

An Exploratory Study on Employee Health And Welfare Measures In Retail Industry

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Abstract- This study investigates the prevailing health and welfare measures adopted for employees within the retail sector. With the retail industry being one of the largest employment generators, ensuring the well-being of its workforce is vital for sustainable growth. This paper examines key components of employee welfare—both statutory and non-statutory—including health benefits, safety protocols, employee assistance programs, and workplace ergonomics. The research highlights challenges, gaps in policy implementation, and the perception of employees regarding current welfare measures. The findings suggest that while some initiatives exist, a comprehensive and inclusive approach to health and welfare is still lacking in many retail enterprises.

Keywords- Retail Sector, Employee Health, Welfare Measures, Occupational Safety, Human Resource Practices.

I. INTRODUCTION

The retail sector is a dynamic and labour-intensive industry characterized by long working hours, high customer interaction, and physical demands. As this sector expands, so do the responsibilities of employers in ensuring the health and welfare of their employees. Health and welfare measures not only influence employee satisfaction and productivity but also impact organizational reputation and legal compliance. This paper aims to explore current welfare practices and provide insights into areas that require strategic improvements.

II. OBJECTIVES OF THE STUDY

- To examine the existing health and welfare measures in the retail sector.
- To assess employee awareness and perception of these measures.
- To identify gaps between employer provisions and employee expectations.
- To suggest improvements in policy and implementation frameworks.

III. RESEARCH METHODOLOGY

Research Design:

This is an exploratory research study based on both qualitative and quantitative data. **Sampling Method:** Purposive sampling was used to select employees from various retail organizations (both organized and unorganized sectors).

Data Collection:

Primary data were collected through structured questionnaires and interviews with 100 retail employees. Secondary data were obtained from company reports, journal articles, and government publications.

Data Analysis Tools:

Descriptive statistics such as percentages and mean scores were used to analyze responses. Thematic analysis was applied to qualitative data.

IV. REVIEW OF LITERATURE

Studies by Gupta (2020) and Singh (2018) emphasize that health and welfare measures are crucial for workforce retention in the retail sector. The Factories Act and Shops and Establishments Act provide a statutory framework, but compliance varies widely. Prior research highlights inadequate training, poor safety infrastructure, and lack of mental health support as common issues. This study builds upon these findings by offering a current and sector-specific analysis.

V. RESULT AND DISCUSSION

Awareness of Welfare Measures
A significant percentage of employees were unaware of the full extent of welfare benefits available to them. Many lacked information on healthcare schemes, leave policies, and wellness programs.

Availability and Accessibility

Although some large retail chains provided medical insurance and regular health checkups, small and medium-sized enterprises often failed to implement even basic safety protocols or hygiene standards.

Employee Perception and Satisfaction

Most respondents viewed welfare measures positively where available, especially initiatives like mental health support, flexible working hours, and subsidized meals. However, inconsistent implementation led to dissatisfaction among part-time and contractual workers.

Impact on Performance and Retention

Organizations that invested in employee health reported better staff retention and performance. Employees cited improved morale and lower stress levels as direct outcomes of welfare support.

CHALLENGES IDENTIFIED

- Budget constraints in small retail firms
- Lack of standardized HR policies
- Low awareness and communication gaps
- High employee turnover limiting long-term welfare planning

VI. RECOMMENDATION

- Establish industry-wide minimum welfare standards
- Conduct periodic health camps and awareness programs
- Improve communication channels for disseminating welfare information
- Include mental health initiatives as part of core HR policies
- Monitor and evaluate welfare programs regularly

VII. CONCLUSION

Employee welfare is a critical component of organizational success, especially in a high-pressure environment like retail. This study emphasizes the need for consistent, well-structured health and welfare policies to ensure employee satisfaction and operational efficiency. Addressing gaps in awareness, accessibility, and execution can lead to a more sustainable and productive workforce in the retail sector.

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