



LABOUR WELFARE MEASURES OF WILD CRAFT LTD SUNKADAKATTE BANGALORE

Nisarga S¹, Dr. S Baskara²

¹Student, Dept., of MBA, Dr. Ambedkar Institute of Technology, Bangalore.

²Head of the Department, of MBA, Dr Ambedkar Institute of Technology, Bangalore

ABSTRACT

Wild craft is an Indian outdoor gear retail company headquarters located in Bangalore. Founded in 1998 by Dinesh kaigonahalli, Siddharth Sood and Gaurav Dubish. The company has its roots in early business of outdoor adventure kits shop started by Dinesh in 1993. The concepts were to make gears which will stand the tough terrains.

KEY WORDS: Wild Craft, Employees, labour, welfare, products, service, fund.

I. INTRODUCTION

"Wellbeing is a broad phrase that refers to an individual's or a group's state of living in a desired relationship with the overall environment, ecological, and social welfare encompasses both social and economic aspects. What you would want to see altered in this section / then, below, click the paraphrase button. It's that simple!

The humanitarian approach had a significant impact on an employee welfare initiative in India. After an employee is employed, an organization's total growth depends on the production of goods and services. Trained and compensated personnel must be retained and maintained for this to happen. Welfare facilities have mostly been developed to take care of an employee's wellbeing, which ultimately results in the employee's physical, mental, and moral health.

The factors of welfare include a safety helmet at work, a first aid kit in case of an emergency if an employee is hurt while working, food and water, which are the most important things in our daily lives, should be provided, shelter should be available in case employees from other locations come to work, and some workers may suffer from inadequate ventilation, so the factory should have that facility. The Indian government established the Employee Welfare Committee in 1909.

II. STATEMENT OF PROBLEM

Employee welfare has always been a priority for management. A contented workforce is critical to every organization's industrial growth. Labour welfare schemes can be viewed as a "smart investment" that attracts contented personnel to a business and helps it achieve its objectives.

III. OBJECTIVES OF THE STUDY

- To determine the level of public awareness about labor issues
- To have a better understanding of the organization's social security plans
- To understand the working conditions in the organization

IV. REVIEW OF LITERATURE

1. **Kumar and Yadav (2002)** titled Level of satisfaction from employee welfare schemes in sugar factories in Gorakhpur division, indicated that both private and public sugar companies had poor levels of overall worker satisfaction with welfare programmes. Additionally, the workers in both industries placed the four employee welfare programmes according to their value, with the case programme coming in first, followed by the medical programme, education programmes, and then recreational programmes.
2. **Robinson, Sparrow, Clegg, & Birdy (2006)** in a study identified the key behavior, which were discovered to be related to worker engagement. Belief in the organization, the drive to improve things, acceptance of the business environment and the "greater picture," respecting and assisting colleagues, being willing to "go the additional mile," and staying current with industry advancements were among the behaviors listed.
3. **Manzini and Gwandure (2011)** studied that the concept of employee welfare has been used by many organizations as a strategy of improving productivity of employees; especially in the mobile industry since work related problems can lead to poor quality of life for employees and a decline in performance. It is argued that, welfare services can be used to secure the



labour force by providing proper human conditions of work and living through minimizing the hazardous effect on the life of the workers and their family members.

4. **Patro (2012)** identified that the employees are assets of any organization. The needs of the employee must be satisfied in order to meet the goals of the organization.

V. TYPE OF RESEARCH

The study's methodology was descriptive. As the name suggests, descriptive design is done to describe something. The circumstances that led to the performance appraisal system in Wild craft are discussed in this paper. In this case, descriptive research was carried out to learn more about the issue and to highlight the areas that require managerial

VI. SCOPE OF THE STUDY

The research will assist management in reducing the work-related problems, increasing the motivational activities and developing personnel in order to their professional objectives. Workers get the chance to offer suggestions that will help management make adjustments to future welfare and other facilities.

VII. SOURCES OF DATA COLLECTED

Primary data: The study does not depend on primary data collection.

Secondary data: Secondary data is reviewing of relevant information, which is already collected and making inferences based on the information collected. The secondary data used in the study includes Annual report, financial report and sourced through official website.

VIII. DATA ANALYSIS

TABLE 01
THE RESPONDENTS' AGE GROUP

Age	No of Respondents	Percentage
Less than 30 years	24	24
30 - 40 years	36	36
41 - 50 years	18	18
Above 50 years	22	22
Total	100	100

INTERPRETATION

The table above reveals that 36% of respondents are between the ages of 30 and 40. 22 percent of respondents are over 50 years old, and 24 percent of respondents are under 30 years old. 18% responders are between the ages of 41 and 50. It suggests that the bulk of responders, or 36% of them, are between the ages of 30 and 40

Chart 01
AGE GROUP OF THE RESPONDENTS

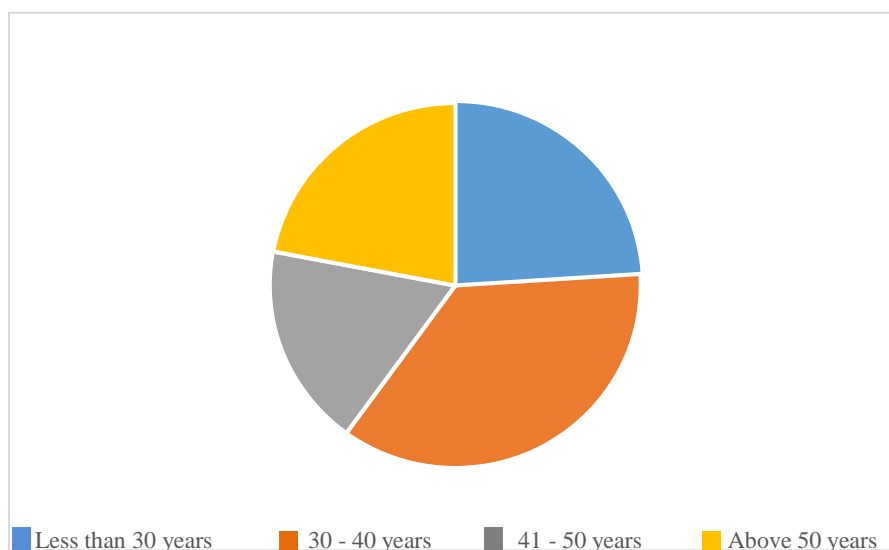




TABLE 02
EDUCATIONAL QUALIFICATION

Education	No of Respondents	Percentage
NON MATRIC	23	23
SSLC	42	42
PUC	22	22
Degree	16	16
Others	1	1
Total	100	100

INTERPRETATION

The above table shows that 23% of the respondents are non-matric, 42% of the respondents' educational qualification is SSLC, 22% of the respondents' educational qualification is PUC, 16% of the respondents' educational qualification is degree, and 1% of the respondents' educational qualification is others. It infers that majority i.e. 42% of the respondents' educational qualification is SSLC.

Chart 02
EDUCATIONAL QUALIFICATION

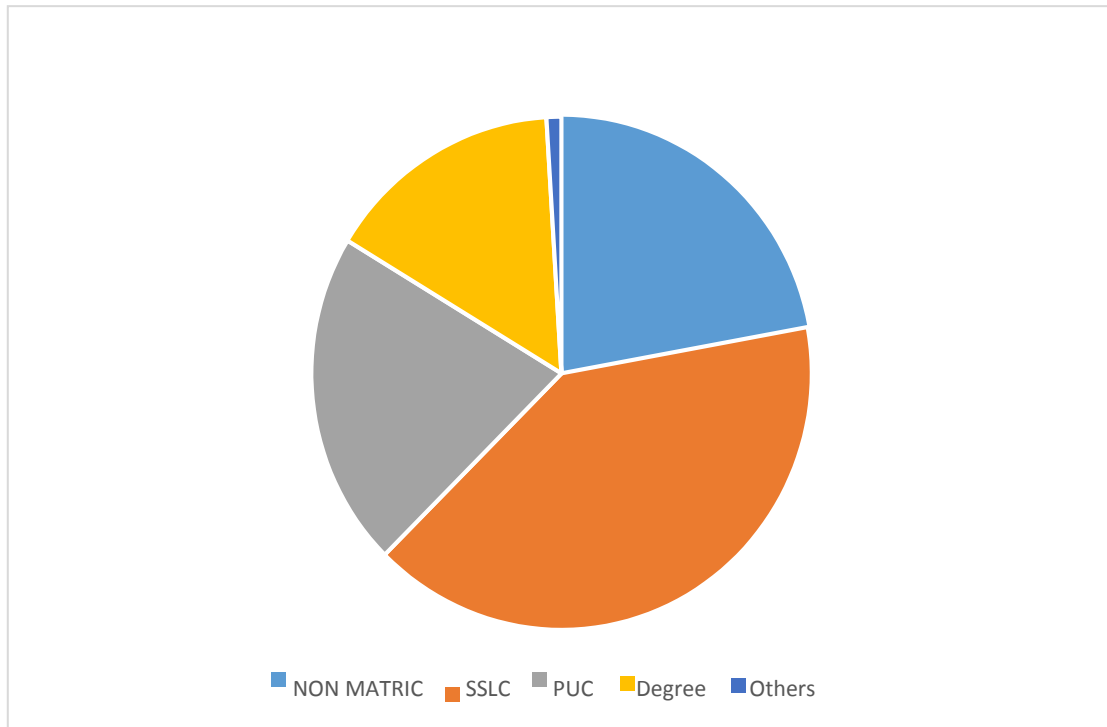


TABLE 03
WORK EXPERIENCE OF THE RESPONDENTS

WORK EXPERIENCE	No of Respondents	Percentage
1-3 years	40	40
4-6 years	18	18
7-9 years	29	29
Above 10 years	13	13

INTERPRETATION

The above table shows that 40% of the respondents have 1-3 years of experience, 18% of the respondents have 4-6 years of experience, and 29% of the respondents have 7-9 years of experience and 13% of the respondents have above 10 years of experience. It infers that majority i.e. 40% of the respondents have 1-3 years of experience.



Chart No 03
WORK EXPERIENCE OF THE RESPONDENTS

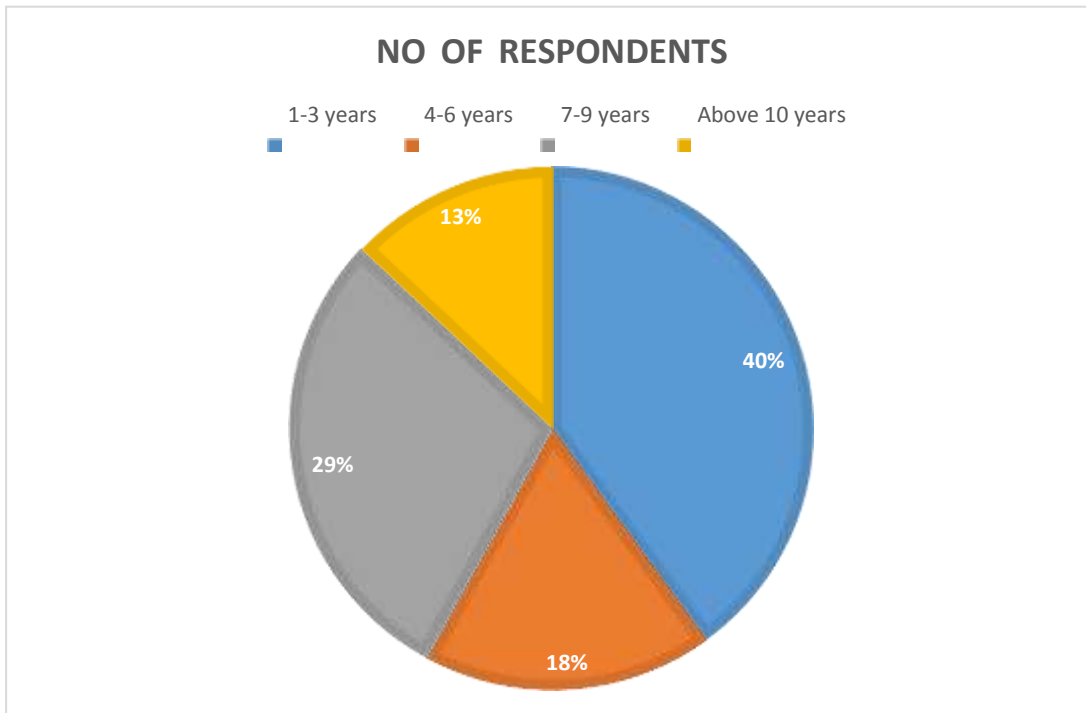


Table 04
MONTHLY SALARY OF THE RESPONDENTS

Monthly salary	No of Respondents	Percentage
Less than 10,000	55	55
Rs 10,000 – Rs 12,000	12	12
Rs 12,000 – Rs 14,000	13	13
Above 14,000	20	20
Total	100	100

INTERPRETATION

The above table shows that 20% of the respondents monthly salary is above Rs14000. 13% of the respondent's monthly salary is between the Rs12,000-Rs14,000, 12% of the respondents monthly salary is between the Rs 10,000-Rs12,000. 55% of the respondent's monthly salary is less than Rs10, 000, it infers that majority 45% of the respondent's monthly salary is above Rs10, 000.



Chart N 04
MONTHLY SALARY OF THE RESPONDENTS

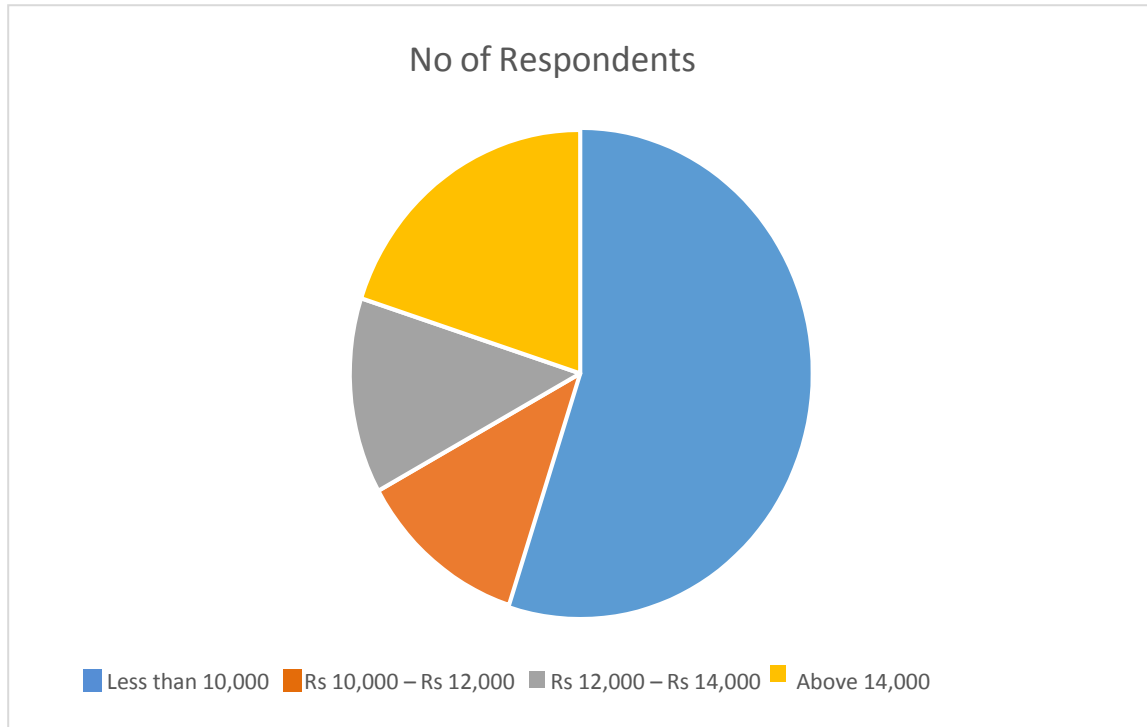


Table 5
RESPONDENTS LEVEL OF SATISFACTION WITH WELFARE MEASURES PROVIDED IN ORGANISATION

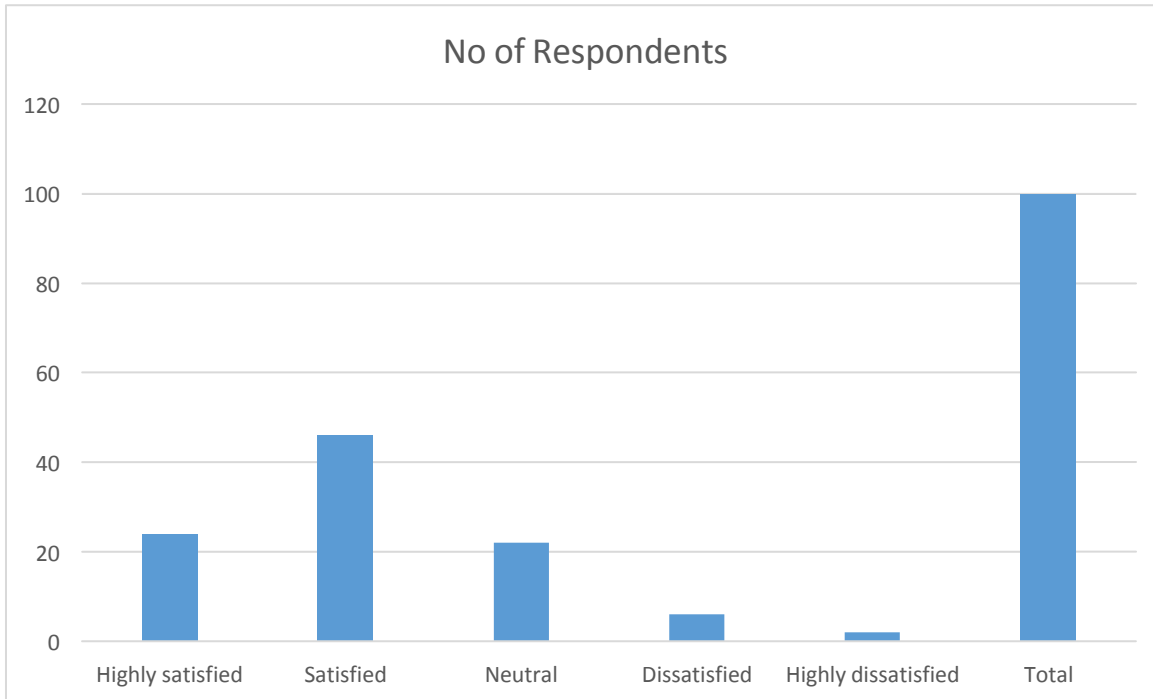
Satisfaction level	No of Respondents	Percentage
Highly satisfied	24	24
Satisfied	46	46
Neutral	22	22
Dissatisfied	6	6
Highly dissatisfied	2	2
Total	100	100

INTERPRETATION

The aforementioned table demonstrates that 24% of respondents are extremely delighted with the welfare measures offered by the organization, 46% of respondents are satisfied with the welfare the measures offered by the organization, and 22% of respondents have a neutral attitude. 2 present of respondents are extremely dissatisfied with the welfare measures offered by the organization, and 6 present of respondents are dissatisfied with such measures. a large majority 46 present of respondents said they are happy with the organization's welfare policies.



Graph 5
RESPONDENTS LEVEL OF SATISFACTION WITH DRINKING WATER FACILITIES



IX. FINDINGS

- The respondents' average age is between 30 and 40 years for 36% of them.
- SSLC makes up 42% of the respondent's educational background.
- The responders, 40%, range in experience from one to three years.
- The respondent's monthly pay is over Rs 10,000 for 45% of the time.
- The majority of respondents (46%) are very satisfied with welfare measures provided in organization

X. CONCLUSION

- welfare services are an important personnel function in a business.
- The effectiveness of the human component affects how well other production variables are used.
- The worker spends more than a quarter of his life in his working place. Therefore, the worker has every right to demand that the condition under which he works should be reasonable and provides proper safeguards for life and health.
- The amount of dedication, quality of work, commitment to the organization, morale etc. are all determined by the type and amount of welfare a worker receive