

AN OVERVIEW OF EMPLOYEE WELFARE ACTIVITIES AT ROCK WORTH PVT. LTD.

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ABSTRACT

This study Employee welfare programs play a crucial role in enhancing job satisfaction, productivity, and retention. These programs, including healthcare, financial security, work-life balance, and career development, contribute to a positive work environment. By focusing on the overall well-being of employees, organizations foster greater engagement and reduce turnover. Modern welfare initiatives also emphasize mental health support and flexible work arrangements. the impact of such programs on improving organizational performance, reducing absenteeism, and promoting long-term growth by aligning employee well-being with business objectives.

KEYWORDS: Performance evaluation, Key Performance Indicators (KPIs) Self-assessment, Performance gaps and Teamwork.

INTRODUCTION

Rock worth Systems Furniture (India) Pvt. Ltd. is a prominent manufacturer of office, educational, and laboratory furniture, headquartered at 800 West, Road R1 South, Sri City Special Economic Zone (SEZ), Chittoor District, Andhra Pradesh – 517 588. Established in 2008, the company has been operational for over 17 years, contributing significantly to India's furniture manufacturing sector .Rock worth is known for its commitment to quality and innovation, offering a range of products including chairs, desks, tables, storage solutions, and smart office systems. The company celebrated its 13th anniversary in September 2024, marking over a decade of excellence and growth in the industry. Rock worth's dedication to community

Rock worth Pvt. Ltd. plays a significant role in India's organized furniture manufacturing sector, particularly within the Sri City SEZ. As a key player, it contributes to industrial growth, employment generation, and export development. The company stands out for its focus on quality, ergonomic design, and smart workspace solutions. Its operations also support the local economy and promote sustainable practices. Additionally, Rockworth is recognized for its employee welfare initiatives, such as sponsoring education for workers' children.

The furniture manufacturing industry contributes to GDP growth by supporting industrial output and increasing export revenues. It generates employment across skilled and unskilled sectors, including design, manufacturing, logistics, and sales. The industry also encourages investments in infrastructure, machinery, and innovation.

This industry enhances living and working environments through functional, ergonomic, and aesthetic solutions. It supports community development by creating job opportunities and encouraging skill development. Additionally, many firms contribute to social welfare through education, health, and sustainability initiatives_ Employee welfare encompasses a broad range of

services, benefits, and facilities provided by employers to ensure the well-being, safety, and satisfaction of their workforce. It goes beyond mere compliance with legal requirements, aiming to create a positive work environment that enhances employees' quality of life both within and outside the workplace.

Employee welfare is a key component of human resource management that focuses on the well-being and satisfaction of employees in the workplace. It includes a wide range of services, benefits, and facilities provided by employers to ensure a healthy, safe, and productive work environment. Proper implementation of welfare measures not only boosts employee morale but also enhances productivity, reduces absenteeism, and fosters a positive organizational culture.

This study focuses on employee welfare practices at Rock Worth Pvt. Ltd., located in Sri City, Andhra Pradesh—a company known for its operations in the [insert industry, e.g., construction materials, if known]. The objective of the study is to assess the effectiveness of existing welfare facilities provided to employees, understand their impact on employee satisfaction, and identify areas for improvement.

Through this research, insights will be drawn on how welfare initiatives contribute to overall employee engagement and organizational performance at Rock Worth Pvt. Ltd. The study aims to bridge the gap between employee expectations and the actual welfare measures in place, offering valuable recommendations for strengthening HR practices

REVIEW OF LITERATURE

Employee welfare has been widely recognized as a critical determinant of job satisfaction and organizational effectiveness. Chaudhary and Iqbal (2011) investigated the impact of welfare provisions in Indian Railways and found that facilities such as housing, healthcare, and canteen services substantially boosted employee morale. Their findings revealed a direct connection between structured welfare schemes and increased productivity, supporting the argument that comprehensive welfare policies are essential for employee retention. Similarly, Vijaya Banu and Ashifa M.J (2011) conducted a study in a public transport corporation and observed that the presence of basic amenities and effective grievance redressal mechanisms fostered employee loyalty. However, the study also noted a significant gap between the expected and delivered welfare services, highlighting the need for more effective implementation.

In contrast, Dharam Paul (2011) focused on welfare administration in Haryana's public sector and revealed that inefficiencies in management hindered the proper delivery of welfare schemes. A lack of awareness among employees regarding available benefits further weakened the impact of such initiatives. The study emphasized the importance of proper communication channels and monitoring systems to improve the organizational climate. Extending the scope to the healthcare sector, Lu, While, and Barriball (2007) studied job satisfaction among nurses in China. They identified workload, interpersonal relationships, and managerial support as significant contributors to job satisfaction. The research underscored emotional well-being, training, and recognition as crucial welfare components in healthcare settings.

The psychological dimensions of welfare were explored by Tharikh, Ying, and Saad (2016), who analyzed the interplay between job satisfaction, organizational commitment, and organizational citizenship behavior. Their study concluded that employees who are satisfied with their job are more likely to engage in voluntary and positive work behaviors, emphasizing the role of psychological well-being in shaping organizational culture. Similarly, Parthi and Gupta (2016) examined the influence of psychological capital in the telecom sector and found that when welfare is integrated with positive psychology practices, employee attitudes improve significantly. Their study also considered gender-based differences and advocated for inclusive and adaptive welfare strategies.

Industry-specific studies further emphasize the practical implications of welfare policies. Jayanthi, Ashok Kumar, and Manju (2012) assessed welfare provisions at Salem Steel Plant and found that health, safety, and recreational amenities significantly affected employee satisfaction and commitment. The empirical findings called for regular updates to existing welfare policies to keep pace with employee expectations. In the banking sector, Monga, Verma, and Monga (2015) explored job satisfaction among ICICI Bank employees and concluded that career growth opportunities, performance incentives, and a supportive work environment were key drivers of satisfaction. The study recommended more personalized and transparent welfare initiatives. Likewise, Reddy, Reddy, and Rao (2016) studied Axis Bank employees in Andhra Pradesh and linked employee welfare, including health benefits and incentives, to higher satisfaction levels. They also identified regional disparities in welfare implementation and suggested the need for context-specific welfare policies.

The cement industry also reflects the positive impact of welfare schemes. Rama Satyanarayana and Jayaprakash Reddy (2012) explored the effectiveness of safety measures and social security provisions, concluding that enhanced welfare leads to increased productivity. The study highlighted the importance of employee feedback and advocated for periodic assessment of welfare facilities. On a broader theoretical level, Ramneet Kaur (2012) traced the evolution of employee welfare, distinguishing between statutory and voluntary welfare measures. Her analysis offered a conceptual framework for understanding welfare as a tool of social responsibility and a foundation for further empirical investigation.

Finally, contemporary perspectives on employee welfare have expanded to include digital engagement. Robertson and Kee (2017) explored the impact of social media on workplace relationships and job satisfaction. Their findings suggested that online interactions enhance employee connectivity and reduce stress, contributing to overall satisfaction. The study also indicated that employment status moderates the relationship between digital communication and job satisfaction, offering a modern dimension to employee welfare and engagement.

RESEARCH METHODOLOGY

Welfare in the organization implies the condition of benefits to the employees in the work environment etc. The need for providing such services and facilities, it is shows the responsibilities of organization Welfare implies that providing better work conditions such as Drinking water facilities, canteen, restroom, health care etc., The study is conducted by taking into account only the regular employees of Rock worth, Ltd., The casual and contractual

employees have not been considered for this purpose. Present study is undertaken by various departments like Mechanical, Electrical H.R, Marketing, production in Rock Worth,Ltd.

Objectives

- To study the different welfare measures undertaken at the company.
- To know the satisfaction level of employees regarding the welfare measures providing by the company.
- To study the effectiveness of these measures in morale building and in increasing the productivity of the organization.
- To study the social and welfare programmes followed by the Rock Worth limited.

Research Design

A descriptive research design will be used to analyze the performance appraisal system. Both qualitative and quantitative methods will be incorporated to ensure a comprehensive study. Out of 500 Employees of Rock Worth Pvt.Ltd, a sample of 120 employees (including junior staff, mid-level managers, and HR personnel) were considered using Simple random sampling to ensure representation from different departments. Structured questionnaires are distributed to employees across different levels.HR managers and supervisors will be interviewed to understand the appraisal process. Workplace observations will be conducted to understand how performance evaluations are carried out. _Company records on past performance appraisals. HR policies and reports related to performance management, Research papers, articles, and case studies on performance appraisal best practices were also considered for the study. Statistical tools like percentages, mean, and standard deviation will be used for survey data analysis. Thematic analysis will be used to interpret interview and observation findings and Excel for data analysis.

DATA ANALYSIS AND INTERPRETATION

Have you satisfied with care taken by the organization during night shift?

Taking care of employees working night shifts is essential for several reasons. Firstly, it's crucial for their health and well-being. Night shift work can disrupt the body's natural sleep-wake cycle, leading to sleep disorders, fatigue, and increased risk of chronic health conditions like cardiovascular disease and obesity. Providing support, such as access to proper lighting, comfortable break areas, and nutritious food options, can mitigate these risks and promote better health outcomes.

Table 1 The night shifts of the employees

OPINION	RESPONDENTS	PERCENTAGE
Highly satisfied	45	37%
Satisfied	55	46%
Neutral	18	15%
Dis - satisfied	1	1%
Highly dis- satisfied	1	!%
TOTAL	120	100%

Source: Primary Data

Fable 1 illustrates the night shift working hours provided by the organization. Out of the 120 respondents, the majority, 100 (83%), expressed satisfaction with the night shifting working hours due to the flexible

working environment provided by the company. Additionally, 18 (15%) of the respondents were neutral in their satisfaction, while 2 (2%) expressed dissatisfaction with the night working hours.

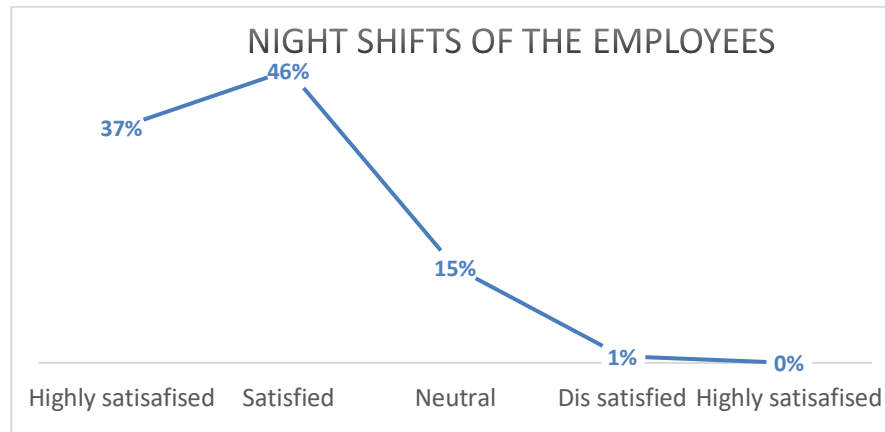


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How have you satisfied with the services provided by the organization like ventilation, lighting and spittoons?

Ventilation, lighting, and spittoons play crucial roles in maintaining a healthy and productive environment within an organization. Ventilation ensures that fresh air circulates throughout the space, reducing the concentration of airborne pollutants, Odors, and pathogens. Effective lighting is essential for creating a safe and comfortable workspace. Spittoons, though less common in modern workplaces, remain significant for maintaining cleanliness and hygiene.

Table 2 Ventilation, lighting and spittoons

OPINION	RESPONDENTS	PERCENTAGE
Highly satisfied	35	29.16%
Satisfied	40	33.33%
Neutral	25	20.3%
Dis- satisfied	10	8.33%
Highly dis -satisfied	10	8.33%
TOTAL	120	100 %

Source: Primary Data

The data presented in Table 2 highlights respondents' opinions regarding the adequacy of ventilation, lighting, and spittoon facilities in the concerned environment. Out of 120 total respondents, a majority expressed satisfaction to varying degrees. Specifically, 33.33% (40 respondents) reported being satisfied, while 29.16% (35 respondents) indicated they were highly satisfied. This suggests that over 62% of the respondents held a positive view of the existing facilities. A neutral stance was adopted by 20.3% (25 respondents), indicating a significant portion of individuals neither fully approved nor disapproved of the conditions. However,

dissatisfaction was observed among a smaller segment, with 8.33% (10 respondents) expressing dissatisfaction and an equal percentage reporting high dissatisfaction. These findings imply that while the general perception of ventilation, lighting, and spittoons is favorable, there remains a need for improvement to address the concerns of the dissatisfied minority and potentially convert neutral opinions into positive ones.

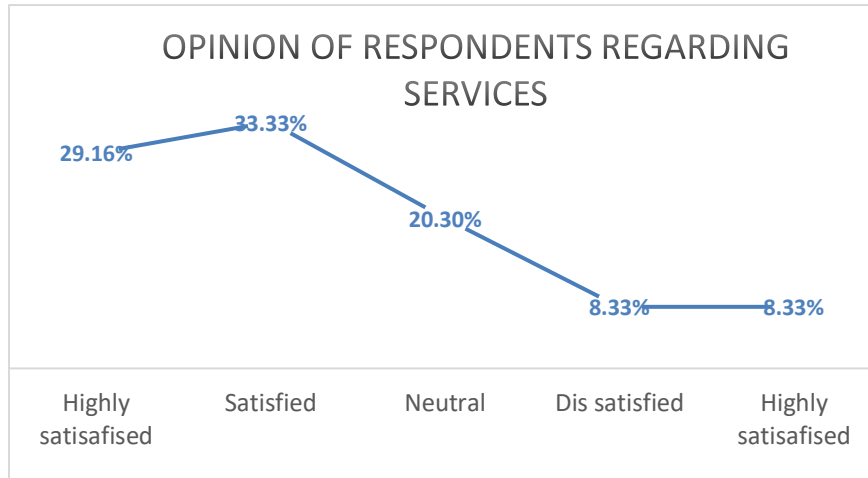


Figure 2 Opinion of respondents regarding services

Out of the 120 respondents, the majority, 75 (62.49%), expressed satisfaction with these services. Additionally, 25 (20.3%) of the respondents were neutral, while 20 (16.66%) were dissatisfied with the services provided.

How far are you satisfied cafeteria facilities provided by the company?

Cafeteria facilities in an organization hold a crucial significance beyond merely serving meals. They act as social hubs, fostering connections among employees from diverse backgrounds and departments. This communal space cultivates a sense of belonging and camaraderie, ultimately enhancing workplace culture and morale.

Table 3 Cafeteria facilities provided by the organization

OPINION	RESPONDENTS	PERCENTAGE
Highly satisfied	33	27%
Satisfied	62	52%
Neutral	12	10%
Dis- satisfied	7	6%
Highly dis -satisfied	6	5%
Total	120	100%

Source: Primary Data

Table 3 reflects the respondents' opinions regarding the cafeteria facilities provided by the organization. A majority of the respondents, accounting for 52%, reported being satisfied with the cafeteria services, while 27% expressed a high level of satisfaction. This indicates that nearly four-fifths (79%) of the employees hold a positive perception of the cafeteria facilities. Meanwhile, 10% of the respondents remained neutral, suggesting that they neither agreed nor disagreed with the adequacy or quality of the

services. On the other hand, a small portion of the respondents indicated dissatisfaction, with 6% being dissatisfied and 5% being highly dissatisfied. These findings suggest that while the overall sentiment towards the cafeteria facilities is favorable, there remains a minor yet notable proportion of employees who are not content with the services. This feedback could be valuable for the organization to make necessary improvements and ensure higher satisfaction levels among all employees.

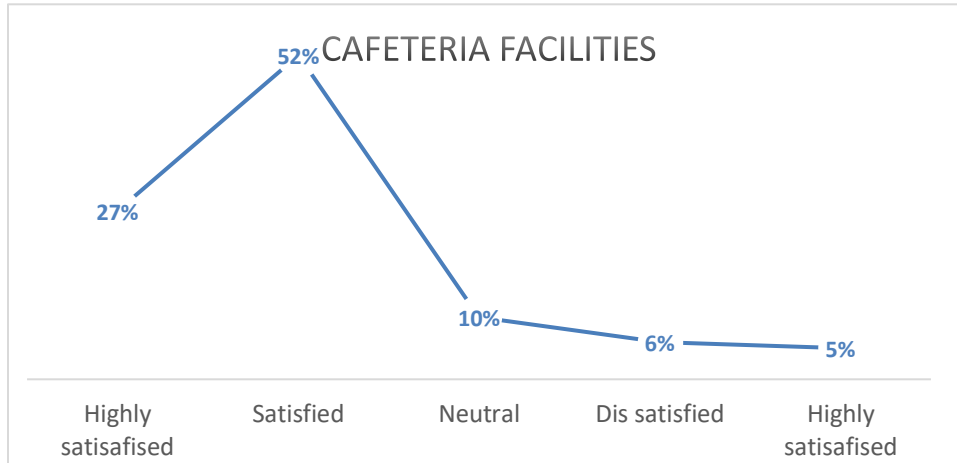


Figure 3 Cafeteria facilities

The figure represented above, it illustrates the cafeteria facilities provided by the organization. Out of the 120 respondents, the majority, 95 (79%), expressed satisfaction with the cafeteria facilities. 12 (10%) of the respondents were neutral, and 13 (11%) were dissatisfied with the cafeteria facilities.

How have you satisfied with quality of food and hygiene facility in canteen?

The quality of food and hygiene standards in the canteen of an organization are paramount for employee satisfaction and well-being. A commitment to serving high-quality, nutritious meals reflects the organization's dedication to the health and happiness of its workforce

Table 4 Quality of food in canteen

OPINION	RESPONDENTS	PERCENTAGE
Highly satisfied	45	37.5%
Satisfied	50	41.16%
Neutral	12	10%
Dis- satisfied	9	7.5%
Highly dis -satisfied	4	3.33%
Total	120	100%

Source: Primary Data

Table 4 reflects the opinions of respondents regarding the quality of food served in the canteen. Among the 120 respondents surveyed, the majority expressed positive sentiments, with 50 individuals (41.16%) stating they were "Satisfied" and another 45 respondents (37.5%) indicating they were "Highly Satisfied." This suggests that nearly 79% of the respondents had a favorable perception of the food quality. A smaller segment, 12 respondents (10%), remained neutral, neither satisfied nor dissatisfied. On the other hand, only 9 respondents (7.5%) were "Dissatisfied," and

just 4 (3.33%) expressed being "Highly Dissatisfied" with the food quality. These findings indicate that while there is a general level of satisfaction among the majority, a small percentage of respondents were not content with the food quality, which suggests a potential area for improvement to enhance the overall dining experience in the canteen.

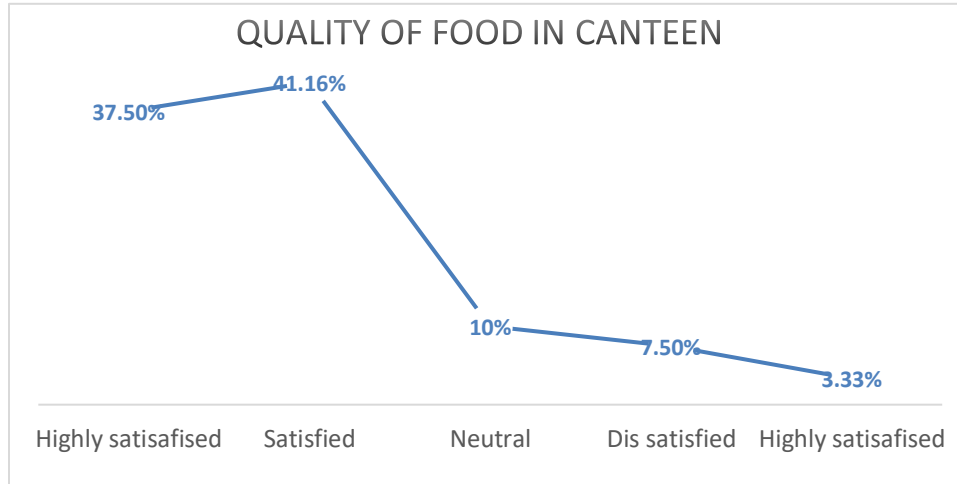


Figure 4 Quality of food in canteen

Figure 4 illustrates the level of food quality and hygiene facilities provided by the organization. Out of the 120 respondents, the majority (78.66%) expressed satisfaction with the food quality. Additionally, 10% of respondents were neutral in their satisfaction, while 10.83% were dissatisfied with the food quality provided by the organization.

How do you satisfy with medical facilities provided by the organization?

Medical facilities play a crucial role in any organization by safeguarding employee health and well-being, ensuring compliance with legal regulations, enhancing productivity, and fostering a positive work environment.

Table 5 Medical facilities provided by the organization

OPINION	RESPONDENTS	PERCENTAGE
Highly satisfied	60	50%
Satisfied	20	17%
Neutral	21	17%
Dis- satisfied	08	7%
Highly dis -satisfied	11	8%
TOTAL	120	100%

Source: Primary Data

The data in Table 5 reflects the respondents' opinions on the medical facilities provided by the organization. Out of a total of 120 respondents, half of them (50%) reported being highly satisfied with the medical facilities, indicating a positive perception among a significant portion of the

workforce. Additionally, 17% of the respondents expressed satisfaction, while another 17% remained neutral, suggesting that while the majority view the facilities favorably, a portion holds a more indifferent stance. On the other hand, 7% of respondents were dissatisfied, and 8% were highly dissatisfied, together comprising 15% of the total sample. This indicates that while the overall sentiment toward the medical facilities is positive, there remains a segment of employees who perceive room for improvement. Addressing the concerns of these dissatisfied individuals could further enhance employee well-being and satisfaction.

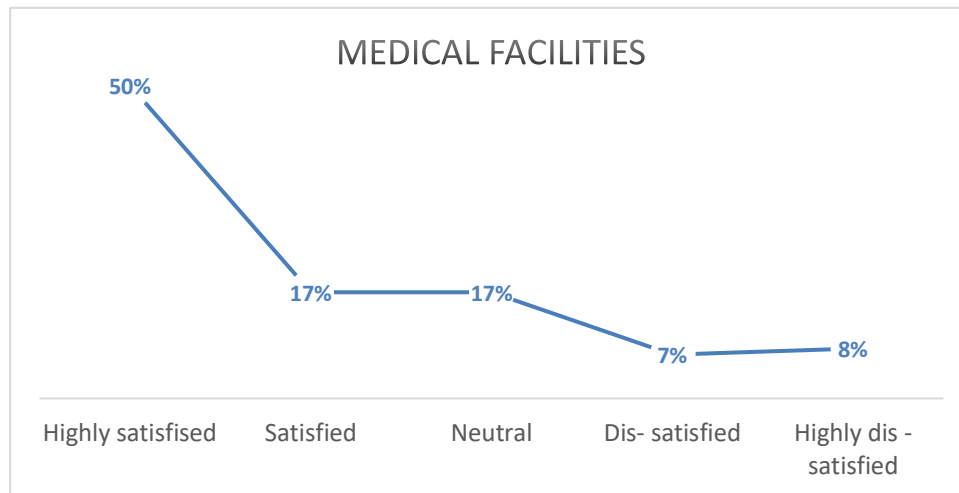


Figure 5 Medical Facilities

Above figure 5 illustrates the medical facilities offered by the organization. Out of the 120 respondents, the majority (80 or 67%) expressed satisfaction with the medical benefits. Additionally, 21 respondents (17%) were neutral, and 19 respondents (15%) were dissatisfied with the medical facilities provided by the organization.

ANALYSIS OF FINDINGS

The majority 80(67%) of the respondents are satisfied with the medical facilities provided by the organization. The majority 75(62.49%) of the respondents are satisfied with the services provided like air conditions, water, supply of snacks & tea etc. Provided by the organization. The majority 95(78.66%) of the respondents are satisfied with the food quality. The majority of the 60(31.16%) of the respondents are satisfied about the safety awareness programmed. The majority of the 70(51.32%) of the respondents are satisfied about the maternity benefits.

RECOMMENDATIONS

Managers

To strengthen Managers at Rock Worth Pvt. Ltd. should prioritize employee welfare as a key strategy for improving performance and retention. Regular assessment of welfare needs through surveys and feedback can help align services with employee expectations. A balanced approach to both intra-mural (medical, safety, sanitation) and extra-mural (housing, education, recreation) welfare is essential for overall employee well-being. Investing in both statutory and non-statutory benefits, such as flexible work options, mental health support, and maternity leave, will foster a positive work culture. Additionally, providing continuous training and development opportunities

will enhance employee value and motivation. Welfare should be treated not just as a legal obligation but as a strategic investment that contributes to a healthier, more engaged, and productive workforce.

Policy Makers

To support the Policy makers at Rock Worth Pvt. Ltd. should focus on formulating comprehensive employee welfare policies that go beyond statutory requirements to address the holistic well-being of employees. Policies should include clear guidelines on health and safety, work-life balance, maternity and paternity benefits, mental health support, and career development. Emphasizing inclusive and gender-sensitive policies can help create an equitable work environment. Regular policy reviews, based on employee feedback and industry benchmarks, will ensure relevance and effectiveness. Ultimately, welfare policies should be designed as strategic tools to boost employee satisfaction, reduce turnover, and drive organizational growth.

Industry Development

To drive sustainable growth in Rock Worth Pvt. Ltd., it is essential to adopt and promote best practices in employee welfare that set a benchmark within the sector. The company should invest in innovative welfare initiatives such as digital wellness platforms, skill advancement programs, and flexible work models to stay competitive and attract top talent. Collaborating with industry bodies to share insights and participate in welfare standardization efforts can enhance the overall sector's reputation. By positioning employee welfare as a core part of industry development, Rock Worth Pvt. Ltd. can contribute to creating a more sustainable, productive, and people-centric industrial ecosystem.

Scholarly Contribution

scholarly contribution, Rock Worth Pvt. Ltd. can support academic research on employee welfare by collaborating with universities and researchers to conduct case studies, surveys, and fieldwork within the organization. Documenting and publishing findings on the impact of welfare measures—such as safety practices, training programs, and employee satisfaction—can add valuable insights to industrial and HR literature. Encouraging data-driven research and sharing real-world outcomes will not only enhance the company's academic presence but also contribute to broader discussions on improving welfare standards in the furniture manufacturing sector .best practices.

Scope for Further Study

While this study focused Rock Worth Pvt. Ltd., particularly in understanding the long-term impact of welfare measures on employee productivity, retention, and job satisfaction. Future research can explore specific areas such as gender-specific welfare needs, mental health support, and the effectiveness of safety practices in manufacturing environments. Comparative studies with other furniture companies can also provide deeper insights into industry benchmarks and best practices. Additionally, examining the role of technology in delivering welfare services can open new avenues for improving employee well-being in the sector.

Limitations

The present study is subject to several limitations. Firstly, it focuses solely on one Rock Worth Pvt. Ltd. could be the potential gap between employee expectations and the company's ability to provide comprehensive welfare services, particularly for lower-level workers in manual or production roles. Limited resources might restrict the implementation of certain welfare programs, such as advanced healthcare or recreational facilities. Additionally, cultural and regional differences among employees may create challenges in designing universally applicable welfare policies. Furthermore, the reliance on employee surveys for feedback could lead to biased or incomplete data if not properly conducted, potentially affecting the accuracy of welfare assessments.

CONCLUSION

In conclusion, employee welfare at Rock Worth Pvt. Ltd. plays a crucial role in enhancing employee satisfaction, productivity, and overall organizational success. By investing in a comprehensive welfare program that addresses both physical and emotional well-being, the company can foster a healthier, more motivated workforce. Balancing safe working conditions, skill development, and personal benefits will not only improve employee retention but also contribute to a positive work environment. To stay competitive, Rock Worth Pvt. Ltd. should continue to evaluate and evolve its welfare initiatives to meet the changing needs of its workforce..

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