

Effectiveness of Employee Safety And Welfare Measure in Ashok Leyland

Shijo K John

Sri Krishna Aditya College of Arts and Science

I. INTRODUCTION

An occurrence in an industrial establishment causing bodily injury to a person which makes him unfit to resume his duties in next 48 hours is employed safety. Employee welfare defines as “efforts to make life worth living for workmen”. These efforts have their origin either in some statute formed by the state.

Importance of the study

- To win over employee's loyalty and increase their morale.
- To combine trade unionism and socialist ideas.
- To build up stable labour force, to reduce labour turnover and absenteeism.
- To develop efficiency and productivity among workers.
- To save oneself from heavy taxes on surplus profits.
- To earn goodwill and enhance public image.
- To reduce the threat of further government intervention.
- To make recruitment more effective (because these benefits add to job appeal)

Need of the study

Safety and welfare measure are the important factor for an organization to maintain quality of work life of the employee.

Scope of the study

The scope of the study is confined to HINDUJA FOUNDRIES Limited with respect to start. This project throws light on the welfare and safety measures provided in Ashok Leyland Limited.

Objectives

- To find the level of satisfaction among the employees regarding safety and welfare measures.
- To find out the benefits yield by the employees, which are provided by the employer.
- To suggest the ways to improve safety and welfare measures
- To know the percentage amount of salaried employees

- To find out age wise classification of employees
- To find out that workers are satisfied with the work environment.

II. REVIEW OF THE LITERATURE

The department of Economic and marketing research of M/s Hindustan Motors Ltd, Calcutta (2020) 1 conducted study on “The automobile industry in India” and reported that the first motor car was imported into India in 1898, and for nearly 30 years no attempt was made even to carry out. Till 1948, the assembly of motor vehicle was not undertaken in India. Mary C. Gilly (2019) 2 in an article entitled, “Past purchase consumer processes and the complaining consumers”, attempts to incorporate both of these post purchase grievances by examining the attitude and behaviour of complaining consumers. 521 consumers who complained to a major oil company, out of a stratified random sample of 964 complaints, were taken as the suspects of the study

III. DATA ANALYSIS AND INTERPRETATION

Research methodology

Research Design : Descriptive research Methods of

Data Collection : Primary data and Secondary Data
Sampling method

Convenience sampling

Sampling size : 100

Research Tools : Structured questionnaire

Tools used for analysis :

Frequency, Cross tabulation and Mean

Research instrument

The research instrument in this study is a ‘structured questionnaire’. Structured questionnaires are those questionnaires in which there are definite, concrete and predetermined questions to, for which the researcher collects data. The questions are presented exactly with same wording and in the same order to all the respondents.

IV. OVERVIEW OF THE STUDY

COMPANY'S PROFILE:

The origin of Ashok Leyland can be traced to the urge for self-reliance felt by independent India. Pandit Jawaharlal Nehru, India's first Prime Minister persuaded Mr. Raghunandan Saran, an industrialist, to enter automotive manufacture. In 1948, Ashok Motors was set up in what was then Madras, for the assembly of Austin Cars. The Company's destiny and name changed soon with equity participation by British Leyland and Ashok Leyland commenced manufacture of commercial vehicles in 1955. Since then Ashok Leyland has been a major presence in India's commercial vehicle industry with a tradition of technological leadership, achieved through tie-ups with international technology leaders and through vigorous in-house R&D. Access to international technology enabled the Company to set a tradition to be first with technology. Be it full air brakes, power steering or rear engine busses, Ashok Leyland pioneered all these concepts.

V. FINDINGS AND SUGGESTIONS

FINDINGS:

- The workers are satisfied with the Health measures provided by the company. Particularly Pure drinking water is more satisfied and the company has to improve the canteen facilities.
- The workers are satisfied with the Work Environment. Most of the respondents are highly satisfied with ventilation and lighting facilities. The company should maintain work place properly.
- The workers are satisfied with the Safety Measures provided by the company. Most of the respondents are highly satisfied with the machines fenced. The firm should conduct more training programs to handle safety equipment's
- The workers are satisfied with the welfare measures provided by the company. Most employees are highly satisfied with first aid box. The company should improve the restroom and medical facilities.
- The workers are satisfied with the Allowances provided by the company. Most of the respondents are highly satisfied with overtime allowances. Some of the respondents are not satisfied with festival advance.

SUGGESTIONS:

- The organization may conduct the general meetings for the purpose of creating proper relationship between employee as well as employer.

- Some of the respondents feel the medical facilities are not satisfied. So the organization should take necessary steps for improving the medical facilities to the employees
- Most of the respondents feel canteen facility is very good compare than other facilities. So the organization follows the same principle for running the canteen facility.
- Most of the respondents feel the help line is not satisfied. So the organization takes necessary steps to improve the help line facilities towards the employees
- In Ashok Leyland Limited, all the safety and welfare facilities are there but some of the facilities are not properly run such as medical, helpline facilities etc., so the company should improve the above facilities for the benefit of employees.

VI. CONCLUSION

Changing economic and social factors have made the concept of safety and welfare measures are very relevant for research and analysis. For better understanding the safety and welfare measures of employees, the research was carried out in Ashok Leyland Limited.

The primary objective of this study is to analyse the factor that causes of an imbalance between safety and welfare measures of employees and suggests appropriate measures taken by the employees in Ashok Leyland Limited. The organization should follow the same rules and regulations regarding safety and welfare facilities for the purpose of benefit of an employee in an organization. The company may conduct the general meetings towards the employees for the purpose the improving their product. Then the Ashok Leyland Limited is one of the best automobile industries throughout the world. My best wishes for achieving your target....

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