

A PROJECT REPORT

(18MBAPR407)

on the Topic

A STUDY ON EMPLOYEES WELFARE MEASURES AND THEIR IMPACT OF ALPHA TECHNOLOGIES BENGALURU

By

MR RAKESHA P M

USN: ICY18MBA42

MBA 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
in partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION



Under the Guidance of

INTERNAL GUIDE
Mrs. PREKSHA YADAV
Assistant Professor
Cmr institute of technology
Bangalore

EXTERNAL GUIDE
Mr. SELVENDIRAN R
HR&IR Manager Alpha
technologies, Bangalore



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION C M R INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli,
BENGALURU-560037

Batch 2018-2020

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Date: 25th February 2020

TO WHOM IT MAY CONCERN

This is to certify that Mr. **RAKESHA P.M**, USN: **1CY18MBA42**, student of MBA final year Specialization Of Finance & HR, **CMR INSTITUTE OF TECHNOLOGY, Bangalore**, Affiliated to Vishweshwaraya Technological University(VTU) Belagavi has successfully completed his internship training the project titled "**A Study On Employees welfare measures and their impact**" Starting From **01-01-2020 to 16-02-2020** at "**ALPHA TECHNOLOGIES**". During the period of his internship program we found punctual, hardworking and inquisitive.

This certificate is issued as a proof of completion of undergone the above mentioned project.

Regards

SELVENDIRAN R

HR & IR Manager



102734

CMRIT
CMR INSTITUTE OF TECHNOLOGY, BANGALORE
ACCREDITED WITH 'A' GRADE BY NAAC

CERTIFICATE

This is to certify that **Mr. Rakesha P M** bearing USN **1CY18MBA42** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to **Visvesvaraya Technological University, Belagavi**. Project report on **"A STUDY ON EMPLOYEE'S WELFARE MEASURES AND THEIR IMPACT"** is prepared by him under the guidance of **Mrs. Preksha Yadav**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of **Visvesvaraya Technological University, Belagavi in Karnataka**.

Signature of Internal Guide

Signature of HoD

Head of the Department
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Signature of Principal

Principal
CMR Institute of Technology
Bangalore - 560037

Evaluators

1) Name of external evaluator

Signature with Date

2) _____
Name of internal evaluator

DECLARATION

I, Mr. RAKESHA P M hereby declare that the Project report entitled **A STUDY ON EMPLOYEES WELFARE MEASURES AND THEIR IMPACT ALPHA TECHNOLOGIES BENGALURU**, is prepared by me under the guidance of **PREKSHA YADAV**, faculty of MBA Department, CMR Institute of Technology and I also declare that this project work istowards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place: *Bengaluru*

Date: *01-07-2020*

Rakesha P M

Mr. RAKESHA P M

1CY18MBA42

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I acknowledge the insights provided by my External Guide, **Mr. Selvendiran R HR&IR Manager alpha technologies Bangalore** which helped me to a great extent in completion of the project work.

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Mr. RAKESHA P M

USN : 1CY18MBA42

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EXECUTIVE SUMMARY

Employee safety was seen as one of the organization's major success indicators. Changes in employees working life and developments in both the internal and external market climate have brought significant improvement to organizational behavior. Globalization, technology and other factors in job design have forced, organizations to focus on protection and health of employees.

Organizations have set standard measures for taking care of the professional and personal careers of the employees. Rising dependency on technology, flexible work structures, rising job speed, and diversity in the work environment generating many challenges for staff in Human Resource Management. Second, with the implementation of emerging technology and from the success of work in a more automated environment, possible new hazards arise.

Employee Welfare: The concept of employee welfare is inherently fluid and has been interpreted in various ways from country to country and from time to time and also in the same country, depending on the social structures, the degree of industrialization and the general level of social and economic development. Employee Security requires Such services, facilities and amenities as sufficient canteens rest and leisure facilities sanitary and medical facilities, travel arrangements to and from their homes for the accommodation of workers working at their homes, and other services facilities and social facilities shall include security measures as contributing to conditions in which workers are employed. Provide various welfare services such as better accommodation, canteen, health, and sickness benefits etc.

CHAPTER 1

1.0 INTRODUCTION

1.1 INDUSTRY PROFILE

Introduction to the Indian Telecom industry:

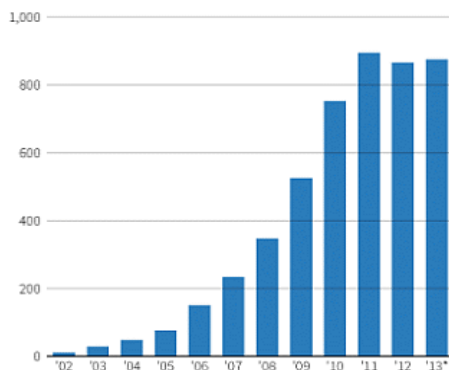
The telecom industry used to be a government monopoly until 1995, and was considered to be the country's main critical infrastructure market. A telephone connection was often considered a luxury-with waiting time often extending to several months for a new link.

In 1995 the telecom market was opened up for private operators as part of the liberalization process. Since then, the government has tried to ensure that telephony is easily available to everyone in the country through its various bodies, in particular the industry regulator-Telecom Regulatory Authority of India(TRAID).

India's mobile market

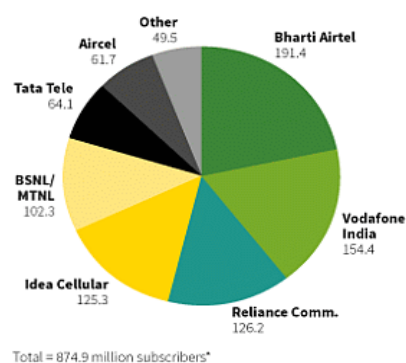
India is the world's second-biggest mobile phone market by number of users.

MOBILE SUBSCRIBERS
Millions of subscribers



*As of July 2013.
Source: Telecom Regulatory Authority of India.
C. Chan 15/10/2013

MOBILE SUBSCRIBERS BY OPERATOR
Millions of subscribers



REUTERS

Telecommunications in India

Service providers are trying to attain economies of scale' by targeting the consumers at the bottom of the bottom of the pyramid through the introduction of innovative schemes such

as micro recharge, lifetime prepaid, per second billing etc. According to a study by GSMA, India is all set to become the fourth largest smartphone market by 2020.

Telecom is among India's fastest growing sectors. India is the second largest telecommunications market in the world today. Canada. The cellular telecommunications industry in India will contribute 400 billion US dollars to the country's GDP in 2014. This fast-moving sector is expected to generate about 4.1 million additional jobs by 2020, according to the Community Special Mobile Association (GSMA).

Telecom industry has earned approximately US\$ 9,796 million in foreign direct investment (FDI) between April 2000 and January 2014, which reflects an rise of 6% to the Operating in the sum of US dollars total FDI inflows, per study conducted by the DIPP.

India's global system for mobile (GSM) operators had 4.14 million rural subscribers as of January 2014, bringing the total to 285.35 million.

The main point of establishment of TRAI was that it has some major recommendatory, regulatory and tariff setting functions of TRAI which is to make recommendations on the need and timing for an introduction of the new service provider on the terms and conditions of license to a service provider. TDSAT, Telecom Dispute Settlement and Appellate Tribunal, constituted by the Central Government in May 2000, was to adjudicate between a licensor and a licensee between two or more service providers or service providers and a group of consumers, and to hear and dispose of appeals against either direction or order of the Indian Telecom Regulatory Authority, and hence of the Tribunal, exercised both initial and appeal jurisdiction.

Largely Appellate Tribunal involved the cases related to interconnection which challenged the basis of computation of license fee by the licensor, wrongful levy and charges of royalty and license fee for frequency allocation, blocking of calls by one group or service providers, dispute relating to default traffic, challenges to tariff fixed by TRAI etc.

The country's telecom user base reached 1.198.89 million in April but growth continued its downward trend in line with Reliance JIO's slower rate of new customer additions.

"India's number of telephone subscribers increased from 1.194.58 million at the end of March 2017 to 1.198.89 million at the end of April 2017, showing a monthly growth rate of 0.36 per cent," TRAI said in its monthly subscriber survey.

The total base of wireless or mobile subscribers increased from 1.170.18 million in March in April by 0.38 per cent to 1.174.60 million. The growth rate is at a low of seven months from the high of 2.67 per cent reported in October when Reliance JIO added 19.6 million subscribers.

Reliance JIO has retained its lead in customer acquisition following the termination of its free 4 G service deal. In April, the company accounted for nearly 87 per cent of total new mobile customer adds. However, growth in the company's net subscriber addition slowed from its peak of 20.2 million new customer additions in December 2016 to 3.87 million in April.

TELECOM REGULATORY AUTHORITY OF INDIA

On 20 February 1997, an act of PPRI and tariffs in India was authorised by the Inde Telecom Regulatory Administration. Older laws of telecoms facilities and charges controlled the central government.

Their task stands toward generate in addition inspire circumstances for expansion of communications in India towards allow the country to need an important part fashionable emerging worldwide information society.

The key purposes of TRAI has to deliver reasonable then clear atmosphere that encourages a level of live field and enables for fair-minded opposition fashionable for market place.

TRAI has frequently manage and issues directions also regarding many topics such as tariffs, interconnections, quality of service, Direct to Home (DTH) facilities and the Mobile number portability.

GROWTH IN MOBILE SUBSCRIBERS

India's telecom subscriber base crossed 1.1 billion in October, registering the highest customer add-on of around 29 million per month, driven by reliance jio. Indian Telecom Regulatory Authority (TRAI) released data, an increase in landline subscriber base that had seen a continuous decline in connections after incoming calls were made free in 2003, shifting growth from wireline to wireless phone.

The number of telephone subscribers in India increased at the end of September 2016 from 1.074.24 million to 1.102.94 million at the end of October 2016, showing a monthly growth rate of 2.67 percent. Mobile telephony led the growth in October 2016, which See record added around 28.68 million customers a month.

MARKET GROWTH IN INDIAN TELECOMMUNICATION INDUSTRY

India's mobile economy is expanding rapidly and will largely contribute to India's Gross Domestic Product (GDP). The Indian government's generous and enhanced arrangements have helped in the Indian telecom portion's rapid development alongside strong purchase requests.

Global Data Corporation (GDC) forecasts that India will upgrade the US to end up undeniably the second-largest mobile phone advertising uniformly by 2017 and proceed with a high pace of growth in the next few years as individuals move to cell phones and logically advance to 4G.

1.2COMPANYPROFILE



Alpha Technologies was launched in 2004. These are the leading provider of asterisk services focused approach to serve best-in-class IT solutions and services. With profound expertise in different technologies, Alpha Technologies is renowned for delivering cost-effective and best solutions that make your business successful. The company offer development services that provide clients with communication solutions which are flexible, simple and affordable. The company always thrive to create unique yet functional For respected consumers, IT solutions. Consumer loyalty and uncompromising honesty has always been the subject of the business ideology.

VISION

To be recognized as the leading provider of flexible, innovative IT solutions.

MISION

To create superior value through profitable growth and differentiation for our customers, employees with dedication and excellence.

The creation of long standing relationships with our clients is essential tous. We will promote the use of the newest information technology and integrate innovative applications.

SERVICES

BUSINESS CONSULTING

highly experienced contact Centre consulting team enables you to deliver consistent and

superior customer experience across multiple touch points.

ACQUISITIONSUPPORT

Trans voice facilitates professional management of support requests, transparency through live support details and overall high responsiveness.

AUTOMATION ANDORCHESTRATIONA telecommunications and IT management system can provide advanced analytics along with a powerful engine to automate tasks.

SERVICE INTEGRATION ANDMANAGEMENT

Service integration and management is an approach to managing multiple suppliers of services and integrating them to provide a single business facing IT organization.

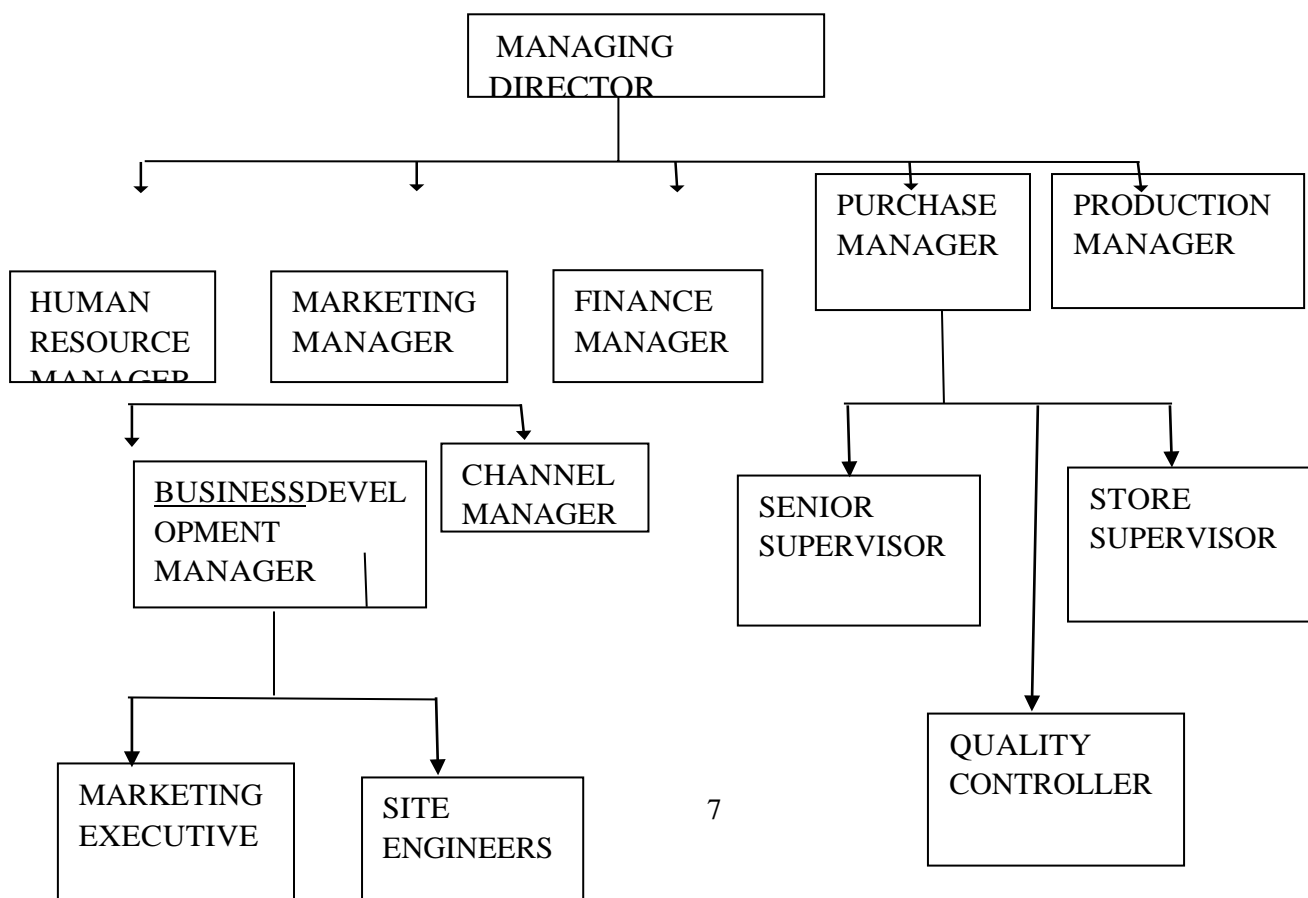
APPLICATIONDEVELOPMENT

Trans voice allowssmooth integration with third par applications and accommodates changes as per therequirements of different clients.

TELECOM OPTIMIZATION

The services ensure that business managers can understand, optimize and manage their voice, data and wireless systems.

ORGANISATION STRUCTURE



SWOT ANALYSIS

<p>STRENGTH</p> <ul style="list-style-type: none"><input type="checkbox"/> Monetary assistance<input type="checkbox"/> High profitability and revenue<input type="checkbox"/> Strong diversification	<p>WEAKNESSESS</p> <ul style="list-style-type: none"><input type="checkbox"/> It faces barriers<input type="checkbox"/> Future market size
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"><input type="checkbox"/> Venture capital<input type="checkbox"/> New products and services<input type="checkbox"/> New trends can increase market size<input type="checkbox"/> Market changes fast	<p>THREATS</p> <ul style="list-style-type: none"><input type="checkbox"/> New products and technologies change demand<input type="checkbox"/> Increasing cost

DEPARTMENTS

The various departments in the company are

- PurchaseDepartment
- Productiondepartment
- Marketingdepartment
- FinanceDepartment
- Human ResourceDepartment

HUMAN RESOURCE DEPARTMENT

Alpha technologies also has a separate department for human resource development. The personnel manager also gives direction in training the employees. The proper training helps the employee swilling to do their responsible work, more efficiently and effectively.

WELFARE MEASURES

WORKING HOURS:-

The periods and hours of work and the lunch breaks for all classes of workman in each shift is exhibited in English and in the regional languages of the workman employed in the establishment on company's notice board.

HOLIDAYS:-

All holidays in the company and changes there in shall be notified on the company's notice boards. Before making changes in the existing holidays, the management shall as far as

possible, consult the recognized union if any.

PAYMENT OF WAGES OR SALARIES:-

All wages / salaries due to the workman will be paid on or before 10th of the month following. The date of payment will be notified on company's notice boards.

SHIFT WORKING:-

Shift working is regulated in accordance with the provisions of Factories Act. More than one shift may be worked in any department or section of a department or factory or works at the discretion of management. Notices showing the shifts shall be pasted on the notice board.

TRANSPORT

The company has made arrangements for providing the transport facility. **SAFETY**

To ensure safety of employees in the work place, the company has provided safety appliances

in accordance with the statutory provisions. Safety arrangements are provided by the company wherever necessary throughout the Employees are instructed in the proper use.

CRECHE FACILITIES

The company provides crèche facilities in accordance with the statutory provisions or alternatively financial assistances of Rs 200/- per month per baby to its female employees for ensuring proper care for the babies. This facility is available till the child attains the age of 4 years. The reimbursement will be made every month on the basis of stamped receipt. If the child is admitted to the school for LKG, the reimbursement towards crèche facility will be stopped.

INSURANCE

The company operates the following schemes for benefiting the families of employees who die while in service of the company.

A) Group InsuranceScheme

In lieu of Employees Deposit Linked Insurance Scheme under the Provident Fund Act, the company has made arrangements with LIC of India for payment of benefits to families of those employees who die while in service.

B) Group Savings Linked InsuranceScheme

The company also introduced a Group Savings Linked Insurance Scheme based on the contribution by the employees.

Under the scheme, out of the contribution of the employee, 35% is utilized for insurance coverage and 65% of the amount is converted to savings with the applicable interest rates upon cessation of service in the company.

TRAINING AND DEVELOPMENT

The company has a comprehensive training and development policy consistent with its operational and statutory requirements designed to ensure availability of skilled manpower in all levels to meet the objectives set for the organization. Further the policy is transparent, dynamic and flexible to adjust to the changing requirements from time to time.

There are two types of training conducted by the organization:-

- a) In-house trainingprograms.
- b) External trainingprograms.

Some of the Training programs conducted by the organization for the overall development of an individual are as follows:-

- ISO 9001 certification, system development, on-line operations likeERP.
- Advanced training with a) Collaborative. b) Organized under Colombo Planetc.
- Training under ApprenticeshipAct.
- Management Development programs forofficers.
- General management programs for seniorofficers.
- Mentor trainingprograms.
- Induction training programs for newappointments.
- Training programs for conditioning mind andbody.
- Training of personnel for learning Hindi language under Government of IndiaPolicy.

MEDICAL BENEFITS

During 1973, a scheme for reimbursement of expenditure for medical treatment by Employees not covered under ESI Scheme was introduced.

Under the Scheme, Employees were eligible to claim reimbursement for expenditure on outpatient treatment subject to an annual limit and full reimbursement for hospitalization treatment (inpatient) with deductions for inadmissible medicines and items.

CHAPTER 1

2 CONCEPTUAL BACKGORND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

Labor welfare work seeks to include such services and amenities to allow employees working in an institution to carry out their work in a safe, secure atmosphere conducive to good health and morality.

As indicated by Dr .Parandikar, "employee welfare is work for enhancing the wellbeing security and general prosperity and the modern productivity of the labourers past the base standard set around worker enactment".

OBJECTIVES OF EMPLOYEE WELFARE

The following are some of the objectives for which the Labour welfare measures are taken up by the Company. To drive more noteworthy productivity and yield from labourers and with a view to draw in better work

- To develop better relations with workforce.
- To promote the well-being of every individual.
- To boost the energy of the workforce through welfare facilities.
- To improve standard of living of employees.
- To keep the workforce happy and contented.

TYPES OF WELFARES TOWARDS EMPLOYEES

1. INTERNAL FACILITIES

These facilities include those which are within the company premises. It includes the following-

- Safety.
- Facility layout.
- Availability of plant and machinery.
- Provision for first aid etc.

2. EXTERNAL FACILITIES:

These facilities include those which are related outside the organisation. It includes the following-

- Housing.
- Educational facilities.
- Transportation.
- Other recreational facilities.

3. VOLUNTARY FACILITIES:-

These facilities are started by the employees on their own and no doubt in this as it increases the effectiveness and efficiency of working of employees which will indeed increase the productivity of employees.

PURPOSE AND SIGNIFICANCE OF THE STUDY

The key determination is to study the efficacy of Alpha technology welfare measures. The various welfare programs given by the employee would have an immediate effect on the worker's physical and mental performance, morality, and overall efficiency by leading to the highest productivity. Labor welfare means research aimed at promoting employees' physical, social and cultural well-being.

Labor welfare in India has a special significance as the constitution provides for the promotion of labor welfare for human working conditions and the safeguarding of all workers. Welfare measures improve employees' physical and psychological health, which in turn boosts their efficiency and productivity. Labor welfare strengthens the workers' sense of identity, keeping them from resorting to harmful activities such as absenteeism, labor unrest protest, etc. Welfare research enhances the relationship between employees and employers.

In order to make employees happy, feel, satisfied and retain them, organization plan retention strategies. To make this possible one has to determine whether the present employees perceived satisfaction towards the welfare facilities. The survey on employee's satisfaction will help the organization to evaluate its return on investment in the important areas like labour securities and welfare measures.

In this study, I propose the need to study the effectiveness of labour welfare measures with reference to Alpha technologies.

2.2 REVIEW OF LITERATURE

INTRODUCTION

Employee welfare is an area of social welfare conceptually and operationally. It covers a broad field and cannot a state of well-being, happiness, satisfaction, conservation and development of human resources and also helps to motivation of employee. Employee welfare is primarily aimed at enriching the lives of employees and keeping them happy and carried out. Welfare measures may be both statutory and non-statutory laws require the employer to extend certain benefits to employees in addition to wages or salaries .

Ganesh, Anjali, 2016, The Impact of Welfare Measures on Employee Satisfaction at Mangalore Refinery and Petrochemicals Limited. This article found that, to sustain and retain effective and efficient employees in the organisation, one of major tool is the welfare measures. The more the employees are taken utmost care the more the chances of people hold on in the company. This study deals with the welfare measures provided at MRPL and also tries to understand the level of satisfaction of employees towards the welfare measures.

Welfare measures offered by the organisation in general and manufacturing industries in particular has played a very important role in extending the welfare measures and sustaining their employees in the organisation.

Halhjem Maria, Reese Kate, Thoresen Christian, 2015, Well-Being and performance: measurement issues for HRM research. This article reveals that the development of an organisation can only grow with the employer – employee relationships. There is a correlation between taking care the employee well-being and his performance. This initially had no scope or importance in HRM, but in recent days it has raised concerns about measuring it. The study shows the relationships between measures of well-being and approaches of measuring performances. The study explores or brings out different factors that are responsible for the improved performance of employees. This shows that better the measures better the morale and performance of employees.

Edgar Fiona, Geare Alan, 2005, HRM practice and employee attitudes: different measures different results. The study finds the relationship between HR practices and employees attitudes towards work. It also measures the changing performances of employees due to changes in the HRM practices. The employee's attitudes were measured through three variables namely, organisational commitment job satisfaction and organisational fairness scales and the HR practices were measured using additive measures of numbers of HRM practice, employer reports and employee reports of strength of practices. The research resulted that the HR policies and practices that used in the organisation can be measured only through the quality of policies and practices adopted and not by the number of policies introduced. The organisation's backbone are employees (HR) who have to be taken utmost care by providing quality of measures for their wellbeing and for over all development of any organisation.

Branson Richard, 2015, working on Well-Being, Business Today. The study finds the information of the employees and their status of wellbeing in their companies. It also describes the various measures taken by the company to improve the status of the employees. It also includes the performance appraisal, respecting people and their words, giving them more roles and responsibilities, compensation, individuality appraisal and giving them training and development in improving their overall individual development. It states that the companies should adopt international forms of practices to increase their performance which indeed increases their morale and intend to sustain in the organisation for a long period. The companies should also include modern economic measures rather than traditional economic measures.

PoonamSalaria, SumitSalaria, 2013, Employee Welfare Measures in Auto Sector. The study reveals that the welfare measures are given for the wellbeing of employees to make their life worth living in the society. These measures are also taken to make the employees comfortable and to increase their intellectual or social over and above the salaries given to them. Organisations provide all these facilities to increase the morale of the employees. These welfare measures may be in the form of statutory or non-statutory in nature.

Statutory measures are the health and safety measures, non-statutory measures may differ from one organisation to another based on their capacity of organisation and how good they treat their employees.

P.V.V. Sathyanarayana, A Study on welfare measures and their impact on QWL provided by sugar companies. The article found that in any industry is based on the HR as it involves production or manufacturing. Since these type companies are completely dependent on labour force, their wellbeing are to be taken utmost care and welfare measures are to be strong. The study also showed that welfare measures plays a vital role for the long term sustainment of any organisation. Employees should be treated as assets of the company and only then the company can reign in success and can move to great heights. The satisfaction of employees will improve the quality of work life. The above mentioned study emphasises the impact of welfare measures on QWL among the employees if Sugar factories in Andhra Pradesh.

Ravi.S, J.A.Raja, 2016, A Study on Employee Welfare Measures with Reference to small scale industries. The articles reveals that the traditional form of organisation did not emphasise much on the concept of personnel management. After the introduction of industrialisation in the country, the importance of personnel management and the welfare measures have been in an increasing trend. It an important part to maintain good employee- employer relations and even the industrial relations. The welfare measures aims the physical fitness of the body, healthy and safe measures to promote the employees. It also includes providing transport facilities, basic need fulfilment, canteen facilities, medical benefits and fringe benefits etc. This is the way through which the companies can retain their employees in the organisation and the workers work more effectively and efficiently in achieving the organisational goal.

D. Divya, A study on employee welfare measures with reference to AFRA CREATIONS, DINDIGUL. This article reveals that the labour welfare creates a strong bond between the organisation and the people working there. These measures bring in the overall development of individual personality of the employee working in the organisation and

builds a strong workforce in the organisation. The main agenda of providing all these facilities is to make the employees more effective and efficient in working, more trust worthy towards organisation, to make the workers stay fit and fine, and make them feel satisfied in the organisation. Effective techniques should be inculcated to increase the morale of the employees. Such benefits will also increase their standard of living in the society, which indeed increases the productivity of the organisation and also promotes healthy and friendly relations between organisation and the workers.

Bhavani, 2011, Labour Welfare Measures-Step Stone of Healthy Industrial Relations. This article found that India has been Liberalised, Privatised and globalised with the Economic policies of 1991, due to which India has been recognised as one of the fastest growing nations in the world. Due to this there are huge opportunities for the companies to come and invest in our country in the form of FDI and FII. This brings about more and more competition between the domestic companies operating within the country. To survive in the market the companies have to train and develop their human capital effectively to compete. A healthy and strong bondage should be built in the minds of the employees through such welfare measures.

Chandra ShekaraPatro, 2015, Employee Welfare Measure in private and public sector. This article reveals that for the growth and sustainment of any organisation in the world its labour force plays a prominent and vital role and hence their welfare measures to go hand in hand. In the recent few years both the private and public sector are striving hard to increase the benefits to the employees and their efficiency. Various measures like housing, medical, fringe, education to children, post-retirement benefits etc have been offered by the organisations to the employees and their dependents. If the organisations ignore this basic idea of sustaining the employee sit become sniche. Various measures need to be taken to keep their morale high and a timely study has to be made to check the satisfaction level of employees towards the benefitsoffered.

PoojaJohri, Dr. SanjeevMahrotra, 2015, Employee Welfare Measure at Auto sector. The article finds that amongst all the resources available in the organisation, to mention a few, financial resources, inventory resources. Information technology resources etc., human resource are the most important one. To retain skilled, professional and efficient labour is the challenge of the day, because it effects the overall performance of the organisation. Motivated employees in the organisation can add more value and profitable. Both monetary and non-monetary measures motivates the employees. Monetary benefits are bonuses, stock options, sharing profits of the company etc. non-monetary benefits include allowances, incentives, facilities, performance appraisal etc. these kinds of measures induces work force to work hard and dedicated to the organisation.

Binoy Joseph, 2009, Labour Welfare in India. This article reveals that India is the country were the labourers are in the combination of both illiterate labour force and highly skilled and talented work force. Labour welfare activities in India began from 1837. Rapid changes were noticed down the line of many years.

The Indian Planning Commission laid down many welfare measures for workers like child labour, bonded labour, female labour and safety and health measures. Welfare measures are taken up by various government and non-government sectors to mention a few are the Trade Unions, State Government, Government of India etc. prevention of child and bonded labour and enhancing working women welfare are the notable benchmarks made in the Indian history till today.

Emma Seppala, Kim Cameron, 2015, Proof that positive work culture are more productive. This articles finds the reasons for the winding up of many companies due to more competition, work pressure, financial barriers etc. The study also states that not only these causes winding up of the company but also it's the working culture or the environment that matters.

A positive working environment initiates people to work free and effective. Some organisation believes that stress and pressures pushes the workers to work better but they always forget the costs incurred to it. The studies show that stress-producing Bosses are

literally bad to the heart and causes death of an individual. In such case, Democratic style of leadership should be introduced rather than Autocratic.

CONCLUSION

Welfare encompasses everything done for employee satisfaction and enhancement, which is given above and above salaries. Welfare helps to preserve workplace social expectations and morale in such a way that workers are retained long-term. The security measures do not only need to be tracked but in all types. Employee health requires working environment control, infrastructure building social peace, etc.

CHAPTER03

3.0 RESEARCH DESIGN

STATEMENT OF THEPROBLEM

An organization is influenced by various human resources factors. The labour welfare measure is one of the factors penetrating the life of the employees. The study explores the effectiveness of labour welfare measures with reference to Alpha technologies. Another aspect identified in the study factors that contribute to improve the standard of labour welfare measures of employees. It covers every dimensions of work including economic reward, security, working condition and inter personal relationships. Thus study about effectiveness of labour welfare measures is necessary, to see how the employees are satisfied with these welfare facilities provided by the organization.

3.1 NEED OF THESTUDY

The study would provide an overview of the existing labor welfare measures in Alpha technologies. Health and security are the two main factors that are important to an organization's profitability. A study of existing welfare measures would help the organization achieve better performance.

Findings of the study can be used by the institution to improve the area where they are lagging behind in satisfying the labour and motivating them towards the goals. It can be used for any decision making regarding the welfare and benefits.

3.2 OBJECTIVES OF THE STUDY

1. To analyze the various labour welfare measures available in the organization.
- To find out the effectiveness of labour welfare measures in Alpha technologies.
- To identify the satisfaction level of employees with the welfare measures provided by Alpha technologies.

3.3 SCOPE OF STUDY

The study would give an over view of labour welfare measures existing in the Alpha technologies. Safety and welfare are the two key elements that are essential to improving an organization's productivity. A review of current health programs will enable improve results for the organisation.

Findings of the study can be used by the institution to improve the area where they are lagging behind in satisfying the labour and motivating them towards the goals. It can be used for any decision making regarding the welfare and benefits.

3.4 RESEARCH METHODOLOGY

The first and foremost step in research process consists of problem identification. Once the problem is defined, the next step research design becomes easier. Research design is fundamental framework that provides guidelines for the rest of the research process.

SAMPLING

- In any research studies, it requires the study of the various characteristics of individuals of a particular group. This group individual under study is known as the population or universe. A finite subset of a population selected from it with the objective of investigating its properties is called a sample of that population. A sample is a representative part of the population.
- The researcher will use simple random sampling to collect data.
- Sampling allows us to concentrate our attention upon relatively small number of people and hence devote more energy to ensure that the informational collected from them is accurate.
- The sample size of the study is 150 respondents of the company

TOOLS OF DATA COLLECTION

Both the primary and secondary data has been collected for the study. Following are the way in which data are collected.

PRIMARY DATA

Primary data are collected from labours of Alpha technologies through

- Schedule of questions.
- Interview with employees.
- Informal talk with employees.
- Observation.

SECONDARY DATA

- Company Profile
- Websites
- Magazines
- Annual Reports

Data collected through the resources were systematized, recorded and organized to give a comprehensive picture on the welfare measures of the organization. Secondary data were used as a support to primary data.

3.6 LIMITATIONS OF THE STUDY

- It depends on information given by the respondent which may be sometime biased.
 - Workers are not ready to expose themselves.
1. Due to short span of time it was difficult to conduct an extensive study.
 2. Findings of the study are based on the assumption that respondents have disclosed in the questionnaire

CHAPTER 4
4.0 DATA ANALYSIS AND INTERPRETION

TABLE 4.1 WORKING ENVIRONMENT

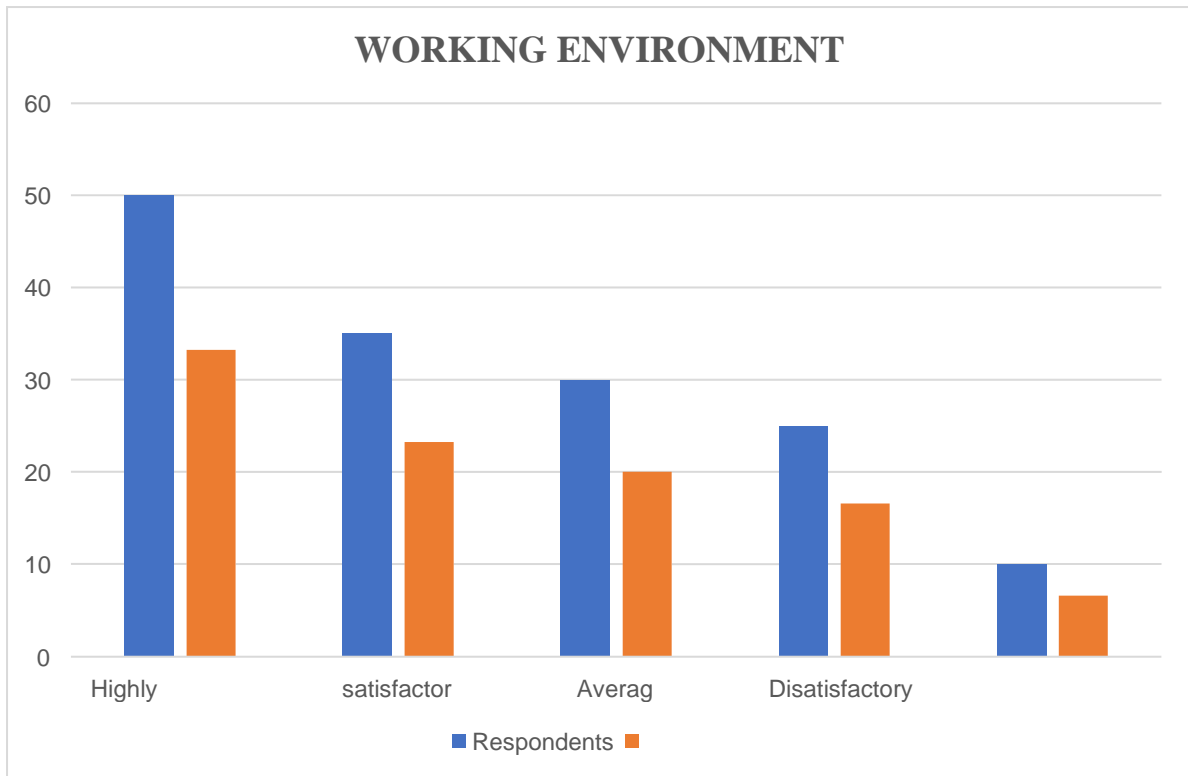
Category	No. of respondents	Percentage
Highly satisfactory	50	33.3
Satisfactory	35	23.3
Average	30	20
Dissatisfactory	25	16.6
Highly dissatisfactory	10	6.6
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 50 respondents said the working environment of the organisation is highly satisfactory, 35 respondents said the working environment is satisfactory, 30 respondents said the working environment is average, 25 respondents said they are not satisfied and the remaining 10 respondents said the working environment is not satisfied at all.

GRAPH 4.1



INTERPRETATION

The graphical representation of the table shows that out of all the respondents of the company maximum respondents said that the working environment of the organisation is highly satisfied by the employees.

TABLE: 4.2

MEDICAL BENEFITS PROVIDED BY THE ORGANIZATION

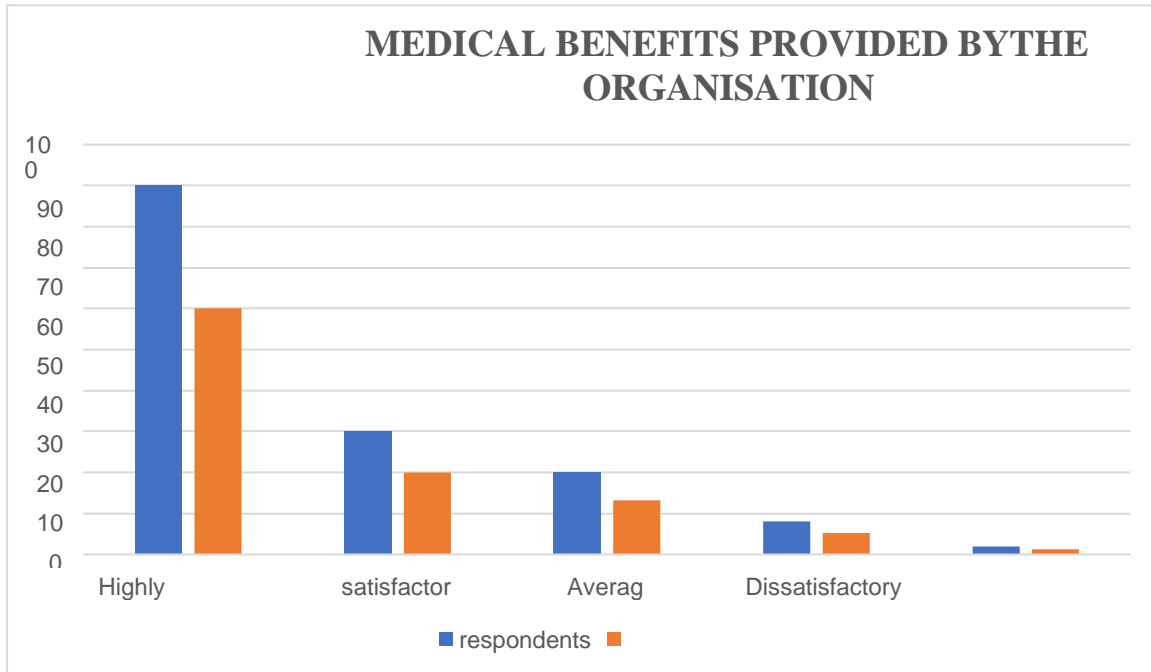
Category	No. of respondents	Percentage
Highly satisfactory	90	60
Satisfactory	30	20
Average	20	13.3
Dissatisfactory	8	5.3
Highly dissatisfactory	2	1.3
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 90 respondents said that medical benefits provided by the company are highly satisfied, 30 respondents said that they are satisfied of the medical benefits, 20 respondents said their satisfaction level is average, and the remaining 10 respondents said they are not satisfied of the medical benefits provided by the organisation.

GRAPH4.2



INTERPRETATION

The graphical representation of the table shows that 60% of the respondents said that they are highly satisfied with the medical benefits provided by the organization.

4.3 TABLE

SEATING ARRANGEMENT

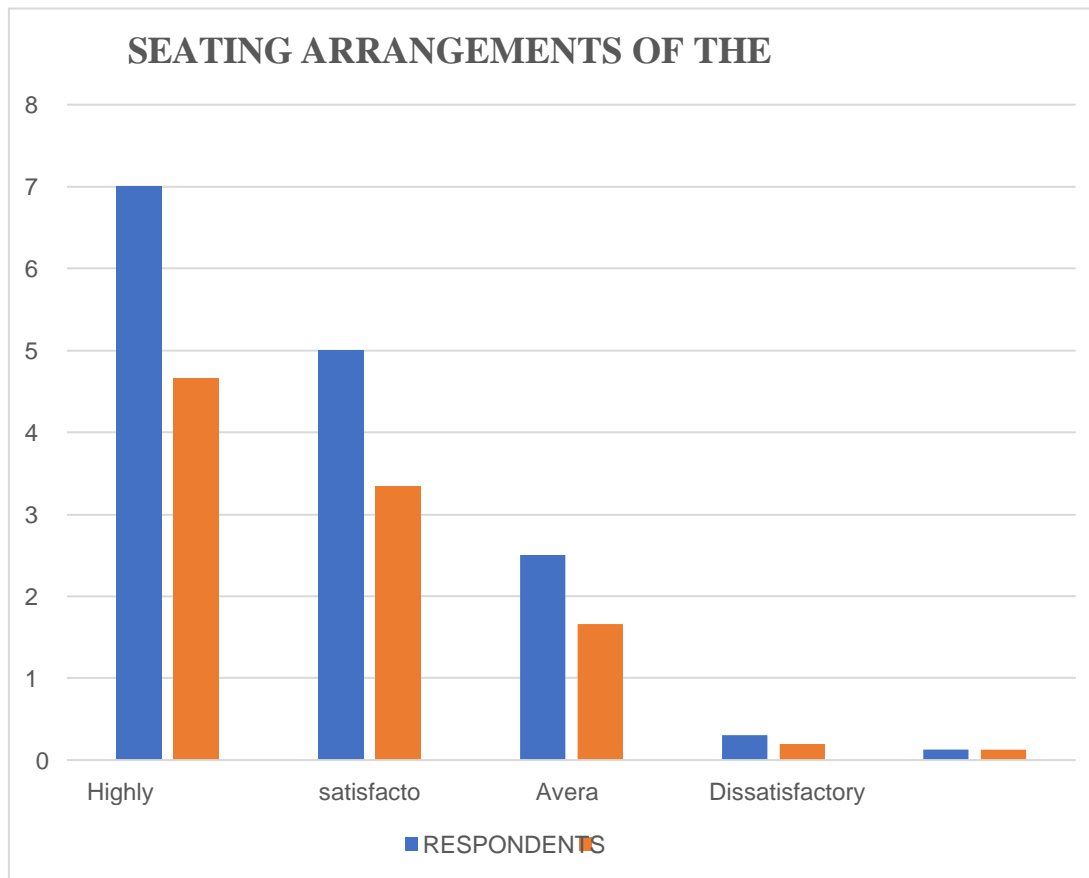
Category	No. of respondent	Percentage
Highly satisfactory	70	46.6
Satisfactory	50	33.3
Average	25	16.6
Dissatisfactory	3	2
Highly dissatisfactory	2	1.3
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 70 respondents said that the seating arrangements of the organisation is highly satisfied by the employees, 50 respondents said that they are satisfied by the seating arrangements, 25 respondents have the average satisfaction and the remaining 5 respondents are not satisfied with the seating arrangements of the organisation.

GRAPH 4.3



INTERPRETATION

The graphical representation of the table shows that 46.6% of the employees are highly satisfied with the seating arrangements of the organisation and the 33.3% of the employees are satisfied with the arrangements provided by the organisation.

TABLE04.4
OVER TIME ALLOWANCE

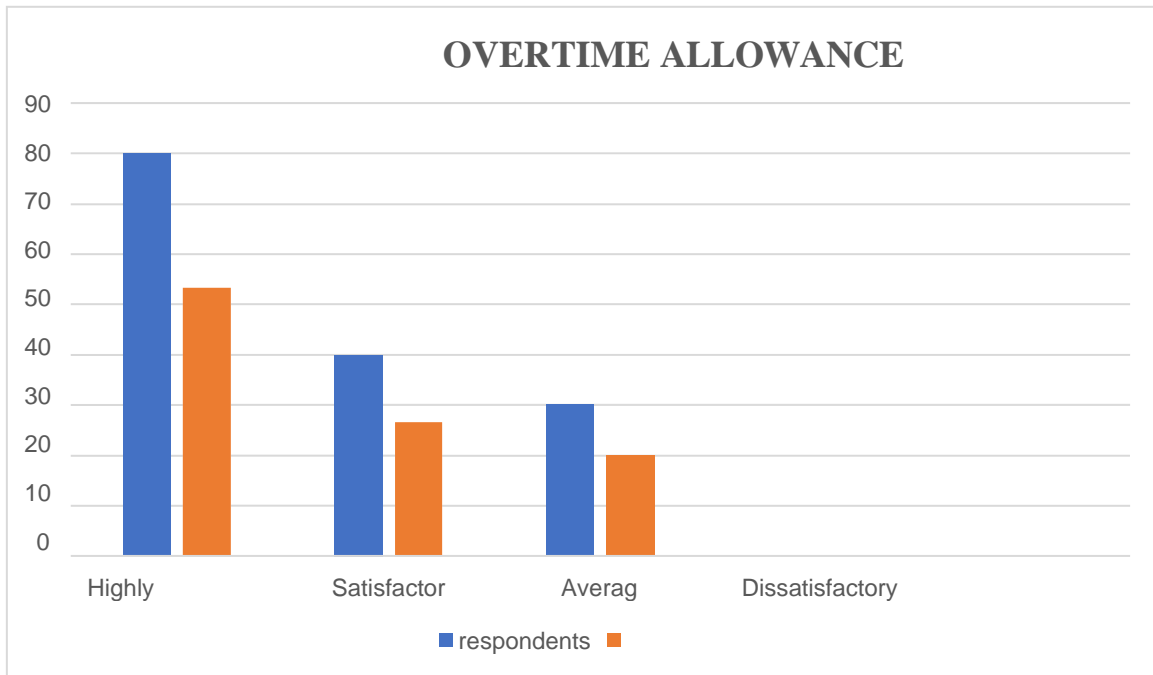
Category	No. of respondents	Percentage
Highly satisfactory	80	53.3
Satisfactory	40	26.6
Average	30	20
Dissatisfactory	0	0
Highly dissatisfactory	0	0
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 80 respondents said that they are highly satisfied with the overtime allowance, 40 respondents said they are satisfied with the overtime allowance, the remaining 30 respondents said that they have average satisfaction towards the overtime allowance.

GRAPH 4.4



INTERPRETATION

The graphical representation of the table shows that 53.3% of the respondents said that they are highly satisfied with the overtime allowance provided by the organisation, 26.6 per cent said they were satisfied with the organization's overtime allowance.

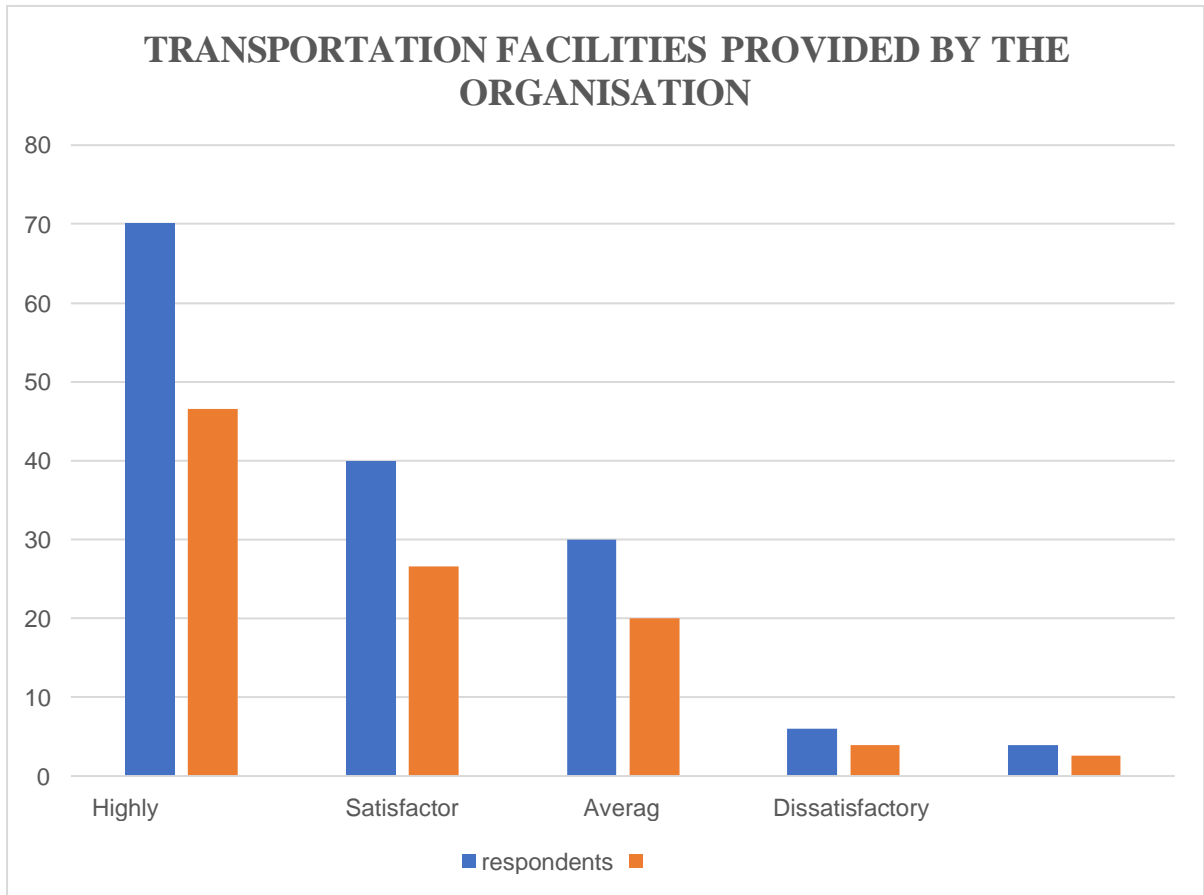
TABLE 4.5
TRANSPORTATION FACILITIES PROVIDED BY THE ORGANISATION

Category	No. of respondents	Percentage
Highly satisfactory	70	46.6
Satisfactory	40	26.6
Average	30	20
Dissatisfactory	6	4
Highly dissatisfactory	4	2.6
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 70 respondents said that they are highly satisfied of the transportation facilities provided by the organisation, 40 respondents said that they are satisfied with the transportation facilities and the remaining 10 respondents are not satisfied with the transportation facilities.



INTERPRETATION

The graphical representation of the table shows that 46.6% of the respondents said that the transportation facilities provided by the organisation are highly satisfied, 26.6% of the respondents said that they are satisfied with the facilities and 20% of the respondents said that they have average satisfaction level

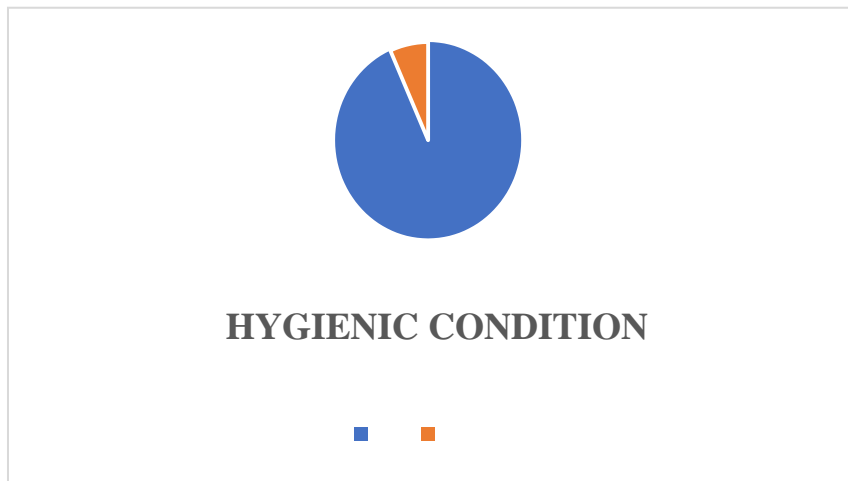
TABLE: 4.6 HYGIENIC CONDITIONS

Category	No. of respondents	Percentage
Yes	140	93.3
No	10	6.6
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 140 respondents of the organisation said that they are satisfied with the hygienic conditions and the remaining 10 respondents said that they are not satisfied with the hygienic conditions



INTERPRETATION

The graphical representation of the table shows that 93.3% of the respondents are satisfied with the hygienic conditions of the organisation and the remaining 6.6% of the respondents are not satisfied

TABLE: 4.7 CANTEEN SERVICES

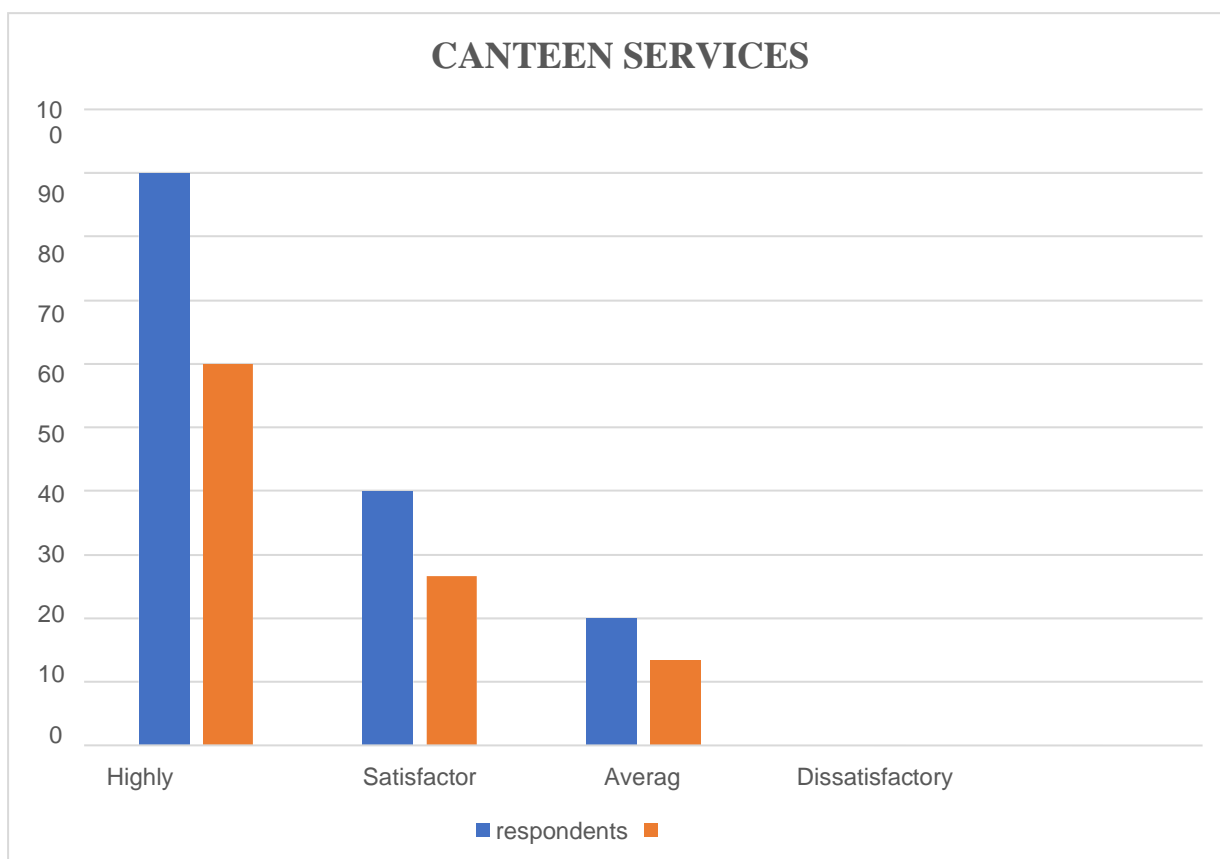
Category	No. of respondents	Percentage
Highly satisfactory	90	60
Satisfactory	40	26.6
Average	20	13.3
Dissatisfactory	0	0
Highly dissatisfactory	0	0
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 90 respondents said they are highly satisfied with the canteen facilities, 40 respondents said they are satisfied and the 20 respondents said they have an average satisfaction towards canteen services.

GRAPH4.7



INTERPRETATION

The graphical demonstration of the table shows that 60% of the respondents are highly satisfied with the canteen services, 26.6% of the respondents are satisfied and the remaining 13.3% of respondents are not satisfied with the canteen services.

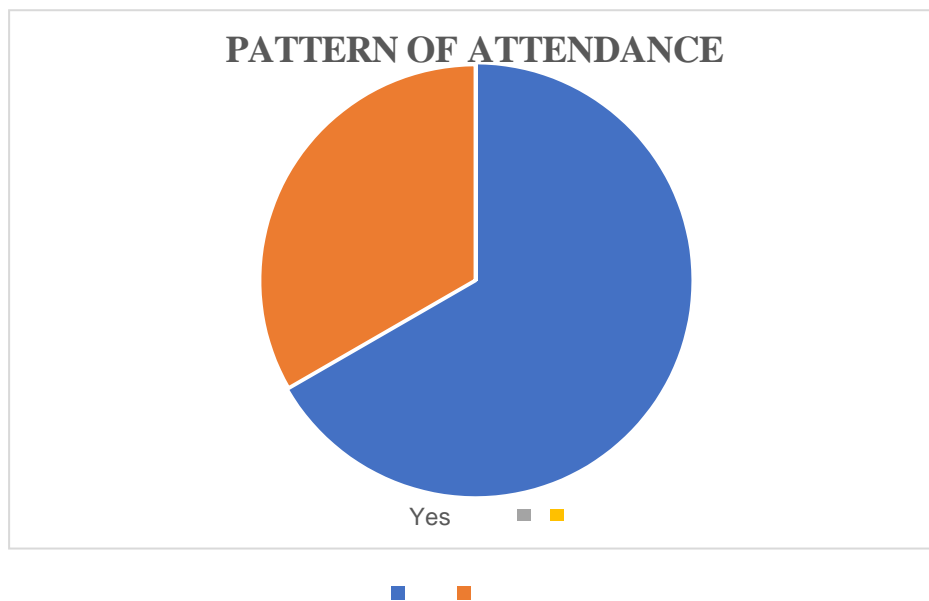
TABLE: 4.8 PATTERN OF ATTENDANCE

Category	No. of respondent	Percentage
Yes	100	66.6
No	50	33.3
Total	150	100

(Source: Primar Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 100 respondents said they are satisfied with the pattern of attendance and the remaining 50 respondents are not satisfied with the pattern of attendance.



INTERPRETATION

The graphical representation of the table shows that 66.6% of the respondents are satisfied with the pattern of attendance and the 33.3% of the respondents are not satisfied.

TABLE: 4.9
FLOW OF COMMUNICATION

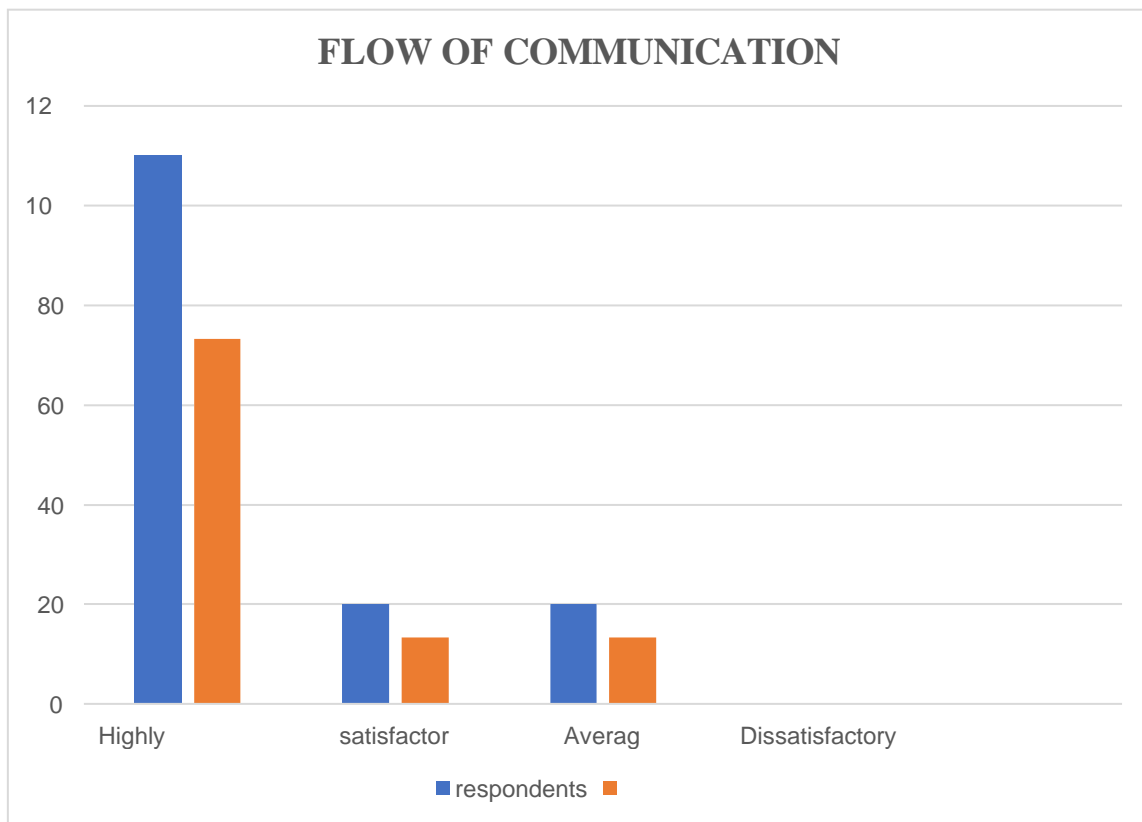
Category	No. of respondents	Percentage
Highly satisfactory	110	73.3
Satisfactory	20	13.3
Average	20	13.3
Dissatisfactory	0	0
Highly dissatisfactory	0	0
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 110 respondents said they are highly satisfied with the flow of communication in the organisation, 20 respondents said they have an average satisfaction towards the flow of communication

GRAPH 4.9



INTERPRETATION

The graphica representation of the table shows that 73.3% of the respondents said that the flow of communication in the organisation is highly satisfied and the 13.3% of the respondents said they are satisfied with the flow of communication.

TABLE: 4.10 WORKTIMINGS

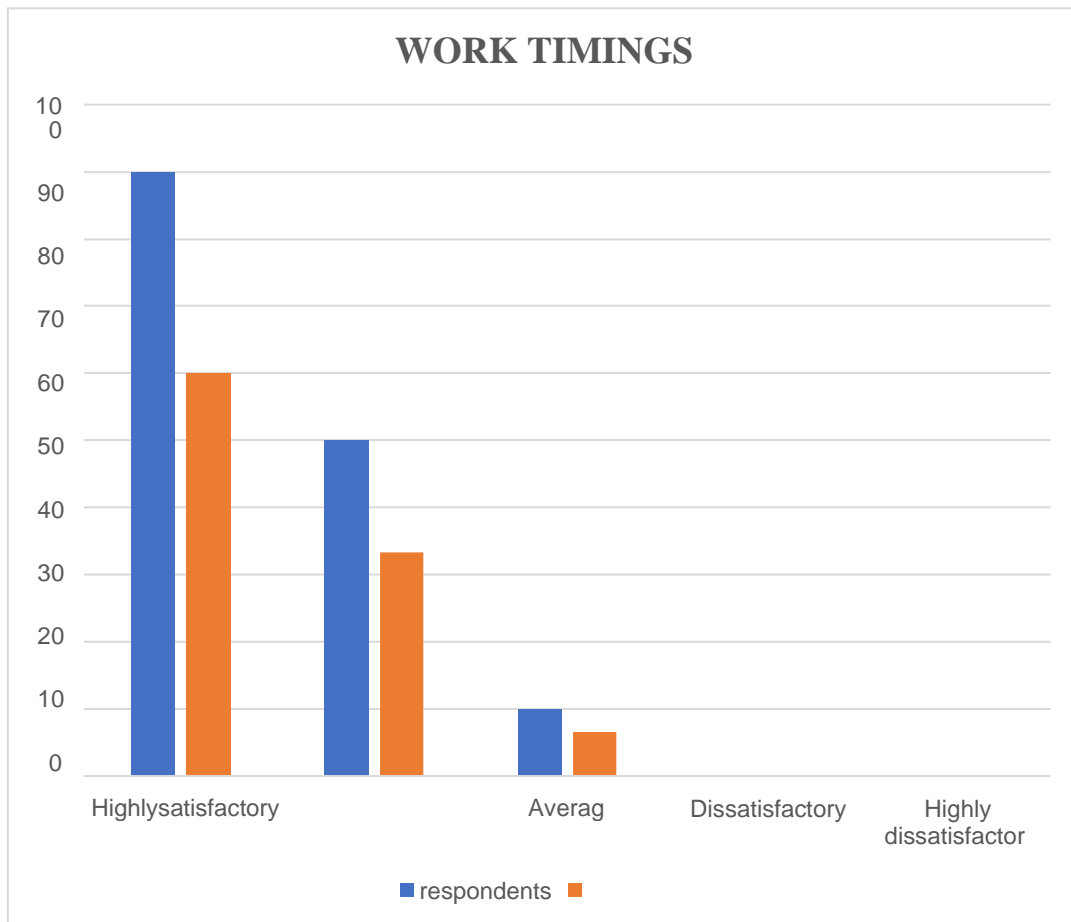
Category	No. of respondents	Percentage
Highly satisfactory	90	60
Satisfactory	50	33.3
Average	10	6.6
Dissatisfactory	0	0
Highly dissatisfactory	0	0
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 90 respondents said they are highly satisfied with the work timings of the organisation, 50 respondents said the work timings is satisfied and the remaining 10 respondents have an average satisfaction towards the work timings.

GRAPH 4.10



INTERPRETATION

The graphical representation of the table shows that 60% of the respondents said they are highly satisfied with the work timings, 33.3% of the respondents said they are satisfied and the remaining 6.6% of the respondents have an average satisfaction towards the work timings of the organisation

TABLE: 4.11

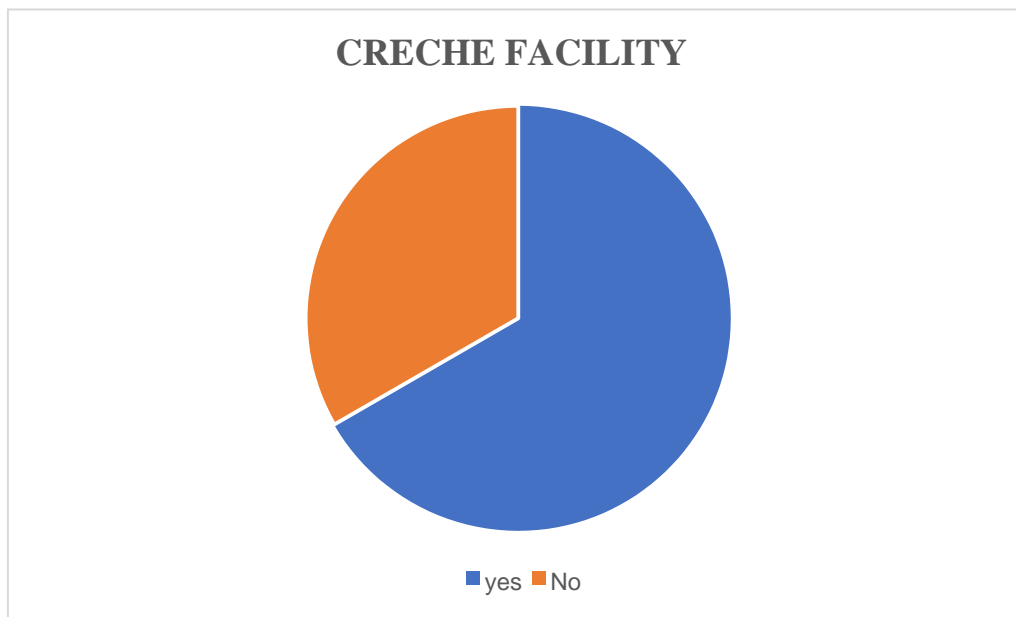
CRECHE FACILITY

Category	No. of respondents	Percentage
Yes	100	66.6
No	50	33.3
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 100 respondents said they are satisfied with the creche facility provided by the organisation and the remaining 50 respondents said they are not satisfied.



INTERPRETATION

The graphic display shows that 66.6% of respondents are satisfied with the organization's creche facility and 33.3% are not satisfied with it. This is true.

TABLE: 4.12

SAFETY MEASURES FOR EMPLOYEE SAFETY

Category	No. of respondents	Percentage
Yes	120	80
No	30	20
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 120 respondents said organisation takes various safety measures for the employee safety, 20 respondents said the organisation is not taking the safety measures



INTERPRETATION

The graphical representation of the table shows that 80% of the respondents are satisfied with the safety measures provided by the organisation whereas 20% of respondents are not satisfied with the safety measures

TABLE:4.13

CARE OF EMPLOYEES WORKING IN NIGHT SHIFT

Category	No. of respondents	Percentage
Yes	140	93.3
No	10	6.6
Total	150	100

(Source: Primary Data)



INTERPRETATION

The graphical representation of the table shows that 93.3% of the respondents said the company is taking care of employees who works at the night shift whereas 6.6% of the respondents are not satisfied.

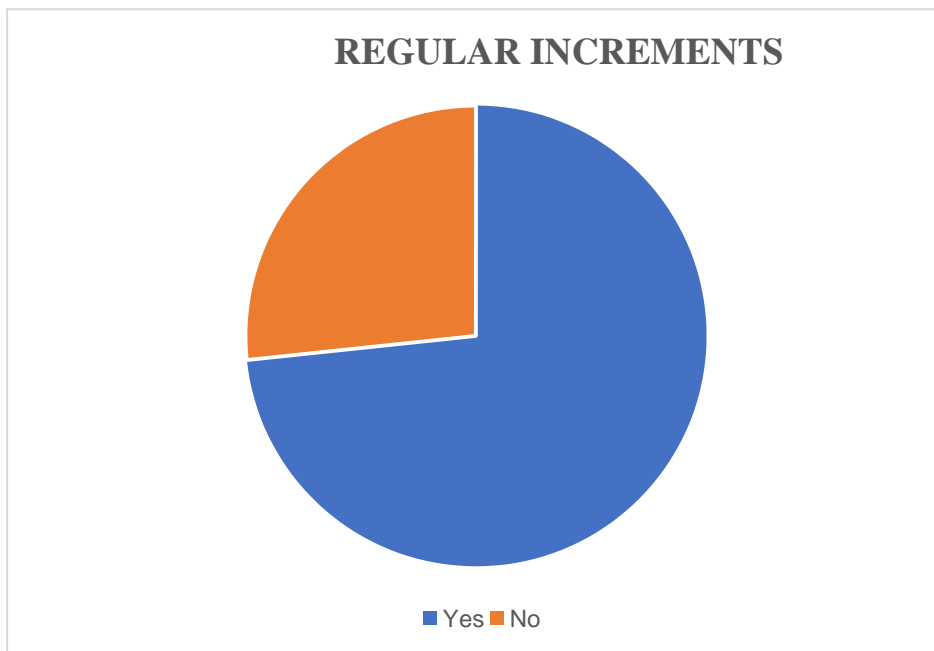
TABLE:4.14 REGULAR INCREMENTS

Category	No. of responders	Percent age
Yes	110	73.3
No	40	26.6
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 110 respondents said the company is providing regular increments to the employees whereas 40 respondents said the company is providing irregular increments to the employees



INTERPRETATION

The graphical representation of the table shows that 73.3% of the respondents said the company is providing regular increments and 26.6% of the respondents are not satisfied with the regular increment

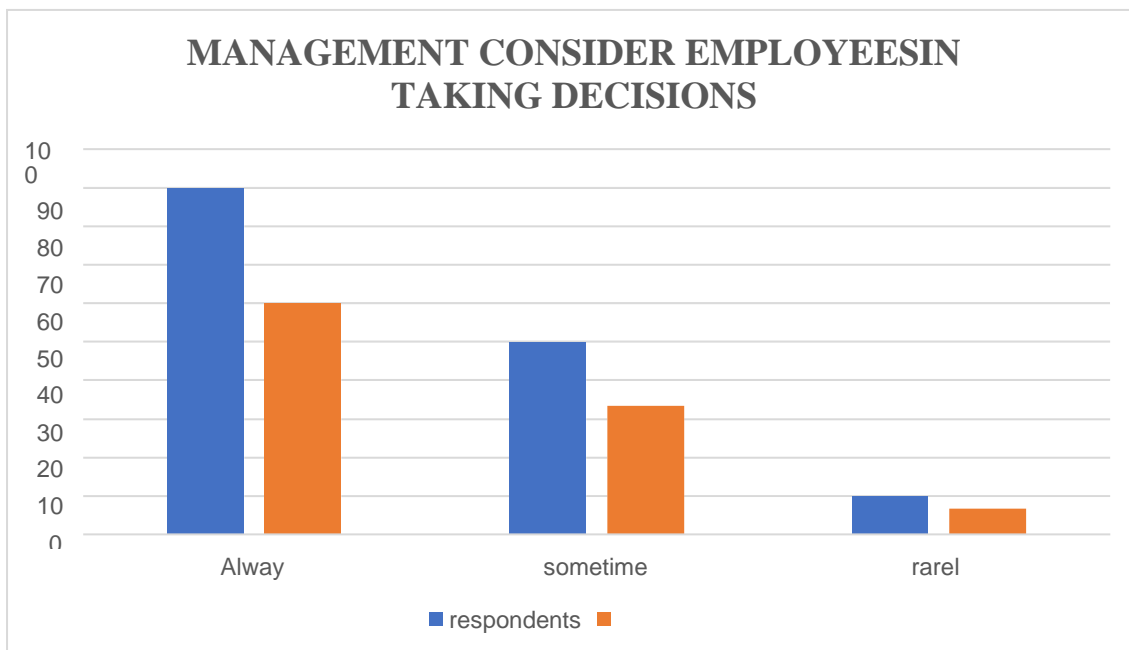
**TABLE 4.15
MANAGEMENT CONSIDER EMPLOYEES IN TAKING DECISIONS**

Category	No. of respondent	Percentage
Always	90	60
Sometimes	50	33.3
Rarely	10	6.6
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 90 respondents said the management will consider them in taking decisions, 50 respondents said sometimes only the management will consider them and 10 respondents said they will consider them rarely.



INTERPRETATION

The graphical representation of the table shows that 60% of respondents said the management will consider the min taking decisions, 33.3% of them told sometimes they will consider them, 6.6% of the employee told they will consider them veryrarely.

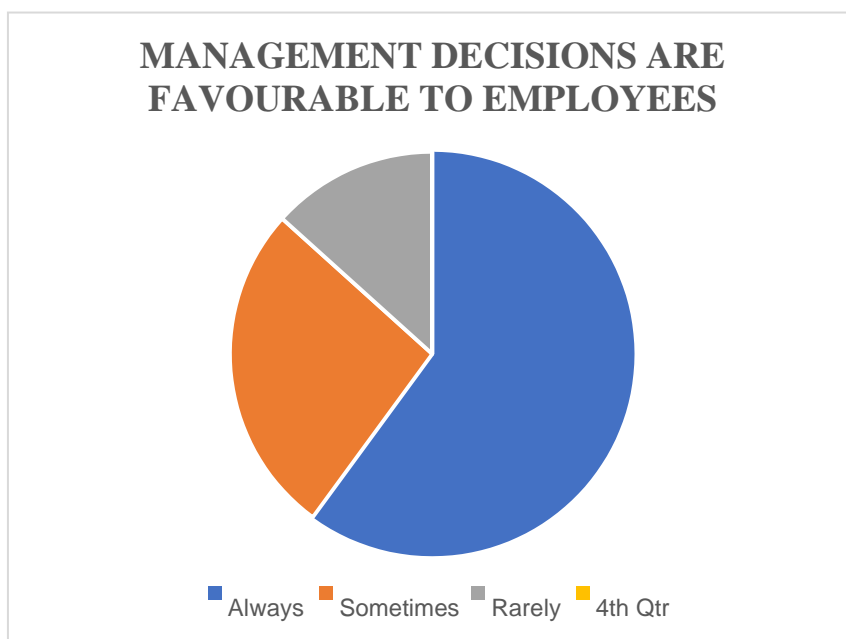
TABLE 4.16
MANAGEMENT DECISIONS ARE FAVOURABLE TO EMPLOYEES

Category	No. of respondents	Percentage
Always	90	60
Sometimes	40	26.6
Rarely	20	13.3
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 90 respondents said the management decisions are favourable to employees, 40 respondents said sometimes the management decisions are favourable to them and the 20 respondents said the decisions are not favourable to them.



INTERPRETATION

The graphical representation of the table shows that 60% of the employees said management decisions are favourable to them whereas 26.6% of them said the decisions are not favourable.

TABLE 4.17
EMPLOYEE GETTING ADEQUATE OPPORTUNITY TO DEVELOP THE CAREER

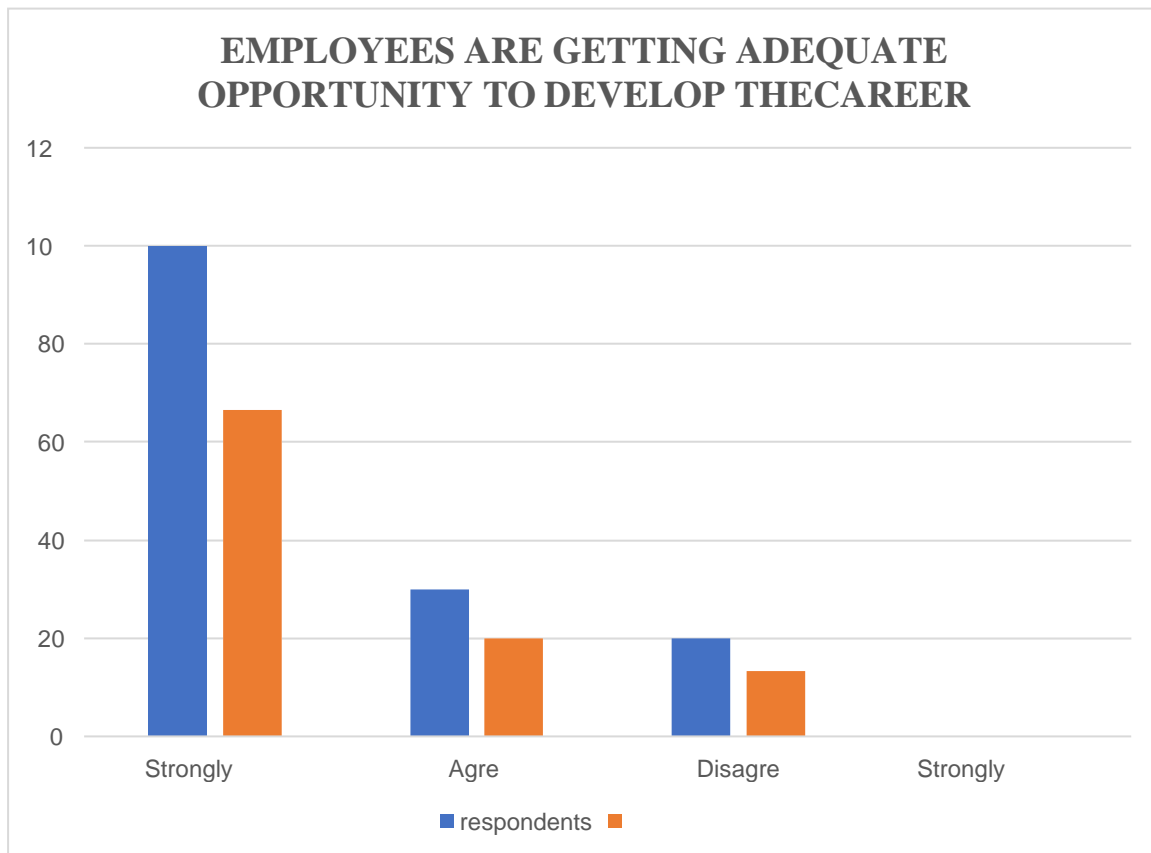
Category	No of respondents	Percentage
Strongly agree	100	66.6
Agree	30	20
Disagree	20	13.3
Strongly disagree	0	0
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 100 respondents strongly agree that employees are getting adequate opportunity to develop the career, 30 respondents agree and 20 respondents disagree that they are not getting adequate opportunity to develop the career

GRAPH 4.17



INTERPRETATION

The graphical representation of the table shows that 66.6% of the respondents strongly agree that employees are getting adequate opportunity to develop the career, 20% respondents agree to this point and 13.3% respondents disagree to this statement.

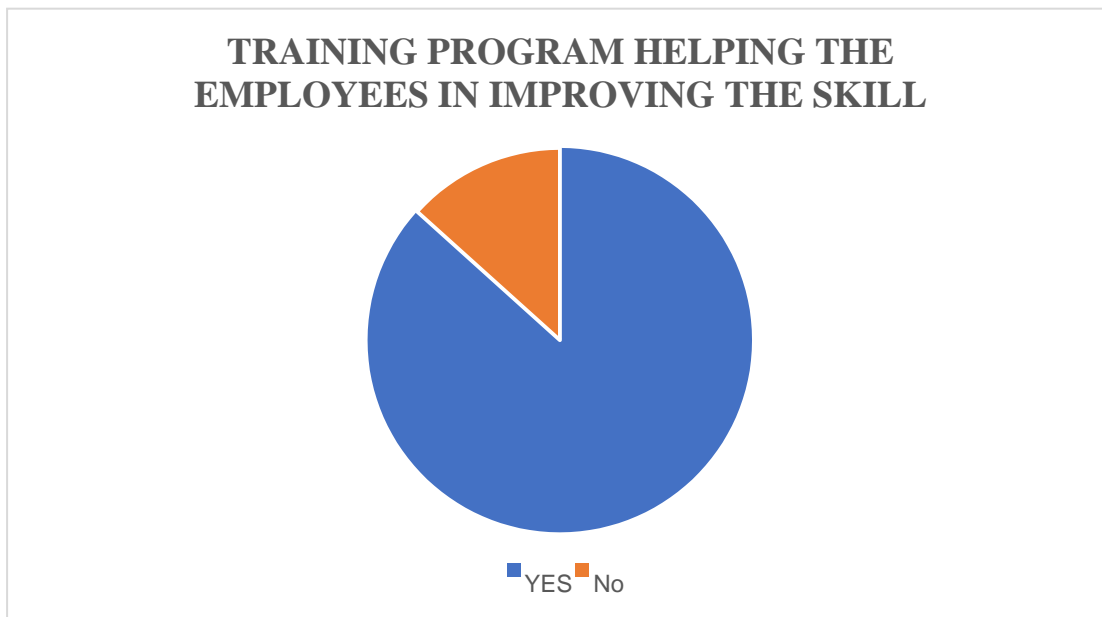
**TABLE 4.18
TRAINING PROGRAM HELPING THE EMPLOYEES IN IMPROVING THE SKILL**

Category	No. of respondents	Percentage
Yes	130	86.6
No	20	13.3
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 130 respondents are satisfied with the training program provided by the organisation helps the employees in improving the skill, 20 respondents are disagrees to this statement.



INTERPRETATION

The graphical representation of the table shows that 86.6% of employees said that the training program helps the employees to improve their skill whereas 13.3% of the respondents disagrees to this statement.

TABLE 4.19 OVERALL SATISFACTION

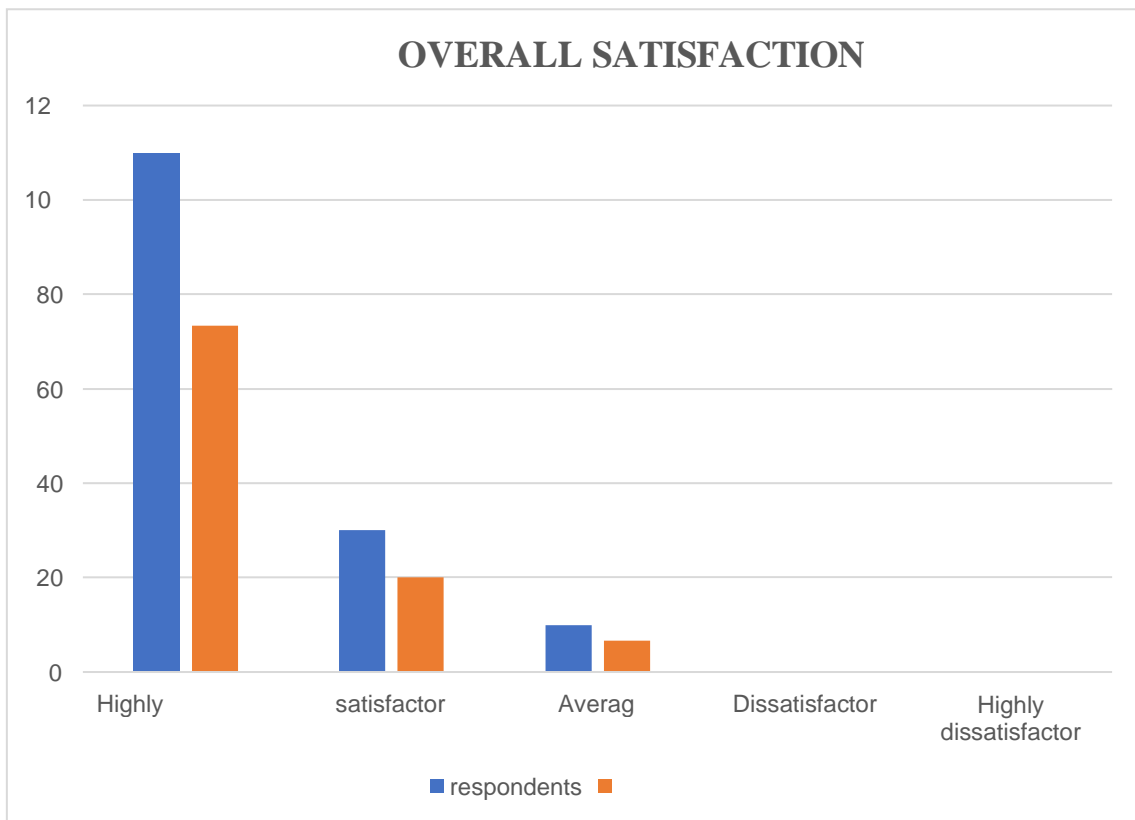
Category	No. of respondents	Percentage
Highly satisfactory	110	73.3
Satisfactory	30	20
Average	10	6.6
Dissatisfactory	0	0
Highly dissatisfactory	0	0
Total	150	100

(Source: Primary Data)

ANALYSIS

The table demonstrates that out of 150 respondents, 110 respondents strongly agree that the overall satisfaction towards the company, 30 respondents agree to the overall satisfaction and the remaining 10 respondents said they are not satisfied to the overall performance of the company.

GRAPH 4.19



INTERPRETATION

The graphical representation of the table shows that 73.3% of The workers are highly satisfied with the overall satisfaction,20% of the employees are satisfied with the organisation and 6.6% of the employees have the average satisfaction towards the company.

CHAPTER 5

FINDINGS CONCLUSION AND SUGGESTION

5.1 FINDINGS OF THE STUDY

- The maximum respondents said that the working environment of the organisation is highly satisfied by the employees.
- 60% of the respondents said that they are happy with the medical benefits provided by the organisation.
- 46.6% of the employees are happy with the seating arrangements of the organisation and the 33.3% of the employees are satisfied with the arrangements provided by the organisation.
- 53.3% of the respondents said that they are highly satisfied with the overtime allowance provided by the organisation, 26.6% respondents said that they are satisfied with the overtime allowance provided by the organisation.
- 46.6% of the respondents said that the transportation facilities provided by the organisation are highly satisfied, 26.6% of the respondents said that they are satisfied with the facilities and 20% of the respondents said that they have average satisfaction level.
- 93.3 per cent of respondents are satisfied with the hygienic conditions of the organization and the remaining 6.6 per cent are not satisfied.
- 60% of the respondents are highly satisfied with the canteen services, 26.6% of the respondents are satisfied and the remaining 13.3% of respondents are not satisfied with the canteen services.
- 66.6% of the respondents are satisfied with the pattern of attendance and the 33.3% of the respondents are not satisfied.
- 73.3% of the respondents said that the flow of communication in the organisation is highly satisfied and the 13.3% of the respondents said they are satisfied with the flow of communication.
- 60% of the respondents said they are highly satisfied with the work timings, 33.3% of the respondents said they are satisfied and the remaining 6.6% of the respondents have an average satisfaction towards the work timings of the organisation.

- 80% of respondents are pleased with the organization's security measures, while 20% of respondents are not happy with the safety measures.
- 66.6% of respondents were satisfied with the creche facility provided by the organisation, and 33.3% were not satisfied.
- 93.3% of the respondents said the company is taking care of employees who works at the night shift whereas 6.6% of the respondents are not satisfied.
- 73.3% of the respondents said the company is providing regular increments and 26.6% of the respondents are not satisfied with the regular increments
- 60% of respondents said the management will consider them in taking decisions, 33.3% of them told sometimes they will consider them, 6.6% of the employee told they will consider them very rarely.
- 60% of the employees said management decisions are favorable to them whereas 26.6% of them said the decisions are not favorable.
- 66.6% of the respondents strongly agree that employees are getting adequate opportunity to develop the career, 20% respondents agree to this point and 13.3% respondents disagree to this statement.
- 86.6% of employees said that the training program helps the employees to improve their skill whereas 13.3% of the respondents disagree to this statement.
- 73.3% of the employees are highly satisfied with the overall satisfaction, 20% of the employees are satisfied with the organisation and 6.6% of the employees have the average satisfaction towards the company.

5.2 SUGGESTIONS

- The company may improve its crèche facility by providing more compensation compared to market standards.
- It is better for the organization to provide transport facility to the workers to improve their morale and thereby productivity.
- The quality of food may be increased by having a thorough check on the ingredients.
- The company may improve its safety measures to protect the employees welfare.
- Most of the employees are not satisfied with the work timings of the company. If the company takes care about this, this may improve the productivity of the organisation.
- The company can improve its Management decisions which would be favourable to the employees welfare.

These may be some of the recommended suggestions to the organisation through which the employees tend to be more dedicated and productive towards the organisation.

5.3 CONCLUSION

To conclude the employees are satisfied with overall welfare measures and the initiatives taken up the organisation for the well-being of the employees. The majority of the employees are satisfied availing this facilities. The best in the organisation is found to be the working environment, safety measures, transportation, training, allowance etc. the other measures found to be satisfactory.

Welfare measures are important for employees. Without welfare measures, employee cannot work efficiently. The study on the effectiveness of labour welfare measures help the Board to know the satisfaction level of labours about the welfare measures provided by the institutions.

Alpha technologies is one of the leading asterisk service provider which maintains good relationship with the employees as well as clients . Hence the management is making it possible to make a better place to work. Every organization has to take effort to find what the employees want and what the drawbacks are. The central aim of the personal department is to keep its employees atmosphere more efficiently.

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