

LABOUR WELFARE MEASURES IN THE TEXTILE INDUSTRY OF ANDHRA PRADESH-A SELECT STUDY

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ABSTRACT

The welfare measures and schemes form an integral part of Personnel and HR Management in any organization will go a long way in ensuring the desired goals. In turn this will enhance the productivity of the organization. Job satisfaction focuses on employee's attitudes toward their jobs and organizational commitment focuses on their attitudes toward the overall organization. This paper examines the research question that Labour Welfare Measures have a strong correlation with the level of satisfaction among employees. The present study adopts the descriptive research design for conducting the research work and sampling was done through Stratified Random sampling method. The study involves both primary and secondary data. Primary data was collected by administering a structured questionnaire and personal interview method. The sample size was fixed at 248. The data analysis was done by applying statistical tools like ANOVA and Multiple-Regression Analysis. The proposed alternate hypothesis was tested and proved significant. It shows that there is a strong correlation between the implementation of labour welfare measures and the level of satisfaction among the employees of select textile units in Guntur District of A.P.

KEY WORDS: Lablour Welfare Measures, Employee Perception , Level of Satisfaction.