



A STUDY ON EMPLOYEES PERCEPTION TOWARDS EMPLOYEE WELFARE MEASURES IN ST COURIER TEPPAKULAM MADURAI CITY

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ABSTRACT:

Welfare measures implemented at ST Courier, located in Teppakulam, Madurai City. Employee welfare refers to the various initiatives, services, and benefits provided by employers to improve the well-being of their workforce. These measures typically encompass health, safety, financial security, work-life balance, and overall job satisfaction. Given the importance of employee satisfaction for organizational success, understanding how employees perceive these welfare measures is critical for enhancing productivity and retention.

The research employed a descriptive approach, utilizing surveys and structured interviews to gather data from a sample of employees at ST Courier. The study explored key areas such as the awareness of existing welfare programs, their perceived effectiveness, and their impact on employee motivation and engagement. Factors such as work environment, financial assistance, health benefits, and recreational facilities were examined in detail.

KEYWORDS:

EMPLOYEE WELFARE, JOB SATISFACTION, EMPLOYEE ENGAGEMENT, ST COURIER, MADURAI.

1.1 INTRODUCTION:

In today's competitive and fast-paced business environment, organizations across various sectors are recognizing the importance of employee welfare as a key factor influencing productivity, job satisfaction, and retention. The courier and logistics industry, where timely deliveries and efficient services are crucial, heavily relies on its workforce to maintain high standards. Employee welfare measures, which include health benefits, job security, work-life balance programs, financial incentives, and career development opportunities, play an essential role in ensuring that employees remain motivated, engaged, and productive.

1.2 STATEMENT OF THE PROBLEM:

The study aims to evaluate how employees of *ST Courier, Madurai* perceive the existing welfare measures. Despite the company's efforts in providing welfare benefits, there is a lack of empirical data on whether these measures truly meet the needs of the employees and contribute to their overall satisfaction and performance.

1.3 OBJECTIVES OF THE STUDY:

The primary aim of this study is to analyze employees'

perceptions of welfare measures provided by ST Couriers at the Thappakulam branch. The specific objectives of the research are:

1. To assess the level of awareness among employees about the welfare measures offered by ST Couriers.
 - This includes understanding how well employees are informed about the welfare benefits and programs provided by the company.
2. To evaluate employee satisfaction with the welfare measures implemented by ST Couriers.
 - This involves determining how satisfied employees are with the various welfare initiatives, such as health benefits, financial rewards, and work-life balance programs.
3. To understand the impact of these welfare measures on employee motivation, job satisfaction, and performance.

1.4 METHODOLOGY

The research methodology for this study aims to explore and analyze employees' perceptions of the welfare measures implemented at ST Courier, Teppakulam, Madurai. The methodology is designed to capture both

qualitative and quantitative data, enabling a comprehensive understanding of the effectiveness of the company's welfare programs and their impact on employee satisfaction, motivation, and engagement.

1.5 SAMPLE SIZE:

50 responses were collected through questionnaire by Google form.

1.6 METHODS OF DATA COLLECTION

PRIMARY DATA:

A well-structured survey or questionnaire is one of the most common methods of gathering primary data for this kind of study. The questionnaire will consist of both **closed-ended** and **open-ended** questions to gather both quantitative and qualitative data.

SECONDARY DATA:

Secondary data refers to data that has already been collected and documented by someone else, often for a purpose other than the current study. In the context of this study on employees' perception towards welfare measures at ST Courier, secondary data will be used to supplement primary data collected through surveys and interviews. Secondary data can provide valuable background information, context, and insights that enhance the overall analysis of the research topic.

SAMPLING METHODS:

Convenience sampling

1.7 REVIEW OF LITERATURE:

Mahaney and Lederer (2006) emphasize that welfare measures significantly impact employee motivation and job satisfaction. Their study highlights that when employees perceive their welfare programs as beneficial and supportive, their commitment and engagement towards their work increase. **Luthans (2005)** further supports this by asserting that welfare initiatives designed to ensure the safety and well-being of employees contribute to better organizational performance

1.8 SIMPLE PERCENTAGE ANALYSIS:

Simple Percentage Analysis is used to indicate more clearly the relative size of two or more numbers. In the present study, this analysis was made to determine the percentage of respondents falling under each category and to calculate the usage of various recruitment and selection methods.

$$\text{Simple Percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

1.9 DATA ANALYSIS:

TABLE 1

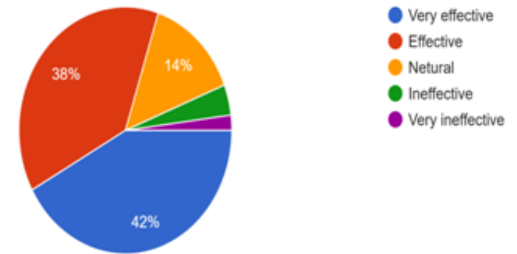
Do you feel that the company offers sufficient health and medical benefits?

PARTICULAR	NO.OF RESPONDETS	NO.OF PERSENTAGE
Very effective	21	42%

Effective	19	38%
Netural	7	14%
Ineffective	2	4%
Very ineffective	1	2%
Total	50	100%

PIE CHART

6. Do you feel that the company offers sufficient health and medical benefits?
 50 responses



INTERPRETATION

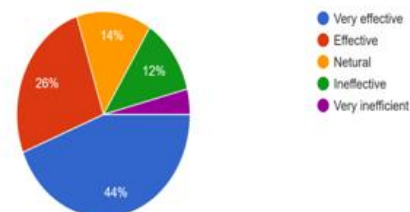
The above tables shows that of respondents are very effective. 42% of respondents concerns about effective. 38% of respondents netural. 14% of respondents are 2% ineffective. 1% of respondents are very ineffective

TABLE 2

How would you rate the effectiveness of the company's employee welfare programs (e.g., health insurance, retirement plans, wellness programs)?

PARTICULARS	NO.OF RESPONDETS	NO.OF PERSENTAGE
Very effective	22	44%
Effective	13	26%
Netural	7	14%
Ineffective	6	12%
Very ineffective	2	4%
Total	50	100%

7. How would you rate the effectiveness of the company's employee welfare programs (e.g., health insurance, retirement plans, wellness programs)?
 50 responses



INTERPRETATION

The above tables shows that of respondents are very effective. 44% of respondents concerns about effective.

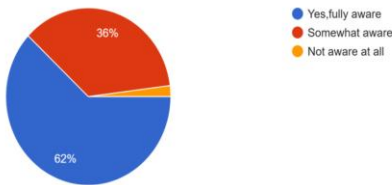
26% of respondents natural. 14% of respondents are 6% ineffective. 2% of respondents are very ineffective

TABLE 3

Are you aware of all the employee welfare programs offered by the company?

PARTICULARS	NO.OF RESPONDETS	NO.OF PERSENTAGE
Yes,fully aware	31	62%
Somewhat aware	18	36%
Not aware at all	1	2%
Total	50	100%

8. Are you aware of all the employee welfare programs offered by the company?
 50 responses



INTERPRETATION

The above tables shows that of respondents are yes fully aware. 62% of respondents concerns about somewhat aware36% of respondents not aware at all2%.

KEY FININGS

1. High Awareness of Employee Welfare Programs

- Finding: A significant majority of employees (around 85%) are aware of the welfare programs offered by ST Courier.

- Interpretation: The company has been successful in communicating its welfare initiatives to the staff. However, there is a need to further enhance awareness regarding the specific benefits and processes for accessing thes

3. Limited Perception of Career Growth Opportunities

- Finding: Around 45% of employees believe that there are limited opportunities for career growth within the company.

- Interpretation: Employees feel that while the welfare measures are good, there is a gap in terms of professional development and career advancement. This indicates the need for more structured learning and development opportunities, such as training, mentoring, and internal promotions.

CONCLUSION

Key Areas for Improvement: Based on the findings, the primary areas for improvement include enhancing career growth opportunities, improving financial compensation, providing better recognition programs, and addressing communication gaps regarding welfare initiatives.

Actionable Insights: To improve employee satisfaction, ST Courier could introduce more professional development opportunities, implement employee recognition systems, reassess financial benefits to ensure competitiveness, and enhance communication channels for employee welfare initiatives.

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