



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
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A STUDY ON EMPLOYEES WELFARE MEASURES OF JEYARANI PVC PIPE MAKERS, KAPPALUR, MADURAI

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Abstract

Employee welfare measures play a significant role in improving employee satisfaction, productivity, and organizational performance. This study focuses on evaluating the employee welfare measures provided by Jeyarani PVC Makers in Madurai city. The research aims to examine statutory and non-statutory welfare facilities, understand employee perceptions, and identify areas for improvement. A descriptive research design was adopted, and primary data were collected through a structured questionnaire from 120 employees using convenience sampling. Simple percentage analysis was used to interpret the data. The findings reveal that

while employees are generally satisfied with basic welfare facilities such as safety equipment, medical support, and work atmosphere, there is scope for improvement in recreational facilities, communication, and additional health benefits. The study concludes that strengthening welfare initiatives can enhance employee morale, reduce absenteeism, and improve organizational efficiency.

Keywords: Employee Welfare, Job Satisfaction, Statutory Welfare Measures, Non-Statutory Benefits, Industrial Relations, Employee Productivity.



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Introduction

Employee welfare refers to the efforts made by an organization to improve the working and living conditions of its employees beyond the basic wages paid. It includes facilities such as medical care, safety measures, transport, housing, recreation, and social security benefits. In the modern industrial environment, employee welfare has become an essential component of human resource management because it directly influences employee morale, efficiency, and loyalty. Organizations that invest in welfare measures often experience lower turnover, better industrial relations, and higher productivity. Employee welfare is broadly classified into statutory welfare measures mandated by law and non-statutory welfare measures voluntarily provided by employers. In manufacturing industries, welfare measures are particularly important due to the physical nature of work and workplace risks. Jeyarani PVC Makers, a well-known PVC pipe manufacturer in Madurai, provides several welfare facilities to its employees. This study attempts to evaluate the effectiveness of these measures and assess employee satisfaction levels. The research also aims to suggest improvements that can strengthen the welfare system and contribute to organizational growth.

Objectives of the Study

- To study the welfare measures provided by the company to employees.
- To examine the health and safety benefits available to workers.
- To analyze the level of employee satisfaction regarding welfare facilities. To identify gaps in existing welfare measures.

Research Methodology

Sources of Data:

Primary Data

Data were collected through structured questionnaire administered to employees.

Secondary Data

Data were collected from Jeyarani PVC pipe makers documents, textbooks, journals, and online resources.

Sample Size:

The study covers 120 employees of Jeyarani PVC Makers.

Sampling Technique:

Convenience sampling method was used to select respondents who were easily accessible and willing to participate. for this study

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Tools Used for Analysis:

Simple percentage analysis and tabulation techniques were used to interpret the collected data.

Data Analysis

Table 1: Classification of respondents based on satisfaction with routine Health checkup

Source: Primary Data

Satisfaction level	No. of Respondents	Percentage
Highly satisfied	60	50
Satisfied	43	36
Neutral	15	12
Dissatisfied	2	2
Highly dissatisfied	0	0
Total	120	100

Interpretation:

The table indicates that a majority of employees (86%) are either highly satisfied or satisfied with the routine health checkups provided by the company. Only a small proportion (14%) expressed neutral or dissatisfied opinions, showing overall positive employee perception.

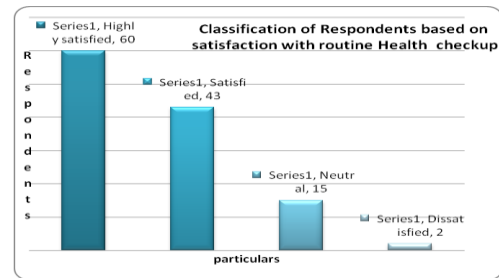


Fig 1: Classification of Respondents Based on Satisfaction with Routine Health Checkup

Table 2: Classification of respondents according to job security

Responses	No. of respondents	Percentage
Very good	58	48
Good	45	38
Average	15	12
Poor	2	2
Total	120	100

Source: Primary Data

Interpretation:

The table shows that most respondents (86%) rated job security as very good or good, reflecting strong employee confidence in the organization. A minimal percentage (14%) viewed job security as average or poor,

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indicating minor concern among a few employees.

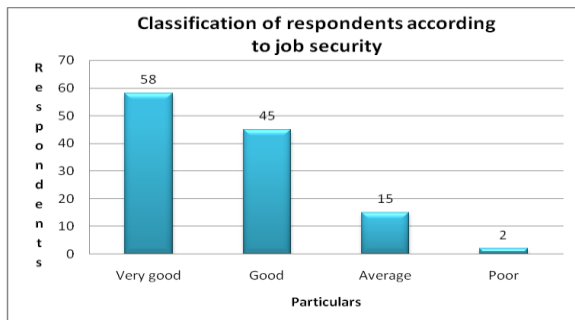


Fig 2: Classification of Respondents According to job Security

Table 3: Classification of respondents based on recreational activities

Response	No. of respondents	Percentage
Yes	89	74
No	31	26
Total	120	100

Source: Primary Data



Fig 3: Classification of Respondents Based on Recreational Activities

Interpretation:

The table reveals that most employees (74%) participate in recreational activities provided by the organization, indicating a satisfactory level of welfare support. However, 26% of respondents reported non-participation, showing that the facilities are not reaching all employees. Therefore, the company should take steps to improve and extend recreational opportunities to achieve better employee satisfaction.

Findings

- Majority of employees are satisfied with basic welfare facilities.
- Safety equipment and workplace safety measures are considered adequate. Medical facilities are viewed positively but require enhancement.
- Recreational and stress-relief facilities are comparatively weak.
- Communication and awareness of welfare schemes can be improved.
- Welfare measures have a positive impact on employee morale and productivity.

Suggestions

- Improve recreational and employee engagement programs.
- Conduct regular health camps and periodic medical check-ups.
- Strengthen communication regarding available welfare schemes.



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- Introduce employee feedback mechanisms for continuous improvement.
- Enhance transport and housing support where feasible.
- Provide additional training on safety and well-being practices.

3. Government of India – Factories Act, 1948.

Various journals and company records related to employee welfare.

4. Secondary data from HR and labor welfare publications.

5. https://www.justdial.com/Madurai/Jeyarani-Pvc-Makers-Kappalur/0452PX452-X452-190912154226-V3P8_BZDET

Conclusion

The study concludes that Jeyarani PVC Makers has implemented several important employee welfare measures that contribute positively to employee satisfaction and organizational efficiency. Most employees are satisfied with statutory welfare provisions such as safety equipment, medical support, and basic facilities. However, certain non-statutory benefits such as recreational programs and enhanced health initiatives require further attention. Employee welfare should be viewed as a continuous strategic investment rather than a one-time effort. By strengthening welfare measures, the company can improve employee morale, reduce absenteeism and build a committed workforce. Overall, effective welfare policies will support sustainable organizational growth and improved industrial relations.

References

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2. Dessler, G. (2017). Human Resource Management.