

Employee Satisfaction Level Towards Welfare Measures Provided By V4C Solutions Pvt Ltd Kochi

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Abstract- Employee welfare measures play a crucial role in enhancing job satisfaction, motivation, and retention, while inadequate provisions can lead to high turnover, affecting a company's reputation and performance. This study examines employee satisfaction and awareness regarding welfare measures at V4C Solutions Pvt. Ltd., Kochi, with the primary objective of assessing satisfaction with existing policies. It also aims to identify available welfare facilities, evaluate employee contentment, and analyze the impact of these policies on performance. By exploring employees' perceptions, the study highlights the strengths and weaknesses of current welfare initiatives, helping V4C Solutions refine its strategies to align with industry standards and create a supportive work environment. A well-structured welfare policy fosters a positive workplace atmosphere, improving morale and commitment. The findings emphasize the need for continuous evaluation and enhancement of welfare measures to meet employee expectations and industry benchmarks. Ultimately, this research will help V4C Solutions strengthen its welfare framework, boosting satisfaction, reducing turnover, and enhancing overall productivity for long-term success.

Keywords- Employee Satisfaction, Welfare Measures, Welfare Facilities, Organizational Welfare Policies, Employee Performance)

I. INTRODUCTION

The Information Technology (IT) industry is a rapidly evolving sector that plays a crucial role in global economic growth, digital transformation, and job generation. It encompasses various domains, including software development, hardware manufacturing, IT services, cybersecurity, cloud computing, and artificial intelligence (AI). The increasing adoption of digital solutions across industries such as healthcare, finance, retail, and education has driven significant growth in the IT sector. Businesses rely on IT services to enhance productivity, streamline operations, and improve customer experiences. The COVID-19 pandemic further accelerated digitalization, with companies investing in remote work solutions, cloud computing, and cybersecurity.

India is a global IT powerhouse, with major hubs in Bangalore, Hyderabad, Pune, and Chennai. Prominent Indian IT firms such as Tata Consultancy Services (TCS), Infosys, Wipro, and HCL Technologies lead in software development and IT consulting. Government initiatives like Digital India and Make in India have further supported the sector's growth. The future of IT is expected to be shaped by emerging technologies such as block chain, quantum computing, 5G, and IoT.

V4C Solutions Pvt Ltd is a leading IT services provider, headquartered in Ernakulum, Kerala, with branches in Bangalore, Australia, and Dubai. Established on June 5, 2016, by Midhun Gosh, the company specializes in web development, mobile applications, programming, digital marketing, SEO, and AR/VR applications. With a strong commitment to innovation and customer satisfaction, V4C Solutions has achieved an annual turnover of ₹1 crore and continues to expand globally. Their vision is to become a global leader in IT services, offering simple and optimal business solutions through cutting-edge technologies. Their mission focuses on empowering businesses with user-friendly applications and digital services, ensuring success in a digital-first world.

II. LITERATURE REVIEW

Priyalakshmi, Deemagi, & Sabari (2023): This research analyzed the various welfare measures implemented in the Indian IT industry, this study examined welfare measures in India's IT sector, emphasizing their importance in improving employees' quality of life. It found that benefits like housing, medical facilities, and recreational programs enhance job satisfaction and productivity. The research suggests that investing in employee welfare leads to organizational growth and employee retention.

Prasad (2022): The Role of Employee Feedback in Welfare Programs highlighted that organizations with strong employee feedback mechanisms create more effective welfare programs. His study found that companies conducting regular surveys and open discussions on welfare policies tend to implement

initiatives that align closely with employee needs. The research emphasized that continuous evaluation and improvement are essential for long-term welfare program success.

Mehta (2021): Financial Constraints in Welfare Implementation Mehta discussed that while welfare programs are beneficial, their implementation is often hindered by financial constraints. His study found that small and medium enterprises (SMEs) struggle to allocate sufficient resources for welfare schemes. The research suggested that organizations should explore cost-effective welfare strategies to balance employee needs and financial feasibility.

Sharma & Bose (2020): Industry-Specific Welfare Needs Sharma & Bose suggested that employee welfare policies must be tailored to industry-specific needs to maximize their benefits. Their study found that IT professionals value flexible work hours and mental health programs, whereas manufacturing workers prioritize safety measures and physical health benefits. The research concluded that a one-size-fits-all approach to welfare is ineffective.

Kaur (2020): Non-Monetary Benefits and Employee Morale Kaur suggested that non-monetary welfare benefits, such as recreation facilities and flexible work hours, significantly boost employee morale. Her study found that employees with access to relaxation spaces and wellness programs exhibited greater enthusiasm and work efficiency. The research emphasized that emotional well-being is just as important as financial stability in maintaining job satisfaction.

OBJECTIVES

Primary objectives:

- Employee satisfaction level towards welfare measures provided by v4c solutions Pvt Ltd, Kochi.

Secondary objectives:

- To identify welfare facilities provided in the organization.
- To know whether the employees are satisfied with the welfare measures provided by the company.
- To know impact of welfare measures on employee and their performance.

RESEARCH METHODOLOGY

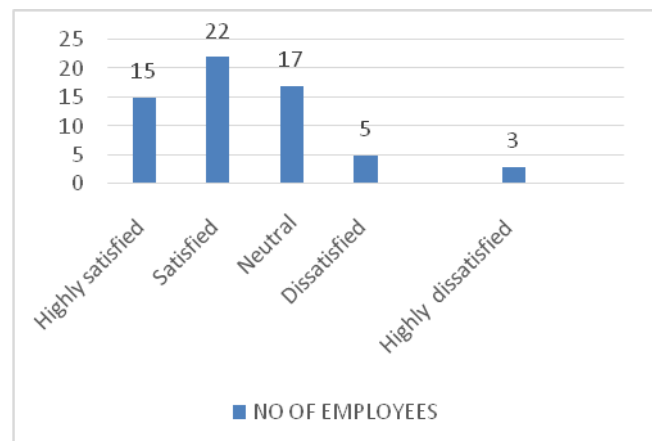
The research employs a descriptive research design to analyze employee satisfaction with welfare measures at V4C

Solutions Pvt Ltd, Kochi. A census study was conducted with 62 employees, ensuring comprehensive data collection. Data was gathered through structured questionnaires, including Likert scale and close-ended questions, designed for clarity and alignment with study objectives. Primary data was collected via interviews and surveys, while secondary data came from company records and online sources. The study utilized statistical methods like percentage analysis, correlation, cross-tabulation, weighted averages, and ANOVA to interpret findings, providing insights into employee perceptions and areas for improvement.

III. DATA ANALYSIS TOOL

PERCENTAGE ANALYSIS

SATISFACTION OF ANNUAL INCREMENTS



The data reveals that 24% of employees are highly satisfied with the annual increment, while 36% are satisfied. 27% have a neutral stance, 8% are dissatisfied, and 5% are highly dissatisfied.

RECREATIONAL FACILITY VALUE

PARTICULARS	NO OF EMPLOYEES	PERCENTAGE
Sports & fitness facilities	25	40
Holiday homes	19	31
Cultural & social activities	11	18
Entertainment events	7	11
Total	62	100

It shows that 40% of employees are opted sports and fitness facilities, 31% of employees the employees are opted are holiday homes, 18% of employees are Cultural & social activities and 11% of employees are Entertainment events.

WEIGHTED AVERAGE

	Welfare facilities	Weighted average	Rank
a)	First aid appliance	3.63	2
b)	Drinking water and canteen facilities	3.98	1
c)	Routine check-up	3.48	4
d)	Educational assistance provided to employee children	3.13	6
e)	Resting room facilities	3.61	3
f)	Housing facilities provided to employee	3.44	5

$$\text{Weighted Average} = \frac{\sum (x_i \times w_i)}{\sum w_i}$$

According to the drinking water and canteen facilities adopted by organization ranked first, first aid appliance ranked second, restroom facilities ranked third, routine check-up ranked four, housing facilities provided to employees ranked five, educational assistance provided to employee children ranked six.

CORRELATION

The relationship between work sincerity and overall satisfaction of welfare measures

H0: There is no relationship between work sincerity and overall satisfaction of welfare measures provided by the organization.

H1: There is a relationship between work sincerity and overall satisfaction of welfare measures provided by the organization.

RANK	Response value	Welfare encourage work (count)	Overall satisfaction (count)
1	Strongly disagree/highly dissatisfied	2	2
2	Disagree/dissatisfied	7	6
3	Neutral	14	19
4	Agree/satisfied	24	19
5	Strongly agree/highly satisfied	15	16

$$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

$$r = 0.89$$

A correlation of **0.89** indicates a **strong positive relationship** between the two variables. This suggests that employees who believe welfare facilities encourage sincerity at work are more likely to report higher overall satisfaction.

CROSS TABULATION

Gender and satisfaction level of present policies provided by the organization

Particulars	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total
Male	8	12	8	6	2	36
Female	7	9	7	3	0	26
Total	15	21	15	9	2	62

Out of the 62 employees surveyed, 15 employees reported being very satisfied with the present policy provided by the organization, 21 were satisfied, 15 were neutral, 9 were dissatisfied, and 2 were highly dissatisfied. Among male employees, 8 were very satisfied, 12 were satisfied, 8 were neutral, 6 were dissatisfied, and 2 were highly dissatisfied. In contrast, among female employees, 7 were very satisfied, 9 were satisfied, 7 were neutral, and 3 were dissatisfied.

Notably, none of the female employees reported being highly dissatisfied with the organization's present policy.

ANOVA

Test the significant difference between experience and satisfaction level with welfare facilities provided by the organization

H0: Null hypothesis: There no significant difference between experience and satisfaction level with welfare facilities provided by the organization.

H1: Alternative hypothesis: There is significant difference between experience and satisfaction level with welfare facilities provided by the organization.

ANOVA TABLE RESULTS

Sources of variation	SS	DF	MS	F	P-value	F-critical
Between group	4.08	3	1.36	1.199	0.318	2.764
Within group	65.80	58	1.13			
Total	69.89	61				

The F statistic (1.199) less than critical F- value (2.764). P-value (0.318) is greater than significant level of 0.05, it fail to reject the null hypothesis.

This means there is no significant difference between Experience and satisfaction level with welfare facilities provided by the organization.

IV. SUGGESTIONS

The company should implement a structured performance-based bonus system to align with employee expectations and enhance motivation while ensuring that salary increments are transparent and performance-based to promote fairness and satisfaction. Conducting awareness programs on the benefits of the provident fund will help educate employees and address concerns. To improve workplace safety, mandatory and accessible safety training programs should be introduced. Additionally, welfare policy

updates should be communicated quarterly or biannually instead of annually to keep employees well-informed. Introducing recreational and wellness initiatives such as gym memberships and fitness programs will further enhance employee well-being. Reassessing welfare benefits to align with motivation and job satisfaction, standardizing welfare measures across all departments for consistency, and gathering regular feedback will help ensure welfare policies align closely with employee expectations and company values.

V. CONCLUSION

Based on the survey conducted at V4C Solutions Private Limited, it has been found that the majority of employees are content with the welfare measures offered by the organization. Employee welfare plays a vital role in fostering job satisfaction, motivation, and overall efficiency. The company has introduced various welfare policies that contribute to a supportive and healthy work environment, helping employees effectively balance their professional and personal responsibilities.

The study highlights that while most employees appreciate the welfare initiatives, there are certain areas where improvements can be made. Specifically, enhancing health benefits, improving housing assistance, and increasing transparency in salary increments and bonus structures can further boost employee satisfaction. Additionally, providing more frequent training programs, career development opportunities, and wellness initiatives will contribute to long-term employee engagement and retention.

This company has successfully created a work environment where employees feel valued, and stress levels remain manageable. The organization has met the statutory welfare requirements, and its additional efforts in areas such as workplace safety, insurance benefits, and employee engagement programs are commendable. However, to maintain high levels of satisfaction and improve employee retention, the company should focus on refining existing policies and introducing new welfare measures tailored to employee needs. Welfare initiatives should not be limited to monetary benefits but should also include work-life balance strategies, mental health support, and professional development programs. Strengthening communication between management and employees regarding available welfare benefits will ensure better utilization of these facilities.

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