

A STUDY ON EMPLOYEE ENGAGEMENT THROUGH EMPLOYEE WELFARE AND SAFETY MEASURES IN SELECTED COMPANIES

G. PURUSHOTHAMAN¹, K. KRISHNAMURTHY² & M. SAKTHIVEL MURUGAN³

¹Research Scholar, Thiruvalluvar University, Vellore, Tamil Nadu, India

²Research Supervisor & Guide, Department of Commerce, Rajeswari Vedachalam

Government Arts College, Chengalpattu, Tamil Nadu, India

³Joint Supervisor cum DC Member, Department of Commerce, Retired

Principal, D.B.Jain College, Chennai, Tamil Nadu, India

ABSTRACT

The industrial development in any country depends on a satisfied employee force. Mere monetary rewards cannot make them feel satisfied. Various other benefits are to be provided to the workers, which they cannot secure, by themselves. In almost all the countries of the world, statutory measures were taken to ensure a minimum living wage and reasonably good amenities. But the modern worker cannot cope with the pace of modern life with minimum sustenance (food) amenities. The bare minimum amenities alone cannot satisfy the employee force and ensure the intellectual, physical, moral and economic betterment of the workers. He needs an added stimulus to keep his body and soul together. But the provision of these benefits or extra stimuli is not compulsory and the employers are at liberty to provide or not to provide. These non-statutory benefits are denoted as employee welfare measures and they are of great importance to the workers. The money spent on this is not waste but in fact a wise investment.

KEYWORDS: Employee Force, Non-Statutory, Wise Investment

Received: Apr 23, 2016; **Accepted:** May 31, 2016; **Published:** Jun 10, 2016; **Paper Id.:** JECRJUN20161