



## LABOUR WELFARE MEASURES IN AMBIKA COTTON MILLS, DINDIGUL

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### ABSTRACT

Initially, humanitarianism or social awareness motivated labour welfare activities. Driven by the desire for greater efficiency and output from workers, and with a view to attracting better workers, employers offer extra incentives in the form of labour welfare schemes. Such schemes also make it possible for employers to persuade workers to accept mechanization. Labour Welfare provides the provision of welfare facilities for the integrated development of an individual personality, social, psychological and cultural development facilities such as Housing, Transporting, Educational, Medical benefits, Rest and recreation, co-operative Societies, paid holidays, Sick leave, Social Insurance scheme, provident fund, gratuity schemes, pension, legal and financial advice would insists among the workers. A sense of all the tasks of management managing the human component is the central and most important tasks, because all these depends on how well it is done when employees are kept satisfied with good and conductive working conditions, the management becomes easy as the employees agree to co-operative with the organization. Hence welfare measure occupies the pivotal role in the personal management. So every employee should clearly and completely know about the welfare measures provided by their respective organization. Only when the employees are known fully about the different kinds of welfare measures they can judge the adequacy of the measure, so it is very important to have a good study about the welfare measures that exist in an organization.

**Keywords:** Labour, Welfare, Motivation, Facilities, Incentives.

## **ABOUT US AMBIKA COTTON MILLS**

Ambika Cotton Mills Limited (ACML) based out of Coimbatore in Southern India. Is engaged in the manufacture of premium quality Compact and Elitwist cotton yarn for hosiery and weaving. We are an established player in the international and domestic yarn market with exports constituting roughly sixty percent of its revenues. The company was incorporated in 1988 and its 4 manufacturing units are situated in Dindigul, Tamil Nadu with a total spindle capacity of 1; 08,288 of Compacting System. Ambika Cotton Mills has the unique distinction of being the number one in the shirting segment and is the preferred client of all top quality shirt manufacturers around the world. We hold a very niche segment in the industry, thanks to our impeccable track record of product quality and delivery fulfillment. We also take pride in our zero complaints with clients, shippers and raw material suppliers. We also take our going-green commitment very seriously and produce over 110% of its power requirement by clean wind power with installed capacity of 27.4 MW. We have 100% governmental and legal compliance record.

Labour Welfare is a state of well being of the workers by improving their physical, mental, social and cultural conditions of life as well as health, safety, security and convenient conditions of work life. Labour Welfare programmes ought to improve the work life as well as the social life of the people at work. Labour Welfare is an important facet of industrial relations, the extra dimension, giving satisfaction to the workers in a way, which even a good wage

cannot. With the growth of industrialization and mechanism it has acquired added importance. Employers have also realized the importance of their role in providing these extra amenities and yet, they are not always able to fulfill workers' demand, however reasonable they might be. They are primarily concerned with the viability of the enterprise. Labour Welfare, though it has been proved to contribute to efficiency in production is expensive. Each employer depending on his priorities gives varying degrees of importance to labour.

## **REVIEW OF LITERATURE**

**Tiffany Low (2020)** With mounting pressure for high impact research outputs and the attainment of external funding, universities are increasingly engaging in industry match-funded doctoral research programmes. Promoted as effective approaches for engaging in knowledge transfer, the challenges around such collator welfare elative partnerships are scarcely discussed. E-mails, journals and meeting logs over a two year period generated by the author were analysed to examine some of the challenges faced by doctoral students involved in such programmes. The findings illustrate the challenges inherent in industry engagement and the inevitable social control over research.

**Wiemer Salverda (2021)** Considering the contribution of the distribution of individual wages and earnings to that of household incomes we find two separate literatures that should be brought together, and bring "new institutions" into play. Growing female employment, rising dual-earner ship and

part-time employment underline its relevance. We discuss the measurement of wage inequality, data sources, and stylized facts of wage dispersion for rich countries. The literature explaining the dispersion of wage rates and the role of institutions is evaluated, from the early 1980s to the recent literature on job polarization and tasks as well as on the minimum wage.

**Eric Breit (2021)** This paper examines organizational identity work among members of publicly criticized and discredited organizations. It does so by exploring the Norwegian labour welfare and Welfare Administration (NAV), an organization that has been the object of considerable persistent public critique over the years since its foundation in 2006. Based on a discursive analysis of how members of NAV have interpreted the critique and constructed senses of organizational identity.

**Berhem et al (2019)** in their study on A New Model for Work Stress Patterns „describe that the role of ambiguity is the main source of work stress and self-knowledge as the main coping strategy to overcome work stress. Work stress is believed to be one of the most important factors affecting productivity.

**Kang (2019)** in his study on Stressors among Medical Representatives: An Empirical investigations „tries to investigate the various stressors related with the job of a industry employees. The results showed interference of job in personal life, unsupportive colleagues, work load and continuous pressure for improved performance have been found to be causing stress among the medical representatives.

## **STATEMENT OF THE PROBLEM**

The aim or object of welfare activities is partly humanitarian, partly economic and partly civic. It is humanitarian, as it aims at providing certain facilities and amenities of life to the workers, which they themselves cannot provide. It is economic, because it improves the efficiency of the workers and keeps the workers contented and minimized the chances of conflict. Welfare measures are very much helpful to solve the problems in all industries. Keeping this, the importance of the welfare measures in any organization, the present study was conducted in the Ambika Cotton Mill, one of the leading spinning mills in Dindigul District, to probe into the nature of welfare measures provided in it and to elicit the views of the workers about them. The empirical basis of the present study pave the way for taking active policy decisions in the best interest of both the management and employees of the study organization.

## **OBJECTIVES OF THE STUDY**

### **Primary objective:**

- To study of the employee welfare measures at Ambika Cotton Mills at Dindigul.

### **Secondary Objective:**

- To study the health and safety measures that is provided to the employees.
- To analyse the satisfaction level of employees regarding welfare measures.
- To analyse the effectiveness of provided welfare measures.
- To study the effective utilization of welfare measures by employees.

- To give valuable Suggestion to increase more satisfied labour welfare Facility in the company.

### **HYPOTHESIS OF THE STUDY**

The hypothesis set for the study is

- H0–Employees are Satisfied
- H1–Employees are not satisfied

### **RESEARCH DESIGN**

The research undertaken in this study in descriptive nature, the main purposes of descriptive research in the description of state of affairs, as it exist at present. The main characteristic of the method is that the researcher no control over variables. The can only report what has happened or what is happening. The study attempts to describe the socio-demographic characteristics of the respondents and also to describe organizational climate present within the organization.

### **RESEARCH METHODOLOGY**

Research methodology is a science of studying how research is done scientifically it is a way to systematically solve the research problem by logically adopting various steps. Methodology helps to understand not only the products of

scientific enquiry but the process itself. It aims to describe and analyse method, throw light in their limitations and resources clarify throw presuppositions and consequences, relating their potentialities to the twilight zone at the frontiers of knowledge. It helps to advancement to wealth of human knowledge, tools of the trade to carry out research provides tolls to look at things in life objectively.

### **METHOD OF DATA COLLECTION**

Data in the study are of two types:

- Primary data
- Secondary data

### **Sample Size**

The study based only on the opinion and expectation of employees. Total number of sample taken for the study is 105 respondents. The study is done based on the opinions of the sample taken at random, the size of which is 105.

### **Sample design**

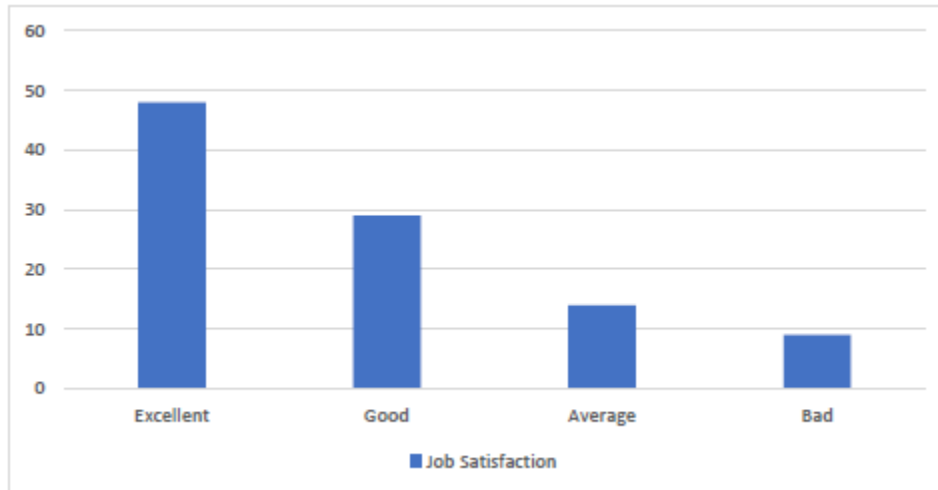
Simple random techniques were used for the study.

### **STATISTICAL TOOLS USED**

1. Percentage analysis
2. Chi Square.
3. Correlation

### DATA ANALYSIS & INTERPRETATION

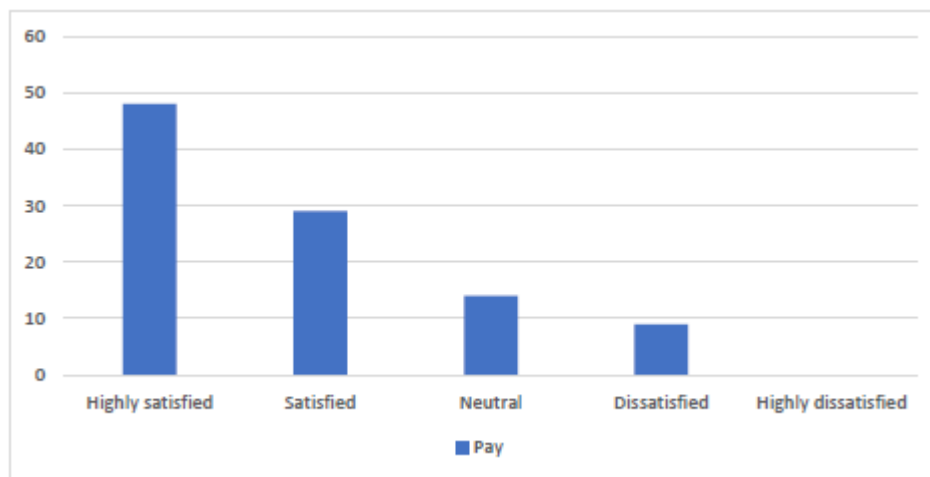
**CHART 1.1**  
**CHART SHOWING SATISFACTION WITH JOB**



#### INTERPRETATION

From the above chart, it is found that 48% of the respondents are excellent, 29% of the respondents are good, 14% of the respondents are average and 9% of the respondents are bad with their job. Most of the respondents are excellent with their job (48%)

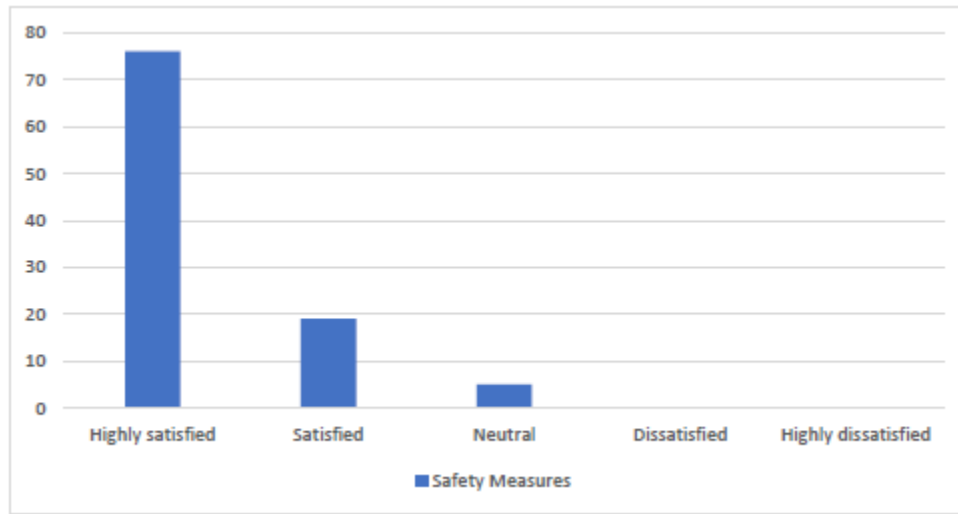
**CHART 1.2**  
**CHART SHOWING SATISFACTION OF EMPLOYEES WITH PAY**



#### INTERPRETATION

From the above chart, it is found that 48% of the respondents are highly satisfied with their pay, 29% of the respondents are satisfied with their pay, 14% of the respondents are neutral and 9% of the respondents are dissatisfied with their pay. Most of the respondents are highly satisfied with their pay (48%).

**CHART 1.3**  
**CHART SHOWING SAFETY MEASURES IN THE COMPANY**



**INTERPRETATION**

From the above table it is found that 76% of the respondents are highly satisfied, 19% of the respondents are satisfied, 5% of the respondents are neutral. Most of the respondents are highly satisfied on safety measures (76%).

**CONCLUSION**

Welfare facilities provided to the labours was found to be satisfactory. It has been found from the study that the worker had a positive attitude towards their job and welfare facility. The study conducted also revealed that a majority of the workers of Ambika cotton mill were satisfied with their job and welfare measures. The study therefore highlights the various aspects on welfare facilities provided towards the satisfaction for the labours.

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