

A STUDY ON EMPLOYEE WELFARE SCHEME IN FMCG INDUSTRY WITH SPECIAL REFERENCE TO PETROLEUM COMPANY

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ABSTRACT

Employee welfare programs are essential for improving employees' health and job satisfaction. This study explores numerous employee welfare programs offered by the FMCG industry with the goal of determining how to promote employee development, assess accommodation facilities, evaluate medical services and scrutinize safety measures. We clarified the comprehensive approach to employee well-being by looking both statutory (such as leave facilities, medical services and safety measure) and non-statutory provisions related to labor welfare. The tools used for this study Percentage analysis, Descriptive analysis, Friedman test and Chi square. This study is carried out by collecting primary data through a structured questionnaire from 100 sample respondents. This study focuses on the FMCG industry's employee welfare programs, with a particular emphasis on the LPG, Kerosene, Diesel, and Petroleum sun-industries. The health of an organization's workforce affects outcomes, job satisfaction and overall efficiency, making it an important aspect of success.

INTRODUCTION

The Fast Moving Consumer Goods (FMCG) industry, characterized by readily available and reasonably priced goods, forms a vital part of our daily lives. From household essentials like toiletries and cleaning products to food and beverages, FMCG items need frequent replenishment. With a robust distribution network and a diverse product range, this sector employs millions of people worldwide. In India alone, the FMCG industry is the fourth-largest economic sector, employing over 14 million individuals, with downstream businesses adding to this workforce. Food & Beverages Personal Care. And Household Care are the subsectors that constitute the FMCG domain. In this context, employee welfare assumes significance. Our study focuses on the multifaceted welfare schemes provided by FMCG companies. We aim to explore the Promotion Opportunities,

Accommodation Facilities, Medical Services and Safety measures. By examining both statutory provisions (such as leave facilities, medical assistance, and training) and non-statutory amenities (including canteens, recreation and uniform facilities), we gain insights into the comprehensive approach toward employee well-being. Our research is based on responses collected from a related study in the petroleum industry, which provides valuable context for understanding employee welfare practices.

STATEMENT OF PROBLEM

The study aims to address several key issues within the fast-moving consumer goods industry, including the methods of promotion for employees, the adequacy of accommodation facilities provided by companies, the availability and quality of medical facilities, and the implementation of safety measures. By analyzing these aspects, the study seeks to identify potential areas for improvement in employee welfare schemes.

OBJECTIVES OF THE STUDY

- To know about the welfare measures provided in the company.
- To know about the Health & Safety measures provided in the company.
- To identify the different ways in which promotion is given to the employee.

LIMITATIONS OF THE STUDY

- The study was conducted using convenience random sampling.
- The study's outcome is determined by the responses of the participants.
- Due to limited time the sample size chosen for this data is only 100.
- The conclusions are made based on the collected data. In depth research has to be done.

RESEARCH METHODOLOGY

Research Methodology is a way to analytically solve the research problem. An effective research project follows a methodology, which is a detailed strategy outlining the procedures for gathering, analyzing, and presenting data to provide valuable insights.

Method of Data Collection

In this research data was collected through Questionnaire method

Sample Size

The sample size of the study is 100.

Tools Used

Percentage analysis, Descriptive analysis, Friedman test and Chi Square

REVIEW OF LITERATURE

1. **Viyypu Sai Meghana (2023)**, has undertaken the research on “A study on employee welfare measures”. A concept in employee management that includes employee well-being measures. To maintain high levels of motivation, the company offers welfare services to its employees. The study’s primary goals are to evaluate how satisfied employees are with welfare services and offer suggestions for enhancing welfare policies inside enterprises. An employee’s contribution to the company’s industrial production is significant.
2. **Jyoti Gupta and Prof. Anil Mehta (2023)**, the study of “Financial welfare schemes employee satisfaction”, the purpose look into the effect of financial welfare programmes on employee happiness and employee performance of increasing organizational productivity. In this study, high levels of performance are required for high levels of organizational production. SMEs are improving employee performance through wellbeing facilities to increase organizational productivity.
3. **CH. N. Pujitha (2022)**, has conducted the research for the publication in the “International Journal of Analytical and Experimental Modal Analysis” on “Employee Welfare Measures in the Manufacturing Industry”. A survey with one hundred employees was done. The data has been analyzed using percentage analysis and correlation. The study’s goal is to analyze how satisfied employees are with the assistance programs. The findings of the research show that welfare programs significantly help the majority of workers and have a positive impact on job satisfaction.
4. **NeethuTeressa Thomas (2021)** the study of Employee welfare refers to “the employee’s perspectives about the unique welfare measures provided to them, their awareness of safety measures in the organization, and the performance of welfare facilities among employees”. Welfare has been generally accepted by the employee depending on its priorities gives varies degrees of importance to employee welfare. Employee’s welfare facilities are concern to this department. If the employees happy with welfare facilities then only the productivity of that organization can be increased.
5. **Fareeth (2021)**, in this study examined the perceptions of various employee welfare measures taken by the engineering colleges and also the parameters that influence

them. The study highlighted the fact the teachers have tendency towards various non-monetary schemes viz., legal, transportation, health measures that strongly influenced their perceptions towards schemes migrant workers faced by many manufacturing units during pandemic.

DATA ANALYSIS AND INTERPRETATION

This chapter focuses on analyzing and interpreting primary source data. The table below summarizes the frequency and percentage of demographic factors reported by sample respondents.

PERCENTAGE ANALYSIS

TABLE 1 SHOWING THE FREQUENCY AND PERCENTAGE OF DEMOGRAPHIC VARIABLES

Demographic variables	Classification	Frequency	Percentage %
Age	18-25	37	37.0
	25-35	39	39.0
	35-50	22	22.0
	Above 50	2	2.0
Gender	Male	71	71.0
	Female	29	29.0

Demographic variables	Classification	Frequency	Percentage %
Educational Qualification	Diploma	43	43.0
	Degree	30	30.0
	PG	13	13.0
	Professional course	14	14.0
Department	Gasoline	32	32.0
	Diesel	28	28.0
	Kerosene	19	19.0
	LPG	21	21.0
Designation	Manager	9	9.0
	General Manager	7	7.0
	Supervisor or HR	28	28.0
	Employee	56	56.0
Experience	3 to 5 years	47	47.0
	5 to 8 years	34	34.0
	8 to 12 years	14	14.0
	Above 12 years	5	5.0

Annual income	Below 3 lakhs	43	43.0
	3 lakhs – 5 lakhs	35	35.0
	5 lakhs – 7 lakhs	15	15.0
	Above 7 lakhs	7	7.0
Factors that increase productivity	Monetary reward	57	57.0
	Promotion	24	24.0
	Motivation	19	19.0
Increment Policy	Neither satisfied	3	3.0
	Moderately satisfied	7	7.0
	Satisfied	68	68.0
	Highly satisfied	22	22.0

Demographic variables	Classification	Frequency	Percentage %
Accommodation facilities	Strongly disagree	3	3.0
	Disagree	6	6.0
	Neutral	15	15.0
	Agree	65	65.0
	Strongly agree	11	11.0
Health related activities	Indoor games	13	13.0
	Outdoor games	40	40.0
	Playground	21	21.0
	Stadium	16	16.0
	Gym	10	10.0
Transport facility	Agree	76	76.0
	Strongly agree	24	24.0
Treatment	First aid only	57	57.0
	Preliminary treatment	24	24.0
	Preliminary and secondary treatment	19	19.0
First-aid-kit maintenance	Weekly once	11	11.0
	Two weeks once	70	70.0
	Monthly once	19	19.0
First-aid-box with prescribed content	Always accessible	74	74.0
	Occasionally monitored	16	16.0
	Sometimes only	10	10.0
Fire safety equipment	Fire extinguishers	14	14.0
	All of the above (emergency exist, fire extinguishers, and first aid kit equipment)	86	86.0
Communication tool	Public address system	4	4.0
	Emergency alarm	14	14.0
	Mobile text alert	1	1.0

	All the above	81	81.0
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Demographic variables	Classification	Frequency	Percentage %
Safety training Program	Fire safety workshop	9	9.0
	First aid training	5	5.0
	All the above (include evacuation Procedure)	86	86.0
Safety showers and Eye washes	Disagree	2	2.0
	Neutral	9	9.0
	Agree	80	80.0
	Strongly agree	9	9.0

Source: Primary data

DESCRIPTIVE ANALYSIS

TABLE 2 SHOWING THE FACTORS AFFECTING EMPLOYEE WELFARE

Factors	Classification	Mean	Std. deviation	Rank
Basic facilities	Security measures	4.39	.709	1
	Electricity supply	4.22	.690	2
	Periodical maintenance	4.07	.573	3
	Wi-Fi / internet connectivity	4.01	.718	4
	Water supply	3.96	.530	5
Safety tools	Safety gloves	4.52	.627	1
	Smoke censor	4.51	.835	2
	Safety shoes	4.50	.628	3
	Helmet or Hard Hat	4.42	.855	4

Source: Computed data

Interpretation

- From the above table 2, it is noted that, the basic facilities at the accommodations provided by the company. The majority of the respondents are mostly satisfied with the security measures with a mean of 4.39, followed by the electricity supply with a mean of 4.2, periodical maintenance with a mean of 4.07, Wi-Fi / internet connectivity with a mean of 4.01 and water supply with a mean of 3.96.
- From the above table 2, it is denoted that, the safety tools available to the company's employees. The maximum number of the respondents highly agreed on "Safety gloves" which comes under rank 1 (4.52) and followed by "Smoke censor" is ranked

as 2 (4.51), “Safety shoes” is ranked as 3 (4.50) and the least one is “Helmet or Hard Hat” ranked as 4 (4.42).

FRIEDMAN TEST

TABLE 3 SHOWING LEVEL OF SATISFACTION WITH EMPLOYEE FACE ISSUES IN THE WORKPLACE

Level of satisfaction	Classification	Mean Rank	Rank
Issues	Colour	3.32	1
	Weight and attractiveness	3.03	2
	Religion	3.01	3
	Age	2.99	4
	Disability	2.67	5

Source: Computed data

Interpretation

From the above table 3, it is noted that the majority of the respondents agreed that employees face these issues in the workplace based on “Colour,” which comes under rank 1 (3.32), followed by “Weight and attractiveness,” which is ranked at 2 (3.03), “Religion,” which is ranked at 3 (3.01), “Age,” which is ranked at 4 (2.99) and “Disability,” which is ranked at 5 (2.67).

CHI SQUARE

TABLE 4.1 SHOWING RELATIONSHIPS BETWEEN THE DESIGNATION AND MEDICAL FACILITIES

Null Hypothesis (H0): There is no significant relationship between designation and Medical facilities.

Alternative Hypothesis (H1): There is significant relationship between designation and Medical facilities.

Designation	Medical facilities					Chi Square	P
	Neither satisfied	Moderately satisfied	Satisfied	Highly satisfied	Total		
Manager	1 (11.1%)	8 (88.9%)	0 (0.0%)	0 (0.0%)	9 (100.0%)		

General Manager	1 (14.3%)	5 (71.4%)	1 (14.3%)	0 (0.0%)	7 (100.0%)	8.931	.444
Supervisor or HR	2 (7.1%)	26 (92.9%)	0 (0.0%)	0 (0.0%)	28 (100.0%)		
Employee	13 (23.2%)	39 (69.6%)	3 (5.4%)	1 (1.8%)	56 (100.0%)		
Total	17 (17.0%)	78 (78.0%)	4 (4.0%)	1 (1.0%)	100 (100.0%)		

Interpretation

From the above table 4, the null hypothesis is accepted. Because the P value is more than .05 (P=.444). Therefore there is no significant relationship between designation and satisfied with the functioning of the medical facilities.

TABLE 4.2 SHOWING RELATIONSHIPS BETWEEN DESIGNATION AND OCCUPATIONAL HEALTH SERVICES

Null Hypothesis (H0): There is no significant relationship between designation and Occupational Health Services.

Alternative Hypothesis (H1): There is significant relationship between designation and Occupational Health Services.

Designation	Occupational Health Services (OHS)				Chi Square	P
	First aid only	Preliminary treatment	Preliminary and Secondary treatment	Total		
Manager	4 (44.4%)	2 (22.2%)	3 (33.3%)	9 (100.0%)	11.628	.071
General Manager	1 (14.3%)	2 (28.6%)	4 (57.1%)	7 (100.0%)		
Supervisor or HR	16 (57.1%)	6 (21.4%)	6 (21.4%)	28 (100.0%)		
Employee	36 (64.3%)	14 (25.0%)	6 (10.7%)	56 (100.0%)		
Total	57 (57.0%)	24 (24.0%)	19 (19.0%)	100 (100.0%)		

Interpretation

From the above table null hypothesis accepted. Because the P value is more than .05 (P=.071). Therefore there is no significant relationship between designation and Occupational health services will depend on the treatment is given to employees.

TABLE 4.3 SHOWING RELATIONSHIPS BETWEEN DEPARTMENT AND FIRE EQUIPMENT USED BY THE COMPANY.

Null Hypothesis (H0): There is no significant relationship between department and fire equipment used by the company.

Alternative Hypothesis (H1): There is significant relationship between department and fire equipment used by the company.

Department	Fire equipment used by the company			Chi Square	P
	Fire extinguishers	All of the above (fire extinguishers, first aid kits, emergency exit)	Total		
Petrol	6 (18.8%)	26 (81.2%)	32 (100.0%)	1.745	.627
Diesel	2 (7.1%)	26 (92.9%)	28 (100.0%)		
Kerosene	3 (15.8%)	16 (84.2%)	19 (100.0%)		
LPG	3 (14.3%)	18 (85.7%)	21 (100.0%)		
Total	14 (14.0%)	86 (86.0%)	100 (100.0%)		

Interpretation

Null hypothesis accepted. Because the P value is moiré than .05 (P=.627). Therefore there is no significant relationship between department and fire equipment used by the company.

FINDING OF THE STUDY

This chapter discusses the findings, suggestions and conclusions about employee welfare schemes in the FMCG industry. This is the backbone of each project. The findings describe what the researcher discovered as the problem and conducted analysis in the study region. The chapter provides the researcher with information about the study's final results.

- In this study, it is observed the majority of respondents are of the age group of 25-35 years (39%), followed by the age group of 18-25years (37%), followed by the age group of 35-50 years (22%), the least is said to be above 50 years (2%).
- From this study, it is noted that 71% are male and 29% are female respondents.
- In this study, depicts that 43% of respondents are Diploma, 30% of respondents are Degree (Undergraduate), 13% of the respondents are Postgraduates and 14% of the respondents are Professional course.

- In this study, it is observed that the majority of the respondents work in the following sections: 32% of respondents are gasoline (Petrol), 28% of respondents are Diesel, 19% of respondents are Kerosene, and 21% of respondents are LPG.
- In this study, it indicates a diverse representation across various roles, with the manager at 9% of the sample, followed by the general manager at 7%, the supervisor or HR at 28%, and the employee at 56% of the sample.
- In this study, 47% of the respondents have experience about 3 to 5 years, 34% of the respondents have experience about 5 to 8 years, 14% of the respondents have experience about 8 to 12 years, and 5% of respondents have experience above 12 years.
- In this study, majority of respondents in the sample fall within the income range of below 3lakhs, constituting 43% of the total, substantial proportion falls within the range of 3 lakhs – 5 lakhs, for 35% of the sample. 15% of the respondents have incomes between 5 lakhs – 7 lakhs and 7% of the respondents constitute above 7 lakhs.
- In this study, it is observed that the majority of the respondents says that increasing productivity can be achieved through a combination of monetary reward (57%), followed by 24% of respondents who say that Promotion, and 19% of respondents says Motivation.
- In this study, it is mentioned that 3% of the respondents are not satisfied with the promotion policy in their organization. Additionally, 7% of the respondents were moderately satisfied, 68% were satisfied and 22% were highly satisfied.
- In this study, it is observed that the accommodation facilities are available in the workplace, 3% of respondents strongly disagree, 6% disagree, 15% are neutral, 65% agree, and 11% strongly agree.
- From this study, it is observed that the majority of the respondents says that outdoor games are health – related activities in the accommodation (40%), followed by 21% of respondents saying playground, 16% of respondents saying stadium, 13% of respondents saying indoor games and 10% of respondents saying gym.
- From the above table, it is observed that the majority of the respondents agree that transport facilities available from the workplace to accommodation are in place (76%), followed by 24% of respondents strongly agree.
- In this study, it is mentioned that 57% of respondents said only first aid treatment

will be given to employees if they are hit or injured. Additionally, 24% of the respondents say that there is preliminary treatment and 19% says that there is preliminary and secondary treatment.

- In this study, it is mentioned that 11% of respondents said that the first-aid kits in all departments are often maintained once a week. Additionally, 70% of respondents says that it was maintained twice a week and 19% say that it was maintained once a month.
- From this study, it is mentioned that 74% of respondents said that a first-aid box with prescribed content is always accessible. Additionally, 16% of the respondents say that they are occasionally monitored and 10% say that sometimes only.
- From this study, the majority of the respondents said that emergency exist, fire extinguishers, and first aid kit equipment are being used by their company (86%), and 14% of respondents said that they use fire extinguishers.
- In this study, observe that 4% of respondents said that the public address system, 14% of respondents said that the emergency alarm, 1% of respondents said that the mobile text alert and 81% of respondents said that all the above communication tools (the public address system, emergency alarm, and mobile text alert) are in place for emergency notification.
- In this study, observe that 9% of respondents said that fire safety workshop training, 5% of respondents said that first aid training and 86% of respondents said that all the above safety training programs (fire safety workshop, first aid training and evacuation procedures) are provided to employee.
- In this study, saying that fire safety showers and eye washes are available at the workplace, 9% respondents are neutral, 80% respondents are agree and 9% of respondents strongly agree

SUGGESTION

- Some workers talk about improving personal protective equipment (PPE) using modern technology and the latest techniques. It suggests focusing on strategies and implementations that improve employee safety and well-being using advanced PPE techniques.
- The workers feel that we should replace our company device with a wireless card-based network adapter. Update anti-virus software, drivers and computer and device software. Upgrade older Wi-Fi devices to ones with newer, faster Wi-Fi technology.

- Regarding the canteen facility, better quality food and adequate space should be provided by the management. The canteens cleanliness must be maintained properly.
- Some workers complained that the rest room in the company is not so good. It should be kept clean and comfortable during the rest period.
- The management shall conduct regular meetings and allow the employees to participate in them. It will help to improve the employee-employer relationship.
- Ensure vehicles are regularly serviced to prevent breakdowns, ensure reliability and improve the transport facility.

CONCLUSION

In conclusion, the study demonstrates the FMCG industry's dedication to employee wellbeing. Based on the collected responses, it is evident that employee welfare measures play a crucial role in the FMCG industry. It's evident that transparent promotion criteria significantly impact employee satisfaction and motivation, emphasizing the importance of meritocracy in career progression. Additionally, the provision of high-quality accommodation facilities emerges as a key determinant of employee well-being, highlighting the need for companies to prioritize comfortable living arrangements for their workforce. Furthermore, comprehensive medical benefits play a crucial role in ensuring employee health and productivity, underscoring the significance of robust healthcare policies. Lastly, the implementation of effective safety measures not only safeguards employee well-being but also fosters a culture of trust and security within the organization. The statistical analysis, which include percentage analysis, descriptive analysis, Friedman tests and Chi-Square tools, confirm this tendency and provide useful insights for organizational improvement. These include the critical role of transparent promotion criteria, the impact of quality accommodation on employee satisfaction, the significance of comprehensive medical benefits and the necessity for robust safety measures. The study underscores the importance of prioritizing employee welfare in the FMCG sector, emphasizing the need for continuous evaluation and enhancement of welfare programs to ensure supportive and conducive work environment. Researchers and practitioners can use the findings to improve employee well-being and organizational performance.

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