

A STUDY ON EMPLOYEE WELFARE MEASURES AT COASTAL FATS & OILS PVT . LTD

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ABSTRACT

This study explores the employee welfare measures implemented at Coastal Fats & Oils Pvt. Ltd., aiming to evaluate their effectiveness and impact on employee satisfaction and productivity. The research investigates various welfare provisions, including health and safety, working conditions, recreational facilities, and employee benefits. Data was collected through structured questionnaires and personal interviews with employees across departments. The analysis reveals a moderate level of satisfaction, highlighting areas such as medical support and canteen services as strengths, while suggesting improvements in training and career development opportunities. The study emphasizes the importance of continuous improvement in welfare initiatives to boost employee morale and retention. Recommendations are provided to enhance the overall work environment and organizational efficiency.

Keywords: Employee Welfare, Job Satisfaction, Coastal Fats & Oils, Organizational Efficiency.

INTRODUCTION

Coastal Fats & Oils Private Limited is a private Indian company engaged in the manufacturing of food products, particularly within the grain and oilseed milling industry. Established on July 13, 2011, the company is registered under the Registrar of Companies in Vijayawada, Andhra Pradesh. Its registered office is located at D No. 5-37-112/A, Ganesh Bhavan, 4th Lane, 17th Cross Road, Brodipet, Guntur, Andhra Pradesh, 522002. With an authorized share capital of ₹6 crore and a paid-up capital of ₹5.81 crore, the company remains active and operational. The firm is led by directors Mr. Charan Kumar Nalam and Mrs. Krishna Kumari Nalam, who were appointed in 2014 and 2015 respectively. Coastal Fats & Oils has shown notable financial growth in recent years. In the fiscal year 2022, the company reported a revenue growth of 48.81%, a profit growth of 223.23%, and a 153.81% increase in EBITDA.

Coastal Fats & Oils Private Limited holds a strategic position in India's edible oils industry due to its role in food processing, particularly grain and oilseed milling. The company significantly contributes to local manufacturing and value addition, helping reduce India's dependency on imported edible oils, which currently stands at nearly 60% of total consumption.

Its operations not only support domestic agriculture by sourcing oilseeds from Indian farmers, but also generate employment in rural and semi-urban areas through its manufacturing and supply chain activities. With a strong financial growth trajectory—48.81% revenue increase and 223.23% profit growth in FY 2022—the company showcases effective management and scalability.

The edible oils and fats industry is a vital part of the Indian economy, valued at approximately ₹1.5 lakh crore (USD 18+ billion) as of recent estimates. India consumes over 22 million tonnes of edible oils annually, making it the world's second-largest consumer and the largest importer, with nearly 60% of its demand met through imports.

In this context, Coastal Fats & Oils Private Limited plays a significant role by contributing to domestic oilseed processing and refined oil production. The company itself has shown strong financial growth, with a 48.81% increase in revenue, a 223.23% rise in profit, and a 153.81% jump in EBITDA in the fiscal year 2022. With ₹55 crore in open charges and a paid-up capital of ₹5.81 crore, it reflects both operational scale and access to financial resources.

The edible oil industry holds immense importance in shaping both the economy and the well-being of society. Coastal Fats & Oils Pvt. Ltd., a key player in this sector, plays a pivotal role in meeting the daily nutritional needs of millions by providing hygienic and affordable cooking oils. Beyond its contribution to food security, the company generates significant employment opportunities, both directly within its operations and indirectly through its extended supply chain of farmers, transporters, and distributors.

By sourcing raw materials locally, the company supports agricultural communities and stimulates rural development. Its investments in modern refining technologies and eco-friendly practices reflect a commitment to environmental sustainability. Additionally, Coastal Fats & Oils actively engages in social welfare through various CSR initiatives such as health camps, educational support, and community upliftment programs.

Employee welfare is a critical component of human resource management that deals with the overall well-being of workers in an organization. It encompasses a wide array of services, benefits, and facilities that are offered to employees to improve their quality of work life, satisfaction, and productivity. Welfare measures are not only limited to financial benefits but also extend to non-monetary aspects such as health and safety, work environment, recreation, and family support systems. Welfare measures are broadly classified into two categories: statutory welfare and non-statutory welfare. Statutory welfare measures are those mandated by laws such as the Factories Act, 1948, and include provisions like canteens, drinking water, first aid, restrooms, and crèches. Non-statutory measures are voluntarily provided by employers and may include recreational facilities, medical insurance, employee counseling, and flexible work hours.

REVIEW OF LITERATURE

Lalitha and Priyanka (2014) explored the impact of employee welfare measures in the IT industry, finding that such initiatives boost satisfaction and reduce attrition. Their study emphasizes the need for aligning welfare policies with employee expectations. It also highlights gaps in implementation despite well-framed policies. Overall, welfare measures are shown to enhance organizational commitment and performance.

Patro (2015) conducted a comparative analysis of employee welfare measures in public and private sectors, highlighting significant differences in implementation and effectiveness. The study found

that public sector organizations generally offer more structured and standardized welfare schemes. In contrast, private sector firms tend to provide flexible and performance-based benefits. Patro emphasizes the need for balanced welfare strategies to enhance employee satisfaction across both sectors.

Venugopal et al. (2011) examined employee welfare activities within the industrial sector, focusing on clusters in the Chittoor district. The study emphasized the role of welfare measures in improving worker efficiency and job satisfaction. It identified a direct correlation between effective welfare programs and reduced labor turnover. The authors recommend continuous monitoring and enhancement of welfare initiatives to meet evolving employee needs.

Manasa and Krishna Naik (2014) defined employee welfare as organizational efforts aimed at improving employees' overall quality of life beyond monetary compensation. Their study categorizes welfare measures into intra-mural benefits provided within the workplace and extra-mural benefits offered externally. These initiatives support employees' physical comfort, intellectual development, and social well-being. The authors stress the importance of holistic welfare schemes in fostering a productive and motivated workforce.

Waititu, Kihara, and Senaji (2017) investigated the impact of employee welfare programs on performance at Kenya Railways Corporation. Their study analyzed key welfare components such as occupational health, training, succession planning, referral schemes, and remuneration. Findings revealed a strong link between well-structured welfare programs and improved employee performance. The authors highlight the strategic role of welfare initiatives in driving organizational efficiency.

Jayanthi and Ilangovan (2019) explored employee awareness and satisfaction regarding welfare measures in organizations. Their study revealed that higher awareness levels positively influence employee satisfaction with welfare schemes. It emphasized the need for effective communication and implementation of welfare policies. The authors concluded that satisfied employees are more likely to be engaged and productive.

SivaKalyanKumar, LathaSri, and Sirisha (2019) conducted a study on employee welfare measures at Rashtriya Ispat Nigam Ltd (RINL), Visakhapatnam. The research highlighted that comprehensive welfare programs significantly enhance employee morale and workplace satisfaction. It identified healthcare, safety measures, and recreational facilities as key contributors to employee well-being. The authors emphasized regular evaluation of welfare initiatives to ensure their continued effectiveness and relevance.

Srinu and Kumaraswamy (2017) examined employee welfare measures at NTPC Limited, Simhadri, Visakhapatnam, highlighting their role in enhancing employee satisfaction and organizational efficiency. The study found that welfare provisions like healthcare, housing, and education facilities positively influenced employee morale. It emphasized the importance of consistent and well-monitored welfare practices. The authors concluded that effective welfare schemes are essential for retaining skilled employees and boosting productivity.

Mohanapriya, Allwyn, and Dhinakaran (2019) conducted a study on employee welfare measures at Vimpro Tech, Puducherry, focusing on their impact on employee well-being and satisfaction. The study revealed that welfare initiatives such as health benefits, safety measures, and recreational facilities contributed significantly to employee motivation. It emphasized the importance of management involvement in regularly assessing and improving welfare programs. The authors concluded that effective welfare measures lead to higher retention and workplace harmony.

Kumar (2022) explored employee welfare measures at Kawman Pharma Private Limited, examining their effect on employee satisfaction and productivity. The study highlighted that initiatives like health insurance, safety programs, and skill development opportunities were pivotal in improving employee morale. It also identified the positive impact of welfare schemes on reducing turnover rates. Kumar concluded that tailored welfare programs significantly enhance employee loyalty and organizational commitment.

This literature review highlights the critical role of employee welfare measures in enhancing job satisfaction, motivation, and organizational productivity. Studies reveal that welfare facilities such as housing, healthcare, insurance, and recreational amenities not only improve employees' quality of life but also foster loyalty and efficiency. The review also notes variations in satisfaction based on gender, job role, and sector. Furthermore, voluntary welfare practices can significantly benefit organizations, even in regions with weaker labor laws. Overall, effective welfare policies are essential for sustained employee well-being and business success.

RESEARCH METHODOLOGY

Despite the growing importance of employee welfare measures in enhancing organizational performance and employee satisfaction, there is a lack of evidence on the specific welfare measures implemented by coastal fats & oils (pvt,ltd) and their impact on employee outcomes.

The need for the study arises from the significant role employee welfare measures play in enhancing organizational productivity and fostering healthy industrial relations, which help maintain industrial peace. Welfare facilities such as housing schemes, medical benefits, and educational and recreational support for workers' families contribute to improving their standard of living, encouraging greater focus and efficiency at work. Additionally, by offering such benefits, employers can ensure a stable labor force, as workers develop a sense of involvement and actively engage in their roles. Overall, these measures contribute to the physical and mental well-being of employees, promoting a healthy and positive work environment.

The survey is conducted on the employee of Coastal Fats & Oils (Pvt , Ltd) Company. The survey on the all departments of employees is conducted to study the opinion of the employees on welfare activities and evaluating the effectiveness of welfare activities on the performance of the employees.

OBJECTIVES OF THE STUDY

- To identify the existing welfare measures in the organization.

- To evaluate whether employees are satisfied with the welfare measures in place.
- To identify the importance of mental health support in employee welfare.
- To recommend measures that help the organization foster a better working environment.

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Regarding this project, descriptive research design concern with describing the perception of each individual or narrating fact on welfare measures and diagnostic design helps in determine the frequency with which something occurs, or its association with something else. These two-research design help in understanding the characteristic in each situation. Think systematically about aspects in given situation, offers data for probe and research help to make certain simple decision.

In this research, it deals with descriptive research type. It includes surveys and fact-finding inquiries of different kinds. The major purpose of descriptive research is description of the situation as it exists at present.

In the study, primary data were collected through personnel interviews using a questionnaire. The questionnaire was administered to hundred employees of coastal fats & oils Pvt Ltd

Secondary data for this study was collected from previously publishes records, statistics, research reports, documents, periodicals and websites. A sample design is a definite plan for obtaining a sample from a given population. The random sampling method was used in the selected. Out of a population size of 150 a sample size of 100 respondents is considered.

In this study, the researcher has used a questionnaire consisting of open ended and close ended questions. Graphical representation tools such as bar graphs and pie/line charts have been used for the data analysis.

Percentage analysis refers to a special kind of ratio. % is used in making a comparison between two or more serried of data, % is used to describe a relationship. It can be used to compare the relative terms and the distribution of two or more series of data.

$$\text{Percentage of Respondents} = (\text{No. of respondents/Total}) * 100$$

DATA ANALYSIS AND INTERPRETATION

Are you aware of the welfare measures currently provided by the organization?

Welfare measures : Welfare measures are initiatives taken by governments or organizations to improve the well-being of employees and citizens. These include health benefits, education support, housing facilities, and social security schemes. They aim to enhance living standards, reduce inequality, and ensure a productive workforce. Examples include provident funds, maternity benefits, and workplace safety regulations.

Table 1 Opinion of respondents regarding their welfare measures currently provided by the Organization.

S.No	Options	Respondents	Percentage
1	Yes, I am fully aware	42	42
2	Yes, I am somewhat aware	25	25
3	Partially aware	15	15
4	No, I am not aware	10	10
5	Unsure.	8	8
	TOTAL	100	100

Source: Primary Data

Table 1 reveals that a majority of awareness levels of respondents regarding welfare measures provided by the organization. A majority, 42%, are fully aware, followed by 25% who are somewhat aware. Only 10% are not aware, and 8% are unsure. This indicates that most employees have at least some knowledge of the welfare initiatives.

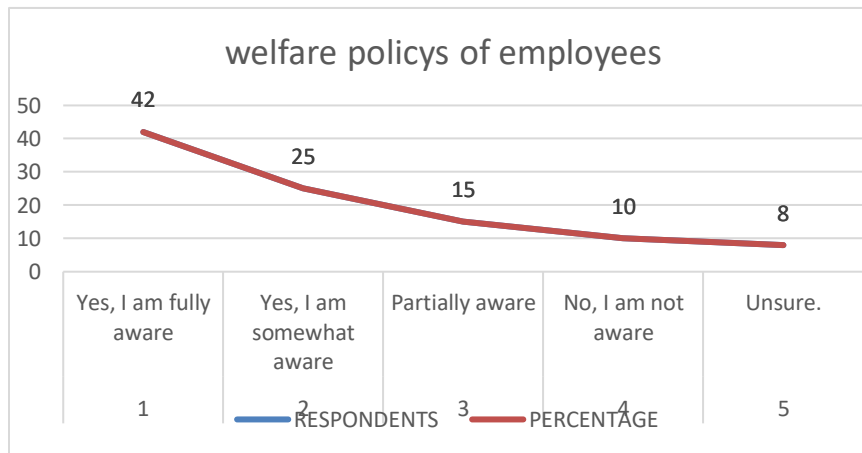


Figure 1 Opinions of respondents regarding welfare policies provided by the organization.

Figure 1 reveals that out of 100 respondents, the largest group—42%—are fully aware of the welfare policies provided by the organization, indicating a strong level of awareness among nearly half the workforce. This is followed by 25% who are somewhat aware and 15% who are only partially aware, suggesting that while awareness is relatively high, a significant portion of employees may still lack complete understanding of the policies. These findings point to the need for enhanced internal communication and training to ensure all employees are well-informed about available welfare measures.

Are the welfare measures easily accessible to all employees?

Welfare measures accessibility: Welfare measures are not always easily accessible to all employees due to factors like company policies, employment type, and government regulations. Permanent employees in organized sectors often receive better welfare benefits, while contract workers and informal sector employees may have limited access. Bureaucratic hurdles, lack of awareness, and financial constraints can also restrict accessibility. Efforts like labor laws and social security schemes aim to improve inclusivity.

Table 2 Opinion of respondents regarding their welfare measures easily accessible to all employees followed by the organization.

S.No	Options	Respondents	Percentage
1	Yes, very easily accessible	62	62
2	Yes, somewhat accessible	15	15
3	Partially Accessible	12	12
4	Not easily accessible	9	9
5	I don't know	2	2
	TOTAL	100	100

Source: Primary Data

Table 2 shows that majority of 62% of respondents believe welfare measures are very easily accessible in the organization, while 15% find them somewhat accessible. A smaller portion, 12%, consider them only partially accessible, and 9% feel they are not easily accessible. Only 2% are unaware of the accessibility status. This indicates that the majority of employees perceive the welfare measures as accessible.

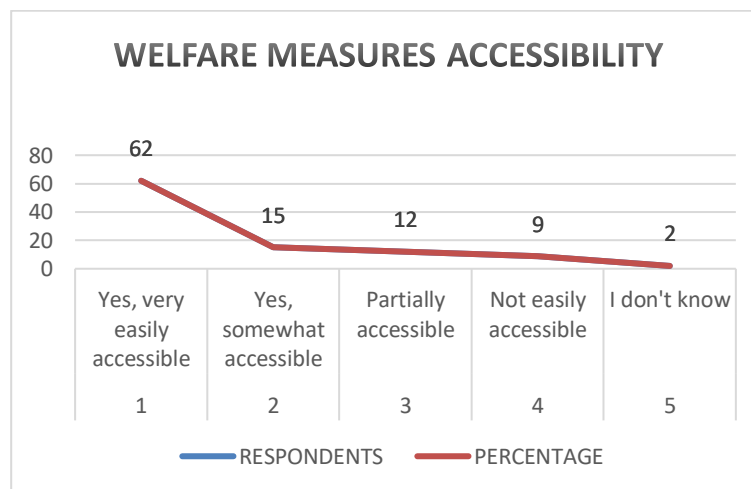


Figure 2 Opinions of respondents regarding their easily accessible to all employees about welfare measures followed by the organization.

Figure 2 reveals that out of 100 respondents, a significant majority of 62% find the organization's welfare policies very easily accessible, indicating effective communication and implementation. Additionally, 15% of respondents reported somewhat accessible welfare policies, while 12% felt

only partially accessible, suggesting room for improvement in outreach and clarity of policy dissemination. This highlights the need for the organization to enhance awareness efforts to ensure all employees can fully benefit from available welfare measures.

If yes, please list the welfare measures you are familiar with. (Open-ended - options not applicable)

Employee welfare measures include health and safety facilities, provident fund, gratuity, and medical insurance. Other measures are canteen services, transport facilities, recreational activities, and counseling support. These initiatives aim to improve employee satisfaction, mental well-being, and productivity.

Table 3 Opinion of respondents regarding their list the welfare measures you are familiar with in the organization.

S.No	Options	Respondents	Percentage
1	Medical facilities	60	60
2	Employee insurance schemes	15	15
3	Provident fund and pension	20	20
4	Transportation for employees	5	5
	TOTAL	100	100

Source: Primary Data

Table 3 shows the majority of respondents (60%) are most familiar with medical facilities as a welfare measure in the organization. Provident fund and pension are known to 20% of respondents, while 15% are aware of employee insurance schemes. Only 5% recognize transportation facilities, indicating it is the least familiar benefit among employees.

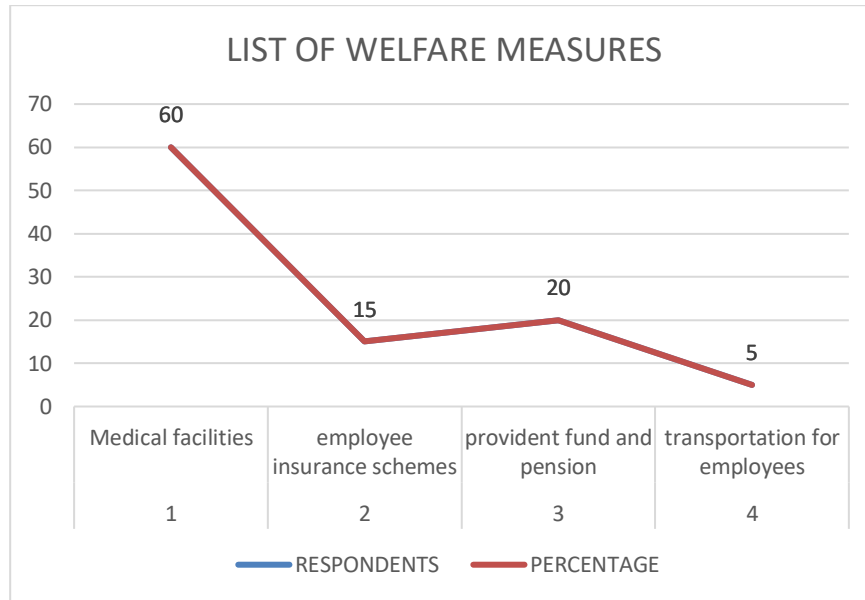


Figure 3 Opinions of respondents regarding welfare measures you are familiar in the organization.

Figure 3 reveals that out of 100 sample respondents, a majority—60 respondents (60%)—are familiar with the medical facilities and general welfare policies provided by the organization. This is followed by 20 respondents (20%) who are aware of the provident fund and pension schemes. Additionally, 15 respondents (15%) indicated partial familiarity with employee insurance schemes. The remaining 5% of respondents appear to have limited or no awareness of any welfare provisions. This suggests that while core welfare policies such as medical and retirement-related schemes are relatively well-known, there is still a notable gap in awareness regarding other employee benefits. To address this, the organization could implement more effective communication strategies and regular awareness programs to ensure that all employees are fully informed about the available welfare measures.

How satisfied are you with the current welfare measures provided by the organization?

Employee satisfaction: Employee satisfaction with welfare measures reflects how well the organization meets employee needs through benefits and support systems. When welfare measures like health care, safety, and work-life balance are effectively implemented, employees feel valued and motivated. High satisfaction leads to better performance, lower turnover, and a positive work culture.

Table 4 To opinion of respondents regarding satisfaction of current welfare measures with in the organization.

S.No	Options	Respondents	Percentage
1	Very Satisfied	15	15

2	Satisfied	57	57
3	Neutral	10	10
4	Dissatisfied	14	14
5	Very Dissatisfied	4	4
	Total	100	100

Source: Primary Data

Table 4 reveals that a majority 57% of respondents are satisfied with the current welfare measures in the organization, while 15% are very satisfied. Around 10% remained neutral, and 18% (14% dissatisfied and 4% very dissatisfied) expressed dissatisfaction. Overall, the majority of employees have a positive outlook on the welfare measures provided.

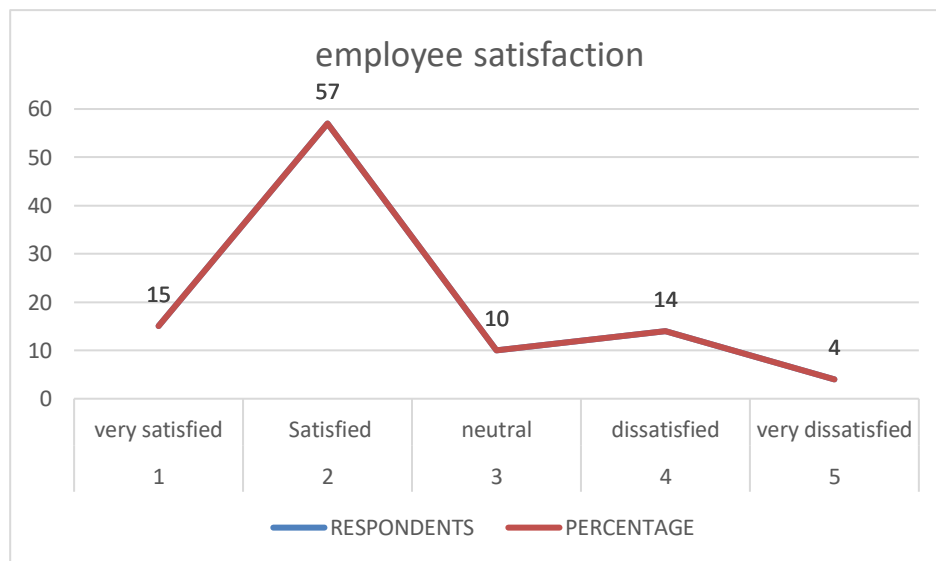


Figure 4 Opinions of respondents regarding satisfaction level of current welfare measures in the organization

Figure 4 reveals that out of 100 sample respondents, the majority—57 respondents (57%)—are satisfied with the current welfare policies provided by the organization. This is followed by 15 respondents (15%) who expressed that they are very satisfied with the existing welfare measures. Meanwhile, 14 respondents (14%) reported being dissatisfied with the current welfare provisions. The remaining respondents may be either neutral or undecided about their stance. These findings indicate that while a significant portion of employees view the welfare measures positively, there remains a segment that is either dissatisfied or sees room for improvement. Enhancing specific policies and regularly seeking employee feedback could help further increase satisfaction levels.

ANALYSIS OF FINDINGS

The research work provides the key findings according to the data analysis. 82% of the employees were aware of the welfare measures provided by the organization. 89% of the employees found the welfare measures easily accessible. 60% of the employees were availing medical facilities as part of the welfare measures provided by the organization. 57% of the employees were satisfied with the current welfare measures in the organization.

RECOMMENDATIONS

Managers

Managers at Coastal Fats and Oils Private Limited should focus on improving awareness about employee welfare schemes through regular communication and training sessions. Medical facilities need to be strengthened by organizing health check-ups and wellness programs. Transport services should be reviewed and expanded to support employees' commuting needs. Financial schemes like provident fund and pension must be clearly explained to ensure better understanding. A proper grievance redressal system should be established, and regular feedback should be collected to enhance overall employee satisfaction.

Policymakers

Policy makers should design clear and inclusive welfare policies that cover health, financial security, and transportation needs of employees. Policies must be regularly updated based on employee feedback and industry standards. Adequate budget allocation should be ensured for implementing welfare programs effectively. Transparent communication of welfare policies to all staff is essential. Additionally, periodic audits and evaluations should be conducted to measure the impact and ensure accountability.

Industry Development

To support industry development, the company should invest in modernizing its production technology and adopt sustainable practices like waste oil recycling and energy-efficient processes. Expanding product lines to include health-focused and value-added oils can open new market opportunities. Collaborations with research institutions can drive innovation and improve product quality. Strengthening distribution networks and exploring export markets will boost growth. Finally, training and skill development programs for employees can enhance productivity and industry competitiveness.

Scholarly Contribution

Researchers and scholars should conduct in-depth studies on the effectiveness of employee welfare measures in the edible oil industry, using Coastal Fats and Oils as a case study. Comparative analysis with other similar industries can provide broader insights and highlight best practices. Academic contributions can focus on linking welfare measures to employee productivity, satisfaction, and retention. Scholars should also explore sustainable practices and

innovation trends in oil manufacturing. Publishing such findings can guide future policies and encourage industry-wide improvements.

Scope for further study

Future studies can explore the long-term impact of employee welfare measures on organizational performance and employee retention in the edible oil industry. Comparative studies across different companies and regions can provide a broader understanding of best practices. Researchers can also analyze how digital tools and technology can enhance the delivery and monitoring of welfare services. Additionally, future research may focus on the role of employee welfare in promoting workplace satisfaction, loyalty, and overall well-being.

Limitations

Employee welfare measures at Coastal Fats and Oils Private Limited, while important, may face several limitations. Budget constraints could restrict the range of benefits offered, and geographical differences might hinder uniform implementation across locations. Additionally, employees might not fully utilize welfare programs due to a lack of awareness or communication. Administrative challenges can make it difficult to manage these programs effectively. Moreover, legal and regulatory restrictions may limit the scope of welfare benefits, while workplace culture and employee resistance could impact the success of these initiatives.

CONCLUSION

In conclusion, while employee welfare measures are crucial for enhancing employee satisfaction and productivity at Coastal Fats and Oils Private Limited, their effectiveness can be limited by budget constraints, lack of awareness, administrative challenges, and cultural barriers. To overcome these limitations, the company needs to ensure clear communication, tailor programs to employee needs, and invest in ongoing evaluation and improvement of welfare initiatives. This will help create a more supportive work environment and improve overall employee well-being.

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