

An Analysis of Employees' Welfare Measures in BPO Industry, Chennai

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Abstract: *The study examines the employee's welfare measures in BPO industry at Chennai location. A convenient sampling technique tool was adopted for data collection. Sample size taken in this 104 employees. The data is collected through questionnaire. Percentage Analysis and Chi-Square Test are the two analytical tools used in this study Employee welfare means anything done for the comfort and (intellectual or social) improvement of the employees, over and above the wages paid.*

Keywords: Welfare Measures Intramural Extramural

1. Introduction

Meaning of Work Life Balance

Welfare measures are something that is available to employees in addition to regular wages and other economic benefits under legal provisions and collective bargaining.

Definition of Work Life Balance

Employees Welfare is a term which includes the perks and benefits provided to the employees of the organization apart from their regular salary or remuneration, the main motive of serving employee benefits services is to improve or enhance the employee's well-being.

Industry Profile

India's BPO handles 56% of the world's business process outsourcing. 70% of India's BPO industry's revenue is from contact centres, 20% from data entry work, and the remaining 10% from information technology-related work. The BPO sector in India is estimated to have reached 54% growth in revenue. The Indian BPO sector is soon to employ over 1.1 million Indians. More than 82% of American companies grade India as their first choice for software outsourcing. % . Low training costs in India allow professionals to be continually updated on emerging technologies which is a critical success factor. The BPO industry in India has provided jobs for over 74,400 Indians.

2. Review of Literature

Lalitha and Priyanka, (2014) has conducted a study on "Employee welfare measures with reference to IT industry". The study identifies the employee welfare measures adopted in IT industry. The basic purpose of employee welfare is to enrich the life of employees and keep them happy.

Anand (2010) stated in his research work that employees of IT sector in Chennai district are satisfied with the welfare measures provided by the company. But researcher also suggested some recommendation pertaining to periodic audit of welfare programs by management, personality & stress management etc. Modifications are requiring in the

field of safety consciousness, grievance handling & sexual harassment especially for women employees.

3. Objective of the Study

Primary Objective

- To analyse employee's welfare measures

Secondary Objective

- 1) To identify intramural factors affecting employee welfare measures.
 - Restroom
 - Canteen
 - Workplace
 - Water Facility
 - Performance Appraisal
 - Safety measures
 - First aid measures
- 2) To identify extramural factors affecting employee welfare measures.
 - Transport
 - Vocational Training
 - Leave
 - Fringe benefits
 - Work environment
 - Medical benefit
 - Maternity/ Paternity benefit
- 3) To analyze the employee's opinion, views regarding the welfare facilities provide by the organization.

4. Research Methodology

A quantitative, Descriptive approach was adopted to investigate the welfare measures of employees. The study where conducted within the limited area. The data Collected from the employees whose working place is Chennai. Therefore the data is expected to possess certain degree of baseness due to indeterminacy principle responding. In this study the population was the employees working in Chennai city. Sample size is 104 limited therefore the inference may

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not be standardized. Though, it is a freelance project. People working around Chennai city are taken as sample. So, convenient sampling technique is used. A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. Percentage Analysis and Chi-Square Test these are the two analytical tools used in this study.

5. Data Analysis and Interpretation

Percentage Analysis

Table 4.1.1: Table Showing Age Wise of the Respondents

Age	No. of. Respondents	Percentage
20-25	43	41.34%
26-30	30	28.9%
31-35	12	11.5%
36-40	9	9.6%
Above 40 years	10	8.66%
Total	104	100

Source: Primary Data

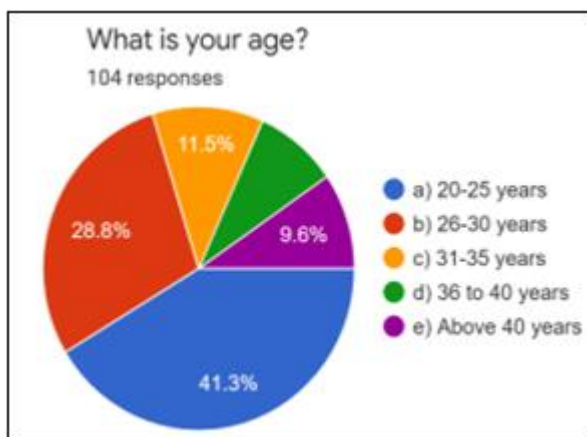


Chart 4.1.1: Chart Showing Age Wise Classification of Respondents

Interpretation

From the above table it is interpreted that 70.2% of the

respondents fall between 20-25 years age category, 24.6% of the respondents are in the age category of between 26-30 years, 5.2% of the respondents fall in the category of 31-35 years.

Table 4.1.5: Table Showing Work Life Balance of Respondents

Work Life Balance of Respondents	No. of Respondents	Percentage
Highly Satisfied	29	27.9%
Satisfied	44	42.3%
Neutral	27	26%
Dissatisfied	3	3.12%
Highly Dissatisfied	1	1.04%
Total	104	100

Source: Primary Data

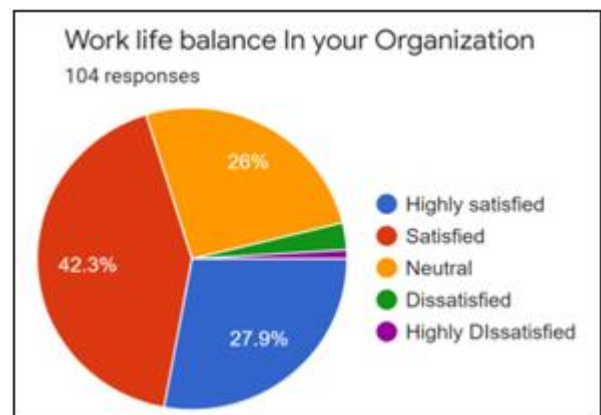


Chart 4.1.5: Chart Showing Work Life Balance of Respondents

Interpretation:

From the above table it is interpreted that 21.1% of the respondents income are between 10000- 150000,12.3% of the respondents are income are between 15000-20000, 21.1% of the respondents are income are between 20000-25000, 28.1% of the respondents are income are between 25000- 30000,17.5% of the respondents are income are above 30000.

		<i>gender * Work life balance In your Organization Cross tabulation</i>					
		Work life balance In your Organization					
		1	2	3	4	5	
Gender	a) 1	Count	11	13	6	0	0
		Expected Count	12.7	8.4	7.8	0.9	0.3
	b) 2	Count	33	16	21	3	1
		Expected Count	31.3	20.6	19.2	2.1	0.7
Total	Count	44	29	27	3	1	
	Expected Count	44	29	27	3	1	

CHI-SQUARE

Relationship between Gender of the respondents and their work life balance

H 0 (Null hypothesis) = There is no significant relationship between educational gender of respondents and their opinion on work life balance of an employee.

H1 (Alternate hypothesis) = There is significant relationship between educational gender of respondents and their opinion on work life balance of an employee.

Crosstabs [DataSet4]

<i>Chi-Square Tests</i>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.125 ^a	4	.190
Likelihood Ratio	6.979	4	.137
N of Valid Cases	104		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .29.

At 5% level of significance, the table value is .119. H0 > H1; H0 is accepted.

Interpretation:

Hence there is no significant association between “Gender of the Respondents” and “Employees work life balance”

6. Findings

- The majority of 41.34% of the respondents fall between 20-25 years age category.
- The majority of 71.2% of the respondents are female.
- The majority of 52.9% of the respondents are postgraduate.
- The majority of 33.7% of the respondent’s income is between 31000-40000.
- The majority of 42.3% of the respondents are satisfied about their work life balance.
- The majority of 41.3% of the respondents are highly satisfied with offered canteen facilities.
- The majority of 46.1% of the respondents are highly satisfied with implementation of new technology.
- The majority of 43.6% of the respondents are highly satisfied with provided safety measures.
- The majority of 41.2% of the respondents are highly satisfied with medical facilities
- The majority of 41.6% of the respondents are highly satisfied with offered vocational training.
- The majority of 39.6% of the respondents are highly satisfied with offered salary package.
- The majority of 43% of the respondents are highly satisfied with offered maternity/ paternity benefits.
- The majority of 43.6% of the respondents are highly satisfied with entertainment activities.

7. Suggestions and Recommendations

- Providing well-being based employee benefits such as gym memberships, access to apps, discounted healthcare.
- Appoint health and wellbeing leaders.
- Ensuring your workplace is safe. Holding wellbeing workshops
- Realize the Importance of Work-Life Balance
- Welfare helps in keeping the morale and motivation of the employees high so as to retain the employees for longer duration.

8. Conclusion

A successful human resource management contributes to a powerful labour welfare and smooth relations. This helps an industry to grow successfully in accomplishing its goals and further enter into society in an endeavor to uplift the community and humanity. The final outcome of this study exhibits employees were more satisfied with their job. It is suggested that management should maintain the same level of amenities and relationship in future also. Certain actions to be taken to enhance the level of awareness of welfare schemes. Successful implementation of these suggestions will enhance the value of service to the employees, thereby management and employees can feel pleasant.

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