

AN STUDY ON EMPLOYEE WELFARE MEASURES WITH SPECIAL REFERENCES
TO EMPLOYEES OF AQUA STORE PRIVATE LIMITED, KUMBAKONAM**J.THARANJINI¹**

Student,
Department of Management,
Annai College of Arts And
Science, Kovilacheri.

Dr. R. RAJKUMAR²

Director & Professor,
Department of
Management,
Annai College of Arts and
science kovilacheri,India

Dr. K. SENTHILKUMAR³

Associate Professor,
Department of Management,
Annai College of Arts and
science kovilacheri,India

T . KAMATCHI⁴

Assistant Professor,
Department of
Management, Annai
College of Arts and science
kovilacheri ,India

Abstract

In the contemporary business environment, employee welfare has become a crucial component of human resource management, as it directly influences employee satisfaction, motivation, productivity, and organizational commitment. Effective welfare measures help create a healthy, safe, and supportive work environment, thereby enhancing overall organizational performance. This study focuses on analyzing the employee welfare measures with special reference to Aqua Store Private Limited, Kumbakonam. The research examines various dimensions of employee welfare such as working conditions, health and safety facilities, wages and salary payment, training programs, welfare benefits, grievance handling system, work-life balance, and employee satisfaction. The study is based on both primary and secondary data. Primary data were collected from 100 employees using a structured questionnaire, while secondary data were obtained from books, journals, company records, and related studies. Statistical tools such as percentage analysis, weighted average, mean score, and standard deviation were used for data interpretation. The findings reveal that the majority of employees are satisfied with the existing welfare measures, including safe and hygienic working conditions, drinking water and sanitation facilities, timely salary payment, and training programs. However, the study also identifies certain areas that require improvement, such as consistent provision of safety equipment and regular recognition of employee performance. The study concludes that effective employee welfare measures significantly contribute to reduced stress, improved morale, better work-life balance, and enhanced productivity at Aqua Store Private Limited.

Keywords: Employee Welfare Measures, Employee Satisfaction, Workplace safety, Welfare Facilities,