

LABOUR WELFARE MEASURES IN CEMENT INDUSTRIES IN INDIA

(A CASE OF KCP LIMITED, CEMENT DIVISION, MACHERLA, ANDHRA PRADESH)

M.RAMA SATYANARAYANA*

Dr.R.JAYAPRAKASH REDDY**

ABSTRACT

The present study is undertaken to know the satisfaction levels of employees about labour welfare measures in KCP limited (Cement Division). For the purpose of the study, convenience random sampling method is adopted to carry out the study by the researcher. Out of 925 employees, 90 are selected covering almost all the departments. A questionnaire is used for present study to know the opinions of the employees on each statement. The results of the research reveal that majority of the employees are satisfied with all the welfare measures provided by the organization.

KEYWORDS: Satisfaction levels, Welfare Measures, KCP Limited (cement division).

* Department of HRM, Acharya Nagarjuna University, Nagarjuna nagar-522 510.

** Principal, SGHR-MCMR Degree college, Guntur- 522 004.

INTRODUCTION

Labour welfare is a comprehensive term including various services, benefits and facilities offered to employees by employer. The labour welfare amenities are extended in addition to normal rewards available to employees as per the legal provisions. Labour welfare work is work for improving the health, safety and general well-being and the efficiency of the workers beyond the minimum standards lay down by labour legislation. Welfare measures may also be provided by the government, trade unions and non-government agencies in addition to the employer.¹

The significance of welfare measures was accepted as early as 1931, when the Royal commission on labour stated. The benefits are of great importance to the worker which he is unable to secure by himself. The schemes of labour welfare may be regarded as a wise investment because these would bring a profitable return in the form of greater efficiency.²

The concept of labour welfare is flexible and elastic and differs widely with times, region to region, industry, country social values and customs, degree of industrialization and general socio-economic development of people.

In the light of above, the researcher has selected the KCP Limited (Cement Division), to know the satisfaction levels of employees about labour welfare measures provided by the organization on the basis of responses of sample respondents.

KCP Limited (Cement Division) is always ahead in improving the working and living conditions of its employees and it has done a lot in respect of providing welfare measures for its employees in the areas of Education, Medical, Housing, Transport, Sports, Recreational facilities etc.

EFFECTIVENESS OF LABOUR WELFARE MEASURES

1. Enable workers to live a richer and a more satisfactory life.
2. Contribute to the productivity of labour and efficiency of the enterprise.
3. Enhance the standard of living of workers by indirectly reducing the burden on their purse.³

SURVEY OF LITERATURE

The main purpose is to provide a brief survey of the available literature related to the issues under study.

A study conducted by (Saiyaddin)⁴ examined the purpose and cost of non-statutory welfare activities for the organizations. Five public and six private sector organizations were selected for the study. The study brought out an important conclusion that the most predominant theme in the minds of organizations when they think of the voluntary welfare measures was not only the output and efficiency but also increasing loyalty and morale. In respect of cost, the study revealed, that the public sector organizations spend more on welfare activities, as compared to private sector. While public sector spends more on transportation and recreation, private sector was found to be spending more on housing according to the study.

The research work of (Misra)⁵ aimed at sociological analysis of the labour welfare problems of sugar industry. The analysis was based on the first hand data collected from the sugar factories of Eastern Uttar Pradesh. The study concluded that the conditions of work in sugar factories of eastern region of Uttar Pradesh were not very satisfactory particularly in the respect of safety measures, cleanliness, sanitation, latrine facilities, drinking water, rest rooms, etc. It also pointed out that the provisions for leaves and holidays, lighting, housing, medical, education, are far from satisfactory.

The study of (Zacharaiah)⁶ based on a sample survey of manufacturing undertakings in Bombay, covered welfare services and working conditions while surveying the factors affecting industrial relations. It was observed that better working conditions and adequate provision of welfare services would contribute to harmonious industrial relations.

A study conducted by (Koshan)⁷ pointed out that inspite of statutory provisions and enforcing agencies in India, the welfare facilities were absent and the cement industry was the only one where provisions were adequately enforced. The study suggested that need for overhauling and tightening the machinery of inspection. Appointment of welfare inspectors for different industries, distinguishing the duties of factory inspectors from those of welfare inspectors to submit annual and quarterly reports and empowering the welfare inspectors to fine in case of default, were some of the steps suggested in this study.

IMPORTANCE

As per the available survey of literature, it has come to know that most of the surveys have not been conducted on empirical basis. The articles written by practitioners are based mostly on their experiences. Studies based on field study are very limited. As for the Cement industries in India it remains 'untrodden' and no study has been undertaken in this vital industry so far. It is in this context the present study assumes importance and seeks to contribute for a clear understanding of the labour welfare practices.

OBJECTIVES OF THE STUDY

The following are the major objectives of the study in KCP Ltd.,

1. To study the various labour welfare measures available in the organization.
2. To know the satisfaction levels employees about Labour welfare measures provided by the organization.
3. To offer suggestions to improve the standard of Labour welfare measures in the organization.

METHODOLOGY

This study covers both primary and secondary data. Primary data is collected by distributing questionnaire to the employees of the KCP Limited (Cement division) and Secondary data is collected from various journals, articles, websites, dissertations and thesis pertaining to the relevant matters of the subject under study. Convenience sampling method is adopted to carry out the study. In this connection, out of 925 employees of KCP cement, 90 are selected covering almost all the departments. In this study the questionnaire consist of mostly close ended questions with 5-point Likert scale i.e Highly Dissatisfied, Dissatisfied, Moderately Satisfied, Satisfied, and Highly Satisfied. The statistical tools applied for the study is weighted average mean scores and corresponding percentages.

BRIEF HISTORY OF THE ORGANIZATION

The KCP group of companies had its beginning in the year 1941. It started with a single co-operative sugar factory in the state of Andhra Pradesh. Later the KCP group has diversified into cement and Heavy engineering. The KCP Cement Division went operational in 1958 and India's first dry process kiln. The company sells its products under the brand name of KCP Cement, At present the total capacity of KCP cement is 4,50,000 tonnes per annum.

The Following are the main reasons for location of cement factory at Macherla:

- Availability of abundant raw materials such as limestone and clay etc., in the surrounding areas like POLEPALLI Village etc.,
- To supply the cement to the NAGARJUNA SAGAR DAM this stands testimony to the quality of KCP Cement. The Cement so produced by the company is consuming as cited beneath.

1.	For housing purpose	20%
2.	For infrastructure Purpose	20%
3.	For Industrial Purpose	60%

Source : Secondary data

GRADES OF CEMENT

The Company produces the following grades of cement.

1. 53 Grade Ordinary Portland cement (OPC) - For quality construction and structures.
2. 43 Grade (OPC).
3. PPC (Portland Pozzolane Cement) (Fly ash based) – For all applications where Heat and Hydrogen are required Very Low.

MISSION OF THE COMPANY

1. To produce and sell the cement to the public.
2. To develop the business in the state.
3. To create direct and indirect employment opportunities.

VISION OF THE COMPANY

1. To attain the leadership in the Cement Technologies.
2. To encourage environment friendly practices.
3. To produce qualitative Cement at affordable prices to the public.

DATA ANALYSIS

The labour welfare questionnaire consists of 14 statements, developed by the researcher is used in the present study to know the opinions of the employees on each statement. In order to make the interpretation easier, the mean scores are converted into percentage using the formula.

$$\text{Percentage Score} = (\text{Mean Score} - 1) \times 25.$$

This is done on the assumption that the mean score of 1 indicates 20 per cent, 2 corresponds to 40 per cent, 3 indicates 60 per cent, 4 corresponds to 80 per cent, and lastly 5 indicates 100 per cent. The per cent score indicates the degree to which a particular dimension exists in that organization out of the ideal 100. Thus, it is certainly desirable for the organization to have percentage scores above 60 on each statement as well as overall on all statements.

Table 1: Satisfaction levels of the sample respondents about Labour Welfare

Measures provided by the KCP Limited (Cement Division).

S.I.No.	Welfare measures	Weighted average mean scores	Percentages
1	Transport facilities	4.3	83
2	Medical facilities	4.4	85
3	productivity-linked annual bonus	2.0	25

4	Drinking water	4.6	90
5	Retirement benefits	3.7	68
6	Canteen	3.2	55
7	Consumer cooperative stores	2.8	45
8	Facilities for children education	4.6	90
9	Rest and lunch room	4.2	80
10	Supply of Uniform and shoes	3.4	60
11	Sports and Recreational facilities	4.0	75
12	Housing facilities	4.2	80
13	Leave travel concession	3.9	73
14	Special Medical aid	4.7	93

Source: Primary data Over all Mean Score = 3.85 Over all Percentage =71

It can be observed from the above table that the overall mean score of 3.85 i.e. 71 per cent indicates that majority of the respondents are satisfied with all welfare measures provided by the organization. A few are not satisfied with welfare measures provided by the organization. Therefore, it is suggested that the existing welfare measures may be improved further.

FINDINGS

- Maximum 83%, 85%, 90%, 80%,75%, 90%,80%,73%,93% ,68% of the respondents are satisfied with Transport facilities, Medical facilities, Drinking water, Rest and lunch room, Sports and Recreational facilities, Children education facilities, , Housing facilities, Leave travel concessions, Special medical aid facilities and Retirement benefits provided by the organization.
- Minimum 25%, 45% of the respondents are highly dissatisfied with the Productivity linked annual bonus and Consumer Cooperative stores provided by the organization.
- Minimum of 55%, 60% of the respondents are moderately satisfied with the Subsidized canteen food and Supply of uniforms provided by the organization.

SUGGESTIONS

The following suggestions are made in view of the above findings:

1. Productivity-linked annual bonus need to be implemented effectively to motivate the employees further.
2. As per the survey, the availability of provisions in employees co-operative consumer stores is not adequate. So it is required to increase the quantity of provisions in the cooperative stores.
3. Management should provide the subsidized food in Canteen to the all employees.
4. Four pairs of uniforms may be provided per year for each employee instated of two pairs.

CONCLUSION

After analyzing the whole data it can be stated that the overall satisfaction levels of employees about welfare measures in the organization cover under study is satisfactory. However, a few are not satisfied with welfare measures provided by the organization. Therefore it is suggested that the existing welfare measures may be improved further. Such welfare measures enrich the employees' standard of living and their satisfaction levels.

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