

IMPACT OF EMPLOYEES WELFARE MEASURES ON THE PRODUCTIVITY OF PUBLIC SECTOR UNDERTAKINGS IN TRIVANDRUM

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UGC SANCTION NO: MRP (H)-1102/13-14/KLKE007/UGC-SWRO, Dated: 15-02-2014

EXECUTIVE SUMMARY

Employees' welfare plays a vital role in the industrial economy of a nation. It promotes and improves the productivity and production besides enabling the employees to raise their standard of living. Employees Welfare also builds the morale and loyalty and paves the way to reduce absenteeism and Employees turnover. PSU in Kerala has been extending many welfare measures to the employees in pursuance of non statutory Employees welfare measures which stands as the model to other business organizations. But the performance and productivity of the PSUs is low as compared to the private enterprises. So there is an imperative need to study the impact of employees' welfare measures towards the productivity of Public Sector Undertakings. For the purpose of study, the following objectives have been set.

1. To study various statutory and non-statutory Employees welfare measures provided by the PSUs in Trivandrum.
2. To study the impact of Employees welfare measures on the productivity of PSUs in Trivandrum.
3. To evaluate the adequacy and effectiveness of the present Employees welfare measures of PSUs in Trivandrum.
4. To study the attitude of the employees towards various Employees welfare measures.
5. To give suggestions for improving the Employees welfare measures of PSUs in Trivandrum.

The methodology used for the study is both analytical and descriptive in nature. Both the primary and secondary data has been used for the study. Secondary data is collected from various sources such as research studies made in different universities relating to employees welfare and Public Sector

Undertakings, books and journals relating to the subject, websites and various reports published by agencies working in this field. For the purpose of collecting primary data, multistage random sampling method is adopted. Under first stage 4 PSUs in Trivandrum (out of 52 working PSUs in Trivandrum) is selected for the study by adopting random sampling method. Under the second stage, 25 employees were selected from each selected PSUs using simple random sampling method. All the objectives of the study have been achieved by the collection, analysis and interpretation of primary and secondary data.

Employee welfare practices followed in PSUs have a positive impact on the performance of the employees. It boosts the morale of the employees and motivates them to give in their best to enhance their performance. Productivity is a means to measure the performance of the employees towards attainment of the organizational objectives. Based on the study it can be concluded that employees are not satisfied with the statutory and non statutory welfare measures provided by the organization. Government should give due consideration for implementing the welfare measures of the employees. PSUs must identify the needs of the employees and implement new welfare measures also which is very essential for increasing the productivity of the organization. Satisfied employees are the success of any business organization. This can be achieved only through providing adequate welfare measures.