

**AN ANALYTICAL STUDY ON EMPLOYEE WELFARE WITH REFERENCE TO
TIRUMULA MILK PRODUCT PVT LTD, GUDUR.**

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ABSTRACT

This analytical study focuses on employee welfare practices at Tirumala Milk Products Pvt. Ltd., located in Gudur, Andhra Pradesh. The primary objective is to assess the effectiveness of the company's welfare measures and their impact on employee satisfaction, motivation, and productivity. By utilizing both primary and secondary data, the study evaluates various welfare provisions such as health and safety, recreational facilities, and social security measures. The research highlights the importance of a well-structured welfare system in promoting a positive work environment and enhancing employee retention. The findings suggest that comprehensive welfare programs contribute significantly to organizational growth and employee well-being.

Keywords:

Employee Welfare, Tirumala Milk, Job Satisfaction, Organizational Productivity

INTRODUCTION

Tirumala Milk Products Pvt. Ltd. is one of South India's leading dairy companies, established in 1996 and headquartered in Hyderabad, Telangana. The company operates as a subsidiary of Lactalis Group, the world's largest dairy products group based in France, since its acquisition in 2014. Tirumala is known for a broad range of dairy offerings, including milk, curd, buttermilk, ghee, flavored milk, and other value-added dairy products. With an extensive procurement network of over 100,000 farmers and a strong presence in Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, and parts of Maharashtra, Tirumala plays a key role in the regional dairy economy.

Tirumala provides direct and indirect employment to thousands of people in rural and semi-urban areas, especially in its procurement and distribution networks.

The company has significantly contributed to increasing rural income by offering fair prices and consistent demand for milk from small and marginal farmers. It has contributed to modernizing the dairy industry by implementing advanced quality control, cold chain logistics, and hygienic processing systems. As one of the top private dairy players in South India, Tirumala has helped shape consumer preferences with reliable and affordable dairy products. The Indian dairy industry contributes nearly 5% to the national GDP and more than 25% to the agricultural GDP (NDDB, 2023). India is the world's largest milk producer, with production reaching over 220 million tonnes annually, and companies like Tirumala are critical in this supply chain. Dairy exports are increasing, with opportunities for companies to access markets in the Middle East, Southeast Asia, and Africa. Dairy farming offers daily cash flow for farmers, unlike other agricultural activities, and thus contributes to rural economic resilience. More than 70 million rural households in India depend on dairy for their livelihood, with a large portion of these being small and marginal farmers

and women entrepreneurs. Dairy cooperatives and private dairies have improved women's participation in income-generating activities, fostering gender equity.

Dairy products are a critical source of protein, calcium, and other nutrients, especially for children and low-income families. Companies like Tirumala ensure the availability of safe and affordable milk to large populations. It can be asserted that numerous organizations prioritize resources like materials, machinery, and profit over human resources. The research is inspired by the numerous complaints from employees at Sahel Sahara Bank regarding unsatisfactory compensation packages and inadequate welfare. These employees argue that the provided benefits do not align with the level of effort they contribute to the production process, negatively impacting their morale and performance.

REVIEW OF LITERATURE

Joseph *et.al.* (2009) studied in the article points out that the structure of a welfare state rests on its social security fabric. Government, employers and trade unions have done a lot to promote the betterment of worker's conditions.

Sabarirajan *et.al.*(2010) shows that 15% of the employees are highly satisfied with their welfare measures. 22 % of the employees are satisfied with their welfare measures. 39 % of the employees are average with their welfare measures. 16% of them are in highly dissatisfied level. Welfare measures plays important role in employee satisfaction and it results in improved quality of work life. This study throws light on the impact of welfare measures on QWL among the employees of textile mills in Salem district.

Satyanarayana and Reddi (2012) stated that the overall satisfaction levels of employees about welfare measures in the organization cover 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 employee standard of living and their satisfaction levels.

Sindhu (2012) stated the employee welfare measures increase the productivity of organization and promote healthy industrial relations there by maintaining industrial peace. Organizations provide welfare facilities to their employees to keep their motivation levels high. Business houses provide many such statutory and non-statutory things policies to maintain satisfactory level of their employee. When they get better canteen facilities, good water to drink, clean restrooms, clean and hygiene wash rooms and bathrooms, regular medical checkups, health insurances, Employee assistance programme, grievance handling department, better facilities to sit or good work place gives employee a high level of satisfactory level. This gives an organization to grow much faster. Upadhyay and Gupta (2012) conclude that communication plays a major role in increasing the satisfaction of an employee. Satisfied employees are reported to have high morale. Welfare measures and work experience does not necessarily relates to satisfaction .Therefore its recommended that company should provide for adequate welfare measures but should not burden itself by increasing the cost part of it in greed to earn the competitive edge and declare itself as most desired company. Other factors like good and open communication, providing motivating factors, empowerment etc should be taken into consideration for increasing the employee satisfaction level.

Mohan and Panwar (2013) show the retail stores at Udaipur are providing not only intramural facilities but also extramural welfare facilities. It is stretching its hands to provide amenities that may improve health and living standards of the employees. The effective and efficient policies and welfare facilities make the employee to perform the job better, which leads to effectiveness of the organization.

Resma and Basavraju (2013) stated the employee welfare is a comprehensive term including various services, benefits and facilities offered to employees of the organization. This study enlightens the

concept of welfare measures; it also highlights the employee's perception regarding the various statutory welfare measures provided by the Donimalai Iron Ore Mine, Bellary.

Logasakthi and Rajagopal (2013) revealed the employees enjoy not only the satisfaction of their jobs but also various facilities given by the firms. The labours extend their maximum support for the improvement of the company. The personal department takes care of the total human resources in the company. The management provides all the health safety and welfares to the employees that will help to produce better performance in the work and working environment.

Srinivas (2013) identified welfare facilities and employee's satisfaction level about welfare facilities adopted at Bosch limited, Bangalore. It is found that most of the, welfare facilities like medical, canteen, working environment, safety measures etc., are provided by the company and most of the employees are satisfied with the welfare facilities adopted by the company towards the employee's welfare.

Nanda and Panda (2013) stated the Rourkela Steel Plant has adopted a better kind of welfare activities which create an effective working environment and thus better productivity. There is different kind of welfare schemes like medical allowance; death relief fund, insurance, housing and transportation facilities recreation club etc. are provided by the company to the employees to maintain the industrial relation better one. The premises and the departments are maintained healthy. Also proper safety measures have been adopted in the organization. All matters relating to safety, health and welfare of employees are properly implemented.

RESEARCH METHODOLOGY

Employee welfare also referred to as betterment work for employees, relatives to taking care of the well-being of workers by employers, trade unions, and governmental and non- governmental agencies. After employees have been trained and remunerated, they need to be retained and maintained to serve the organization better with the help of welfare measures, which facilities trends to make the workers happy, cheerful looking. So, it is necessary to enlighten whether welfare measures are implemented or neglected, if neglected it leads to declined productivity. As welfare facilities together contribute to better work. Hence the study has been conducted to analyze the welfare measures.

Employee welfare refers to the various initiatives, programs, and benefits that organizations provide to ensure the well-being of their employees. It encompasses a wide range of aspects, aiming to improve the overall quality of life for workers, support their personal and professional growth, and enhance their job satisfaction

OBJECTIVES OF THE STUDY

- To study the employee welfare programs at Tirumala Milk Products Private Limited Gudur.
- To examine the nature of the working environment in Tirumala Milk Products Private Limited Gudur.
- To study the job satisfaction level of employee welfare facilities in Tirumala Milk Products Private Limited Gudur.
- To study safety welfare measures & implementation of different welfare acts in Tirumala Milk Products Private Limited Gudur.

RESEARCH DESIGN

To evaluate employee welfare at Tirumala Milk Products Pvt. Ltd., define clear objectives, develop a questionnaire covering welfare aspects like health benefits and work environment, survey a representative sample of employees, analyze the data to identify strengths and areas for improvement, and present findings to management for actionable insights. Data for this research was collected both from primary and secondary sources. Primary data is collected from the employees of Tirumala Milk Products Pvt. Ltd. personal interviews through the structured Questionnaire were employed and information collected from low level two middle level employees.

In the initial stage of this survey various journals, books and magazines were referred to get an idea of the subject, data the company profile and other details were collected from company records and through the personal discussion with various executive and other employees of the company.

Descriptive research includes surveys and fact-finding enquiry of different kinds. The main characteristics of this method are that the researcher has no control over the variables. He can report only what happened or what is happening.

Survey means a planned effort to collect the desired information from a respective sample a respondent through questionnaires. Here the observation is directly gathered from the respondents. The administration to an individual or group of individuals is called inter views.

A structured questionnaire was designed and administered for eliciting the primary information from the sample respondents. The researcher framed questions based on five-point scale, multiple choices, open ended questions, the researcher has used the questionnaire as the research instrument. In these multiple-choice questions, the respondents are given four to five choices in which he must select one. The factors which are considered in constructing the questionnaire are: Organized factors, Personal factors

Population includes all the executive working in the organization, the sample size which the researcher taken is 120 employees from Tirumala Milk Products Pvt Ltd.

In this research the statistical tool that are used for the analysis of the samples is “Simple percentage method”

The simple average method can be calculated as follows:

Simple average method = No of respondents / Total no of respondents *100

Research is Descriptive in nature and a well-structured questionnaire is administered for the study. Out of a population of 600, a sample of 120 respondents is considered using convenience sampling. Simple average method is utilized for the analysis of both primary and secondary data.

DATA ANALYSIS & INTERPRETATION

Distribution of sample respondents of age in the organization.

Determining an employee's age can be challenging, as it is influenced by various factors such as their birth year and job tenure. In India, it is illegal to employ children under the age of 14 in any type of work, as this is considered a cognizable offense that could result in a maximum jail sentence of 2 years.

Table 1 Distribution of sample respondents of age in the organization.

S. No	Opinion	Respondents
1	Below 25	16%
2	30 to 40	35%
3	40 to 50	16%
4	Above 50	25%
Total	120	100%

Source: Primary Data

Table 1 reveals that the majority of respondents (35%) are aged between 30 to 40 years, indicating strong representation from mid-career professionals. Respondents above 50 years account for 25%, while those below 25 and between 40 to 50 years each make up 16%. This shows a diverse age distribution, with the highest input from the 30–40 age group.

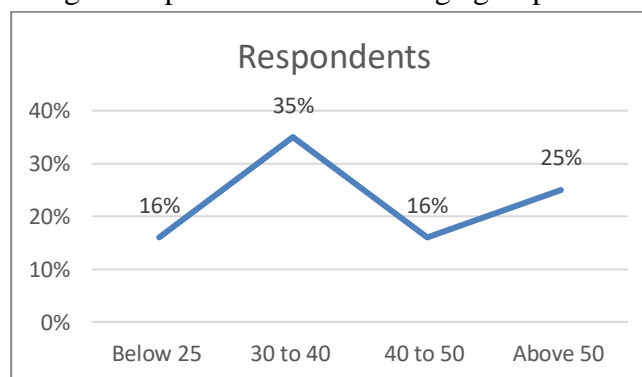


Figure 1 Distribution of sample respondents of age in the organization.

Figure 1 shows that the age of respondents at Tirumala Milk Products (P) Ltd. ranges from below 20 to above 50 years old. Most workers fall within the 25-35 age group, as well as the above 50 age group.

Distribution of respondents based on the salary.

Salary is the main form of compensation for an employee's work, recognizing the value and contribution of their skills, knowledge, experience, and effort in achieving the organization's goals.

Table 2 Distribution of respondents based on the salary.

Options	Respondents	Percentage
10000-15000	45	0.375
16000-30000	35	0.291
31000-45000	25	0.208
Above 45000	15	0.125
Total	120	1

Source: Primary Data

Table 2 reveals that the data shows that the majority of respondents (37.5%) earn between ₹10,000 to ₹15,000, indicating a large portion of the workforce falls in the lower income bracket. Around 29.1% earn between ₹16,000 to ₹30,000, while only 12.5% earn above ₹45,000. This suggests that most employees surveyed belong to the lower to middle-income group.

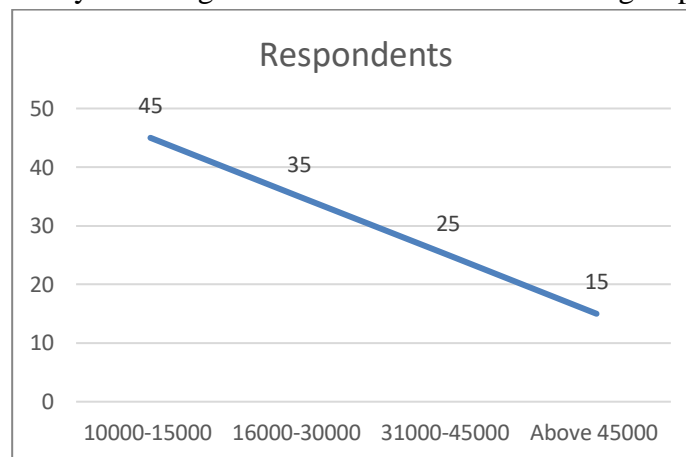


Figure 2 Distribution of respondents based on the salary.

Based on the data presented in the table and chart above, it is evident that the salary levels of employees at Tirumala Milk Products (P) Ltd vary significantly. Most respondents earn a salary ranging between

10,000 and 15,000, representing the highest percentage within the company. Conversely, a smaller percentage of employees earn a higher salary, with some individuals earning above 45,000. This disparity in salary levels highlights the diverse range of compensation within the organization. It is important for management to consider these findings when evaluating and adjusting salary structures to ensure fair and competitive compensation for all employees.

Distribution of marital status of respondents in the organization.

The distribution of marital status among respondents in an organization offers insights into the workforce's demographic makeup. It helps identify the unique needs and challenges of married versus unmarried employees, which can influence welfare programs and workplace policies.

Understanding marital status allows organizations to tailor benefits and support systems, improving employee satisfaction and productivity.

Table 3 Marital status of respondents in the organization.

Opinion	Respondents	Percentage
Married	76	63.50%
Unmarried	44	36.50%
Total	120	100%

Source: Primary Data

Table 3 shows that a majority of the respondents (63.5%) are married, while 36.5% are unmarried. This suggests that most participants in the study have family responsibilities, which may influence their views on employee welfare. The data reflects a higher representation of married individuals in the respondent group.

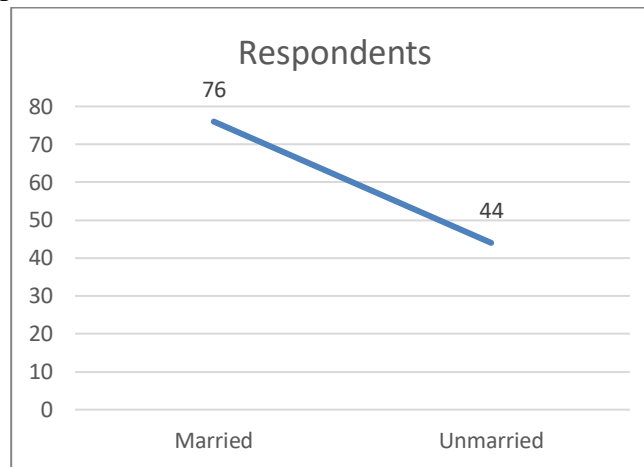


Figure 3 Distribution of respondents based on their marital status.

Figure 3 illustrates the marital status of employees at Tirumala Milk Products (P) Ltd in Gudur. Out of a sample size of 120 respondents, 76 are married and 44 are not married.

Work experience of respondents.

Employee experience refers to a worker's perception of the organization they are employed by throughout their tenure. It encompasses the entirety of an employee's journey, from the initial job candidacy to their departure from the company. This includes all interactions and touchpoints within the employee lifecycle.

Table 4 Distribution of sample respondents based on Work experience .

Opinion	Respondents	Percentage
<2 years	37	31%
2-5 years	13	11%
5-7 years	35	29%
>7 years	35	29%

Total	120	100%
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Source: Primary Data

Table 4 reveals that the highest number of respondents have either 5–7 years or more than 7 years of experience, each accounting for 29% of the total. Employees with less than 2 years of experience form the largest individual group at 31%, while only 11% have 2–5 years of experience. This indicates a workforce with a strong mix of both fresh and experienced employees, with fewer in the mid-experience range.

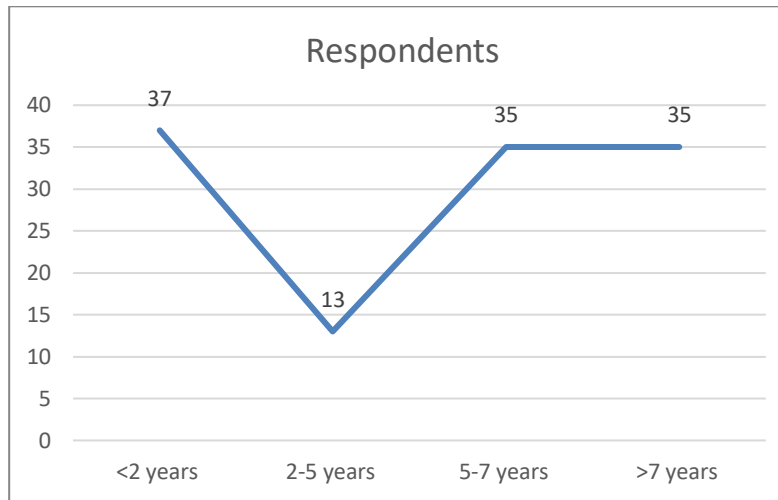


Figure 4 experience level of the candidates in the organization.

Figure 4 illustrates the level of experience of the 120 respondents. The majority, at 31%, have less than 2 years of experience. This is followed by 2-5 years and 5-7 years respondents, both at 29%. Finally, respondents with more than 7 years of experience make up 11% of the total.

Are you satisfied with the rest-rooms facility provided by the organization.

Rest- rooms facilities: -Restrooms in companies are of paramount significance, as they directly impact employee well-being and productivity. Beyond their functional purpose, well-maintained and accessible restrooms contribute to a positive workplace culture by demonstrating care for employees' basic needs. Clean facilities promote hygiene and reduce the risk of illness, fostering a healthier work environment.

Table-5 Opinion of respondents regarding restroom facilities provided by the organization.

Opinion	Respondents	Percentage
Yes	108	90%
No	12	10%
Total	120	100%

Source: Primary Data

Table 5 reveals that a significant majority of respondents (90%) are in favor of the opinion being surveyed, while only 10% are against it. This indicates strong support or agreement with the subject under discussion. The data suggests a clear consensus among most of the participants.

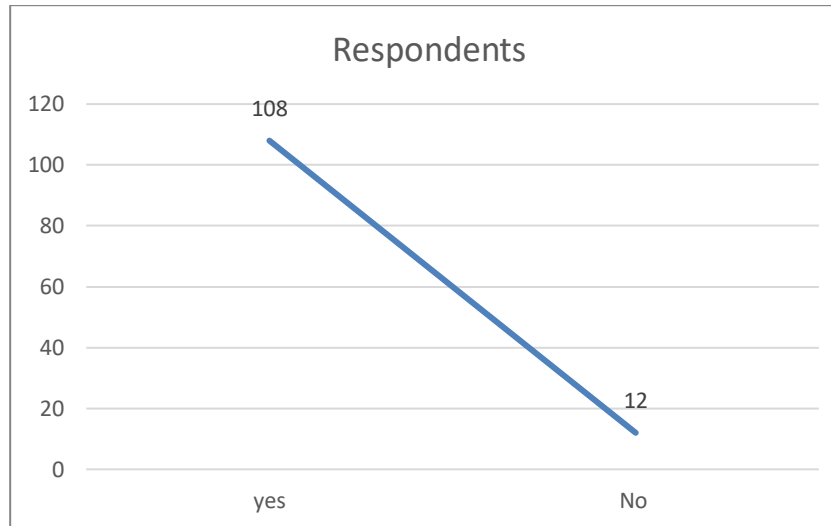


Figure 5 Opinion of respondents regarding restroom facilities provided by the organization

Figure 5 indicates that out of 120 sample respondents, the majority (90%) of respondents answered "Yes" when asked if the organization provides adequate restroom and cafeteria facilities. Only 12 (10%) of respondents answered "No," stating that the organization should not be responsible for maintaining hygienic restroom and cafeteria facilities. In conclusion, the analysis of the study shows that a majority (90%) of respondents are satisfied with the restroom and cafeteria facilities provided by the organization. This highlights the importance of maintaining clean and well-equipped facilities to meet the needs and expectations of employees.

ANALYSIS OF FINDINGS

The study of employee demographics and satisfaction at Tirumala Milk Products (P) Ltd. reveals a diverse workforce in terms of age, salary, marital status, and experience. Most employees (35%) fall within the 30–40 age range, highlighting a strong presence of mid-career professionals. The majority of respondents earn between ₹10,000 and ₹15,000, indicating a predominance of lower to middle-income earners. Marital status data shows that 63.5% of employees are married, suggesting family-oriented responsibilities that may influence workplace preferences. In terms of experience, the workforce is evenly split between newcomers and seasoned employees, with the largest group having less than 2 years of experience. Satisfaction levels with restroom facilities are high, with 90% of respondents expressing approval, reflecting the organization's commitment to hygiene and employee welfare. These findings suggest a well-balanced but economically modest workforce that values supportive working conditions and facility standards.

RECOMMENDATIONS.

Managers

For managers at Tirumala Milk Products Pvt. Ltd. it is essential to implement comprehensive employee welfare programs that prioritize physical and mental well-being, such as health screenings, counseling, and wellness initiatives. Providing competitive compensation packages and ensuring work-life balance through flexible working hours or remote work options are crucial for maintaining employee satisfaction. Career development opportunities, such as training and skill development, coupled with a strong recognition program, can further boost employee morale and productivity.

Policy Makers

Policy makers should focus on creating a robust legal framework that ensures companies comply with minimum welfare standards, including health and safety regulations, paid leave, and insurance benefits. Incentives for companies with exemplary welfare programs, as well as the inclusion of mandatory mental health support, would encourage broader adoption of welfare initiatives. Establishing policies that promote social security benefits and financial wellness for employees would further strengthen the welfare ecosystem.

Industry Development

Industry development in the dairy sector can benefit from investing in employee-centric innovations, enhancing safety measures, and promoting sustainable welfare practices. A focus on talent retention through clear career progression paths and competitive welfare offerings is vital for long-term industry growth. Additionally, continuous upgrades to workplace safety protocols and employee engagement strategies will create a more motivated workforce, driving both productivity and innovation in the industry.

Scholarly Research

Lastly, scholarly research should explore the relationship between employee welfare and organizational success in the dairy industry, particularly how employee satisfaction influences product quality and operational efficiency. Research can also examine industry-specific welfare needs, long-term impacts on retention and absenteeism, and the role of diversity and inclusion in welfare practices, providing valuable insights for both practitioners and policy makers.

Scope for further study

The scope for further study on Tirumala Milk Products Pvt. Ltd. is extensive, particularly in the areas of employee welfare, operational efficiency, and sustainable practices. Future research can delve into analyzing the impact of welfare programs on employee performance, retention, and overall job satisfaction within the organization. Comparative studies with other dairy firms can provide insights into industry benchmarks and help identify areas for improvement.

Limitations

Due to time constraints, the sample size was limited, which may not fully represent the views of the entire organization. Additionally, the scope of the study was confined to middle-level management, excluding insights from lower and top-level employees. Furthermore, since the data collection method involved personal interviews, there is a possibility of respondent bias, which may have influenced the accuracy and objectivity of the information, gathered.

CONCLUSION

Employee welfare plays a crucial role in enhancing the productivity and satisfaction levels of the workforce at Tirumala Milk Products Pvt. Ltd. The study reveals that the company has implemented several welfare measures to improve the working conditions, health, and overall well-being of its employees. These initiatives contribute to higher employee morale, lower absenteeism, and improved efficiency. However, there is still room for improvement in areas such as recreational facilities, continuous training, and advanced healthcare support. Overall, a consistent focus on employee welfare not only benefits the workforce but also strengthens the organization's growth and long-term sustainability.

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