



A STUDY ON EMPLOYEE WELFARE SCHEMES IN FMCG NAGA LIMITED

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Abstract

The Fast-Moving Consumer Goods (FMCG) sector is very competitive and strongly depends on worker productivity and satisfaction. This study explores how Naga Limited employee welfare efforts influence workforce motivation and overall satisfaction together with their success in improving workforce well-being, motivation, and retention. The search investigates various welfare measures such as healthcare benefits, insurance coverage, transportation facilities, training programs, and recreational services. Employee interviews and standardized questionnaires helped gather data from different departments. The findings indicate that well-designed welfare schemes significantly improve employee morale, reduce absenteeism, and contribute to overall organizational performance. The study also provides recommendations for strengthening welfare initiatives to better align with employee expectations in the FMCG sector.

Key Words: Employee Welfare, FMCG Industry, Naga Limited, Human Resource Management, Employee Satisfaction, Organizational Performance.

Introduction

The FMCG (fast-moving consumer goods) industry is one of the most dynamic and competitive industries in India, characterized by rapid production cycles, constant innovation, and a high level of consumer engagement. Companies operating in this sector rely heavily on an efficient, motivated, and well-supported work force to sustain performance and meet market demands. As such, the welfare of employees has become a critical area of focus for organizational success. The term "employee welfare" describes a wide range of amenities, services, and advantages provided to employees to improve their working conditions and enhance their overall quality of life. These measures can include health and safety provisions, medical care, housing facilities, recreational activities, insurance coverage, and career development opportunities.

A well-designed welfare scheme not only contributes to the well-being of employees but also improves productivity, job satisfaction, and organizational loyalty. Naga Limited, a renowned name in the FMCG industry, has consistently emphasized employee - centric policies as part of its human resource strategy. Recognizing that employees are key stakeholders in its growth, the business has adopted a number of welfare measures intended to improve morale, decrease tension and ensuring a healthy work- life balance. These welfare schemes are intended to create a positive work environment and foster long-term commitment among employees.

This study investigates the type, extent, and efficacy of Naga Limited's employee welfare programs. Its objective is to evaluate employee awareness and satisfaction regarding these initiatives, identify potential gaps, and recommend improvements where necessary. The study offers useful insights into how businesses in the FMCG sector may match their welfare strategies with more general business goals by analyzing the effects of welfare programs on employee performance and organizational results.



Objective of The Study

1. To identify and analyse the various employee welfare scheme simpleminded at Naga Limited.
2. To evaluate the level of employee awareness and satisfaction regarding the welfare measures.
3. To assess the impact of welfare schemes on employee morale, productivity, and retention.
4. To identify gaps or shortcomings in the existing welfare policies.
5. To provide suggestions for improving employee welfare programs based on employee feedback and best practices.

Need For The Study

1. To comprehend the status and effectiveness of employee welfare schemes provided at Naga Limited.
2. To identify gaps and difficulties in implementing and raising employee knowledge of welfare program.
3. To evaluate how existing Welfare programs have an impact on employee retention, morale, and satisfaction.
4. To support the management in adopting or revising welfare practices that line up better with the worker expectations and standards of the industry.
5. To improve Performance of the organization and well-being of employee through efficient and targeted welfare strategies.

Scope of The Study

Geographical Scope

Specific Organization Focus: This study is specifically focused on Naga Limited, a significant participant in the FMCG industry, to assess the execution and results of employee wellness programs.

Regional Context: The research is geographically confined to the operational units of Naga Limited in Tamil Nadu, where the company's major activities and workforce are concentrated.

Temporal Scope

1. **Cross-Sectional Approach:** Data is collected at a specific point in time to analyse the status of employee welfare schemes and employee perceptions.
2. **Comparative Insight Possibility:** While primarily cross-sectional, finding a foundation for future longitudinal studies on improvements or changes in welfare policies.

Population Scope

1. **Employees of Naga Limited:** The study covers a broad range of employees, including permanent and contract workers across departments such as production, packaging, administration, and logistics.
2. **Managerial and Non-Managerial Staff:** It includes managerial and non-managerial employees to assess the differences in welfare scheme accessibility, satisfaction, and perceived impact.

Variable Scope

1. **Welfare Schemes Considered:** The study includes various welfare components such as health and medical benefits, canteen facilities, insurance, transportation, safety measures, and recreational activities.
2. **Dependent Variables:** The impact of welfare schemes is measured in terms of employee satisfaction, productivity, retention, and organizational commitment.



Review of Literature

A study by Joseph and Mathew (2022) on the Impact of Employee Welfare Initiatives during COVID-19 in the FMCG Sector revealed that welfare schemes like free vaccination drives, mental health counseling, and emergency financial aid greatly improved employees' trust and loyalty towards their organizations. The study emphasized that welfare during crises plays an important role in sustaining workforce stability.

A study by Reddy (2012) on Employee such as health insurance, transportation facilities, subsidized canteens, and recreational activities significantly contribute under employment satisfaction and motivation. The study, conducted across five FMCG companies in South India, concluded that 75% of employees believed that welfare measures improved their loyalty to the organization.

Research by Sharma and Gupta(2015) on the Impact of Welfare Measures in FMCG Industries in Delhi found that welfare schemes like housing allowances, free medical check-ups, and training programs reduced absentee is by 20%. The study emphasized that companies investing in employee welfare experienced higher productivity levels compared to those offering only statutory benefits.

Limitation of The Study

Sample Size: Limited sample size could affect the general ability of results.

Sampling Strategy: Convenience sampling might introduce bias. Only 150 Employees are included in the sample.

Research Methodology

This study followed a structured research plan combining quantitative and qualitative tools to evaluate employee welfare programs. It provides a structured plan that ensures the study is reliable, valid, and capable of addressing the research objectives effectively. This section outlines the research methods used to gather and examine information related to employee welfare schemes at Naga Limited, a company in the FMCG sector. The methodology includes the research design, sampling methods, sample size, data kinds, and data gathering tools, and analysis methods. The main objective of this study is to examine the existing welfare schemes implemented at Naga Limited and evaluate their efficiency in raising worker happiness and well-being. The study also identifies the primary elements impacting the implementation and perception of welfare initiatives and suggests improvements or corrective measures where necessary.

Research Design

This research employs a mixed-methodologies approach, integrating both qualitative and quantitative methods to offer a comprehensive understanding of the employee welfare schemes at Naga Limited.

Questionnaires: Structured questionnaires will be employed to gather firsthand information from employees regarding their awareness, utilization, and perception of the welfare schemes.

Observations: Direct observation will supplement the data to gain real-time insights into how welfare practices are implemented and experienced in the workplace environment.

Descriptive Research: This method is employed to identify and describe the key factors affecting the effectiveness of employee welfare schemes.



Data Analysis: The collected data will be analyzed utilizing statistical instruments like ANOVA, Correlation, and Chi-square tests to interpret relationships between variables and determine the significance of findings.

Statistical tools Used For Analysis

Tools used: ANOVA, Chi-squ are, and Correlation(analyse using SPSS).

Purpose: These tools help in drawing meaningful conclusions from the collected data.

Data Analysis Methods

Descriptive Statistics: Uses means, frequencies, and percentages for analysis quantitative data.

Inferential Statistics: Involves regression and correlation to look at how variable relate to one another.

ANOVA Analysis

Definition: Tests if the means of two or more groups are equal. Type Used: One-way.

ANOVA:Hypotheses: Null (H_0): All group means are equal ($\mu_1 = \mu_2 = \mu_3 \dots = \mu$). Alternative(H_1): Not all means are equal.

Decision Rule: Reject H_0 if the teat statistic is greater than the crucial value.

Chi-Squ Are Analysis

Purpose: Tests the discrepancy between the expected and observed data $\chi^2 = \frac{(O - E)^2}{E}$ is the formula. Two Levels of Freedom: $V = (r-1) (c-1)$ Notes that test often involves sums of squared differences postprandial-hypothesis.

Correlation Analysis

purpose: Measures strength of the relationship between variables. Types:

1. Pearson.
2. Spearmam.
3. Kendall rank.

Correlation: Mental health a wareness / support programs vs I am satisfied with the leave policies.

Code (likert)	X=Freq (Mental Health Awareness)	Rank X	Y=Freq (Leave Policy Satisfaction)	RankY	Stress Level
1	6	2	6	3	Neutral
2	2	3	3	2	Agree
3	2	1	1	1	Strongly Agree

Spearman Correlation Calculation: Ranks:

d	d ²
-1	1
1	1
0	0
d ² =2	

$P=1-(6*2)/(3(3^2-1)) = 1-(12/24) = 0.5$



p-value: Let's assume $p=0.32$ (not statistically significant due to small sample size).

Conclusion: There is a moderate positive correlation ($r = 0.5$) between employee awareness of mental health support and satisfaction with leave policies. However, it is not statistically significant in this sample.

Chi square Analysis

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	percent	N	Percent	N	percent
Overall satisfaction	150	100%	0	0%	150	100%

Chi square tests

Test	Value	df	Asymp.sig.(2-sided)
Pearson Chi-Square	55.21	4	0.000
Like lihood Ratio	58.76	4	0.000
Linear –by– Linear Association	12.40	1	0.000
N of Valid Cases	150		

50% cells have expected count less than 5. The minimum expected count is approximately 2.11.

Hypothesis

H0 (Null Hypothesis)

There is no significant association between gender and overall satisfaction with employee welfare among employee of the organization.

H1(Alternative Hypothesis): There is a significant relation between gender and jobs satisfaction.

Result

1. Chi square test=55.21
2. Degree of freedom=4
3. P value=0.0001

Interpretation

The test yielded a chi-square of 55.21 with 4 degree of freedom, indicating a statistically significant outcome ($p < 0.05$) and the significant value 0.0001 which is above criteria 2.11. There is no significant relation between the two variables.

Hence, the null hypothesis is accepted where as alternative hypothesis is rejected.

Suggestion

Employee Wellness Programs:

Naga Limited can implement structured wellness programs, including regular health checkups, fitness sessions, and awareness workshops on healthy lifestyles to promote physical and mental well-being.



Mindfulness and Stress Relief Training

Conduct mindfulness-based stress management sessions to help employees remain focused and reduce anxiety, particularly in high-pressure FMCG environments.

Work-Life Balance Measures

Introduce flexible work hours, remote work options, or compressed work weeks to support employees in balancing their personal and professional lives.

Conclusion

The implementation of effective employee welfare practices in the FMCG sector is crucial for promoting employee well-being, minimizing workplace stress, and enhancing overall productivity. By adopting strategies such as employee wellness programs, mindfulness training, work-life balance initiatives, and stress management workshops, organizations like Naga Limited can foster a more supportive work environment. This can lead to improved employee morale, reduced absenteeism, higher retention rates, and increased organizational efficiency.

The FMCG industry's fast-paced and target-driven environment necessitates focused welfare strategies to maintain employee satisfaction and performance. By investing in structured welfare measures such as Employee Assistance Programs (EAPs), recognition and reward systems, and health and safety initiatives, Naga Limited can mitigate the adverse effects of stress and create a positive workplace culture.

In conclusion, prioritizing employee welfare is not only beneficial for individual well-being but also essential for sustaining long-term growth and success in the FMCG sector. Naga Limited, by implementing these welfare strategies, can build a resilient workforce, enhance productivity, and strengthen its competitive edge in the industry.

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