**INTRODUCTION**

The study is concentrates on effectiveness of welfare programmers held in the NR & Sons Group. Data had been collected by primary methods and secondary methods of data collection.

The Questionnaire had been prepared and got filled from the employees of the organization to calculate effectiveness and satisfactory of level of welfare facilities. The various facilities like washing facility, Shelter, Rest room First-Aid training, Crèches Facility etc. which compose programmed analyzed and interpreted with the various statistical tools.

With the objective of finding satisfactory level of employees with the welfare program held by the organization, study revealed findings that, welfare facilities provided in the Organization were effective but to increase the satisfactory level of employees organization May implement the suggestions like organization should set up welfare organization with a view to provide all types of facilities at one center and appointed welfare benefits continuously and effectively to all employees fairly.

A study of the welfare measures being provided to its employees was done. This problems faced by the employees regarding these spheres was observed with the help of questionnaire and an analysis of the same was carried out.

Workforce is an important integral part of the organization. To keep the workforce satisfied “Employee satisfaction and welfare facilities” plays a very important role in the organization.

**1.1 Objectives of the study:**

1. To identify the various welfare measures implemented in the organization.

2. To analyze the employee satisfaction with respect to welfare measures.

3. To give suggestions and recommendation for the promotion of welfare measures.

**1.2 Need of the study:**

* To know that whether welfare facilities play an important role on the working of employees.
* And to know when the employees are dissatisfied welfare facilities will help them to get motivated.

**1.3 Scope of the study:**

1. An overview of the welfare measures existing at NR & Son’s group, Bangalore since safety and welfare are two important elements essentials for improving the productivity of an organization.

2. The existing welfare measures would help the organization perform better. This study would throw light on the perception of the employees regarding safety and welfare.

3. NR & Son’s group can identify the areas where it can improve so as to improve the performance of the employees.

**1.4 Limitations of the Study:**

1. The respondents had the fear that the questionnaire may be shown to the management.

2. The data obtained is qualitative but not quantitative and it is subjected to human error.

3. Due to time limit the study is restricted to 45 days only.

4. Few employees refused to answer the question.

**CHAPTER – 2**

**REVIEW OF LITERATURE**

**INTRODUCTION**

**HUMAN RESOURCE MANAGEMENT**

**Human Resource Management** (HRM) is the strategic and coherent approach to the management of an organization's most valued assets – the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The terms "human resource management" and "human resources" (HR) have largely replaced the term "personnel management" as a description of the processes involved in managing people in organizations. Human Resource Management is evolving rapidly. Human Resource Management is both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce.

The Human Resources Management (HRM) function includes a variety of activities and key among them is deciding what staffing needs exist and whether to use independent contractors or hire employees to fulfill these needs; recruit and train the best employees, ensure they are high performers; dealing with performance issues; and ensuring the personnel and management practices conform to various regulations. Activities also include managing the approach to employee benefits and compensation, employee records and personnel policies. Usually, small businesses (for profit or non-profit) have to carry out these activities themselves because they cannot yet afford part or full-time help. However, they should always ensure that employees have and are aware of – personnel policies which conform to current regulations. These policies are often in the form of employee manuals which all employees must have.

HRM is seen by practitioners in the field as a more innovative view of workplace management than the traditional approach. Its techniques force the managers of an enterprise to express their goals with specificity – so that they can be understood and undertaken by the workforce – and to provide the resources needed for them to successfully accomplish their assignments. As such, HRM techniques, when properly practiced, are expressive of the goals and operating practices of the enterprise overall. HRM is also seen by many to have a key role in risk reduction within organizations.

There is a long-standing argument about where HR-related functions should be organized into large organizations, e.g., "Should HR be in the organization development department or the other way around?"

The HRM function and HRD profession have undergone tremendous change over the past 20 to 30 years. Many years ago, large organizations looked to the "Personnel Department" mostly to manage the paperwork around hiring and paying people. More recently, organizations have begun to consider the "HR Department" as playing a major role in staffing, training, and helping manage people so that the people and the organization are performing at maximum capability in a highly fulfilling manner.

**Definition of Employee Welfare:**

The ILO (International Labor Organization) defined, “welfare as a term which is understood to include such services and amenities as may be established in or the vicinity of undertaking to perform their work in healthy, congenial surrounding and to provide them with amenities conductive to good health and high morale”.

According to Arthur James Todd, “welfare as anything done for the comfort or improvement and social of the employees over and above the wages paid, which is not a necessity of the industry”.

**Meaning of Employee Welfare:**

Employee welfare means, such services, facilities and amenities such as canteens, rest and recreation facilities, arrangement for travel to and for the accommodation of workers employed at a distance from their home, and such other services, amenities and facilities including social security measures as contribute to improve the condition under which workers are employed.

**Concept of Employee Welfare:**

Employee welfare may be viewed as a total concept, as a social concept and a relative concept. The total concept is a desirable state of existence involving the physical, mental, moral and emotional well-being. The social concept of welfare implies, of man, his family and his community.

The relative concept of welfare implies that welfare is relative in time and place. Employee welfare implies the setting up of minimum desirable standards and the provision of facilities like health, food, clothing housing, medical allowance, education, insurance, job security, such as to safeguard his health and protect him against occupational hazards. The worker should also be equipped with necessary training and a certain level of general education.

The term ‘Employee Welfare’ refers to the facilities provided to workers in and outside the factory premises such as canteens, rest and recreation facilities, housing and all other services that contribute to the well- being of workers.

Welfare measures are concerned with general well-being and efficiency of workers. In the early stages of industrialization, welfare activities for factory workers did not receive adequate attention .Employers were not inclined to accept the financial burden of welfare activities. Wherever employers provided for such amenities, it was more with a paternalistic approach to labor rather than recognition of workers ‘needs. Hence the state had to intervene, in discharge of its welfare responsibility, by using its persuasive powers and/or by enforcing legislation, where persuasion failed. Compulsory provisions are thus incorporated in the Factories Act, 1948 with respect to the health, safety and welfare of workers engaged in the manufacturing process. In the previous lesson you have studied the nature and characteristics of factories. In this lesson, you will come to know about the health and welfare measures for workers in factories.

The very logic behind providing welfare schemes is to create efficient, health, loyal and satisfied employee force for the organization. The purpose of providing such facilities is to make their work life better and also to raise their standard of living. The important benefits of welfare measures can be summarized as follows:

* They provide better physical and mental health to workers and thus promote a healthy work environment.
* Employees get stable labor force by providing welfare facilities. Workers take active interest in their jobs and work with a feeling of involvement and participation.
* Employee welfare measures increase the productivity of organization and promote healthy industrial relations thereby maintaining industrial peace.
* The social evils prevalent among the labors such as substance abuse, etc. are reduced to a greater extent by the welfare policies.

The concept of ‘employee welfare’ is flexible and elastic and differs widely with times, regions, industry, country, social values and customs, degree of industrialization, the general socio- economic development of the people and the political ideologies prevailing at particular moments. It is also according to the age group, socio-cultural background, marital status, economic status and educational level of the workers in various industries.

**OBJECTIVES OF LABOUR WELFARE ACTIVITIES**

The object of welfare activities is to promote economic development by increasing production and productivity. The underlying principle is to make the workers given their loyal services ungrudgingly in genuine spirit of co-operation, in return for obligations, voluntary and compulsory, accepted by the employee towards the general well-being of the employees.

Improving the efficiency of the labour is another objective of labour welfare activities. Efficiency gives double reward, one in the form of increased production and the other in the shape of higher wages due to achievement of higher productivity. Welfare activities add to their efficiency and efficiency in turn help the worker to earn more wages.

Therefore, welfare activities in an organization are twice blessed. It helps the employer and the employee both.

Another objective of welfare activities is to secure the labour proper human conditions of work and living. Working conditions of organization may be led by an artificial environment which features are dust, fumes, noise, unhealthy temperature, etc. It is generally found that these conditions impose strain on the body.

The welfare activities are done to minimize the hazardous effect on the life of the workers and their family members. It is the duty of the employer to see these human needs. If welfare activities are viewed in this light, it can be seen that they are guided by purposes of humanitarian and social justice.

The next objective of welfare activities is to add in a real way to the low earning of the labour. The facilities are provided to supplement the income of the workers by services such as housing, medical assistance, school, co-operative, canteens, stores, play grounds etc.

Thus, the objective of activities are to promote greater efficiency of the workers, assure proper human conditions to the workers and their family members.

**THEORIES OF LABOUR WELFARE**

The form of labor welfare activities is flexible, elastic and differs from time to time, region to region, industry to industry and country to country depending upon the value system, level of education, social customs, degree of industrialization and general standard of the socio-economic development of the nation. Seven theories constituting the conceptual frame work of labour welfare activities are the following:-

**The Trusteeship Theory**:

This is also called the Paternalistic Theory of Labour Welfare. According to this the industrialist or employer holds the total industrial estate, properties, and profits accruing from them in a trust. In other words, the employer should hold the industrial assets for himself, for the benefit of his workers, and also for society. The main emphasis of this theory is that employers should provide funds on an ongoing basis for the well-being of their employees.

**The Public Relation Theory:**

This theory provides the basis for an atmosphere of goodwill between labour and management, and also between management and the public, labour welfare programmes under this theory, work as a sort of an advertisement and help an organization to project its good image and build up and promote good and healthy public relations.

**PRINCIPLES FOR SUCCESSFUL IMPLEMENTATION OF WELFARE ACTIVITIES**

The success of welfare activities depends on the approach which has been taken into account in providing such activities to the employees. Welfare policy should be guided by idealistic morale and human value. Every effort should be made to give workers/ employees some voice in the choice of welfare activities so long as it does not amount to dictation from workers.

There are employers who consider all labour welfare activities as distasteful legal liability. There are workers who look upon welfare activities in terms of their inherent right. Both parties have to accept welfare as activities of mutual concern.

**Adequacy of Wages**:

Labour welfare measures cannot be a substitute for wages. Workers have a right to adequate wages. But high wage rates alone cannot create healthy atmosphere, nor bring about a sense of commitment on the parts of workers. A combination of social welfare, emotional welfare and economic welfare together would achieve good results.

Social Liability of Industry: Industry, according to this principle, has an obligation or duty towards its employees to look after their welfare. The constitution of India also emphasizes this aspect of labour welfare.

**Impact on Efficiency:**

This plays an important role in welfare services, and is based on the relationship between welfare and efficiency, though it is difficult to measure this relationship. Programmes for housing, education and training, the provision of balanced diet and family planning measures are some of the important programmes of labour welfare which increases the efficiency of the workers, especially in underdeveloped or developing countries.

**Increase in Personality:**

The development of the human personality is given here as the goal of industrial welfare which, according to this principle, should counteract the baneful effects of the industrial system. Therefore, it is necessary to implement labour welfare services. Both inside and outside the factory, that is, provide intra-mural and extra-mural labour welfare services throughout the hierarchy of an organization. Employees at all levels must accept

**Co-ordination or Integration**:

This plays an important role in the success of welfare services. From this angle, a co-ordinated approach will promote a healthy development of the worker in his work, home and community. This is essential for the sake of harmony and continuity in labour welfare services.

**Democratic Values:**

The co-operation of the worker is the basis of this principle. Consultation with, and the agreement of workers in, the formulation and implementation of labour welfare services are very necessary for their success. This principle is based on the assumption that the worker is "a mature and rational individual." Industrial democracy is the driving force here. Workers also develop a sense of pride when they are made to feel that labour welfare programmes are created by them and for them.

**A. Theoretical Background.**

**HEALTH**

**a. Importance of Health**

The trite saying ‘Health is Wealth’ explains the importance of health. The health results in high rate of absenteeism and turnover, industrial discontent and indispline, poor performance and low productivity and more accidents. On the country, the natural consequences of good health are reduction in the rate of absenteeism and turnover, accidents and occupational disease. Beside, employee health also provides other benefits such as reduced spoilage, improved morale of employee, increased productivity of employee and also longer working period of an employee, which of course, cannot be easily measured.

In long and short, employee health is important because it helps:

* Maintain and improvement the employee performance both quantitatively and qualitatively.
* Reduced employee absenteeism and turnover.
* Minimize industrial unrest and indiscipline.
* Improve employee morale and motivation.

Occupational health services should be established in or near a place of employment for the purpose of:-

1) Protecting the workers against any health hazard arising out of work or Conditions in which it is carried on

2) Contributing towards worker’s physical and mental adjustment and

3) Contributing to establishment and maintenance of the highest possible degree of Physical and mental well-being.

**b. OCCUPATIONAL HAZARDS AND DISEASES:**

Employee in certain industries are exposed to retain hazards and disease. Occupational hazards classified into following categories:

1) Chemical hazard

**Occupational Diseases:**

Working condition prevalent in industries causes occupational diseases.

Protection against Hazards:

1) Preventive Measures

The preventive measures to protect employee against occupational health hazards

May include:

* Pre-employment medical examination.
* Periodic post employment medical examination.
* Removal of hazardous condition the extent possible
* Emergency treatment in case of accidents.
* Education of workers in health and hygiene.
* Training in first-aid to workers.
* Proper factory layout and illumination.
* Proper effluent disposal treatment plants.
* Proper scheduling of the work and adequate rest.

**Curative Measures :**

* The curative measures include the following:
* Adequate and timely medical treatment
* Allowing the employee adequate period of convalescing and recuperating.
* Availing the needed best medical treatment facilities from outside hospitals.

**C. Statutory provisions concerning health**

The factories Act.1948 insist that the following provisions must be made in Industrial establishment for safeguarding employee-health:

1) Cleanliness

2) Disposal of wastes and Effluents

3) Ventilation and temperature

4) Dust and fumes

5) Lighting

6) Drinking water

**Safety.**

**a. Accidents**

The ever increasing mechanization, electrification. Chemicalisation and sophistication have made industrial jobs more and more complex and interacts. This has led to increasing dangers to human life in industries through accidents and injuries.

**What is safety?**

A safety man’s in a simple terms freedom from the occurrence or risk of injury or loss. Industrial safety or employee safety to the protection of workers from the industrial accidents.

**What is an accident?**

An accident is an unplanned and uncontrolled event in which an action or reaction of an object, a substance, a, person result in personal injury or material damage.

According to the factories Act 1948, it is “an occurrence in industrial establishment causing bodily injury to a person which makes him unfit to resume his duties in the next 48 hours”.

**C. Causes for industrial accidents:**

Unsafe conditions (or situational factors) :

Job itself:

work schedules :

Psychological conditions:

Machinery and equipment

**Unsafe Acts (or individual Factors) :**

* Operating without authority
* Failure to use safety devices
* Careless throwing of materials on floor
* Operating at unsafe speed
* Using unsafe equipment

**Theoretical background**

* Removing or disconnecting safety devices
* Lifting things improperly
* Taking unsafe positions under suspended loads
* Using unsafe procedure in loading and unloading
* Cleaning, oiling, repairing or adjusting moving machines
* Teasing, quarreling, day-dreaming or horseplay.
* Personality and behavior, which make some, people more accident prone

**c. Miscellaneous causes:**

young untrained and inexperienced workers cause more accidents than old, trained and experienced workers. Alcoholic and Drug addicted workers are more accident-prone. Workers having disturbed family life are likely to cause more accidents due to stress.

**d. Need of Safety:**

An accident free plant enjoys benefits such as substantial savings in costs, increased . Productivity, moral and legal grounds.

**1cost savin**

**a. Direct costs**

Direct cost are such as compensation payable, medical expenses incurred. If the victim is uninsured, compensation and medical expenses are the responsibility of management.

**b. Indirect costs**

Indirect costs include loss on account of downtime of operators, slowed production rate of other workers, materials spoiled and labor for cleaning and damages to equipment.

A safety plant, by avoiding accidents eliminates these direct and indirect costs

**2. Increased productivity**

Safety plants are efficient plants. To a large extent, safety promotes productivity. Employees in safe plants can devote more time to improving the quality and quantity of output and spend less time worrying about their safety and well being.

**3. Moral**

Safety is important on human rounds too. An employee is a worker in the factory and the breadwinner for his/her family. So, mangers must undertake accident prevention measures to minimize the pain and suffering the injured worker and his/her family are exposed to as a result of accident.

**4. Legal**

The maintenance of safety in the factory premises is a legal requirement for the industry. There are laws and acts for ensuring safety measures in the factory and imposing penalties for non-compliance have become quite server. The responsibility extends to the safety and health of the surrounding community, too.

Finally, financial losses, which accompany accidents, can be avoided if the plant is accident free.

**e. Responsibility of safety**

Safety is primarily the responsibility of the management. This responsibility should rest on the shoulders on the all cadres of management, such as plant manger, production manger, chief engineer, personal manger, maintenance engineer, individual foreman, safety officer.

**f. Measures ensure industrial safety**

The main steps that can be taken to ensure safety and security of employees are as follows:

**1. Safety Programmed**

Safety Programmed deals with the prevention of accidents and with minimizing the resulting loss and damage to persons and property. The most important function of safety programmed is to identify potential hazards, provide effective safety facilities and equipment and to take prompt remedial action. This is possible only if there are:

1. Comprehensive and effective system for reporting all accidents causing damage or injury.

2. Adequate accident records and statistics.

3. Systematic procedures for carrying out safety checks, inspections and investigations.

4. Methods of ensuring that safety equipment is maintained and used.

5. Proper means available for persuading mangers, supervisors and workers to pay more attention to safety matters.

**2. Safety Policy**

The top management should determine the safety policies of the organization and it must be continuously involved in monitoring safety performance and in ensuring that corrective action is taken when necessary.

**3. Organization for Safety**

A safety director and a safety committee be set up by an organization. The management and the supervision must be made fully accountable for safety performance in the working areas they control.

**4. Safety Engineering**

Safety engineering helps to minimize unsafe conditions. Full attention should be paid to safety in the layout, design and installation of plant and machinery.

**5. Safety Education and Training**

Safety education and training develop awareness among employees and ensure safe work performance by developing their skills.

**6. Safety Contests**

Companies may encourage safety competitions among their departments with a view to bringing about reduction in number of accident

**Role of Management and Unions**

The problem of safety must begin with the management should believe in, and have a commitment to safety rules. The mere consultation of a safety committee or the appointment of a safety officer servers no great purpose. Nor is it enough merely to show concerns for safety after an emergency. The management must view safety as an integral part of the management process.

**Role of Government**

The Government of India established the factory Advice Service and Labor Institute, Mumbai. The institute renders advice on safety matters and enforces safety laws. A ‘National Program for Coordinated Action Plan’ for control of hazards and protection of health and safety of workers in dangerous manufacturing process has been launched. The National safety Council was set up in 1966 to promote safety consciousness, to prevent accidents and to conduct safety programmed.

**g. Safety Program Evaluation**

The effectiveness of safety program must have to be evaluated. There are sveral methods to evaluate the safety program.

The techniques used are as follows:-

**1. Safety Inspections:**

In this, inspectors are given specific to follow. These may include programmed elements such as formation of safety committees, how often they meet. After inspection, a report of the findings is made to the management con

**2. Safety Audit:**

Audit is an in-depth analysis of facilities, management and employee attitude towards safety, managerial effectiveness in maintaining safety and quality of the safety planning as well as the operations conformity with safety regulations.

**3. Comparison**

This is the third method of evaluating the company’s safety efforts. The purpose here is to compare the experience of a plant or industry with that of another which is comparable. It is well known that some operations have consistently better frequency (or service) rates, often in spite of inherently high operating hazards.

**CHAPTER – 3**

**3.1 INDUSTRY PROFILE**

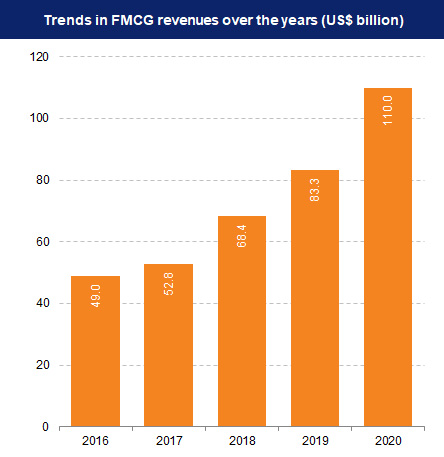
**INTRODUCTION**

Fast-moving consumer goods (FMCG) sector is India’s fourth-largest sector with household and personal care accounting for 50% of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55%) is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared to urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50% of the total rural spending.



**MARKET SIZE**

* The retail market in India is estimated to reach US$ 1.1 trillion by 2020 from US$ 840 billion in 2017, with modern trade expected to grow at 20-25% per annum, which is likely to boost revenue of FMCG companies.
* The FMCG market in India is expected to increase at a CAGR of 14.9% to reach US$ 220 billion by 2025, from US$ 110 billion in 2020. The Indian FMCG industry grew by 16% in CY21 a 9- year high, despite nationwide lockdowns, supported by consumption-led growth and value expansion from higher product prices, particularly for staples.
* The Indian processed food market is projected to expand to US$ 470 billion by 2025, up from US$ 263 billion in 2019-20.



In the third quarter of FY20 in rural India, FMCG witnessed a double-digit growth recovery of 10.6% due to various government initiatives (such as packaged staples and hygiene categories); high agricultural produce, reverse migration, and a lower unemployment rate. Rise in rural consumption will drive the FMCG market.

FMCG giants such as Johnson & Johnson, Himalaya, Hindustan Unilever, ITC, Lakmé and other companies (that have dominated the Indian market for decades) are now competing with D2C-focused start-ups such as Mamaearth, The Moms Co., Bey Bee, Azah, Nua and Pee Safe. Market giants such as Revlon and Lotus took ~20 years to reach the Rs. 100 crore (US$ 13.4 million) revenue mark, while new-age D2C brands such as Mamaearth and Sugar took four and eight years, respectively, to achieve that milestone.

Advertising volumes on television recorded healthy growth in the July-September quarter, registering 461 million seconds of advertising, which is the highest in 2021. FMCG continued to maintain its leadership position with 29% growth in ad volumes against the same period in 2019. Even the e-commerce sector showed a healthy 26% jump over 2020.

**INVESTMENTS**

* The Government has allowed 100% Foreign Direct Investment (FDI) in food processing and single-brand retail and 51% in multi-brand retail.
* This would bolster employment, supply chain and high visibility for FMCG brands across organised retail markets thereby bolstering consumer spending and encouraging more product launches.
* The sector witnessed healthy FDI inflows of US$ 20.11 billion from April 2000-March 2022.

Some of the recent developments in the FMCG sector are as follows:

* In June 2022, PepsiCo India announced its expansion plans for its largest greenfield foods manufacturing plant that produces the popular Lay’s potato chips in Kosi Kalan, Mathura in Uttar Pradesh with an investment of Rs. 186 crore (US$ 23.84 million).
* In April 2022, Dabur India announced plans to induct a fleet of 100 Electric Vehicles in its supply chain for last-mile product distribution.
* In March 2022, Emami acquired Dermicool from Reckitt for Rs. 432 crore (US$ 55.37 million)
* In February 2022, Dabur India, formed an exclusive partnership with energy provider Indian Oil, which will give Dabur's products direct access to around 140 million Indane LPG consumer households across India.
* In February 2022, Dabur India achieved its goal to collect, process, and recycle approximately 22,000MT of post-consumer plastic three months early.
* In February 2022, Marico Ltd has announced aims to achieve net-zero emissions by 2040 in its global operations.
* In November 2021, Tata Consumer Products (TCPL) signed definitive agreements to acquire 100% equity shares of Tata SmartFoodz Limited (TSFL) from Tata Industries Limited for a cash consideration of Rs. 395 crore (US$ 53.13 million). This move was in line with TCPL’s strategic intent to expand into the value-added categories.
* In November 2021, Unilever Plc agreed to sell its global tea business to CVC Capital Partners for EUR 4.5 billion (US$ 5.1 billion. The business being sold—Ekaterra—hosts a portfolio of 34 tea brands including Lipton, PG Tips, Pukka Herbs and TAZO.
* In November 2021, McDonald’s India partnered with an FMCG company ITC to add a differentiated fruit beverage, B Natural, to its Happy Meal, which will be available across all McDonald’s restaurants in South and West India, primarily catering to children aged 3–12 years.
* In October 2021, Procter & Gamble announced an investment of Rs. 500 crore (US$ 66.8 million) in rural India.
* In September 2021, Vahdam India, an Indian tea brand, raised Rs. 174 crore (US$ 24 million) as part of its Series D round led by IIFL AMC’s Private Equity Fund.
* In September 2021, RP-Sanjiv Goenka Group entered the personal-care segment by launching skin and haircare products, aiming at a revenue of Rs. 400-500 crore (US$ 53.84-67.30 million) in the next 4-5 years.
* In September 2021, Adani Wilmar announced the opening of physical stores under the name ‘Fortune Mart’ that will exclusively sell Fortune and other Adani Wilmar brand products.
* In August 2021, Apnaklub, a Bengaluru-based B2B wholesale marketplace for consumer goods, raised US$ 3.5 million in a seed round from Sequoia Capital India’s Surge, increasing the total funds to US$ 5 million.
* In the fourth quarter of FY21, e-commerce sales of Marico Ltd., Hindustan Unilever Ltd., Dabur India, ITC and Godrej Consumer Products Ltd. were 8%, 6%, 5%, 5%, and 4%, respectively, of the total FMCG sales.
* The rural market registered an increase of 14.6% in the same quarter and metro markets recorded positive growth after two quarters. Final consumption expenditure increased at a CAGR of 5.2% during 2015-20.
* According to Fitch Solutions, real household spending is projected to increase 9.1% YoY in 2021, after contracting >9.3% in 2020 due to economic impact of the pandemic.
* The FMCG sector's revenue growth will double from 5-6% in FY21 to 10-12% in FY22, according to CRISIL Ratings.

**GOVERNMENT INITIATIVES**

Some of the major initiatives taken by the Government to promote the FMCG sector in India are as follows:

* As per the Union Budget 2022-23:
  + Rs. 1,725 crore (US$ 222.19 million) has been allocated to the Department of Consumer Affairs
  + Rs. 215,960 crore (US$ 27.82 billion) has been allocated to the Department of Food and Public Distribution.
  + In FY 2021-22, the government approved Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) with an outlay of Rs. 10,900 crore (US$ 1.4 billion) to help Indian brands of food products in the international markets.
* The government’s production-linked incentive (PLI) scheme gives companies a major opportunity to boost exports with an outlay of US$ 1.42 billion.
* In November 2021, Flipkart signed an MoU with the Ministry of Rural Development of the Government of India (MoRD) for their ambitious Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) programme to empower local businesses and self-help groups (SHGs) by bringing them into the e-commerce fold.
* Companies are counting on recent budget announcements like direct transfer of 2.37 lakh crore (US$ 30.93 billion) in minimum support payment (MSP) to wheat and paddy farmers and the integration of 150,000 post offices into the core banking system to expand their reach in rural India.
* The Government of India has approved 100% FDI in the cash and carry segment and in single-brand retail along with 51% FDI in multi-brand retail.
* The Government has drafted a new Consumer Protection Bill with special emphasis on setting up an extensive mechanism to ensure simple, speedy, accessible, affordable and timely delivery of justice to consumers.
* The Goods and Services Tax (GST) is beneficial for the FMCG industry as many of the FMCG products such as soap, toothpaste and hair oil now come under the 18% tax bracket against the previous rate of 23-24%. Also, GST on food products and hygiene products has been reduced to 0-5% and 12-18% respectively.
* GST is expected to transform logistics in the FMCG sector into a modern and efficient model as all major corporations are remodelling their operations into larger logistics and warehousing.

**ROAD AHEAD**

Rural consumption has increased, led by a combination of increasing income and higher aspiration levels. There is an increased demand for branded products in rural India.

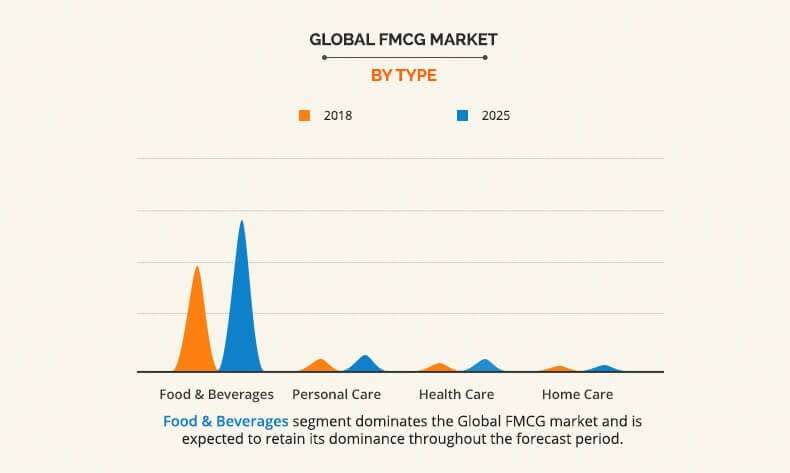
On the other hand, with the share of unorganised market in the FMCG sector falling, the organised sector growth is expected to rise with increased level of brand consciousness, augmented by the growth in modern retail.

Another major factor propelling the demand for food services in India is the growing youth population, primarily in urban regions. India has a large base of young consumers who form majority of the workforce, and due to time constraints, barely get time for cooking.

Online portals are expected to play a key role for companies trying to enter the hinterlands. Internet has contributed in a big way, facilitating a cheaper and more convenient mode to increase a company’s reach. The number of internet users in India is likely to reach 1 billion by 2025. It is estimated that 40% of all FMCG consumption in India will be made online by 2020. E-commerce share of total FMCG sales is expected to increase by 11% by 2030.

It is estimated that India will gain US$ 15 billion a year by implementing GST. GST and demonetisation are expected to drive demand, both in the rural and urban areas, and economic growth in a structured manner in the long term and improved performance of companies within the sector.

The global FMCG market is segmented based on product type, distribution channel, and region. Based on product type it is classified as food and beverages, personal care (skincare, cosmetics, hair care, others), healthcare care (over-the-counter drugs, vitamins & dietary supplements, oral care, feminine care, others), and home care. The distribution channel segment comprises of supermarkets and hypermarkets, grocery stores, specialty stores, specialty stores, e commerce and others. By region, it is analyzed through North America, Europe, Asia-Pacific, and LAMEA.



In 2018, the food & beverage segment held majority share in the FMCG market and is expected to hold a significant share in the global market throughout the forecast period. Consumers today have become more knowledgeable and open to food & beverages consumed by foreign cultures. They are driven by a sense of exploration and are in search for new experience. This search for novel experience has pushed the food & beverage operators to maintain the quality of their offerings. The trend of healthy eating has also been a top impacting factor affecting the growth of the food & beverage market. Consumers have become increasingly health conscious and a large number of people have begun to follow special diets and want to enjoy these healthier choices both at home and when they are eating.



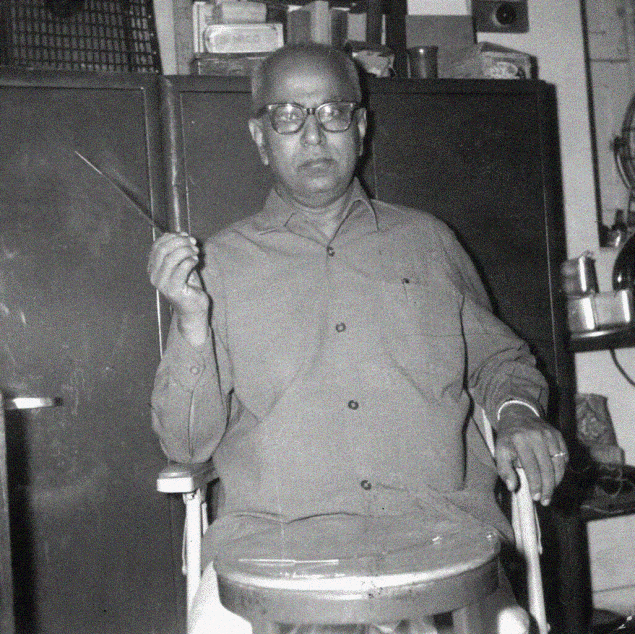
In 2018, the supermarkets and hypermarkets distribution channel segment dominated the **FMCG market**. The growth of this segment is driven by rise in disposable income and increase in demand for a one-stop solution for all shopping needs. Moreover, the augmented experience provided by these retail formats increases its attractiveness to customers. This in turn drives the growth of the supermarkets and hypermarkets distribution channel segment of the FMCG market.

**3.2 COMPANY PROFILE**

**A simple man with lofty ideals, a visionary in the truest sense of the word,** Shri. N. Ranga Rao, displayed exceptional entrepreneurial traits, since an early age.

He had his share of troubles and hurdles in his formative years, but used them to hone his business and life skills. Before long, he dreamed of founding an incense stick manufacturing company, and envisaged it as a leading company in the country.

The prolific businessman gave wings to his dream with the launch of Mysore Products and General Trading Company in 1948. His vision stemmed from the conviction that "Quality backed by services will pay".



Within months of its inception, the business grew satisfactorily. It was time for brand Cycle to be born. Committed to quality, Cycle had a series of firsts in the incense manufacturing history. Cycle was the first company to obtain design copyrights to make an exciting range of incense sticks, cones, and sambrani.

In order to create exquisite fragrances in the perfumery industry, the company set up its own in-house fragrance creation workshop.

Despite the heights of success that the Company went on to reach, Shri. Ranga Rao remained grounded. He stayed devoted to the wellbeing of those around him, and committed to doing the right thing.

He saw the relevance of his products and realised the sacred role they played in the hopes and aspirations of people. To uphold this great responsibility, he constantly strived to instill a strong sense of ethics in the business, and even took on the greater responsibility of the well-being of society at large.

Over the decades, Shri. N. Ranga Rao's dream has been taken forward by the successive generations, and today Cycle Pure Agarbathies is a world leader in puja-needs and home care, etc.,

Every success at N Ranga Rao & Sons is a result of the efforts made by every member of the “NR Parivaar”- our extended family. Thus, supporting and empowering every member of this family, naturally becomes the right thing to do.

For over seven decades, we have grown in an environment supportive of Equal Opportunity, Inclusion, and Fairness; thereby creating a healthy culture of compassion and respect for individuals and ideas.

Shri. N. Ranga Rao, the company founder, wholeheartedly believed that it was his duty to give back to a society that had given him so much. This innate sense of responsibility drove him to **dedicate a portion of all profits towards socially relevant causes.** This belief manifested itself as NR Foundation, the non-profit charitable trust of NR Group.

NR Foundation is known for its contribution in the areas of education, health, art, culture and services to the physically challenged. The foundation seeks to bring about a positive and lasting change in the society.

**Corporate Social Responsibility [CSR] Policy**

* **1.1.1.** This CSR policy, which encompasses the company's philosophy for delineating its responsibility as a corporate citizen and lays down the guidelines and mechanism for undertaking socially useful programmes for welfare & sustainable development of the community at large, is titled as the 'NRRS CSR Policy'.
* **1.1.2.** This policy shall apply to all CSR initiatives and activities taken up by the Company, for the benefit of the society - a key stakeholder of the company.
* **1.1.3.** This policy and the operational guidelines issued herein are subject to and pursuant to the provisions of the Companies Act, 2013 (Act) and the Schedules, rules and regulations made there under.

1.2. CSR objective, vision and mission statements

* **1.2.1.** NRRS believes in the philosophy of 'giving back' to society as a measure of its gratitude for what it gives to the Company. In view of this, the company's corporate social responsibility (CSR) aims to extend beyond charity and enhance social impact.
* **1.2.2.** The company's CSR vision:
  + To help people with various challenge including social and economic challenges and to integrate them into the mainstream society and
  + To participate in projects with business aligned innovation and social initiatives.
* **1.2.3. The company's CSR mission:**
  + Promoting a sustainable and equal society around us by being committed to creating and supporting programmes that bring about sustainable changes through education, skill development and health care systems.

**1.3. CSR committee**

* **1.3.1.** The board of directors of the company will constitute a CSR committee, the committee shall:
  + Compromise at least 3 directors. The CSR committee of the company is as per Annexure A
  + Adopt this CSR policy and monitor its implementation and the programmes there under
  + Meet at such intervals as may be required or expedient including once at the end of the financial year
  + Approve and adopt the CSR report for publication in the annual report of the company
  + Do such other things and acts as may be required for the implementation of the policy, matters connected there with or incidental there to
* **1.3.2.** The Chairman and Chairman Emeritus of the Company shall be a permanent invitee/s to the committee. The company secretary shall act as secretary to the committee.

**2. Resources**

2.1. Funding and allocation

* **2.1.1.** For achieving its CSR objectives through implementation of meaningful and sustainable CSR programmes, NRRS will allocate 2% of the average net profits of the company made during the three immediately preceding financial years computed in accordance with the provisions of the Act, as its annual CSR budget. Any surplus generated from CSR projects undertaken by the Company will be channelized into our GSR corpus. These funds will be further used in development of the CSR projects and will not be added to the normal business profits.
* **2.1.2.** Further, the contributions received from the associates of the company, its holding company and its subsidiaries, customers and their representatives and other stakeholders will be utilized for the CSR activities identified by the Company.

**3. Planning**

3.1. Identification of thrust areas and strategic initiatives

* **3.1.1.** The CSR Policy focuses on addressing critical social, environmental and economic needs of the marginalized/underprivileged sections of the society. For purposes of focusing its CSR efforts in a continued and effective manner, the following thrust areas have been identified:
  + Promoting education including special education to persons with disabilities;
  + Enhancing environmental and natural capital;
  + Supporting rural development;
  + Providing health care facilities and preventing healthcare;
  + Providing sanitation and drinking water;
  + Creating live hoods for people, especially those from disadvantaged section of society, in rural and urban India;
  + Preserving and promoting sports;
  + Empowerment of women;
  + Promotion and development of traditional arts and handicraft;
  + Contributing to prime minister Relief fund or any other fund set up by the Central Government or State Government for social economic development
  + Social business projects
* **3.1.2.** The committee may modify, restrict or enlarge the thrust areas from time to time within the parameters fixed by the Act.
* **3.1.3.** The actual distribution of expenditure among these thrust areas will depend upon he local needs as may be determined by the need identification studies or discussions with local government bodies, citizen's forums, NGOs.

**4. Implementation**

* **4.1.** CSR programmes will be undertaken to the optimum extent within the defined ambit of the identified 'thrust areas'
* **4.2.** The time period or duration over which a particular programme will be spread, will depend on its nature, extent of coverage and he intended impact of the programme,
* **4.3.** Programmes which involve considerable financial commitment and are undertaken on a timeframe of 2-5 years, will be considered as flagship programmer's and accorded enhanced significance
* **4.4.** By and large, it may be ensured that all of the CSR programmers are executed in India, preferably in and around the areas adjoining NRRS location.
* **4.5.** Initiatives of state governments, district administration, local administration as well as central government departments and agencies and self-help groups and NGOs would be dovetailed and synergized with the initiatives taken by NRRS.
* **4.6.** The process for implementation of CSR programmes will involve the following steps:
* **4.6.1.** Identification of programmes at corporate and location level will be done by means of the following:
  + Need identification studies by professional institution and agencies
  + Internal need assessment by cross-functional team at the local level
  + Receipt of proposals and requests from district administration, local government etc.
  + Discussions and request with local representatives, civic bodies, citizen's forums.
* **4.7.1.** NRRS will seek to identify suitable programmes for implementation in line with the CSR objectives of the company and also benefit the stakeholders and the community for which those programmes are intended. These works would be done through:
  + Charitable foundation established by the NR Group & others
  + Community based organizations whether formal or informal
  + Elected local bodies such as panchayats
  + Voluntary agencies (NGOs)
  + Institutes and academic organizations
  + Trusts and missions
  + Self-help groups
  + Government, semi-government and autonomous organizations
  + Standing conference of public enterprises (SCOPE)
  + Mahila mandals and samitis
  + Confected agencies for civil works
  + Professional consultancy organizations
  + Chambers of commerce and industry

4.8. Criterion for identifying executing agency

* **4.8.1.** While identifying programmes, the locations concerned wilt also identifies the external agency who would execute the said programme. In case of programme execution by NGOs or voluntary organizations the following minimum criteria need to be ensured:
  + The NGO or agency has a permanent office or address in India;
  + The NGO is a registered society under societies' registration act or other legislation;
  + Possesses a valid income-tax exemption certificate;
  + The antecedents of the NGO or 4ency are verifiable and subject to confirmation.

**5. Monitoring and feedback**

* **5.1.** To ensure effective implementation of fie CSR programmes undertaken, the progress of CSR programmes under implementation will be reported to CSR committee on a half-yearly basis.
* **5.2.** The CSR personnel/department at the corporate office will conduct impact studies on a periodic basis, through independent professional third parties or professional institutions, especially on the strategic and high value programmers.
* **5.3.** Appropriate documentation of the NRRS CSR policy, annual CSR activities, executing partners, and expenditure entailed will be undertaken on a regular basis and the same will be available in the public domain. These will also be subject to audit as required by law.
* **5.4.** CSR initiatives of the company will also be reported in the annual report of the company and filed with the relevant statutory authorities as required by law.

We follow the 10 Principles of WFTO and ensure conformity from our suppliers too.

* Create Opportunities for Economically Disadvantaged Producers
* Transparency and Accountability
* Fair Trading Practices
* Payment of a Fair Price
* Ensuring no Child Labour and Forced Labour
* Commitment to Non-Discrimination, Gender Equality and Women’s Economic Empowerment & Freedom of Association
* Ensuring Good Working Conditions
* Providing Capacity Building
* Promoting Fair Trade
* Respect for the Environment

**CHAPTER – 4**

**RESEARCH METHODOLOGY**

**What is Research?**

The advanced learner’s dictionary of current English as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge”

**Research Methodology:**

The process used to collect information and data for the purpose of making decisions is called as Research Methodology.

**Types of Research Design:**

Research design have been classified by various authors in different types of research design have emerged on account of different perspective from which a research study can be viewed .In this project Descriptive Research design is used.

**Descriptive Research:**

Descriptive research provides data about population or universe being studied. But it can be only describe the “who, what, when, why, where, when and how” of a situation, not what caused. Therefore, descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible.

**Sources of data collection:**

**1. Primary data-**

A survey method is used to collect the data through Questionnaire.

* Questionnaire:

A questionnaire is a schedule consisting of a number of coherent and formulated series of question related to the various aspects of the under study. In this method of question arranged in sequence is used to elicit response from the important.

**2. Secondary data-**

Through official website of Company, Books of Marketing Research, Some Research Papers and some other Websites.

**Tools used for data analysis:**

Graphical Method is used for the data analysis

**CHAPTER – 5**

**DATA ANALYSIS AND INTERPRETATION**

1. Employee age group

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Age group** | **No of respondents** | **% of Respondents** |
| **1** | Below 25 | 5 | 10 |
| **2** | 26-30 | 10 | 20 |
| **3** | 31-35 | 17 | 34 |
| **4** | 35&above | 18 | 36 |
|  | **Total** | 50 | 100 |

**Interpretation:**

From the above graph it is found that 36% of employees are of above the 35 years old.

Table 5.2: Gender

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Gender** | **No of respondents** | **% of Respondents** |
| **1** | Male | 43 | 86 |
| **2** | Female | 7 | 14 |
|  | **Total** | 50 | 100 |

**Interpretation:**

Data Analysis for gender is there 86% is male employee and 14% is female employees.

Table No: 5.3: Education

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Education** | **No of respondents** | **% of Respondents** |
| **1** | H.S.C | 5 | 10 |
| **2** | I.T.I | 16 | 32 |
| **3** | U.G | 19 | 38 |
| **4** | P.G | 10 | 20 |
|  | **Total** | 50 | 100 |

**Interpretation:**

Data Analysis for education is there HSC employee are 10%,ITI employee is 32% and UG employee is 38% and PG employee is 20%

Table No.5.4: Marital status

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Marital status** | **No of respondents** | **% of Respondents** |
| **1** | Married | 34 | 68 |
| **2** | Unmarried | 16 | 32 |
|  | **Total** | 50 | 100 |

**Interpretation:**

Data Analysis for Marital status are there major employee 68% are married and 32% are unmarried.

Table No.5.5:Experience

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Experience** | **Experience of Respondents** | **% of Respondents** |
| **1** | Below 5 | 7 | 14 |
| **2** | 5-10 | 26 | 52 |
| **3** | 10-15 | 17 | 34 |
|  | **Total** | 50 | 100 |

**s**

**Interpretation:**

Data Analysis for Satisfaction with respect in the work experience in the organization .In this 52% are respecter to 5-10 years, 34% are respecter to 10-15 & 14% are respecter from below 5 years.

Are you satisfied with the washing facilities provided at work place?

Table No.5.6: washing facilities provided at work place

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No** |  | **washing facilities provided at work place** | **No of respondents** | **% of respondents** |  |
| **1** |  | Not at all satisfied | 6 | 12 |  |
| **2** |  | Moderately Satisfied | 11 | 22 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 9 | 18 |  |
| **4** |  | Satisfied | 17 | 34 |  |
| **5** |  | Highly Satisfied | 7 | 14 |  |
|  |  | Total | 50 | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect washing facilities provided at work place shows that 12% respondents are not at all satisfied, 22% respondents are moderately satisfied, 18% are neither satisfied nor unsatisfied. It also analyzed that 34% respondents are satisfied & 14% are highly satisfied.

Question7. Are you satisfied with cleanliness & hygiene maintained at the washing facility?

Table No.5.7: Cleanliness & hygiene maintained at the washing facility

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Cleanliness & hygiene maintained at the washing facility** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 6 |  | 12 |  |
| **2** |  | Moderately Satisfied | 11 |  | 22 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 9 |  | 18 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 5 |  | 10 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Cleanliness & hygiene maintained at the washing facility provided at work place shows that 12% respondents are not at all satisfied, 22% respondents are moderately satisfied, 18% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 10% are highly satisfied.

Question8. Are you satisfied with cleanliness and hygiene conditions maintained at the drying facility?

Table No.5.8: Cleanliness and hygiene conditions maintained at the drying facility

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Cleanliness and hygiene conditions maintained at the drying facility** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 10 |  | 20 |  |
| **2** |  | Moderately Satisfied | 12 |  | 24 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 3 |  | 6 |  |
| **4** |  | Satisfied | 18 |  | 36 |  |
| **5** |  | Highly Satisfied | 7 |  | 14 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect cleanliness and hygiene conditions maintained at the drying facility provided at work place shows that 20% respondents are not at all satisfied, 24% respondents are moderately satisfied, 6% are neither satisfied nor unsatisfied. It also analyzed that 36% respondents are satisfied & 14% are highly satisfied.

Question9. Are you satisfied with the sitting facilities provided at work place?

Table No.5.9: Sitting facilities provided at work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No.** |  | **Sitting facilities provided at work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 3 |  | 6 |  |
| **2** |  | Moderately Satisfied | 11 |  | 22 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 22 |  | 44 |  |
| **5** |  | Highly Satisfied | 7 |  | 14 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect sitting facilities provided at work place shows that 6% respondents are not at all satisfied, 22% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 44% respondents are satisfied & 14% are highly satisfied.

Question10. Are you satisfied with the work of supervisor who takes care of the first-aid kits & checks the Quality of contents in it?

Table No.5.10: Work of supervisor who takes care of the first-aid kits & checks the Quality of contents

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Work of supervisor who takes care of the first-aid kits & checks the Quality of contents** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 0 |  | 0 |  |
| **2** |  | Moderately Satisfied | 6 |  | 12 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 4 |  | 8 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 21 |  | 42 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect work of supervisor who takes care of the first-aid kits & checks the Quality of contents in it provided at work place shows that 0% respondents are not at all satisfied, 12% respondents are moderately satisfied, and 8% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 42% are highly satisfied.

Question11. Are you satisfied with the First-Aid facilities are available in work place?

Table No.5.11: First-Aid facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No.** |  | **First-Aid facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 1 |  | 2 |  |
| **2** |  | Moderately Satisfied | 5 |  | 10 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 4 |  | 8 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 21 |  | 42 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect First-Aid facilities are available at work place shows that 2% respondents are not at all satisfied, 10% respondents are moderately satisfied,8% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 42% are highly satisfied.

Question12. Are you satisfied with the crèches facilities available in work place?

Table No.5.12: Crèches facilities available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No.** |  | **Crèches facilities available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 5 |  | 10 |  |
| **2** |  | Moderately Satisfied | 4 |  | 8 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 15 |  | 30 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Crèches facilities available work place shows that 10% respondents are not at all satisfied, 8% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 30% are highly satisfied.

Question13. Are you satisfied with the canteens facilities are available in work place?

Table No.5.13: Canteens facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No.** |  | **Canteens facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 5 |  | 10 |  |
| **2** |  | Moderately Satisfied | 6 |  | 12 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 20 |  | 40 |  |
| **5** |  | Highly Satisfied | 12 |  | 24 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Canteens facilities are available in work place shows that 10% respondents are not at all satisfied, 12% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 40% respondents are satisfied & 24% are highly satisfied.

Question14. Are you satisfied with the shelter s facilities are available in work place?

Table No.5.14: Shelter facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Shelter facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 5 |  | 10 |  |
| **2** |  | Moderately Satisfied | 5 |  | 10 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 10 |  | 20 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 11 |  | 22 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Shelter facilities are available in work place shows that 10% respondents are not at all satisfied, 10% respondents are moderately satisfied,20% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 22% are highly satisfied.

Question15. Are you satisfied with the rest room facilities are available in work place?

Table No.5.15: Rest room facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Rest room facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 1 |  | 2 |  |
| **2** |  | Moderately Satisfied | 6 |  | 12 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 25 |  | 50 |  |
| **5** |  | Highly Satisfied | 11 |  | 22 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Rest room facilities are available in work place shows that 2% respondents are not at all satisfied, 12% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 50% respondents are satisfied & 22% are highly satisfied.

Question16. Are you satisfied with the lunch room facilities are available in work place?

Table No.5.16: Lunch room facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Lunch room facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 2 |  | 4 |  |
| **2** |  | Moderately Satisfied | 6 |  | 12 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 26 |  | 52 |  |
| **5** |  | Highly Satisfied | 9 |  | 18 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Lunch room facilities are available in work place that 4% respondents are not at all satisfied, 12% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 52% respondents are satisfied & 18% are highly satisfied.

**CHAPTER – 6**

**6.1 FINDINGS**

The welfare facilities, which are organized by the management, are well known to the workers and all about the respondents are satisfied with the majority welfare facility expect the few mentioned below. But the only compliant is that transportation and canteen facility which is essential for them. I have pointed out the positive and negative points of the welfare facilities as follows:

* From the study it was found that 36% of employees are of above the 35 years old.
* It was found that 86% is male employees and 14% is female employees.
* From the study it was found that UG employees are 38% are educated.
* It was found that majority of employees 68% are married and 32% are unmarried employees.
* From the study it was found that 52% are respecter to 5-10 years, for satisfaction with respect in the work experience in the organization
* It was found that 34% employees are satisfied with respect of the washing facilities provided at work place.
* From the study it was found that majority of employees 38% are satisfied with respect cleanliness & hygiene maintained at the washing facilities provided at work place.
* It was found that 36% employees for the satisfied with respect cleanliness and hygiene conditions maintained at the drying facility provided at work place.
* It was found that 44% employees are satisfied with respect sitting facilities provided at work place.
* It was found that majority of 42% of the employees are highly satisfied with respect work of supervisor who takes care of the first-aid kits & checks the quality of contents in it provided at work place.
* It was found that 42% majority of employees are highly satisfied with the first-Aid facility are available at work place.
* From the study it was found that 38% majority of employees are satisfied with respect crèches facilities available at work place.
* From the study it was found that 40% of employees are satisfied with respect canteens facilities are available in work place.
* It was found that 38% majority of employees are satisfied with respect shelter facilities are available in work place.
* From the study it was found that 50% employees are satisfied with respect rest room facilities are available in work place.
* It was found that 52% majority of employees are satisfied with respect lunch room facilities are available in work place.

**6.2 SUGGESTIONS AND RECOMMENDATIONS**

* The researcher listed out the following suggestion after analyzing the main findings of this research study.
* Regarding canteen facility better quality of food, and adequate space, should be provided by the management. The canteen cleanliness must be maintained properly.
* In my opinion company should provide transportation facility to contract worker by taking the fare of the bus.
* Some workers complained about the rest room in the company is not so good it should be kept clean and comfortable in rest period.
* The management shall conduct regular meetings and allow the employees to participate in it. It will help to improve the employee employer relationship.

**6.3 CONCLUSION**

Human resource plays an important role in any organization, employees welfare facilities are concerns to this department, if the employee happy with welfare measures then only the productivity of that organization can be increased.

Based on the study of Employees Welfare Measures in NR & son’s group, Bangalore it is clear that the company is very keen in the promoting all the welfare measures providing by NR & son’s group, Bangalore.

The objective of this study is achieved in finding the satisfactory level and workers opinion towards the management attitude.

Employees are satisfied to medical checkup and HRA allowance. Really company will take care about all Employees and also contract base workers.

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