
LABOUR WELFARE MEASURES AMONG WOMEN EMPLOYEES- A SPECIAL REFERENCE WITH CHENNAI CITY

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ABSTRACT

Labour welfare measures are an essential aspect of ensuring the well-being and job satisfaction of women employees in today's diverse workforce. This study provides a concise overview of the importance and key aspects of labour welfare measures for women employees. Women constitute a significant part of the workforce, contributing their skills and expertise across various industries. However, they often face unique challenges that can affect their job satisfaction and well-being. The primary focus of labour welfare measures for women employees is to create a conducive work environment that addresses their unique needs. These measures encompass a wide range of initiatives, including maternity leave, flexible working arrangements, childcare facilities, gender-sensitive policies and training programs aimed at enhancing their skills and career development. These measures aim to promote a work-life balance and remove barriers that may hinder women's professional growth. By implementing these measures, employers can improve employee morale, retention and productivity among women employees. A happier and healthier workforce can contribute to the success and growth of organizations. The labour welfare measures for women employees are crucial for promoting gender equality, diversity and inclusivity in the workplace, which ultimately benefits both employees and employers. This study emphasizes the importance of such measures in modern workplaces and encourages organizations to prioritize the well-being of their women employees through comprehensive welfare programs.

Key words: Labour welfare, Industrial relations, efficiency and women employees.

INTRODUCTION

The labour force has undergone a remarkable transformation over the years, with women playing an increasingly significant role in various industries and sectors. As a result, it has become imperative to address the unique needs and challenges faced by women employees in the workforce. Labour welfare measures tailored specifically for women have gained prominence as a means to ensure their well-being, job

satisfaction and equal opportunities in the workplace. Historically, women have encountered numerous barriers and disparities in the labour market, ranging from wage gaps to limited career advancement opportunities. The introduction of labour welfare measures for women employees seeks to rectify these inequalities and foster a more inclusive and gender-sensitive work environment. These measures acknowledge the importance of addressing the distinct requirements of women employees and improve their growth.

The introduction of labour welfare measures for women employees recognizes the multifaceted nature of women's roles, as many juggle work responsibilities with family and caregiving obligations. These measures encompass a wide array of initiatives, including maternity and parental leave policies, flexible working arrangements, safe and harassment-free workspaces, access to childcare facilities and gender-specific health and wellness programs. The objective is to create an environment that empowers women to excel professionally while maintaining a WLB. Moreover the moral imperative of gender equality and social justice, organizations stand to benefit from implementing these measures. Research has shown that supporting women employees' welfare results in increased job satisfaction, higher retention rates, enhanced productivity and a more diverse and dynamic workforce. Ultimately, it contributes to improved organizational performance and competitiveness.

This paper explores the various labour welfare measures designed for women employees, highlighting their importance and impact on both employees and employers also it underscores the need for organizations to proactively address gender-specific issues in the workplace and emphasizes the importance of promoting women's well-being and career development. In doing so, organizations can create a more inclusive and equitable work environment, fostering a culture of diversity and empowerment that benefits everyone involved.

REVIEW OF LITERATURE

Patro (2012) stated that the company has to fulfil the needs of the employee. Very few companies only consider the employees as a human capital, but most of the organizations are not give importance to their employees and they refused to provide monetary and non-monetary benefits. Salary is only the income of majority of the employee.

Jayanthi (2012) examined that the welfare facilities enhances the confidence level of the employees. The impact of labour welfare provisions of the companies is the employee's job satisfaction.

Laddha (2012) the welfare measures enhances the employee's happiness. The happiest employees will concentrate their work with more involvement and it reduce their stress level. So that the organizational productivity also will be increased.

LABOUR WELFARE MEASURES

The impact of labour welfare provisions of companies are employee's job satisfaction. Several HR aspects controls the organisation and where the employees' welfare measures is a major factor wounding the employees' life those who are working in the organisation. Once the employees will satisfied with the welfare facilities which is offered by their organisation, steadily the organizational productivity will

increase. Labour welfare measures is not only benefit for the workers also it is benefit for the management. Labour welfare measures, also known as employee welfare or worker welfare, refer to a set of programs, policies, and facilities provided by employers or the government to improve the working conditions, safety, health, and general well-being of employees in an organization. These measures are designed to ensure that employees are not only productive but also physically and mentally healthy and satisfied in their workplace. Labour welfare measures play a vital role in fostering a harmonious employer-employee relationship, enhancing job satisfaction, and promoting social justice in the labour force.

The main objectives of labour welfare measures are as follows:

Enhancing Employee Well-being: Labour welfare measures aim to improve the quality of life of workers, both at the workplace and in their personal lives. This includes measures such as housing, healthcare, education and recreation facilities for employees and their families.

Promoting Health and Safety: Ensuring a safe and healthy work environment is a key aspect of labour welfare. This involves providing medical facilities, regular health check-ups and safety equipment to prevent accidents and occupational diseases.

Boosting Employee Morale: Adequate welfare provisions can help boost the morale of employees, leading to increased job satisfaction, better productivity and reduced absenteeism and turnover rates.

Meeting Legal and Ethical Obligations: Many countries have labour laws and regulations that require employers to provide certain minimum welfare measures to protect the rights and well-being of workers.

Promoting Social Justice: Labour welfare measures help reduce inequalities and disparities in society by improving the living standards of the working class and ensuring that they have access to basic amenities and opportunities for personal development.

Labour welfare measures vary from one organization to another and are often influenced by local labour laws, industry standards, and the specific needs and demographics of the workforce. These measures are seen as an essential component of corporate social responsibility (CSR) and contribute to creating a more equitable and productive work environment.

WOMEN EMPLOYEES

The Women employees form a significant and integral part of the global workforce, contributing to various industries and sectors across the world. In recent decades, the participation of women in the labour force has been on the rise, reflecting societal changes, evolving attitudes and the recognition of the value of gender diversity in the workplace. The introduction of women employees involves understanding their contributions, challenges and the efforts made to support their professional development and well-being. Women make up a substantial portion of the labour force in many countries. Their participation spans across various sectors, including technology, healthcare, finance, education, manufacturing, and more.

Women's involvement in the workforce plays a pivotal role in driving economic growth and development. Their skills, talents, and perspectives add diversity and innovation to workplaces, contributing to increased productivity and profitability. Promoting gender equality in the workplace is a fundamental goal. This involves ensuring that women have equal opportunities for recruitment, advancement, and fair

treatment in terms of pay and benefits. Many women employees face the challenge of balancing their professional and personal lives. Policies like flexible working hours, maternity leave, and childcare support help address these issues. Gender bias and stereotypes can affect women's career opportunities and progression. Companies and organizations are increasingly implementing diversity and inclusion programs to combat bias and create a more equitable work environment.

Providing mentorship, training and leadership development opportunities for women is crucial for their career growth and achieving leadership roles within organizations. Women are also making significant strides in entrepreneurship and business ownership. They are starting and managing their own companies, contributing to job creation and innovation. Various advocacy groups, women's networks and NGOs work to support and empower women employees, offering resources, mentorship and a platform for addressing gender-related issues in the workplace. Legislation and labour laws in many countries are in place to protect the rights of women employees, covering areas such as equal pay, sexual harassment and maternity leave. Many organizations recognize the importance of diversity and inclusion and are implementing strategies to create more inclusive workplaces that value the contributions of women employees. The continued progress of women in the workforce is not only a matter of social justice but also an economic imperative. Empowering women employees and breaking down barriers to their professional growth is not only good for individuals but for the health and success of companies and economies. It's essential to create a workplace culture that promotes diversity, inclusion, and equal opportunities for all, regardless of gender.

JOB SATISFACTION

Human resource management is crucial in promoting the organizational harmony. It connects to the dots between individual as well as the organizational objectives. As a result, human resource management contributes to a positive working environment. The provision of various services, facilities and benefits to employees is crucial in promoting employee happiness. Employees may be more satisfied with their jobs if such provisions are with their industries. As a result, employee job satisfaction is determined by effective staff management. By developing a healthy and friendly working environment, human resource management can assure employee discipline and enhance morale. Enhancing organizational productivity necessitates excellent human resource management and the efficient use of available resources in the production of goods and services. This is potential to improve the organization's goals and objectives.

OBJECTIVES OF THE STUDY

- ❖ To improve the efficiency of the women employees.
- ❖ To develop positive attitude of the women employees towards their job, industry and management.

SCOPE OF THE STUDY

The scope of the study has been extended to all sections in the organisation to measure the level of employee satisfaction. It builds a system that helps employees to attain the employee fulfilment. The labour welfare measures maintains the workplace safety and improves the employee's well-being and creates a safety net to enable the employees to comfortably focus on their work. Granting benefits at the time of need to the employees and taking all the measures necessary for the fulfilment of the above objectives will

improve the productivity. The permanent employees are getting many welfare facilities provided by the organisation as compared to the temporary, contract and casual employees. The researcher did not consider the contract, temporary and casual labourers.

FINDINGS

The implementation of labour welfare measures among women employees has yielded several notable findings, underscoring the importance of these initiatives in promoting gender equality, enhancing job satisfaction and supporting women's advancement in the workforce.

- ✓ Labour welfare measures, such as flexible working arrangements and policies supporting maternity and parental leave, have contributed to a better work-life balance for women employees. This has enabled them to manage their professional responsibilities alongside family and personal commitments more effectively.
- ✓ Women employees who benefit from gender-sensitive policies and supportive workplace environments tend to report higher levels of job satisfaction. This, in turn, leads to increased motivation, engagement and loyalty to their organizations.
- ✓ Organizations that prioritize labour welfare measures for women have experienced better employee retention rates. Moreover, these initiatives have helped attract top female talent, as women often seek out employers with policies that support their needs.
- ✓ Providing opportunities for training and skill development specifically for women has been found to enhance their career prospects. Many organizations have observed women employees advancing into leadership and decision-making roles as a result of these measures.
- ✓ Labour welfare measures contribute to creating a more diverse and inclusive workplace. A diverse workforce, with women participating at all levels, has been shown to drive innovation and creativity, leading to improved organizational performance.
- ✓ Health and wellness programs designed for women employees have had positive effects on their well-being. These programs address gender-specific health concerns and promote a healthier, happier workforce.
- ✓ Gender-sensitive policies and clear mechanisms for addressing workplace harassment have helped reduce instances of gender discrimination and harassment. Women feel more supported and safer in their work environments.
- ✓ Organizations that invest in labour welfare measures for women tend to build a positive reputation, both internally and externally. This can boost their image as socially responsible and employee-friendly companies.
- ✓ Adhering to labour welfare measures is often necessary to comply with legal requirements and regulations related to gender equality and employee rights. Non-compliance can result in legal issues and reputational damage.

- ✓ While there are costs associated with implementing labour welfare measures, the long-term benefits in terms of employee satisfaction, productivity and organizational growth can outweigh these costs, making it a sound economic decision for employers.

SUGGESTIONS

1. Develop and implement gender-inclusive policies that address the unique needs of women employees. These policies should cover areas such as maternity and parental leave, flexible working arrangements and anti-discrimination and anti-harassment measures.
2. Ensure equal pay for equal work, regardless of gender. Regularly review and adjust salary structures to eliminate any gender pay gaps within the organization.
3. Offer training and skill development programs that specifically target women employees, helping them enhance their skills and advance in their careers. Encourage mentorship and coaching opportunities.
4. Provide flexible work options, including remote work, part-time work, or job-sharing, to accommodate the diverse needs of women, especially those with caregiving responsibilities.
5. Offer extended maternity and parental leave, allowing new parents to bond with their children and ease back into the workforce. Encourage the use of these benefits.
6. Consider providing on-site or subsidized childcare facilities to ease the childcare burden on working mothers and fathers. This can improve attendance and productivity.
7. Develop health and wellness programs that address gender-specific health concerns. This can include initiatives related to reproductive health, mental health and well-being.
8. Implement strict anti-discrimination and anti-harassment policies. Ensure that all employees are aware of reporting procedures and take swift and appropriate action against any violations.
9. Encourage and support women's career growth by actively promoting them to leadership positions. Establish mentorship programs and internal policies that develop female talent.
10. Conduct regular surveys and feedback sessions to understand the needs and concerns of women employees. Use this information to adapt and improve existing welfare measures.
11. Implement educational programs to raise awareness among all employees about the importance of gender diversity and the value of labour welfare measures.
12. Encourage a culture of work-life integration rather than work-life balance, acknowledging that both professional and personal lives are interconnected.
13. Stay updated on labour laws and regulations related to gender equality and labour welfare.
14. Establish key performance indicators (KPIs) to measure the impact of labour welfare measures among women employees. Regularly report on progress and outcomes to ensure accountability.
15. Acknowledge and celebrate the achievements of women employees within the organization. Recognize their contributions and create a culture of appreciation.
16. Labour welfare measures should be subject to continuous improvement. Regularly review and update these measures to adapt to changing workplace dynamics and evolving employee needs.

CONCLUSION

The labour welfare measures for women employees have a substantial impact on promoting gender equality, fostering a supportive work environment and benefiting both employees and employers. These measures are not just a moral imperative but also a strategic business choice, as they contribute to a more diverse, inclusive and productive workforce, ultimately enhancing an organization's competitiveness and success. The implementation of labour welfare measures among women employees is not merely a matter of corporate social responsibility; it is an essential step toward fostering gender equality, enhancing workplace diversity and reaping the benefits of a more inclusive and equitable workforce.

Labour welfare measures for women employees are a vital tool for promoting gender equality in the workplace. These measures address historical disparities and barriers that have affected women's access to opportunities, career growth and equal pay. Women often face the challenge of balancing their professional and personal lives, including caregiving responsibilities. When organizations invest in labour welfare measures tailored for women, it leads to higher job satisfaction among female employees. Content and engaged employees are more likely to be productive, committed and loyal. Companies that prioritize women's welfare measures are better positioned to attract and retain top female talent. Women actively seek out employers who support their needs and this enhances the organization's competitiveness.

A diverse and inclusive workforce contributes to innovation and better decision-making. By embracing labour welfare measures, organizations can create an environment that welcomes employees from various backgrounds, experiences and perspectives. Gender-specific health and wellness programs are critical for addressing the unique healthcare needs of women employees. A healthy and well-supported workforce is more likely to perform at its best. Compliance with labour welfare regulations and laws related to gender equality is not only a legal requirement but also contributes to an organization's reputation as a responsible and inclusive employer. While there are costs associated with implementing these measures, the long-term economic benefits in terms of improved employee performance and organizational growth often outweigh the initial investment.

The labour welfare measures among women employees are a means of addressing gender-specific issues, promoting equity and creating an environment where women can flourish personally and professionally. By recognizing the unique challenges women face and implementing measures that support their needs, organizations can build a more diverse, inclusive and successful workplace. In doing so, they not only fulfil their social and moral obligations but also reap the rewards of a more engaged, productive and competitive workforce. It is essential for organizations to commit to these measures and continuously evolve them to adapt to changing workplace dynamics and employee requirements.

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