

**PERCEPTIONS OF EMPLOYEES TOWARDS WELFARE MEASURES OF
KEI-RAJAMAHENDRI RESORTS PVT., LTD., Rajahmundry – A.P., INDIA**

BEZAWADA RAJESH, 2nd MBA

Email ID: rajeshbezawada5668@gmail.com

and

Dr. BANDARU VENKATA REDDI NAIDU, M.Com., MBA., Ph.D.,

Professor & Head

Department of Management Studies

Godavari Institute Of Engineering And Technology (Autonomous)

Rajahmahendravaram, Andhra Pradesh, India

Email ID: drnaidubandaru@gmail.com

Abstract

The most important resource of every business is its trained employees. Employee welfare is, without a doubt, the most crucial piece of gear for any business that wants to obtain productive outcomes out of its people. It has been known for a while that suitable welfare facilities are continually motivating employees towards their task, which in turn reduces the attrition rate in the organization. Workers have access to a wide range of welfare services, both official and informal, including programme that aim to promote industrial harmony, assess working conditions, and keep a close eye on employee and family health, safety, and unemployment rates. Regardless, there are a lot of disconnects between employee wellbeing and how it affects productivity on the work. Keeping in view the above the Researcher at KEI - Rajamahendri Resorts (River Bay) aimed to determine how successful their welfare measures were in improving the professional competences of their staff. One hundred workers from various departments of KEI - Rajamahendri Resorts were picked at random to get the data. As such, the study's major purpose is to examine the attitude of employees towards welfare measures practices of KEI-Rajahmahendri Resorts.

Key words: Welfare, Performance, Health Insurance, Accommodation,

Hygiene, Stress, Safety, Harassment, Environmental Ventilation.

INTRODUCTION:

It's no secret that education is a hot-button issue. Even if we have take a course in Management, it is still challenging to define the term on the spot. However, before going to HRM, it's important to review the basics of management. "The art of getting things done through people," as described by management guru Mary Parker Follett. However, "that sphere of human behavior in which plan organize, staff, lead and control people, physical and financial resources in an organization endeavor" is another way that management is described. In order to go where you want to go as quickly and effectively as possible, both as a person and as a team. As a result, HR plays a crucial role in the overarching management process. The Indian government places a premium on its human resources, and the Union Cabinet's Ministry of Human Resource Development has made the word ubiquitous. Most folks probably don't even know what he resources.

Human resources may be defined as an organization's workforce in terms of their combined expertise, experience, education, training, and personal qualities such as their ethics, work ethic, and morals. Human Resource is a resource in the same vein as human capital, human assets, and other intangible intangibles. Production or and Manpower have been commonly used to refer to the physical capabilities of workers. Employees of any kind have been referred to as "personal" through out the current post.

Concept of Human Resource Management:

People are the focus of human resource management. It displays a contemporary attitude, as well as a fresh view point, method, and strategy, which regards a company's human capital as one fits most valuable assets. Human Resource Management is the process of organizing and leading people to achieve organizational and personal objectives. Human Resource Management (HRM) is a component management that aids in attaining an organization's objectives via the recruitment, selection, training, and

development of its employees. In the modern day, human resource management (HRM) is some times used inter changeably with personnel management (PM), and the PM department is often referred to as the HR department. Human resource development is crucial to the success of human resource management. Human resource development consists mostly on training for workers. There is no way for a company to choose some one who is a perfect fit for he position and the company's founding principles. Therefore, it is essential to provide the employee with welfare measures in order to help him grow increase performance. In the light of constant scientific development and the ever-increasing emphasis on complete quality and productivity management, it is necessary to re-evaluate.

About Tourism & Hospitality Industry:

In the field of hospitality management, researchers may learn how to run establishments including hotels, restaurants, cruise ships, theme parks, DMOs, conference centers, country clubs, and more. The term "Hospitality Management" is used to describe the business of overseeing establishments like hotels, restaurants, and resorts. Those considering a career in the hotel industry and those who choose to study related fields are also affected. The hospitality sector may be broken down in to five main categories: Tourism Management, Hotel Management, Event Planning, Convention management and The Resort Industry.

About KEI-Rajamahendri Resorts (River Bay):

The most eminent, River Bay Resort, Rajamahendravaram is the group property of KEI-Rajamahendri Resorts Pvt Ltd ., which was established in the year 2005. In River Bay Resort, where each one of their 68 rooms with its personality and style—will help you to feel at home and to live the—River Bay experience as you would never have imagined it. This property is awarded by the Government of Andhra Pradesh on PPP Mode project and is undoubtedly the most successful project in existence. The property is well developed on the bright banks of river Godavari and is spread over 5 acres of lush greenery. It is located amid the prosperous river Godavari and has a panoramic view of

the famous Sir Arthur Cotton Barrage and the road-cum Railway Bridge with the amusing views of sunrise/sunset. This enormously spread and beautifully structured property has 68 well-appointed rooms, Aahwanam, the Air-conditioned function hall, convention hall suitable for 1500-2000 PAX (persons) attached with lawn area, various types of board rooms for meetings, Aavakai veg-restaurant, wine & Dine, huge banqueting space, restaurants and bars, Torpedo deck, Downtown and many more core amenities along with additional facilities like fitness center, swimming pool and water amusement park which is the first of its kind in the region. River Bay resort is surely an all-time go-to place for happy and nature binding holidays.

Scope of the Study:

The scope of the study is too wide and we cannot study all the welfare activities proposed by Government with the help of a single unit. Hence, the Welfare activities proposed by the state and central Government are still, design with the help of welfare activities under taken by the company. The study only confined to KEI-Rajamahendri Resorts. The study is mainly concentrated on welfare activities provided by the organization. Wages play a vital role in influencing Employee welfare measures.

Objectives of the Study:

The present study has been taken up to achieve the following objectives:

- To study the profile of the organization understudy
- To study the past, present and future of the industry understudy
- To understand and analyse various concepts relating to welfare measures
- To find out whether those welfare facilities are adequate / inadequate and their degree of satisfaction.
- To find out satisfaction level of employee towards working environment.
- Determine the extent to which staff members are informed about the benefits to which they are entitled.

Methodology:

In this section of the report, researcher conducted study on Employee welfare measures. It includes period of the data used sample size, research methodology, data analysis tools.

Sample size :

In terms of the study's sampling unit, high-level managers and executives are the focus. There search uses a sample size of 100 for its analysis.

Primary data

The questionnaire is used to formally request this information from respondents in exchange for voluntary disclosure of relevant personal details. The questionnaire is structured and an comprises of multiple-choice questions.

Secondary data

The KEI Rajamahendri Resorts Limited official internal secondary data were collected for the purpose of study. Secondary sources were various HR Books and websites.

RESULTS DISCUSSIONS:

Table - 1

RESPONDENTS OPINION ON THE AWARENESS ABOUT THE WELFARE FACILITIES IN THE ORGANISATION

S.No	Item of Scale	No. of Respondents	% of Respondents
1	Yes	58	58
2	Partially yes	27	27
3	No	15	15
	Total	100	100

Source : data compiled from the questionnaire

It is observed from table-1 out of total respondents 58 per cent of workers opined that they are fully aware of the welfare services the firm , 27 per cent said that they are partially agree and the remaining 15 per cent being completely unaware.

Table -2

RESPONDENTS OPINION ON SATISFACTION WITH THE PRESENT JOB

S.N O	ITEM OF SCALE	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Yes	63	63
2	No	37	37
	Total	100	100

Source : data compiled from the questionnaire

It is observed from table-2 that from total respondents 63 per cent of respondents are satisfied with their jobs and 37 per cent of responds are unsatisfied with their jobs. So most of the employees satisfied with their jobs.

Table.No-3

RESPONDENTS OPINION ON THE CANTEEN FACILITIES PROVIDED BY THE ORGANISATION

S.No	Item of Scale	No. of Respondents	% of Respondents
1	Very good	16	16
2	Good	44	44
3	Average	27	27
4	Poor	13	13
	Total	100	100

Source : data compiled from the questionnaire

It is observed from table-3 out of total employees 16 per cent of employees respond very good, 44 per cent of employees respond good, 27 per cent of employees respond average, and 13 per cent of employees respond poor. So majority of employees are satisfied with canteen facility.

Table.No-4

OPINION ON WORKMAN'S COMPENSATION GIVEN BY THE ORGANISATION

S.No	Item of Scale	No. of Respondents	% of Respondents
1	Very Good	23	23

2	Good	39	39
3	Average	25	25
4	Poor	13	13
	Total	100	100

Source : data compiled from the questionnaire

It is observed from 4 that out of total respondents 23 per cent of employees are responds very good, 39 per cent of employees are responds good, 25 per cent of employees responds average, 13 per cent of employees responds poor for workmen's compensation provided by the company. So most of them satisfied by the workmen's compensation provided by the company.

Findings:

1. It is found that majority of the employees of riverbay are freshers and next category are experienced persons.
2. It is observed that majority of the employees satisfy with present job.
3. out of total respondents 79 percent of the employees set that they are having good relationship with management.
4. It is observed that 85 percent of the employees are aware about welfare facilities.
5. out of total respondents 70 percent of the employees the are satisfy with the canteen facilities provided by the management.
6. Almost all the employees are utilizing a medical facilities provided by the company.
7. It is found that 73 percent of employees are satisfy with the safety provisions provided of the company.
8. It is observed that majority of the employees are satisfied the number of leaves given by company.

CONCLUSION:

The study finds out that the welfare provisions of amenities is having a remarkable impact on employees and there by industrial relations between the management and the Employees. It is very much observed in most of the industries where employees are dissatisfied with the working conditions, welfare measures provided to be an obstacle for productivity, efficiency and industrial relations. According to the present study River Bay Hotel is good but to get more improvement they should think more than the present conditions.

References:

1. Patro, C. S. (2017). Employee welfare measures in public and private sectors: A comparative analysis. In *Public health and welfare: Concepts, methodologies, tools, and applications* (pp. 1026-1042). IGI Global.
2. Tiwari, U. (2014). A study on employee welfare facilities and its impact on employees' efficiency at VindhaTelelinks ltd. Rewa (MP) India. *Abhinav International Monthly Refereed Journal of Research in Management and Technology*, 3(11), 1-7.
3. Choudhary, S. (2017). Employee welfare: A scheme of wise investment. *International Journal of Advanced Education and Research*, 2(1), 01-06.
4. welfare vinitha, S. (2020). a study on employee satisfaction towards measures. *jetir*, 7(5), 400-408.
5. White, M. (2005). Cooperative unionism and employee welfare. *Industrial Relations Journal*, 36(5), 348-366.
6. Patro, C. S., & Kamakula, M. K. R. (2016). A Take on Employee Welfare Facilities and Employees' Efficiency. *International Journal of Asian Business and Information Management (IJABIM)*, 7(3), 54-70.
7. Nithyavathi, K. (2016). A Study on safety and welfare measures provided to the employees in Textile Industry in Tirupur District. *International Journal of Research in Management, Economics and Commerce*, 6(10), 51-59.

8. Anitha, G., & Sridharan, R. (2022). Impact of welfare measures on the quality of worklife of information technology employees with special reference to Chennai City. *International Journal of Health Sciences*, (II), 10280-10287.
7. chandrika, p. r. a study on employee welfare measures in sriram pvt. ltd., dindigul.
8. Lakkoju, S., Thamma, V., & Deepika, K. B. (2017). How Good is Employee Welfare in Indian PSUs? Some Empirical Evidence. *Management Today*, 7(4), 187-193.
9. Harshani, M. D. R., & Welmilla, I. (2017). Effect of employee welfare facilities on employee retention: a study of cabin crew employees in Sri Lankan airlines. *Kelaniya Journal of Human Resource Management*, 12(2), 129-144.
10. odeku, o. f., & odeku, k. o. (2015). importance of the welfare facilities in the workplace: issues in perspectives. *Socioeconomica*, 4(7).