

EFFECTIVE MANAGEMENT – A TOOL FOR LABOUR WELFARE

Dr. L. Leo Franklin, M.Com.,M.Phil.,Ph.D.*

M. Balasubramanian*

Dr. N.Subramani**

INTRODUCTION

Labour welfare is wider term. It may mean many things to many people. More over its interpretation different from country to country, Region to region and time to time depending on different social system, Degree of industrialization and general level of social and economic development of people.

Labour welfare is part of social welfare operationally it covers a Broad fields and cannot a state of well-being, happiness, satisfaction, conservation and development of human resources.

Labour welfare implies the setting up of minimum desirable standards And the provision of facilities like health, food, clothing, housing, medical, assistance, education, insurance, job security, recreational etc, such facilities enable the worker and his family to lead a good work life ,family life and social life.

Labour welfare also operates to neutralize the harmful effects of large scale industrialization and urbanization. Labour welfare has both 'positive' and 'negative' sides associate it.

* Assistant Professor of Commerce, J.J. College of Arts and Science, Pudukkottai.

** Head and Research Advisor, P.G. and Research Dept. of Commerce, Urumu Dhanalakshmi college, Trichy.

The national commission on labour observed that the concept Of labour welfare is dynamic, it content would be different from region to region even with in a country. In 1963, in other words, labour welfare refers to intra-mural and extra-mural activities, undertaken for the interest of industrial workers.

Employee or labour welfare is a comprehensive term Including various services, benefits and facilities offered to Employees by the employer. Through such generous fringe Benefits the employer makes life worth living for employees. The welfare amenities are extended in addition to normal wages and other economic rewards available to Employees as per the legal provisions.

Welfare measures may also be provided by the government, Trade unions and non-government agencies in addition to the employer.

The basic purpose of labour welfare is to enrich the life of employees and keep them happy and contented. Welfare measures may be both statutory and voluntary. Labour laws require the employer to extend certain benefits to employees in addition to wage. Voluntary benefits are the result of employer's enlightenment and philanthropic feelings.

THE CONCEPT OF LABOUR WELFARE

The social concept of welfare implies the welfare Of man, his family and community. There is inter-connection of these three aspects in the sense that all the three work together, in a three dimensional approach, each serving as ends means.

However, labour welfare has both positive and negative sides associated to it on the positive side, "it deals with provision of opportunities which enable the workers and his family.

STATEMENT OF THE PROBLEM

This study is mainly aimed at finding out the workers Welfare in PEPSICO. Management plays on essential ride in equipping the employees and increasing the working skill which helps them in contributing more to the organisation.

The main aim to what are the Welfare measures given to the employees in PEPSICO. and the employees are satisfied in the welfare given to them by the organisation.

OBJECTIVES OF THE STUDY

The study as a whole is plan to cover the following objectives:

- ❖ To access the working condition in terms of opinion from the Workers in PEPSICO, Chennai.
- ❖ To find out Social, Economic conditions of the workers.
- ❖ To find out the facilities available about Labour Welfare measures in PEPSICO, Chennai.
- ❖ To suggest certain points which will improve the satisfaction level of Employees in PEPSICO, Chennai.

SAMPLE DESIGN

There were more than five hundred employees are working in PEPSICO, Chennai.. Out of which 10 % of employees have been choose as sampling size. The random sampling are used in this research.

PERIOD OF THE STUDY

To be more precious in analysis it was necessary to define the period of the study. The study period is taken as three months from 2011 to 2012.

RESEARCH METHODOLOGY

The present study the labour welfare measure at PEPSICO,Chennai, is based on primary and secondary data. The data have been collected from employees of sample division, books, journals, periodicals, and available websites in the field.

HYPOTHESIS TO BE USED THE STUDY

- There is no significant relationship between Age of satisfaction at Canteen facilities at 5% significant level.
- There is no significant relationship between Education of satisfaction with the working time of hospital at 5% significant level.
- There is no significant relationship between age of transport facilities at 5% significant

level.

- There is no significant relationship between Education of working condition 5% significant level.

RESEARCH TOOLS

The data collected had to be interpreted for interpretation Certain tools and statistical methods were applied. Tools which is used in this research.:

- Percentage analysis
- Chi-square testing

Tables and Graphs are given to have a better understanding of the data Representation. Further the analysis is totally based on percentage calculation.

LIMITATION OF THE STUDY

- The researcher had to convenience the respondent to collect the data for the interview schedule asked personally and filled in the questionnaire.
- The study deals only on Labour Welfare but it ignores the Financial Position, Problems faced by the Sample Unit.

REVIEW OF LITERATURE

Friedrich Engels (1996) says that the worst side of the present state Of things in its effects upon the worker, the sharpest weapon against The proletariats in the hands of the bourgeoisie.

Khandubhai Desai (1996) says that it is high time that those Interested in building up strong trade unionism dissociate themselves from Communities if for nothing else to demonstrate to the world that whatever Prestige and status the movement had was because of the efforts of non-Communist trade union workers.

It is also felt by many active trade union men that the advent of the country's Independence, the trade union movement role of influencing the trends Towards the elimination of political, economic and social exploitation.

Dipak Mazumdar (1997) says, that the labour and development strategy The WDR 1995 fails to articulate and a model of the labour market. Specifically applicable to developing countries. It does not give adequate Emphasis on development policies that might improve the living standard of workers in the third world.

Some basic aspects of the labour market scene in developing countries Like segmentation surplus labour and the informal sector have just been Treated as additions to the story . Instead of occupying the central Stage. The implicit model of a homogeneous labour market leads to an Over emphasis on the formal sector. Which constitutes only a small Part of the labour market in developing countries. As in models of a Homogeneous labour market with an in elastic supply of labour, the Conditions for an improvement of wages are seen to be increasing the Demand for labour in the formal sector.

P.V. Rajeev (1997) recommended, that the labour flexibility is more of a concept amenable to qualitative analysis rather than measurement. As a qualitative variable it is highly important particularly in the Context of a globalised economy, analysis importance than any attempts Towards qualifications.

An index of labour flexibility has relevance only when comparison Are to be made in time and space. An index of labour flexibility has Meeting only. When we study changes in the index over a period of Time, (or) when comparisons are to be become meaningful, indices of Labour flexibility in different countries are to be estimates using a Common methodology and common parameters. And also National Commission of labour rightly said that, no employer should take The advantages of the payment of Bonus Act, 1965, to avoid paying Bonus to workers merely because the Act is not applicable to his unit.

Improvement in productivity may not always lead to improvement in Profits . Technical efficiency may not always reflect itself in the Commercial profit result. The Indian mining association emphasized There should be no increase in the minimum bonus, Chiefly on the ground That only the minimum bonus was paid by the among companies Generally with hardly any exceptions . The indicates the low level of profits In the industry which did not warrant any higher minimum bonus.

The major problem of the public sector today is under utilization of Capacity and overstaffing any move forgiving additional bonus to the Workman to achieve greater utilization of capacity and reduce overstaffing Thus these are the effect that an increase in the minimum bonus will have No public sector without corresponding increase in production or in Production capacity or in productivity. Recommendation of the Bonus review committee said that to be Implemented immediately so that widespread industrial unrest and Stoppage of production on the issue of “minimum Bonus” may Be avoided . Thus the committee further said that government should take immediate and effective steps to make the recommendations forcible Without loss of time.

Sr. S. Bhoothalingam Committee recommended that industrial sector, Both private and public sector, bonus related to the profits of individual Under taking trends to perpetuate and accentuate disparities in the earnings of Workers who do the same work or put in the same effort.

K.R. Shyam Sundar (1998) says that there is close relationship between Political institution the government policy during the colonial period was One of ‘laissez’ – ‘faire ‘ the principal legislation is the Industrial Dispute Act 1947, which envisaged four mechanism of dispute revolution, collective Bargaining , conciliation, voluntary arbitration and compulsory adjudication.

S.Ray (1998) suggested that the new economic policy, it is likely to generate a strong tendency towards a eventual rise of a specially dispersed market oriented economy when all levels of government will have important responsibilities.

Govindhan Kutty Nair (1999) recommended that the bargain the always walk away with portfolios in the industry.

G.Vijay (1999) recommended that social security in the formal sector has an institutionalized expression social security in this case is a complex issue. Since, it involves migration of labour from rural areas, to what are termed as new township, the labour in the new industries in recruited on contractual (or) casual basis, in sewing of employment prevents unionization of labour and finally analyses what attributes enable access these institution.

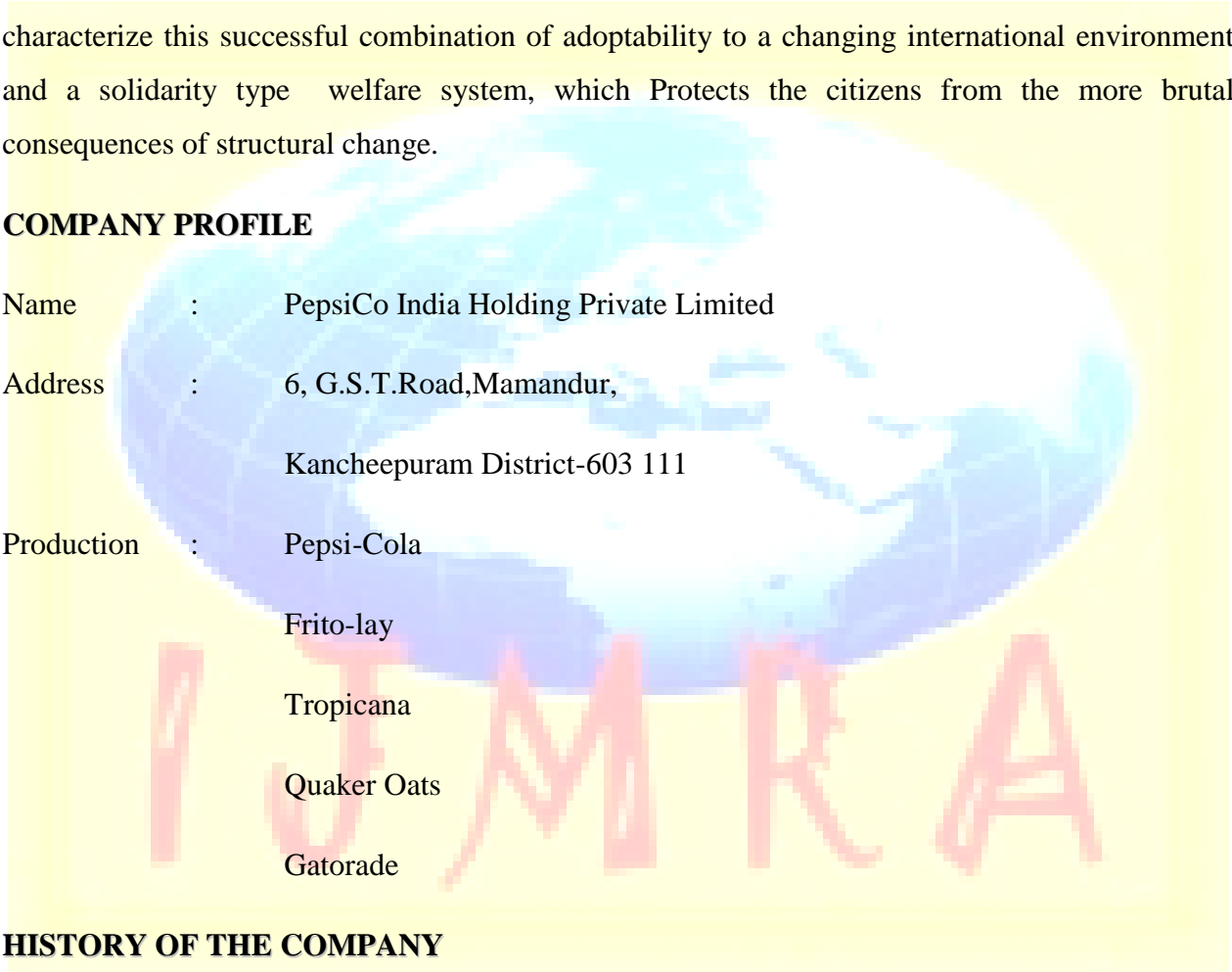
S.K.Unnithan (2001) says, a journalist comments, how can any on me

Hopefully start an industrial unit in leveling of ground one will see a red flag
Hoisted on the site.

M.K.Kumaran (2002) says that more and more investor should come forward and for this, there should be a congenial atmosphere the labour unions have a unique role to play for the industrial growth of the state.

Government policies on madsen (2002) to revealed in the term 'flexibility was coined' to characterize this successful combination of adoptability to a changing international environment and a solidarity type welfare system, which Protects the citizens from the more brutal consequences of structural change.

COMPANY PROFILE



Name : PepsiCo India Holding Private Limited

Address : 6, G.S.T.Road,Mamandur,
Kancheepuram District-603 111

Production : Pepsi-Cola
Frito-lay
Tropicana
Quaker Oats
Gatorade

HISTORY OF THE COMPANY

The Pepsi Cola Company began in 1898 by a NC Pharmacist and Industrialist Caleb Bradham, but it only became known as PepsiCo when it merged with Frito Lay in 1965. Until 1997, it also owned KFM Pizza Hut and Taco Bell, but these fast food restaurants werw spun off into Troicon Global Restaurants, now Yuml Brands, Inc. Pepsi Co purchased Tropicana in 1998 and Quaker Oats in 2001.

PepsiCo gained entry to India in 1988 by creating a joint venture with the Punjab government owned Punjab Agro Industrial Corporation (PAIC) and Voltas India Limited. This joint venture marketed and sold Lehar Pepsi until 1991, when the use of foreign brands was allowed. PepsiCo brought out its partners and ended the joint venture in 1994. Pepsi Co nourishes consumers with a range of products from treats to healthy eats that deliver joy as well as nutrition and always, good taste. PepsiCo India's expansive portfolio includes iconic refreshment beverages Pepsi, 7 UP, Miranda and Mountain Dew, in addition to low calorie options such as Diet Pepsi, hydrating and nutritional beverages such as Aquafina drinking Water, isotonic sports drinks – Gatorade, Tropicana Nectars, Tropicana Twister and Slice, non carbonated beverage and a new innovation Nimbooz by 7 UP. Local Brands-Lehar- Evervess Soda, Dukes Lemonade and Managola add to the diverse range of brands.

PepsiCo India has three main divisions namely

- Southern marketing unit
- Northern marketing unit
- Western marketing unit

ABOUT THE PRODUCTS

The company is producing 5 types of product

- Pepsi-Cola
- Frito-lay
- Tropicana
- Quaker Oats
- Gatorade

1).PEPSI COLA

Pepsi, Diet Pepsi, Pepsi Max, Jazz Diet, Pepsi, Pepsi ONE Kas Mountain Dew Manzanita Sol- Miranda-Mug Root Beet-Sierra Mist –Slice AMP Energy- Aduafina Ethes Water(under licese)-Lipton(Bri8sk Iced Tea) (under license)- No Frar(under license) – Ocean spray(under license) Frappuccino (under license) – starbucks(under license) SoBe-Shani.

2) FRITO-LAY

Lay's Ruffles-Doritos-Tostitos-Fritos Cheetos Rpld Gold Funyuns-Sun Chipe Cracker Jack-Munchos-Smartfood-Oberto(distributed) Hostess-Lay's Stax-Miss Vickle's Munchies-Walkers(Salt'n'Shake Frazzles Quavers Monster Munch Wotsits)-Sabritas-Smith's (Twenties-Burger Rings-Parker's_Nobby's) Blue bird Gamesa Kurkure.

3) TROPICANA

Tropicana Dole(under license)-Naked Copella.

4) QUAKER OATS

Quaker Instant Oatmeal-Cap'n Crunch Life- Quisp-King Vitaman-Oh's-Aunt Jemina-Chewy Granola Bars-Rice-A-Roni-Toddy

5) GATORADE

Gatorade Propel Fitness water.

GROWTH OF THE COMPANY

When the company was established at first Pepsi Co India Holdings Private Limited was the only product produced by it.

PepsiCo has grown to become the country a largest selling food and Beverage Company. One of the larest multinational investors in the country, PepsiCo h long term dynamic needs of consumers in India.

- ❖ It is now the 4th largest consumer products company in India.
- ❖ PepsiCo has invested more than USD 1 billion in India since its establishment.
- ❖ PepsiCo has a diverse range of products from Tasty Treats to Healthy Eats.
- ❖ It provides direct and indirect employment to 1,50,000 people in India
- ❖ It has more than 36 bottling plants including 13 Company & 23 Franchise owned ones.
- ❖ It has 3 state-of-the-art food plants in Punjab, Maharashtra and West Bengal.

RESULTS AND DISCUSSION

- The Maximum of male peoples are working in PEPSICO, Chennai..
- The 76% of people Degree qualification
- The 52% of people are more than 50 years old.
- The 96% of people are working above 10 years in PEPSICO,Chennai.
- The maximum of people living in a Nuclear family in PEPSICO,Chennai.
- 96% people satisfied with the foods supplied in the canteen subsidized rate in PEPSICO,Chennai.
- Maximum of people satisfied with the canteen.
- Maximum of people does not say anything about rest room facilities in PEPSICO,Chennai.
- 72% of people satisfied with the drink water facilities is good.
- 80 percentage of people says water coolers are useful.
- Maximum of people satisfied in the treatment in PEPSICO,Chennai.
- 72% of people satisfied with the working time of hospital in PEPSICO,Chennai.
- Maximum of people satisfied with the first aid appliances.
- 80% of people satisfied with the leave benefits in PEPSICO,Chennai.
- 96 percentage of people satisfied with the suggestion scheme.
- Maximum of people use Bus for their made of transport.
- 88% of people awarded for their suggestion.
- 100 percentage of people Reach the work place at right time in PEPSICO,Chennai.
- Above 60 percentage of people exploited in PEPSICO,Chennai.
- Working condition of the work place is good.
- Maximum of people Inadequate with the special allowances.
- Maximum of 68% of people not satisfied with the facilities offered in night shift in PEPSICO,Chennai.
- 92% of people satisfied with the allowances given to PEPSICO,Chennai.
- 96% of people satisfied with gradutie and other schemes in PEPSICO,Chennai.
- Maximum of people adequate with the loans and advances.
- Maximum number of people get the financial assistance granted from the welfare fund in PEPSICO,Chennai.
- Maximum number of people satisfied they get help from management when they are in distress in PEPSICO,Chennai.
- 96% of people get technical training in PEPSICO,Chennai.
- Above 80% of people members of trade union.
- 92 percentage of people satisfied with their Bargaining capacity of trade union.

- Above 70% of people get redressed through their union.
- 96 percentage of people get compassionate grow job available in PEPSICO, Chennai.

AGE WISSE CLASSIFICATION VS SATISFACTION OF CANTEEN FACILITIES

Calculating χ^2 value

O	E	O-E	(O-E) ²	(O-E) ² /E
2	1.8	0.2	0.04	0.022
10	10.8	-0.8	0.64	0.059
15	13.2	1.8	3.24	0.245
3	4.2	-1.2	1.44	0.342
1	1.2	-0.2	0.04	0.033
8	7.2	0.8	0.64	0.088
7	8.8	-1.8	3.24	0.368
4	2.8	1.2	1.44	0.514
			χ^2	1.671

C.V 1.671

Degree of freedom :

$$V = (r - 1) (c - 1) = (4 - 1) (5 - 1) = 12 \text{ degree of freedom at 5\% level}$$

Table value = 21.0

The table value of χ^2 for 12 degrees of freedom at 5% level at significant is 21.

The calculated value is less than the table value so the hypo thesis(H_0) should be accepted.

EDUCATION WISE CLASSIFICATION VS SATISFACTION WITH THE WORKING TIME OF HOSPITAL

Chi – square test:

Calculation of χ^2 values

O	E	O-E	(O-E) ²	(O-E) ² /E
---	---	-----	--------------------	-----------------------

5	7.2	-2.2	4.84	0.6722
1	1.44	-0.44	0.1936	0.1344
30	27.36	2.64	6.9696	0.2547
5	2.8	2.2	4.84	1.7285
1	0.56	0.44	0.1936	0.3457
8	10.64	-2.64	6.9696	0.6550
			x^2	3.7905

Calculated rate = 3.7905

Degree of freedom :

$$\begin{aligned}
 V &= (r - 1) (c - 1) \\
 &= (4 - 1) (2 - 1) \\
 &= 3 \times 1 = 3
 \end{aligned}$$

3 degree of freedom at 5% level

Table value = 7.81

The table value of x^2 for 3 degrees of freedom at 5% level of significance is 7.81.

The calculated value is than the table value. So the hypotheses (H_0) should be accepted.

AGE WISE CLASSIFICATION /VS/TRANSPORT FACILITIES

Calculation of x^2 value :

O	E	O-E	(O-E) ²	(O-E) ² /E
1	1.76	-0.76	0.5776	0.3281
1	1.76	-0.76	0.5776	0.3281
18	17.6	0.4	0.16	9.0909
24	22.88	1.12.	1.2544	0.0548
1	0.24	0.76	0.5776	2.4067

1	0.24	0.76	0.5776	2.4067
2	2.4	-0.4	0.16	0.0667
2	3.12	-1.12	1.2544	0.4020
			x²	15.084

Calculated value = 15.084

Degree of freedom

$$= (r - 1) (c - 1)$$

$$= (4 - 1) (3 - 1)$$

$$= 3 \times 2 = 6$$

6 degree of freedom at 5% level.

The table value of x² for 6 degree of freedom at 5% level at significant is 12.6 The calculated value is more than the table value. So the hypothesis (H₀) should be rejected.

EDUCATION WISE CLASSIFICATION VS WORKING CONDITION

Calculation of X² value :

O	E	O-E	(O-E) ²	(O-E) ² /E
6	7.4	-1.4	1.96	0.2648
1	1.48	-0.48	0.2304	0.1556
30	28.12	1.88	3.5344	0.1257
2	1.4	0.6	0.36	0.2571
1	0.28	0.72	0.5184	1.8514
4	5.32	-1.32	1.7424	0.3275
2	1.2	0.8	0.64	0.5333
0	0.24	-0.24	0.0576	0.24
4	4.56	0.56	0.3136	0.0688
			x²	3.8242

Calculated value = 3.8242

Degree of freedom

$$= (r - 1) (c - 1)$$

$$= (4 - 1) (3 - 1)$$

$$= 3 \times 2 = 6$$

6 degree of freedom at 5% level.

Table value = 12.6

The table value of χ^2 for 6 degree of freedom at 5% level = 12.6 The calculated value is less than the table value. So the hypothesis (H_0) should be accepted.

CONCLUSION

Labour's are plays a vital role here in every business organisation. The personnel manager as to keep keen relationship with subordinates in order to achieve the common goal in an efficient manner. The corporation has to give more important for the employee's (or) labour's welfare facilities.

The corporation has to encourage all the facilities provided to the labour in a proper manner, they the company as to maintain the same level of welfare facilities in order to run the organisation effectively & efficiency.

GENDER WISE CLASSIFICATION

Gender	No of person	Percentage
Male	40	80
Female	10	20
Total	50	100

EDUCATION WISE CLASSIFICATION

Education qualification	No of persons	percentage
HSC	10	20
ITI	2	4
DEP	-	-
DEGREE	38	76
Total	50	100

AGE-WISE CLASSIFICATION

Age	No of persons	Percentage
Below 30	2	4
31- 40	2	4
41-50	20	40
Above 50	26	52
Total	50	100

EXPERIENCE WISE CLASSIFICATION

Experience	No. of persons	Percentage
Below-3years	2	4
4 - 6 years	-	-
7- 10 years	-	-
Above10 years	48	96
Total	50	100

OPINION ABOUT TREATMENT IN A HOSPITAL

Treatment in a hospital	No of respondent	Percentage
Good	-	-
Satisfactory	42	84
Non-satisfactory	8	16
Total	50	100

CLASSIFICATION OF TRANSPORT FACILITIES

Mode of Transport	No.of respondent	Percentage
Bus	44	88
Train	-	-
owned Vehicle	6	12
Total	50	100

SATISFACTION OF THE NIGHT SHITE FACILITIES

Satisfaction with the facilities offered in the night shift	No.of respondent	Percentage
Adequate	16	32
Inadequate	34	68
Total	50	100

OPINION ABOUT GRAUDITS AND OTHER SCHEMES

Satisfaction with gratuity and other schemes	No.of respondent	Percentage
Yes	48	96

No	2	4
Total	50	100

BIBLIOGRAPHY

P. Suppa RAO Human Resource Management and Himalaya Publication
Industrial Relations

J.Jayasankar Human Resource Management Margham Publication

L.M.Prasad Human Resource Management Sultan Chard & Com.

Website www.karaikudi.tn.nic.in
www.sivagangai.tn.nic.in