



"EMPLOYEE WELFARE PRACTICE IN BATTERY INDUSTRY: AN EMPRICAL STUDY"

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ABSTRACT

Welfare practice includes various facilities, services and conveniences facilitated to the employees for boosting their lifestyle. It comprises both statutory and non-statutory provisions laid by the various industry bodies. The aims of this paper to explore various employee welfare schemes adopted by battery industries of India. It includes social, economic, moral, cultural, ethical and cognitive ability of the employees in order to nurture them as a good citizen. This paper is based on secondary data collected from various published and unpublished data collected from various sources. Generally welfare schemes are depends upon the interests of the employer towards their employees' wellbeing and it also covers social security. The result of this study concludes that the very logic behind providing the welfare schemes is to create efficient, healthy, loyal and satisfied labor force for the organization. The purpose of providing such facilities is to make their work life better and also to raise their standard of living.

INTRODUCTION

Welfare practice includes various facilities, services and conveniences facilitated to the employees for boosting their lifestyle. It comprises both statutory and non-statutory provisions laid by the various industry bodies. The aim of the welfare scheme is to develop overall personality of the employees. It includes social, economic, moral, cultural, ethical and cognitive ability of the employees in order to nurture them as a good citizen. It is a dynamic concept where it changes from industry to industry and time to time. Generally welfare schemes are depends upon

the interests of the employer towards their employees' wellbeing and it also covers social security. Employee welfare embraces anything is provided for the benefit and betterment of employees, in addition to the remuneration. It induces the employees morally, to work for the organization in the long run. It is not confined to monetary benefits only, and whatever the additional benefits provided by the employer is considered as employee welfare. It includes vegillancing, working conditions, brining industrial harmony, industrial relation, and insurance for the employees which covers both health and accident for employees and their families. Various stakeholders engaged in contribution of employee welfare activities such as management, employees and society. The aim of it is to provide conducive working environment. It is relatively on humanitarian and economic grounds. Therefore it curtails the scope of employees unions and strikes. It paves the way in developing the responsibility and dignity among the employees. Employee welfare schemes are statutory when it laid mandatory through industrial Acts or government orders, it is voluntary when employers designed at the wish of employers. It is mutual when all the stakeholders take part to bring the economic progress of the employees. Welfare activities segregated into intramural and extramural.

OBJECTIVES OF STUDY

The paper aims to explores following aspect

1. To study the employee welfare schemes adopted by battery industries of India
2. To study importance of employee welfare and its impact on employees motivation and productivity.
- 3.

RESEARCH METHODOLOGY

This paper is based on secondary data which was collected from the different online research databases and offline sources. Specified keywords like Employee Welfare, Welfare Schemes, Battery Industry, Employee, and Employer applied to find relevant literature as per the context of the study. After making intensive study, specified numbers of most relevant information have been chosen for this study.

SCOPE OF THE STUDY

The scope of the present study is confined to the employee welfare practices of Amara Raja Batteries Limited Company. The various findings and conclusions that arrived at in the course of this cannot be generalized to similar other industries or companies located in the region or elsewhere.

LITERATURE REVIEW

In order to understand the theme of research in full-fledged manner and certain vital parameters of employee welfare involved in it, it has become inevitable to present and assess the review of past literature related to the present study on employee welfare. Hence, several attempts were made in the following paragraphs to review and analyze the past literature related to the present research.

Anjugam et al (2007) specified that the social reluctance, and the marginal farm house holders join larger in the welfare schemes of self-help groups. Through this

investigation it is found the rural self-help groups were operating cooperative milk dairies and dairy farms which include number of welfare programmes which will be useful for the rural masses. Author noticed that there is a huge gap of entrepreneurial skill sets among the members of the self-help groups.

Verena Schmidt, Maarten Keune and Kevin Skerrett (ILO), (2009), have analysed the impact of the welfare practices in business environment and the consequences on the productivity of the organization.

Poonam Salaria, Sumit Salaria, (2013), underlined that the employees in automobile industry are quite dissatisfied with the extramural welfare measures and on the flip side they are satisfied with intramural. However, the researcher noticed that the employees of the automobile sector have blended perception towards the welfare practices. Automobile industry is providing voluntary welfare services to their employees, which includes both intramural and extramural. Through this study the authors recommended that the employees are the crux for any organization, so that there should be given due importance in extending welfare measures.

Pavan, P. S. S., & Narayanappa (2013), in his study the author identified that the rural self-help groups have more potential to kick start their entrepreneurial journey in the space of dairy and allied activities inclusive of more number of welfare practices. Through this investigation it is found that the rural self-help groups were operating cooperative milk federation implementing number of welfare programmes for the welfare of dairy workers. The author noticed that there is a huge gap of entrepreneurial skill sets among the members of the self-help groups.

Dr. Usha Tiwari (2014), the author has carried out his study on the employee welfare facilities and its effect on the employee's effectiveness of Vindhya Telelinks Ltd. The author observed that 66 percent of the employees are satisfied and this study triggers that the management have to much more focus on employee welfare schemes efficiency, till where it will impact on the quality of the work and efficiency of the work. It enhances the employee satisfaction levels and is going to impact on the overall performance of the employees. Hence, the author advised the organization to reframe the existing welfare measures of the scheme.

Girimurugan. B, Deepika. D, Uma. A, (2016), implicated that the employee welfare facilities assist the management in boosting the employees satisfaction level to measure the organizational importance to their employees. In this study the authors underlined that the organization should have facility of additional welfare practices like crèche facility, uniform to accelerate the employee morale. With the help of this study the researchers figured out that most of the employees of Sakthi Sugars Ltd, are happy and still there is a scope to make all the employees to be satisfied with welfare practices of the organization, which will reflect on the employees performance.

Employee welfare practices at Amara Raja Batteries Limited Company

Amararaja Batteries Limited (ARBL) is one of the world class batteries manufacturing company established in the year 1985 and competing the global standards and competition in producing and marketing of batteries. It is the firm

opinion of the (ARBL) that the standardization a quality of life by way of establishing the institution can extend evergreen accessibility to enhanced prospects and advantages to the mankind. By introducing advanced engineering technology and 21 scientific research, the ARBL Company has entered into MOUs with global companies and making partnership ventures with world class leaders for want of transfer and sharing of technology and proficiency. After establishing the company in the year 1985 as a private one subsequently in the year 1990 the company was converted as public limited company. The ARBL has entered into MOU with Johnson Control Inc of USA on partnership basis with a partnership percentage of 26. The Johnson control Inc is a fortune 500 batteries manufacturing company which produces highest production of Lead Acid batteries in Northern American and also market leader in supplying the batteries to the major automobile industry and its customers. The welfare measures should be made in such a way that it accomplishes the needs of the employees if the needs of the employees are satisfied it will lead to the satisfaction of the employees which will automatically leads to increase in productivity of the company. It gives the feel of care to the employees that result in sincerity and loyalty of the employee towards the organization.

The various welfare scheme of Amara Raja Batteries Limited is given below
Insurance for Disability

Disability insurance is providing by Amaraja Batteries Ltd, for its employees who have met with any uncertainty at work or in road accidents in the form of short term and long term financial assistance. Long term insurance in the case of any sever injury that makes prevented to work permanently in such a case Amaraja is giving helping hand to its employees to financially sustain.

Employee Wellbeing Programmes

In recent times employee wellbeing programs have grown and most the organizations give importance to it. Amaraja Batteries Ltd also adopted the employee wellbeing programs and It comprises of providing healthy snacks, health and fitness at workplace fitness through gym. It induce to incase the employee turnover.

Transportation facilities

Amaraja Batteries provides pickup and dropping facilities to employees to their nearby bus stop, it encourage lot to the employees of Amaraja to work better and it saves the time of waiting for waiting for public service buses and it makes less fatigue also. so that employees are satisfying with this services.

Payment of referral bonus

In recruitment process organizations checks reference in the resume of applicant, they checks whether the applicant has any internal reference, if there is any internal reference than it is easy to know the conduct of the prospective employees. In this case of Amararaja Batteries Limited, is abiding the employee referrals in hiring new employees the employees and it is paying referral bonus to the employee who referred. Supportive HR manager At Amaraja Batteries Limited, HR manager is playing significant role in listening and responding the employees' issues, HR manger is responsible to support the fellow employees. HR Manger must tuned himself to listen the statements of managers and supervisors, it builds the trust on him/ her in the organization.

Locational advantage for lactating mother employees

It is very difficult to female an employee who has recently given birth to a baby to

revive workplace. in likewise it is harder when her employer to ignore to feed milk for the in working hours. It is better to set up location room facility and give moral support to offer milk feeding to the babies. At Amaraja Batteries Limited, it established location room to support female employees for the milk feeding to babies who are below 4 years.

Non-discrimination policy

At Amaraja Batteries Limited, management has strictly designed its HR Practices to abide the non-discrimination policy and educating employees to avoid such discrimination among themselves, it has notice any such incidents it will take punitive action on such employees.

Flexibility of working hours

Amaraja Batteries Limited has designed the flexible working hours for their employees to encourage them to work during their convenient slot of working hours for the pink and blue collar employees. In the case of white collar employees it allows to work from home in certain cases.

SAMPLE DESIGN AND SIZE

A purposive-cum-convenient sampling technique was followed and 100 respondents were chosen as sample respondents from the study unit.

ANALYSIS OF THE DATA

The information collected from the respondents was processed and tabulated scientifically and several statistical tools like (i) Independent sample t-test; (ii) Weighted mean scores; (iii) 'ANOVA' are calculated at appropriate levels and the inferences were drawn.

THE LIMITATIONS

1. The study is confined to only one battery industry located in India;
2. The size of the sample is 50 only where the number is meagre.

CONCLUSION

The welfare measures should be made in such a way that it accomplishes the needs of the employees if the needs of the employees are satisfied it will lead to the satisfaction of the employees which will automatically leads to increase in productivity of the company. It gives the feel of care to the employees that result in sincerity and loyalty of the employees towards the organization. In recent times employee welfare programs have grown and most the organizations give importance to it. Amaraja Batteries Ltd also adopted the employee welfare programs and It comprises of schemes and practices to make employees life smooth and easy Employee's welfare helps to increase employee's productivity and play a vital role to decrease the employee turnover.

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