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**GRT**

## Golden Research Thoughts



### LABOUR WELFARE MEASURES IN HEAVY MOTOR VEHICLE INDUSTRIES WITH SPECIAL REFERENCE TO ASHOK LEYLAND – ENNORE

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#### ABSTRACT

**L**abour welfare is the key to smooth employer-employee relations. In order to increase labour welfare, measures have been taken to assist working people obtain loans for purchasing and repairing housing to actively help solve their housing problems, build



recreational facilities, upgrade labour education, assist enterprises and vocational welfare organizations to set up household necessity supply system and nursery services, expand collective weddings and social get-togethers for unmarried workers, sponsor skill evaluation and competition, and establish a

labour license policy. People are the biggest assets in any organization and it is concerned with mainly with the discovery and analysis of employee's attitudes and approaches towards labour welfare. These assets must be properly nurtured and their efforts have to be harnessed so as to obtain maximum productivity. Labour welfare measures are important aspects in their regard. Therefore the company needs to know the lack areas where they can implement improvement so as to get the job satisfaction among the employee at the work place. Thus, in this context it becomes necessary to make an empirical study on the labour welfare measures. Henceforth the process of labour welfare measures is viewed with utmost attention and a study in this aspect is carried out.

**KEYWORDS** : Labour Welfare, Industrial Relations, Productivity.

#### INTRODUCTION

Labour welfare is the key to smooth employer-employee relations. In order to increase labour welfare, measures have been taken to assist working people obtain loans for purchasing and repairing

housing to actively help solve their housing problems, build recreational facilities, upgrade labour education, assist enterprises and vocational welfare organizations to set up household necessity supply system and nursery services, expand collective weddings and social get-togethers for unmarried workers, sponsor skill evaluation and competition, and establish a labour license policy.

There are now 6,826 labour welfare organizations in Taiwan, benefiting 958,770 people. In addition, for the purpose of better safety and sanitation conditions, the government has put emphasis on supervising and testing work conditions, especially safety devices, and appointed hospitals to accept worker's health insurance.

The Oxford dictionary defines labour welfare as "efforts to make life worth living for workmen". These efforts have in some status formed by the state or in some local custom or in a collective agreement or in the employer's own initiative.

Ashok Leyland is a commercial vehicle manufacturing company based in Chennai. The company was established in 1948 as Ashok motors with an aim to assemble Austin cars. Manufacturing of commercial vehicles was started in 1955 with equity contribution from Leyland motors. Today the company is the Hinduja group; an England-based Indian group has a market share of around 30%.

The origin of Ashok Leyland can be traced to the urge for self-reliance, felt by independent India. Pandit Jawaharlal Nehru, India's first Prime Minister persuaded Mr. Raghunandan saran, an industrialist, to enter automotive manufacture. In 1948. Ashok motors were set up in Madras, for the assembly of Austin cars. The company's destiny and name changed soon with equity participation by British Leyland and Ashok Leyland commenced manufacture of commercial vehicles in 1955.

Since the Ashok Leyland has been a major presence in India's commercial vehicle industry with a tradition of technological leadership, achieved through tie-ups with international technology leaders and through vigorous in house R&D.

## **SIGNIFICANCE OF THE STUDY**

People are the biggest assets in any organization and it is concerned mainly with the discovery and analysis of employee's attitudes and approaches towards labour welfare. These assets must be properly nurtured and their efforts has to be harnessed so as to obtain maximum productivity. Labour welfare measures are important aspects in their regard.

Therefore the company needs to know the lack areas where they can implement improvement so as to get the job satisfaction among the employees at the work place.

Thus, in this context it becomes necessary to make an empirical study on the labour welfare measures. Henceforth the process of labour welfare measures is viewed with utmost attention and a study in this aspect is carried out.

Commercial Vehicle manufacturing has a great scope in India. Around five years back, vehicle manufacturing company was just a means by which companies could save costs. Only a few activates were outsourced.

This study helps the company to understand more on the drawbacks of the current labour welfare system and enabling workers to improve the condition strategy that can be followed for all kinds of candidates.

The study educated the researcher how effectively a labour welfare process can be followed and brings out the awareness on the different strategies followed at various occasions.

To make a compressive study of welfare schemes of Ashok Leyland and the perception value of the employees to the same and to suggest means to improve the welfare schemes in areas required so as to provide maximum satisfaction to the employees.

## LITERATURE REVIEW

- + In the view of K.K. Chaudhuri, in his Human Resources: A Relook to the workplace, states that HR policies are being made flexible. From leaves to compensations, perks to office facilities, many companies are willing to customize policies to suit different employee segments. The older employees want social security benefits, younger employees want cash in hand because they can't think of sticking to a company for many years and retire from the same company. Therefore "one jacket fits all" will not be right to motivate the talents and retain them.
- + Report of National Commission on Labour (2002), Government of India, made recommendations in the area of labour welfare measures which include social security, extending the application of the Provident Fund, gratuity and unemployment insurance etc.
- + Shobha Mishra & Manju Bhagat, in their "Principles for Successful Implementation of Labour Welfare Activities", stated that labour absenteeism in Indian industries can be reduced to a great extent by providing good housing, health and family care, canteen, educational and training facilities and provision of welfare activities. The principle for successful implementation of labour welfare activities is nothing but an extension of democratic values in an industrialized society.
- + P.L. Rao, in his "Labour Legislation in the Making", opinions that professional bodies like National Institute of Personnel Management should constitute a standing committee to monitor the proceeding in the Parliament regarding the labour welfare measures
- + Conventions and Recommendation of ILO (1949) sets forth a fundamental principle at its 26th conference held in Philadelphia recommended some of the measures in the area of welfare measures which includes adequate protection for life and health of workers in all occupations, provision for child welfare and maternity protection, provision of adequate nutrition, housing and facilities for recreation and culture, the assurance of equality of educational and vocational opportunity etc.,
- + Binoy Joseph, Josephin Jodey (2009), studies in the article points out that, the structure of welfare states rests on a social security fabric. Government, employers, trade unions have done a lot to promote the betterment of workers conditions.
- + David A. Decenzo (2001) and Stephen P. Robbins in their book, "Personnel / Human Resource Management explained the various benefits and services provided by the companies to their employees. According to them, the legally required benefits and services include social security premiums, unemployment compensation, workers compensation and state disability programs. They felt that the cost of the voluntary benefits offered appears to be increasing.
- + Michael (2001) in his book, "Human Resource Management and Human Relations" said that the provision of intra-mural and extra-mural welfare facilities help in improving the quality of work life of employee's thereby good human relations will develop among different cadres of employees.
- + Puneekar, Deodhar and Sankaran (2004) in their book, "Labour Welfare, Trade Unionism and Industrial Relations" stated that labour welfare is anything done for the comfort and improvement, intellectual and social-well being of the employees over and above the wages paid which is not a necessity of the industry.
- + Aswathappa (2010) in his book, "Human Resource Management" discussed the various types of benefits and services provided to employee's in terms of payment for time not worked, insurance benefits, compensation benefits, pension plans etc. He also discussed the ways to administer the benefits and services in a better way.



## RESEARCH METHODOLOGY

Research comprises defining and redefining problems, formulating hypothesis or suggested solution; collecting, organizing and evaluating data; making deductions to determine whether they fit the formulation hypothesis.

The research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. Decision regarding what, where, when, how much by what concerning an enquiry or a research study constitute a research design. A research design is the arrangement or conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose.

It includes survey and fact finding enquiries of different kinds. The major purpose of descriptive research is descriptive of the state of affairs, as it exists at present. The main characteristics of this method are that the researcher has no control over the variables; it can only report what has happened or what is happening. Considering the suitability of the research design the study adopts descriptive research design.

In this, the respondent is given a limited number of alternative responses from which she/he is to select the one that most closely matches his/her opinion or attitude. Closed ended questions are two types.

The population under consideration in this study consists of the entire staff and workers of Ashok Leyland Ennore plant. This includes all levels of management from the plant. This includes all levels of management from the plant managers to the assistants of different departments of the plant. Samples of 125 employees are selected from the population. Non-Probability method is used for selecting the samples from the population, as all the employees of different centers cannot be given a equal chance of being selected as a sample.

## DATA ANALYSIS AND DISCUSSION

Individuals of different age group 31-35 is 32.8% and follow is 25.6% from 36-40 and their rest of the respondents are in 40 above, 20-25 and 26-30. Respondents come under the experience of 21 and above and the rest of those respondents age in rest of the options. 26.4 % of respondents are just with the qualification of S.S.L.C and 22.4 % of respondents are H.S.C and the other respondents are in the other options like I.T.I, Diploma and Degree. Satisfied respondents of 47% of 37.6 employees feel transportation facilities are satisfied, 21.6% of respondents are highly satisfied with the transportation facilities.

Canteen facility in the industry, 15.2% of respondents said highly satisfied, 32% of employees feel canteen facilities are satisfied, 28% respondents are said average. Least of 10 respondents are highly dissatisfied. Through the data collection it is inferred that 34.4 % of employees feel medical reimbursements facilities are satisfied, 22.4 % respondents are said average, and 16% of respondents are said highly satisfied. Highly dissatisfied respondents are only 12, 32.8 % of employees said Retirement Benefits are satisfied, 21.6 % respondents are said average, 18.4 % respondents are said highly satisfied.

It is identified that 29.6 % of employees said housing facilities are highly satisfied, 27.2% respondents are said average, and 22.4 % respondents are said highly satisfied. Only 15.2 % of employees are highly dissatisfied with the housing facility. It is very clear that only 10.4 % of employees are highly satisfied, 37.6 % of employees said sports facilities are dissatisfied, 19.2% respondents are said average, 19.2 respondents said highly dissatisfied.

Survey clearly indicates that no one in the company is highly dissatisfied with the safety

measures, 30.4 % employees said safety measure are satisfied, 29.6 % respondents said average, 23.2 % of respondents are said highly satisfied. Stitching allowance to the employees, 32.8% of employees got highly satisfied and 25.6% of employees got satisfied around 10.4% of employees dissatisfied is shown in the above table. 30.4 % of employees got highly satisfied, 21.6% of employees got satisfied, and only 16% of employees got highly dissatisfied with the washing allowance. Very low employees are in average of 14.4 %.

Majority of employees 30.4 % said children education facilities are highly satisfied, 24.8% of respondents are said satisfied, 13.6 % of respondents are said average and also highly dissatisfied. 34.4 % of employees got highly satisfied with the conveyance allowance and 26.4% of employees got dissatisfied with the conveyance allowance, and only 3.2 % of employees got highly dissatisfied. 28 % of employees got highly satisfied with the milk allowance, and 24.8 % of employees got average satisfaction in milk allowance, 14.4 % of employees highly dissatisfied with milk allowance. 25.6 % of employees got satisfied with the night shift allowance, very low level of 12.8 % of employees got average satisfaction with the night shift allowance, 21.6 % of employees got dissatisfied with night shift allowance.

Highly dissatisfied employees are least in number of 7 and percentage of 5.6, 29.6 % majority of employees said reward system are highly satisfied, 27.2 % respondents are said Average, 22.4 % respondents are said satisfied. 36.8 % majority of employees said labour welfare are satisfied, 22.4 % of respondents are said highly satisfied, 18.4 % respondents are said average and also 10 employees are highly dissatisfied with 8 %. 29.6 % majority of employees strongly agree that the labour welfare secondly 26.4 % of employees agree with the facilities will reduce the absenteeism only, 5.6 % of employees disagree with the statement.

## SUGGESTIONS

The management must consider the factors like employees sports facilities and welfare facilities like medical facilities, canteen facilities, etc. Management would improve the labour welfare policies. Enhance the working culture. Improvise the new or modern technologies. Provide high quality safety measures or safety requirements. Increase the rewards system. Improve the children education welfare benefits.

## CONCLUSION

Labour welfare management in "Ashok Leyland Limited" was analyzed based on the detailed study conducted and the inferences were revealed. From the study, it's inferred that majority of the respondents are highly satisfied with the welfare benefits such as fringe benefits, retirement benefits, children benefits, but the grey area is that there are still a few unsatisfied employees on various welfare like a reward system, sports, incentive plan, etc., If management does not consider grey area mean it might lead to damage the relationship among the group members and between the management. Preparing both physically and mentally taking the employees welfare into consideration as a priority. So, this study will help the organizations to make the employees with their understandable environment.

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