there is a significant association between age of the respondents with reference to their gender.
- Since p value is less than 0.05 Null hypothesis is rejected and alternate hypothesis is accepted. Hence, there is a significant difference between their experience with reference to their age.
- Here correlation Coefficients (r) is 0.898. Since p-value 0.001 is less than 0.05. we accept the alternative hypothesis and reject the null hypothesis. There is significant relation between satisfaction level towards welfare measure and working experience in Anaamalais Toyota.

SUGGESTION

Most of the employees are satisfied with the existing welfare schemes provided by the company. The following recommendations will be helpful to the management to improve the awareness as well as to improve the satisfaction level of employees.

- The Management shall arrange more programs to improve the employee's awareness about the welfare measures working conditions and social security schemes.
- The Management can take necessary steps to provide job security to trainees. Also, the Management shall consider providing welfare measures to the trainees.
- The company can improve the recreational facilities being offered to the employees.
- The management shall conduct regular meetings and allow the employees to participate in it. It will help to improve the employee employer relationship.
- A Co-operative society shall be provided for the employees so that they can purchase essential goods at reasonable price.
- In order to increase efficiency of workers management has to be constantly in touch with the workers and meetings of the workers may be convened frequently to discuss the problems of workers.
- In order to reduce the dissatisfaction among youth workers regarding recreational facility, the company may conduct annual tour programs.
- Company should help employee achieve their professional goals.

- Organization should encourage learning and personal development.
- Some workers felt that employee welfare measures of the organization are not giving a feeling of safety and it's not improving their performance.

CONCLUSION

Welfare includes anything that is done for the comfort and improvement of employees and is provided over and above the wages. Welfare helps in keeping the morale and motivation of the employees high so as to retain the employees for longer duration. The study on effectiveness of employee welfare measures with reference to Anaamalais Toyota at Trichy concluded that the employees are satisfied with the welfare measures provided in the organization and the satisfaction level of employee welfare measures towards Toyota is moderate. The management required to provide good facilities for both permanent and temporary employees in such way that employees become satisfied about employee welfare facilities. It increases productivity as well as quality and quantity. Therefore, there is necessity of making some provision for improving the welfare facility through that employee will become happy, employee's performance level become increase. It leads to improve favourable effects of profitability and products of the organization. At last, it can be concluded that the employee welfare facilities provided by the company to employees are satisfied and it is commendable, but still of scope is there for further improvement. So that efficiency, effectiveness and productivity can be enhanced to accomplish the organizational goals.

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**A Study on effectiveness of employee welfare
measures in Anaamalais Toyota showroom at Trichy.**

1. Name:
2. Age:
 - a) 21-30
 - b) 31-40
 - c) 41-50
 - d) Above 50
3. Gender:
 - a) Female
 - b) Male
4. Education:
 - a) SSLC
 - b) HSC
 - c) UG
 - d) PG
5. Marital Status:
 - a) Married
 - b) Unmarried
6. How many years of experience you have in the company?
 - a) Less than 5
 - b) 5-10
 - c) 11-20
 - d) More than 20
7. Rate your working environment of the organization?
 - a) Outstanding
 - b) Excellent
 - c) Good
 - d) Average
 - e) Poor
8. How far your satisfied with working hours of the company?
 - a) Highly satisfied

- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

9. Do you think employee welfare measures of the organization give a feeling of safety and improves your performance?

- a) Yes
- b) No

10. How far you are satisfied with the personal health care welfare measure provided by Company?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

11. Which type of employee welfare measures had a impact on you?

Factors	Highly Impact	Impact	Moderate	Less Impact	No Impact
Training					
Fuel Allowance					
Employee Assistance Programs					
Employee Referral Scheme					

12. Rate you are satisfaction level towards canteen facilities.

- a) Outstanding
- b) Excellent
- c) Good
- d) Average
- e) Poor

13. How far you are satisfied with the Performance appraisal offered by company?

- a) Highly satisfied

- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

14. Rate your satisfaction level on the First aid welfare provided by company.

- a) Outstanding
- b) Excellent
- c) Good
- d) Average
- e) Poor

15. How far are you satisfied with the Employee Assistance Programs welfare measure provided by company?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

16. Rate your satisfaction level on Training given by the company.

- a) Outstanding
- b) Excellent
- c) Good
- d) Average
- e) Poor

17. How far are you satisfied with the employee Referral Scheme?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

18. How far are you satisfied with the Medi-claim welfare measures provided by company?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

19. How far are you satisfied with the Flexi-Time welfare measure provided by Company?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

20. How far your satisfied with the incentive provided by company?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

21. Rate your satisfaction level towards Fuel Allowance given by the company.

- a) Outstanding
- b) Excellent
- c) Good
- d) Average
- e) Poor

22. Rate your satisfaction level towards team lunch Offered by the company.

- a) Outstanding
- b) Excellent
- c) Good
- d) Average
- e) Poor

23. How far COVID Allowance helpful to you?

- a) More helpful
- b) Less helpful
- c) Helpful

24. Give your overall all rating for welfare Measure.

Facilities	1	2	3	4	5	6	7	8	9	10
First aid Appliances										
Maternity and Adoption										
Medi-claim Insurance										
Personal Health Care										

Flexi-Time										
Employee Assistance Programs										
Employee Referral Scheme										
Training										
Fuel Allowance										
Covid Allowance										
Performance Appraisal										
Incentive										

25. Rate your satisfaction level towards the welfare measures.
1 to 5

26. Give a rating on your working experience in Anaamalais Toyota showroom?
1 to 5