INTERNATIONAL JOURNAL OF INFORMATION TECHNOLOGY AND MANAGEMENT SCIENCE

ISSN 2231-6752

AN ANALYTICAL STUDY ON EMPLOYEE WELFARE MEASURES WITH SPECIAL REFERENCE TO JIFLI VENTURE PRIVATE LIMITED, TRICHY

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ABSTRACT

Employee welfare measures play a vital role in improving employee satisfaction, motivation ,and organizational productivity. This study analyzes the effectiveness of employee welfare measures implemented at Jifli Venture Private Limited, Trichy. A descriptive research design was adopted to understand employees' perceptions regarding welfare facilities such as health and safety measures, working conditions, compensation benefits, and work–life balance initiatives. Primary data were collected from 100 employees through a structured questionnaire. Statistical tools such as percentage analysis, weighted average method, and ranking techniques were used for analysis. The findings reveal that welfare measures positively influence employee satisfaction and organizational commitment; however, certain areas such as career development support and communication of welfare policies require improvement. The study suggests strengthening welfare programs to enhance employee morale and retention.

Keywords: Employee Welfare[1]*, Job Satisfaction*[2]*, Employee Motivation*[3]*, Organizational Commitment*[4]*, HR Practices*[5]*.*