



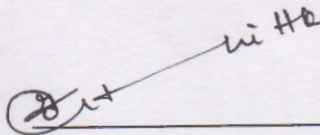
# ACHARYA INSTITUTE OF TECHNOLOGY

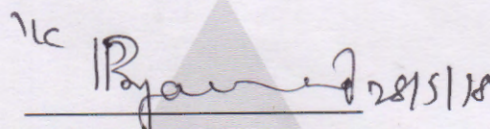
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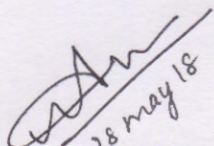
Date: 25/05/2018

## CERTIFICATE

This is to certify that **Mr. Rahul K V** bearing USN **11A16MBA30** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on The Effectiveness of Welfare Measures Towards Employees of Coffee Day Global Ltd, Bangalore**” is prepared by him under the guidance of **Prof. Keerthi H K**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

  
\_\_\_\_\_  
Signature of Internal Guide

  
\_\_\_\_\_  
Head of the Department  
Department of MBA  
Acharya Institute of Technology  
Soldevanahalli, Bangalore-560 107

  
\_\_\_\_\_  
Signature of Principal

# ACHARYA

27-03-2018

TO WHOM SO EVER IT MAY CONCERN

CERTIFICATE

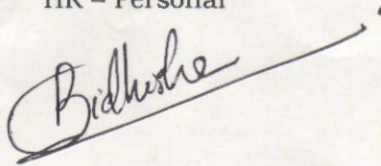
Sub: Completion of Project Report by Mr. RAHUL K V on topic "STUDY ON THE EFFECTIVENESS OF WELFARE MEASURES TOWARDS EMPLOYEES OF COFFEE DAY GLOBAL LTD, Register No. 11A16MBA30, 4<sup>th</sup> Semester of MBA from ACHARYA INSTITUTE OF TECHNOLOGY.

This is to certify that Mr. RAHUL K V has successfully completed the programme that was entitled to him at Coffee Day Global Limited, Bangalore for the time period of 10 weeks (from 15<sup>TH</sup> January 2018 to 26th March 2018).

He has successfully completed the project.

Sincerely,  
For Coffee Day Global Ltd  
For Coffee Day Global limited

HR Department  
BIDISHA. N  
HR - Personal



## DECLARATION

I, Rahul, K.V hereby declare that the Internship report entitled "*A study on Effectiveness of Welfare Measures towards Employees of Coffee Day Global Ltd Bengaluru* " prepared by me under the guidance of Prof. Keerthi H.K , assistant Professor of M.B.A Department, Acharya Institute of Technology and external assistance by Bidisha.N , HR Manager, Coffee Day Global.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:Banglore

Date: 28/5/18

Rahul K V

USN:11A16MBA30



## ACKNOWLEDGEMENT

I deem it a privilege to thank our Principal, Dr.Sharanabasava Pilli, Dr. Mahesh, Dean Academics and our HOD Dr.Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

I am truly grateful to my external guide Bidisha .N ,HR Manager, Coffe day global , and my internal research Guide, Prof Keerthi H.K, for their research guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

Rahul K V

USN:11A16MBA30

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## **Executive summary**

The welfare measure need not be in monetary terms it can be in any kind . Employee welfare includes monitoring of is working condition, creation of industrial harmony through infrastructure for health and unemployment for the workers and their families.

The scope of the study is restricted to know the effectiveness of welfare measures adopted by Cafe Coffee Day towards its employees. Further the scope limited to employees of Coffee Day Global Ltd Bengaluru city. For the purpose of the study I have made use of convenience sampling with the sampling size of 100 the structured questionnaire was prepared to collect the primary source of data. With the help of the data is collected the major outcomes were identified like they providing effective welfare measures to employees, trying to satisfy the employees and make them happy. It understood that majority of respondents do agree that there separate officer assigned by organization to address the issue of welfare measures, even employees said that the welfare concept of company matches their perception and also respondents agree that the organization pay extra remuneration for overtime work. It suggested that the organization should have more transportation facilities to the employees particularly those who are a coming for night shifts and company can improve the recreational facilities being offered to the employees.

Thus it can be concluded from the study that the a responses of the respondents in the company shows that they have given employees satisfied with hygienity and cleanliness of the accommodation facilities provided by the organization and also respondents do strongly agree that the organization provides them the best welfare measures.

# CHAPTER –1

## INTRODUCTION

### 1.1 Introduction

The welfare measure need not be in a monetary terms only but in any kind form. Employee welfare includes the monitoring of working condition, creation of a industrial harmony through infrastructure for health and unemployment for the workers and their families

Welfare measures includes anything that done comfort and improvement of employees and it also provided over and above the wages .Welfare measure helps us in keeping the assurance and inspiration of the employees and it also helps to retain for the longer duration which helps the association to accomplish to achieve its goals.

### Importance of welfare measures towards the employees

1. The welfare steps give a greater bodily and intellectual wellness to employee and ergo promote a wholesome function environment.
  2. It helps in increasing the productive of the employees and their is increases the efficiency of the organization.
  3. The welfare measures has medicalfacility education to a children etc will make the employees and is to work more effectively and efficient.
  4. Employers get secure labour power by giving its welfare facilities. Individuals get a productive fascination with their careers and make use of a sensation of engagement and participation.
1. To cafe coffee day global ltd Bengaluru and not with any of the outlet or organization associated with cafe coffee day.

## 1.2 INDUSTRY PROFILE:

### Quick Services Restaurants:

The restaurants industry term Quick Services Restaurants (QSR) would be perceived by bill as what individuals for the most part call fast food. Examples of such restaurants include Café Coffee Day, McDonald's, Wendy's, and Burger King, and drink and snack chains, such as Starbucks. These restaurants commonly offer items at a value purpose of around five dollars for each meal. This implies regularly a person will spend around five dollars for a sandwich meal or a fancy cup of coffee.

### Café Industry Players:

<b>Global</b>	<b>National</b>	<b>Local</b>
<ul style="list-style-type: none"><li>• Café Coffee Day</li><li>• Star Bucks Coffee</li><li>• Java Coffee</li><li>• Cafe Mocha</li><li>• Nescafe</li><li>• Costa Café</li><li>• Barista</li><li>• Gloria Jean's Coffee</li></ul>	<ul style="list-style-type: none"><li>• BRU Coffee</li><li>• Hard Rock Café</li><li>• Indian Coffee House</li></ul>	<ul style="list-style-type: none"><li>• Chai Point</li><li>• ChanduChaiwala</li><li>• Minerva Coffee Shop</li></ul>

The Indian fast food market is growing at an annual rate of 25-30 per cent. Foreign fast food chains are aggressively increasing their presence in the country. The market is dominated by global brands like McDonalds, KFC, CCD and Dominos specially in the organized fast food segment. Growing trend of consumption of new cuisines and increasing brand awareness has significant role. Organized modern formats like malls, multiplexes and

food courts have also become a favoured destination. Larger companies are teaming up with small franchisors to set up the brand

The revolution began in 1996 with McDonalds, Pizza Hut, Dominos Pizza, Subway among others setting up shop in the country. Since then the food services market has grown continuously with more and more domestic and foreign quick service chains popping up both in the metros and smaller cities. This trend is fuelled by greater demand from Indian consumers who are not eating out much frequently and experimenting with new food products. "A younger population, high rate of urbanization, large disposable incomes, high protein consumption, increased participation of women in the workforce and exposure to western lifestyles are leading to the experimentation and adaptation of new dietary habits and more occasions to eat out

Experts predict double digit growth of the QSR industry to hit approximately 30% CAGR by 2015 outpacing 11% CAGR for the overall Indian foodservice sector which is currently estimated to be \$48 billion

At present, according to the national restaurant association of India, 50% of Indian consumers are eating out at least once every three months and this lifestyle is epitomised by the growing presence of QSR chains which have started to implement aggressive nationwide expansion plans to tap into the huge potential of this sector

Currently the chain restaurant space is marked by the presence of almost 100 brands with more than 3000 outlets spread across various cities. While organised market players like McDonalds, Sagar Ratna and Cafe Coffee Day are capitalising on untapped locations such as highways and airports with customised menu offerings, recent entrants like Starbucks Coffee and Mad Over Donuts are drawing up ambitious expansion plans to increase their market share in the QSR category. Mad Over Donuts recently opened its 20<sup>th</sup> store in Mumbai at Profit Center, Kandivali which is the brand's 47<sup>th</sup> store in the country and plans to more than double its store count in India by the end of this year. The chain is currently present in Delhi, Mumbai, Pune, Bangalore

### 1.3 COMPANY PROFILE

Café Coffee day (Abbreviated as CCD) India's largest coffee conglomerate, before it is known as Amalgamated Bean Coffee Trading Company limited. Popularly it was formed as Coffee Day Global Ltd; is a Chickmagalur based company which grows coffee in its own estates of 12000 acres .The first outlet was set up on July 11, 1996 at Brigade Road Bangalore.

Type	Subsidiary of Coffee Day Enterprises Ltd
Industry	Coffee Shops
Founded	1996;21 years ago
Founder	V.G Siddhartha
Headquarters	Bangalore
Number of locations	1556(17 <sup>th</sup> October 2015)
Products	Coffee ,Tea , Frappuccino beverages, Smoothies
Areas served	India, Egypt, Malaysia, Austria, Czech republic and Cairo.
Revenue	13.26 billion(2015)
No of employees	5000+
Owner	Amalgamated Bean Coffee Trading Company now it is known as Coffee Day Global Ltd.
Certification	ISO-9002
Competitors	Barista, Quickie, McDonalds, Costa café ,Nescafe
Website	<a href="http://www.cafecoffeeday.com">www.cafecoffeeday.com</a>

### **1.3.1 Promoters**

Major promoters of coffee day global are

- Devadarshini Infotechnologies Pvt Ltd
- Coffee Day Consolidations Private Limited
- Gonibedu Coffee Estates Pvt Ltd
- Sivan Securities Private Limited

### **1.3.2 Vision, Mission & Quality Policy**

#### **Vision:**

“To be the only office for dialogue over a cup of coffee.”

#### **Mission:**

“To be the best café chain by offering a world class coffee experience at affordable prices.”

#### **Quality policy:**

Café Coffee Day focused on the quality and they should strive continuously to provide products, which meets the needs of their customer and it setup a good relationship with customer, ensuring overall customer satisfaction.

- Meeting customer expectations.
- To provide superior products than the competitors.
- To be accessible in each and every possible retail outlet. It should be convenient to the customers.
- To provide best quality of coffee-chicory blend at affordable price.

### **1.3.3 Product /Service profile:**

Coffee Day Global Ltd provides four is classes of product like Arabica parchment, Arabica cherry, Robusta parchment, Robustacherry. Café Company



provides product like Ice blended cold, hot coffee, International coffee, cool drinks, frappes etc. Coffee Day Global Ltd has a certain processes the coffee, coffee as a two categories like Arabica, Robusta. Each category will undertake certain cleaning process. If it cherry nuts then it will undertaken a washing process and then it sent to grading.

The Coffee Day Global ltd follows certain steps to provide services to customers like,

- Greeting the customer with smile face.
- Offering 'Menu' card.
- Repeating the order and mode payment.
- Servicing the order on time with politely.
- Collecting feedback about service.

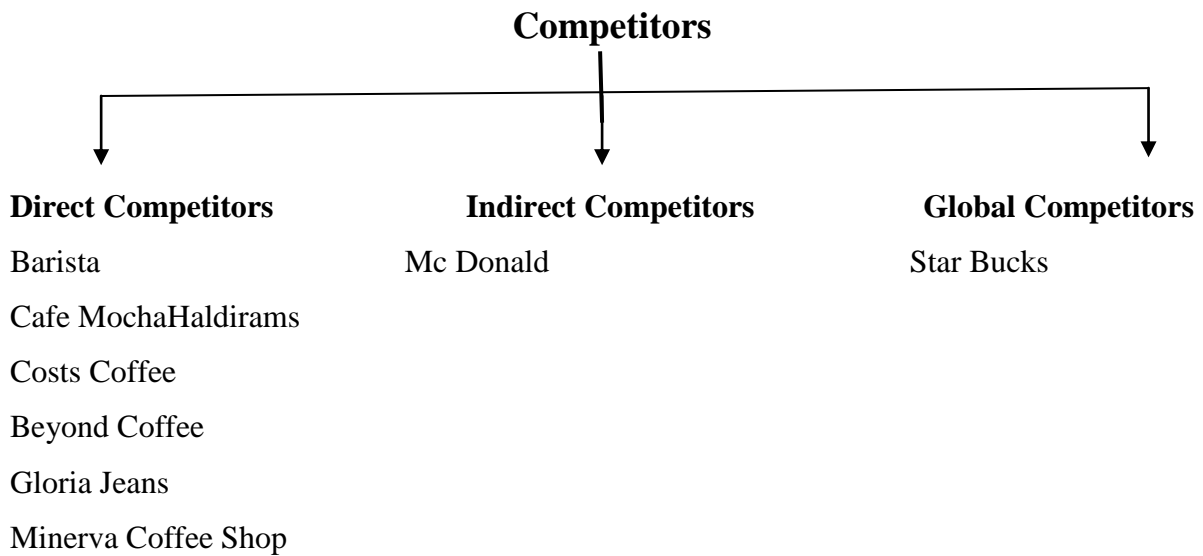
#### **1.3.4 Area of operation:**

Coffee Day Global Ltd as is area of operation at all the level i.e. regional, national and global level..Coffee Day as its operation in almost all the districts of Karnataka and all over the states of India. Coffee Day Company expand its operation to the global level also. The Coffee Day Global ltd as is a its trading company export its coffee beans mainly to USA, Europe, Saudi Arabia, Belgium and Japan. They would also export to Coca-Cola and Mitsubishi company. The company imported its technology from USA, and it also purchase chicory to its processing unit form Jam Nagar and Anand Districts of Gujarat state, in India

#### **1.3.5 Infrastructural Facilities:**

Coffee Day Global Ltd as provides a good Infrastructural facilities to its employees. The company takes care of minute things of employees. The company believed in "Wash the wall and doors of the company often because the colour of the wall sets the mindset of the employee". Coffee and tea are provided to employees, Café's maintains the good plumbed toilet for customers and also maintain music system. Air conditioner, Generator, Cooler, Ice machines etc to serve the customer.

## 1.4 Competitors:



Cafe coffee day have many competitors . Major direct competitors of cafe coffee day are Barista , Cafe MochalHaldiram, costs coffee , beyond coffee, Gloria Jeans ,Minerva Coffee Shop. Major indirect competitors of cafe coffe day are Mc Donald.Global competitors persisting in the market of cafe coffee day are Star Bucks.

## 1.5 SWOT Analysis

### Strengths:

- Café Coffee Day as an excellent brand name and brand visibility.
- Highest number of stores.
- Youth oriented brand.
- Excellent ambience and service and maintain quality and taste.

### Weaknesses:

- Wrong site location is causing loss in many outlets.
- Unable to control the excess of shrinkage.
- Prices are relatively higher than the local tea

### Opportunities:

- Introduce new varieties of snacks and beverages.

- Introduce cheaper version of coffee.
- Merchandising can benefit café coffee day even more.
- Tie ups with other companies for promotion.

**Threat:**

- Competition from foreign players like Starbuck can adversely affect café coffee day's market share.
- Rising attrition rate of employees.
- Large unorganized market can cause business losses.

**1.6 Future Growth and prospects:**

Coffee Day Global Ltd wishes to have a 2000 Cafe Coffee Day outlets across is the India by the end of the year 2017. The company also hopes to have 200overseas Café Coffee Day outlets by December 2017 and it also thinking to open its outlets is in other geographical such as Europe and china.

Café Coffee Day has lounges across the country their thought to place 100 such lounge Café across the India by December 2017. Café Coffee Day is taking initiative to setting up specialty café i.e. book cafes, high way café had been set up successfully. The idea to have cafes at fuel stations airplane terminals and relaxed of selected private aircrafts 50% of the normal annual average investment to produce from interior accumulation while the equalization is represented for the borrowing

**1.7 Financial Statement for the year ended 31<sup>st</sup> march 2015-2016(Rs. In millions)**

Particular	Year of 2015	Year of 2016
<b>Equity and Liabilities</b>		
<b>Shareholder's funds</b>		
Share capital	2,060.02	162.31
Reserves and surplus	16,763.69	3,745.05
	<b>18,823.71</b>	<b>3,907.36</b>
<b>Non – current liabilities</b>		

Long –term borrowings	5,230.00	12,115.82
Other Long- Term Liabilities	426.88	210.72
Long Term Provisions	4.58	279.94
	<b>5,661.46</b>	<b>12,606.48</b>
<b>Current liabilities</b>		
Short –term borrowings	-	300.00
Trade payables	34.25	7.33
Other current liabilities	1197.33	3,902.12
Short –term provisions	237.72	212.61
	<b>1,469.30</b>	<b>4,422.06</b>
<b>Total</b>	<b>25,954.47</b>	<b>20,935.90</b>
<b>Assets</b>		
<b>Non –Current assets</b>		
<b>Fixed assets</b>		
Tangible assets	86.35	91.04
Intangible assets	0.09	-
	<b>86.44</b>	<b>91.04</b>
Non-current investments	19,965.32	15,865.32
Long-term loans and advance	5,258.91	4,524.36
Other non-current assets	41.06	186.02
	<b>25,265.29</b>	<b>20,575.70</b>
<b>Current assets</b>		
Trade receivables	4.53	2.94
Cash and bank balances	569.19	6.60
Short-term loans and advances	28.43	259.14
Other current assets	0.59	0.48
	<b>602.74</b>	<b>269.16</b>

<b>Total</b>	<b>25,954.47</b>	<b>20,935.90</b>
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### Financial Statement Analysis

<b>Particulars</b>	<b>March 2015</b>	<b>March 2016</b>	<b>Increased/ decreased value</b>	<b>Percentage</b>
1. Share capital	2,060.02	162.31	-1897.71	-92 %
2. Reserves and surplus	16,763.69	3,745.05	-13018.64	-78%
3. Non – current liabilities	5,661.46	12,606.48	6945.02	123%
4. Current liabilities	1,469.30	4,422.06	2952.76	200%
5. Tangible assets	86.35	91.04	4.69	6%
6. Intangible assets	0.09	-	-0.09	-100%
7. Non-current investments	19,965.32	15,865.32	-4100	-21%
8. Long-term loans and advance	5,258.91	4,524.36	-734.55	-14%
9. Other non-current assets	41.06	186.02	144.96	353%
10. Current assets	602.74	269.16	-333.58	-55%

### Conclusion of the financial statement analysis

From the above analysis it shows that share capital decreased by -92 %, Reserves and surplus decreased by -78%, Non – current liabilities increased by 123%, Current liabilities increased by 200%, Tangible assets increased by 6%, Intangible assets decreased by -100%, Non-current investments decreased by -21%, Long-term loans and advance decreased by -14%, Other non-current assets increased by 353%, Current assets decreased by -55% from the year 2015 to 2016.

## CHAPTER- 2

### Conceptual background and Literature review

#### 2.1 Theoretical background of the study

Employee welfare has places very important role in the present organization there are two kinds of welfare what the employees expects they are,

1. Monetary welfare.
2. Non-monetary welfare.

1. Monetary welfare:

A welfare measures includes salary wages, bonus, incentives, medical etc.

2. Non- monetary welfare:

Welfare measures includes Fringe benefit, rest rooms, transportation, training programmes given to the employees based on their recognition.

Welfare includes comfortable of living and working conditions, intellectual or social of employees and provide over and above wages .Welfare measures helps in motivating the employees so that can retain the employees for longer durations to be stay in the organization, welfare method need not to be in monetary terms that means working circumstances, formation of industrial harmony through infrastructure for health, industrial relation and insurance against disease, accidenaret and unemployment for the workers and their families.

The worker welfare systems may be categorize in to a two class statutory and non-statutory welfare schemes. It's compulsory to supply statutory systems for an business as observance that really help in major worker wellness and safety. That contain provisions are presented in professional works like factories behave 1948, pier personnel behave (safety wellness and welfare) 1986, mines behave 1962. The non- statutory systems is different in one business to a different organization.

#### **Objectives of staff welfare actions:**

Staff welfare employments seeks at giving, numerous support features and amenities. Which permit the staff applied in the association assists in doing their perform in a healthier, congenial encompassing good to a healthy body and morale.

Staff welfare may give equally good and bad aspects. In good area it handle the chance for the workers and their household for a socially and professionally excellent life. In bad area staff welfare worried with counteracting the hazardous outcomes on the private, household and cultural living of the worker.

### **Types of employee welfare facilities:**

Employee welfare facilities can be classified into three types there are,

1. Statutory welfare facilities
2. Non-statutory welfare facilities
3. Mutual welfare facilities

#### **1. Statutory welfare facilities:**

The statutory welfare measures emerged from a various act passed by the government. Welfare legally offered facilities to the management the various facilities connected with the cleanliness, ventilation, temperature, lighting, drinking water, rest rooms, canteen etc.

#### **2. Non –statutory welfare facilities:**

Non – statutory welfare facilities provided voluntarily to the employees by the organization, this helps in keeping employee happy and contented. These are primarily oriented to democratic value system. The trade unions played an important role in bringing forth these facilities. This facility depends upon the increasing efficiency of the employee and it will reduce is the conflict between the employers and employees.

#### **3. Mutual welfare facilities:**

Mutual welfare facilities refers to which initiated by the employees for their betterment in a suitable manner either through the trade union through their co-operatives.

##### **i. Mural activities:**

In addition to the above classification the is a welfare activities can be divided into two groups,

- a) Intra-Mural
- b) Extra-Mural

##### **a) Intra-Mural:**

Intra-mural activities consists the welfare schemes provide to the employees within the organization like;

- Rest shelters and canteens

- Washing facilities
- Crèches
- Uniform
- Providing for drinking water
- Providing health and job safety measures
- Measures taken to reduce fatigue

**b) Extra-Mural:**

Extra-mural activities the welfare measures cover the service and facilities provide to the employees outside the organization like;

- Maternity benefits
- Social insurance including gratuity, pension, provident fund and rehabilitation
- Benevolent funds
- Holiday homes and Leave travel facilities
- Interest free loans
- Educational facilities including adult education
- Vocational teaching for dependants of workers
- Different programmers for the welfare of girls, childhood and kiddies
- Housing facilities

**Employee welfare theories:**

**1. Religion Theory:**

Relating to the covers principle notion is actually “Spiritual Animal” ;That behave on the basis of the employee's spiritual prices and belief. The spiritual fells is to fast an boss to use up welfare actions within their hope of thee potential development in the life span, the idea on the basis of the worker functioning problem is known as being an expense by without the rewards.

**2. Philanthropic Theory:**

That principle is on the basis of the man's passion for mankind. In Greek “Philos” suggests caring and “Antropes” suggests person therefore philanthropic suggests “caring mankind; Person are thought by themselves need which supports in take away the sufferings of different and promote their wellbeing.



### **3. Paternalistic Theory:**

Relating to the principle is the worker welfare the boss maintain access houses and revenue accruing from their store, in trust. The boss keeps resources for herself for the advantages of a the workers it will help the worker to work well with more interest. The stress of the principle always to boss must give resources to the worker bottom on the work. Mahatma Gandhi was really a firmly advocated to the paternalistic theory. Staff welfare is dependent upon idea of the most effective administration centered on the effort presented in the organization.

### **4. Placating Theory:**

The hypothesis depends on the statement that conciliation pays when the employee are composed and is activist. Employee should maintain peace can be purchased by welfare measures. This theory is based on the timely and periodically acts of employee welfare appear to the workers.

### **5. Functional Theory:**

Functional theory also known as the effectiveness of employee, this theory help to imply the welfare measures facilities should provide to the employee to make more efficient. If the worker will get proper clothed adequately and treated kindly there should provide the good working condition to employee will make to work economically. Welfare work means secure and preserve and rising the growth and the efficiency of the employee.

## **Agencies of employee welfare:**

### **1. Central Government:**

The main government is produced the provision on medical and security welfare steps towards worker beneath the factories act 1948, 1952 behave offered a for canteen, crèches, shelters, sleep areas, meal space, cleaning features etc. Additionally they always check age workers and functioning hours also produce the provision for the session of worker welfare officers.

### **2. State Government:**

Government as the various claims and union areas give a welfare features to a workers. Most of the government agencies is works the and household

preparing middle like, training, vocational advice, adventure and instruction of the personnel and different welfare steps center. In India the personnel themselves unable to have the facilities. But, How many these center inferior since they cannot have ample resources and focused and experienced team at their disposal. State Government is built the principles for the welfare of personnel and guarantees submission with the provision below numerous worker laws.

### **3. Employers:**

Employers in India completed with the welfare of employees barring several exceptions. “The employers generally seemed is upon welfare with the fruitless and barren however many of them certainly had performed groundbreaking work” But the problem to enhance because it will need the curiosity equally in the voluntarily and below statutory provision in welfare work.

### **4. Trade unions:**

In India change of unions have now been performed small is for a the welfare of personnel however a couple of noise and strong unions have now been the founders in that respect, they're the Ahmadabad textile worker association and the Mazdoorsabha, of the Kanpur the India federation of employee.

## **Advantages and Disadvantage of Employee welfare:**

### **Advantages:**

#### **1. Employees work harder:**

If employees would surely work hard if they give the additional is benefits. Advantages are never refused by anyone yet valued by all. In this way, the employees if their work hard they will give the greater deal for the work. Pay rates are obvious thing to get yet when is given something additional, the employees work harder.

#### **2. Retains more employees for more time period:**

The organization trains the employees to get is good outcomes. If the employees leave the organization early, it will influence the employees as well as the organization. Along this a the organization need to get few scheme to hold the employees for a more extended day and so it will possible with the employee welfare programs. The employees would not consider leaving the organization on the off

chance that they will get the required share of appreciation .So it was ideal to give workers the welfare plans.

### **3. Helps in overall growth of the employee:**

The plans are motivating variables is to the employees and it will help in general development of the employees. The organization goals and the personal goals is effectively accomplished by the employees, which benefit the organization as well as the individuals working in the organization.

### **4. Invites more employees:**

The employee welfare plans invites more workers is inside an association. This has to be one of the great methods for recruiting employees. If your organization has less staff then these plans are enough to invite more employees inside the organization. Increasingly the employees more is a will be the opportunities filled and the work will be done in proper order. Ultimately, it will profit in the organization only. The work will be executed in the correct order so, for this reason employee welfare scheme invite in the organization.

### **5. Mental and moral health are also improved:**

The employee will get different facilities at the work place; it enhances their mental health as well as helping is becoming a good citizen. So it will help a general development of the employees. Employee's improvement equivalent to the development of the organization. So if the organization needs themselves to develop, they have to help employee in their development.

### **6. To maintain a competitive edge in the market:**

In order to stay in the market and keep oneself in the edge, it is fundamental to keep good employee welfare scheme to attract more skilled employees within the association. Each organization needs skilled workers to work so as it gets the good output. The organization should have an edge over the welfare plans.

### **7. Fear of employees leaving the organization:**

If the organization neglects to provide employees with great plans, the employees is may leave the association. So to keep the employees running out, the organization needs to bring novel is plans and administration.

## **Disadvantages:**

### **1. The welfare schemes becomes the driving force to work:**

Neither the cash nor the plans should be the main thrust to work for the employees. The employees must be propelled through the work that is done by others. A competitive situation is and should be the driving force to the employees to work in the organization. Only the normal work can be conveyed by the employees.

## **2. The Financial burden for the company:**

The organization gets troubled monetarily as progressively the employees increasing in spending will be required by the organization so in order to similar distribute the plans is among the employees working inside an association. So it is essential for the company to have appropriate financial budget in order to provide employees with required plans.

### **Principles of employee welfare:**

Following are the some of the values to be follow to set up a employee welfare.

1. The administration have to fulfill the requirements of the employees. This implies that the administrator should first determine what the employees really needs for the participation of the work.
2. The administration should be handled with the cafeteria approach. Because of the distinction in gender, social condition economic condition distinction based on age , number of youngsters, short of occupation and salary level of the employees there are having a different advantage and choice.. Such an move towards the individualizes the advantage scheme though it may be are hard to work and direct.
3. The manager should not accept a kind stance.
4. The price of the administration should to be ascertained and its finance built up on a noise basis
5. There should to be journal appraisal of the administration and important opportune on the premise of criticism.

## **2.2 Literature review**

**According to Dr.UshaTiwari(2006)** .Staff welfare as an alternative section of cultural welfare and conceptual and operation. It addresses with a all their state to become a pleasure, pleasure, and the conservation progress of individual reference administration to inspire

the employees. Welfare actions as equally statutory and low statutory with the regulations needed for the workers, company can increase the huge benefits to the workers centered on the function performances.

**According to Dr. K.Vijayarani and Mr. G. Suresh(2003)** .It begin with, 'welfare' in industry means implies in giving medical assistance and administrative, a workplace conducive to workplace conducive to `work and in addition instruction to education facilities. The emphasis on these administrative has emerged mainly, for the most part, frame the idea of social obligations that the business owns to the group, in which it operates

**According to Dr.K.Lalitha and T. Priyanka(2009)** Worker welfare is really a expression which including numerous forms of advantages support features by the employers to employees. The welfare actions will not need to be monetary but it may be any kind/forms. Including systems like, allowances, property, transport, medical insurance and food. Folks are eligible for be handled as complete people with particular wants, expectations and anxieties.

**According to B.R.Manasa and Dr.C.N.Krishnanaik(2001)** Employees welfare refers to which implies level of the employee comfort and intellectual and improvement of the employee to get the wages to increases their inspirational level. Employee welfare measures classified by two types they are, Intra-mural, Extra- mural. Intra- mural plans.

**According to Poonam Salari and SumitSalaria(2002).** Employee welfare indicates " The endeavours to make life worth living for labourers ". Employee welfare describes do such a thing suggests done for the comfort and development , Rational or cultural , of the employees effectively beyond the wages compensated which will be perhaps not need of industry."Companies offer welfare services for their personnel to keep and to motivate. You will find two forms of welfare procedures i.e., Statutory and Low statutory. The statutory options which get by the corporation on the basis of the law.

**According to Arjun Raj (2006)** "Employee welfare is a comprehensive term including various services facilities and amenities provided to employees for their betterment"

**According to Todd (2008)** “employee welfare means anything done for the comfort and improvement ,intellectual or social of the employees over and above the wages paid which is not a necessity of the industry”

**According to Donald Williams(2011)** “welfare measures aim at integrating the socio psychological needs of employees the unique requirements of a particular technology , the structure and process of the organization and existing socio cultural environment”

**According to Rustin Cole (2004)** “ welfare measures creates a culture of work commitment in organization and society which ensure higher productivity and greater job satisfaction to the employees”

**According to James Harty (2001)** “ welfare measures make employees feel that the management is interested in taking care of the employees that result in the sincerity commitment and loyalty of the employees”

**According to Adam John (2004)** “employee welfare entails everything from services facilities and benefits that are provided or done by an employer for the advantage or comfort of an employee”

**According to Thomas Kane(2005)** “ Employee welfare raises the companys expenses but if it is done correctly , it has huge benefits for both employer and employee”

**According to Rajan kosh(2007)** “employee welfare includes monitoring of working conditions, creation of industrial relations and insurance against disease accident and unemployment for the workers and their family”

**According to Michael(2001)** “ said that the provision of intra mural and extra mural welfare facilities help in improving the quality of work life of employees thereby good human relations will develop among different cadress of employees”

**According to Punekar(2004)** “stated that labor welfae is anything done for the comfortand improvement , intellectual and social well being of the employees over and above the wages paid which is not a necessity of the industry

**According to Aswathappa (2010)** "Human Resource Management discussed the various type sof benefits and services provided to employess in terms of payment for time not worked ,insurance benefits, compensation benefits , pension plans etc .He also discussed the ways to administer the benefits and services in a better way”

**According to Binoy Joseph(2009)** “Studies in the article points out that , the structure of welfare sates rest on a social security fabric. Government, employees , trade unions have done a lot to promote the betterment of workers conditions

**According to Stephen P Robbinsin (2001)** “Personal /Human Resource Management explained the various benefits and services provided by the companies to their employees.According to them the legally required benefits and services include social security paymwnts, unemployment compensation, workers compensation and state disablitiy programs .they felt tthat the cost of the voluntary benefits offered appears to be increasing”

**According to Robert (2006)** “The basic purpose of employee welfare is to improve the lot of the working class and thereby make a worker a good employee and a happy citizen”

**According to Bruce (2008)** “Employee welfare is an essential part of social welfare . It involves adjustment of an employees work life anf family life to the community or social life”

## **CHAPTER 3**

### **Research Design**

#### **3.1 Statement of the problem**

To understand the effectiveness of welfare measures towards the employees in Coffee Day Global Ltd

#### **3.2 Need of the study:**

Human resource most important resource in an organization. When compare with all other resource like, raw Material, technology etc. Satisfying of this resource very important for successful running of organization. The satisfaction largely depends on the rewards paid to the employees and also by the welfare measures adopted by the company towards its employees.

With this I have taken. The topic “*A study on Effectiveness of Welfare Measures towards Employees with special reference to Coffee Day Global Ltd Bengaluru city*” to study the welfare measures adopted by Cafe Coffee Day towards its employees and to know its effectiveness towards the employees.

#### **3.3 Objective of the study:**

- To analyse the effectiveness of various monetary welfare measures and its implementation at
- To assess the effectiveness of various non-monitory welfare measures and its implementation
- To analyse the effectiveness of implementation monetary and non monetary measures

#### **3.4 Scope of the study**

The scope of the study is restricted to know the effectiveness of welfare measures adopted by Cafe Coffee Day towards its employees. Further the scope is limited to employees of Coffee Day Global Ltd Bengaluru city.

#### **3.5 Research methodology**



**Type of research: Descriptive Research**

**3.5(a) Sampling design:**

Population size: 250 employees

Sample size: 100 respondents

Sampling technique: simple random sampling

**3.5(b) Data collection sources:**

Primary data: Primary data is collected from employees and manager

Secondary data: Text books, Website, journals and documents

**3.5(c) Instrument design:** Questionnaire used as an instrument for data collection. It is composed of closed end questions which are dichotomous and multidichotomous questions. 5 point rating scale is used in questionnaire

**3.5(d) Statistical tools:** Analysis is done using percentage method and correlation is used to test hypothesis. SPSS and Microsoft excel is used as tools for analysis

**3.6 Hypothesis:**

Hypothesis:

H0: The annual appraisal, medical allowances, special allowances do not lead to effectiveness of welfare

Ha: The annual appraisal, medical allowances, special allowances does lead to effectiveness of welfare

**Correlations**

	annual appraisal scheme is effective	medical allowances provided are effective	special allowances like petrol cell phones etc are given	overall effectiveness of welfare measure adopted by cafe coffee day
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annual appraisal scheme is effective	Pearson Correlation	1	.249*	.463**	.393**
	Sig. (2-tailed)		.012	.000	.000
	N	100	100	100	100
medical allowances provided are effective	Pearson Correlation	.249*	1	.551**	.494**
	Sig. (2-tailed)	.012		.000	.000
	N	100	100	100	100
special allowances like petrol cell phones etc are given	Pearson Correlation	.463**	.551**	1	.604**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
rate the overall effectiveness of welfare measure adopted by cafe coffee day	Pearson Correlation	.393**	.494**	.604**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

The above table shows that the factors such as The annual appraisal, medical allowances, special allowances leads to effectiveness of welfare with significant value 0.012, 0.000 and 0.00 which is less than 0.05. It means the effectiveness of welfare measure are measured based on annual appraisal, medical allowances, special allowances factors.

### 3.7 Limitations of the study:

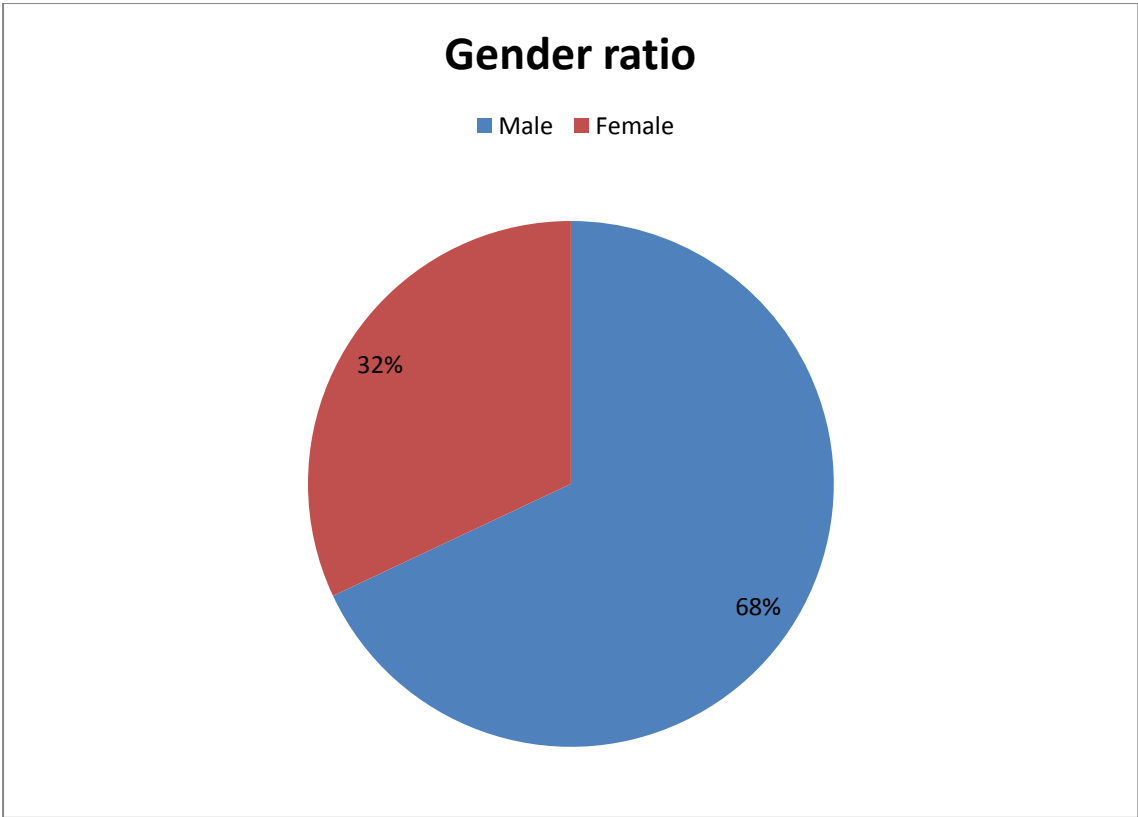
1. Time one of the major constraint as the study was restricted to 10 weeks.
2. The study restricted to effectiveness of welfare measures towards employees; it is not going to consider any other factor except the welfare measures.
3. The study limited to cafe coffee day global ltd Bengaluru and not with any of the outlet or organization associated with cafecoffee day

**CHAPTER - 4**  
**DATA ANALYSIS AND INTERPRETATION**

**Part -A**  
**Personal information**

**4.1 Table showing respondents Gender.**

		Frequency	Percent
Valid	Male	68	68.0
	Female	32	32.0
	Total	100	100.0



### Chart no 4.1

#### Analysis:

The above table shows that 68% respondent are male, 32% respondent are female.

#### Interpretation:

Majority (68%) of the respondents in this study are male.

### 4.2 Table showing the Age of respondents.

Table 4.2

		Frequency	Percent
Valid	18-25	32	32.0
	25-30	34	34.0
	30-35	14	14.0
	35 and above	20	20.0
	Total	100	100.0

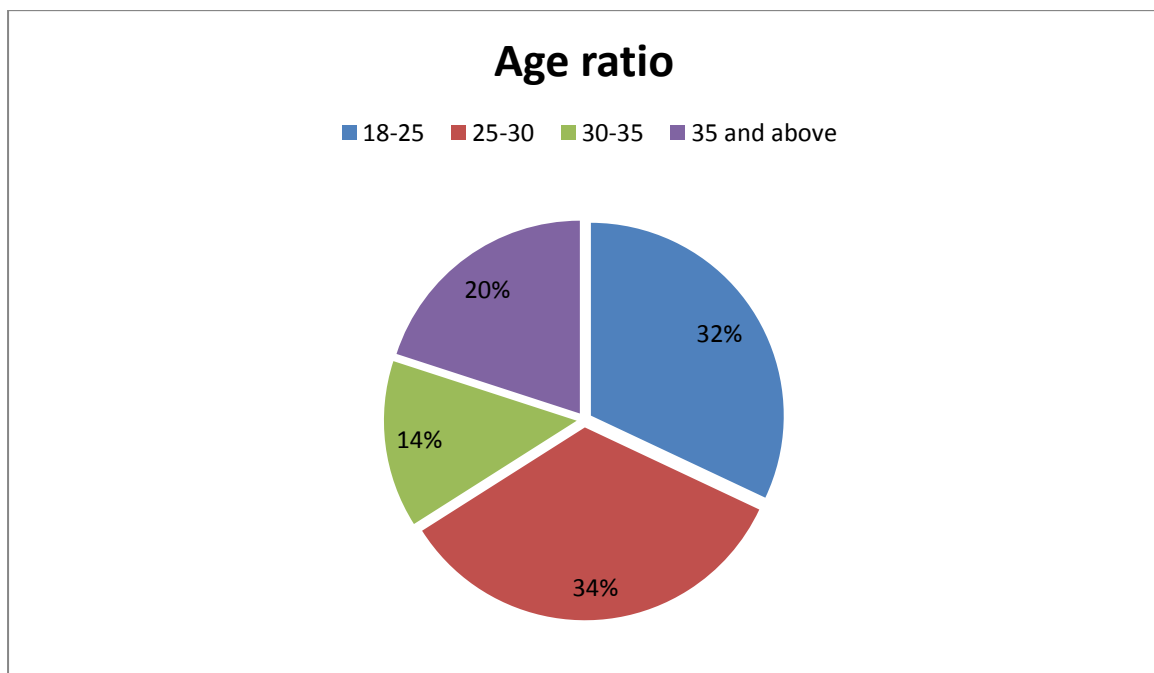


Chart no 4.2

**Analysis:**

The above table shows that 34% of respondents age is between 25-30 years, 32% of respondents age is between 18-25 years 20% of respondents age is between 35 and above 14% of respondents age is 30-35.

**Interpretation:**

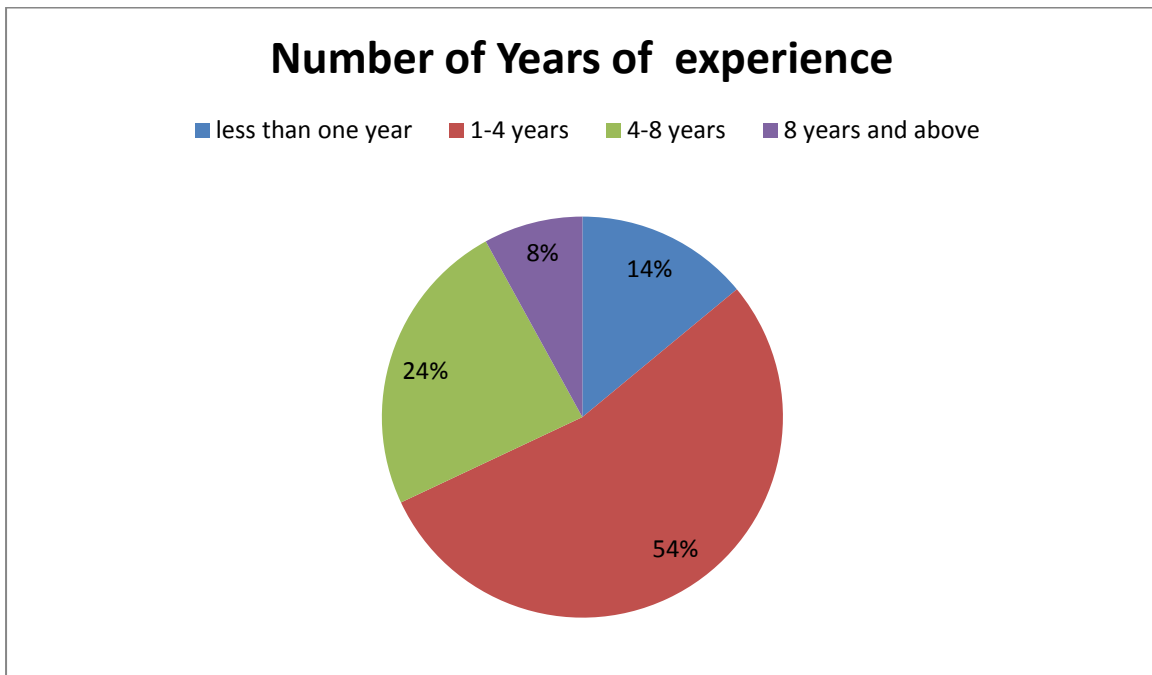
Most of the respondents are less than 30 years of age.

**4.3 Table showing the years of experience of respondents.**

**Table 4.3**

	Frequency	Percent
Valid Less than one year	14	14.0
1-4 years	54	54.0
4-8 years	24	24.0
8 years and above	8	8.0
Total	100	100.0

**Chart no 4.3**



**Analysis:**

The above table represents that number of years experiences of respondents are 54% between 1-4 years, 24% between 4-8 years, 14% between less than one years, 8% between 8 years and above.

**Interpretation:**

Most of the respondents in this study are having experience between 1-4 years in the organization.

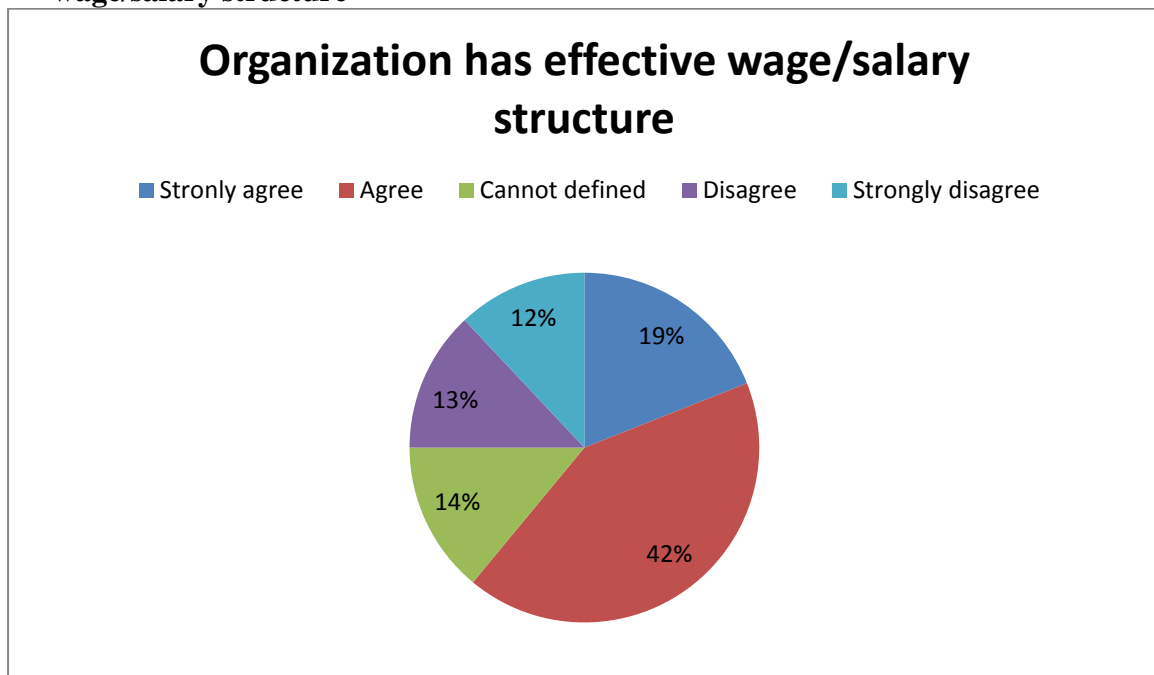
**Part-B**  
**Questions relating to know effectiveness of monetary welfare measures within the organization from 9 to 20**

Sl.no			Count	Percent
4.4	Organization has effective wage/ salary structure	Strongly agree	19	19.0%
		Agree	42	42.0%
		Cannot defined	14	14.0%
		Disagree	13	13.0%
		Strongly disagree	12	12.0%
4.5	Extra remuneration is paid towards the overtime work	Strongly agree	22	22.0%
		Agree	44	44.0%
		Cannot defined	11	11.0%
		Disagree	13	13.0%
		Strongly disagree	10	10.0%
4.6	Yearly bonus declared by the organization	Strongly agree	23	23.0%
		Agree	48	48.0%
		Cannot defined	8	8.0%
		Disagree	11	11.0%
		Strongly disagree	10	10.0%
4.7	Review of dearness allowances is done periodically	Strongly agree	10	10.0%
		Agree	16	16.0%
		Cannot defined	22	22.0%
		Disagree	32	32.0%
		Strongly disagree	20	20.0%
4.8	Review of house rent allowances is done effectively	Strongly agree	26	26.0%
		Agree	34	34.0%
		Cannot defined	12	12.0%
		Disagree	15	15.0%
		Strongly disagree	13	13.0%
4.9	Pension schemes are well designed	Strongly agree	11	11.0%
		Agree	39	39.0%
		Cannot defined	13	13.0%
		Disagree	15	15.0%
		Strongly disagree	22	22.0%

4.10	Organization provide fair employees provident fund	Strongly agree	17	17.0%
		Agree	62	62.0%
		Cannot defined	10	10.0%
		Disagree	6	6.0%
		Strongly disagree	5	5.0%
4.11	Organizations employees gratuity plan is effective	Strongly agree	20	20.0%
		Agree	42	42.0%
		Cannot defined	10	10.0%
		Disagree	12	12.0%
		Strongly disagree	16	16.0%
4.12	Annual appraisal scheme is effective	Strongly agree	43	43.0%
		Agree	22	22.0%
		Cannot defined	17	17.0%
		Disagree	10	10.0%
		Strongly disagree	8	8.0%
4.13	Organization provides appropriate transportation allowance	Strongly agree	52	52.0%
		Agree	20	20.0%
		Cannot defined	12	12.0%
		Disagree	10	10.0%
		Strongly disagree	6	6.0%
4.14	Medical allowances provided are effective	Strongly agree	24	24.0%
		Agree	38	38.0%
		Cannot defined	16	16.0%
		Disagree	12	12.0%
		Strongly disagree	10	10.0%
4.15	Special allowances like petrol, cell phones etc are given	Strongly agree	20	20.0%
		Agree	36	36.0%
		Cannot defined	18	18.0%
		Disagree	15	15.0%
		Strongly disagree	11	11.0%



**4.4 Table showing the percentage response to which company have a effective wage/salary structure**



**Chart no 4.4**

**Analysis:**

The above table shows that 42% of the respondents are agree,19% are strongly agree,14% are cannot defined,13% are disagree,12% are strongly disagree with the wage / salary structure.

**Interpretation:**

Most of the respondents do agree that organization as the effective wage / salary structure.

**4.5 Table showing percentage response towards extra remuneration paid towards over time work**

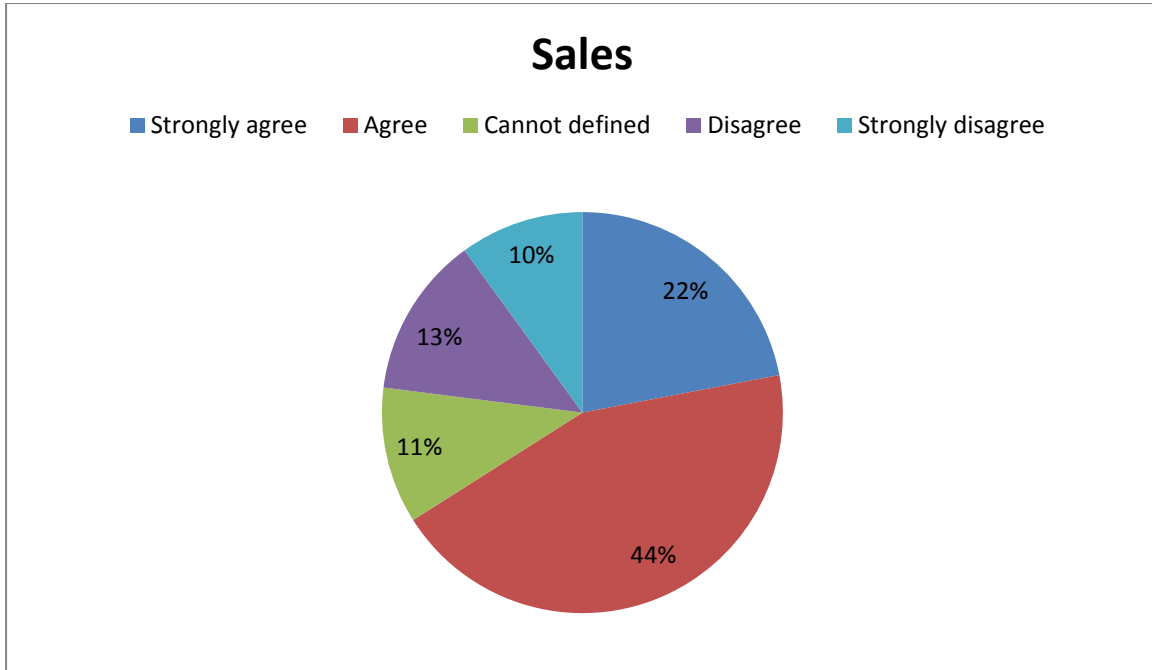


Chart no 4.5

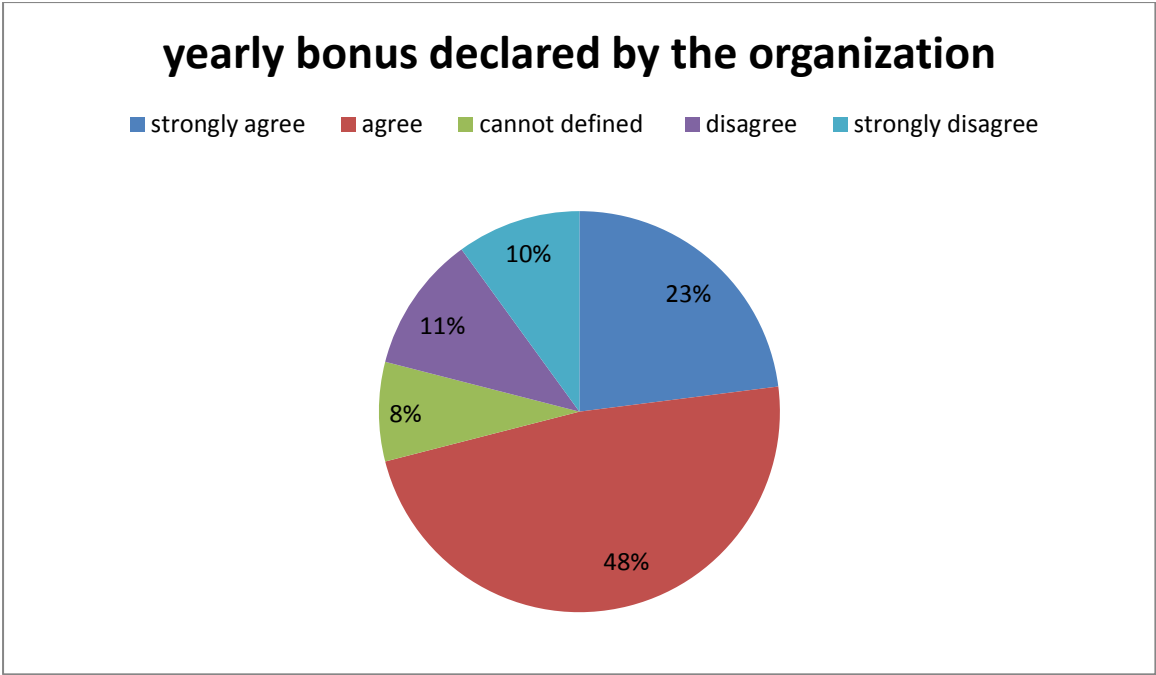
**Analysis:**

The above table shows that 44% of respondents are agree, 22% are strongly agree, 13% are disagree, 11% are cannot defined, 10% are strongly disagree with the extra remuneration.

**Interpretation:**

44% of the respondents agree that the organization pay extra remuneration for overtime work

**4.6 Table showing the percentage response of yearly bonus declared by the organization**



**Chart no 4.6**

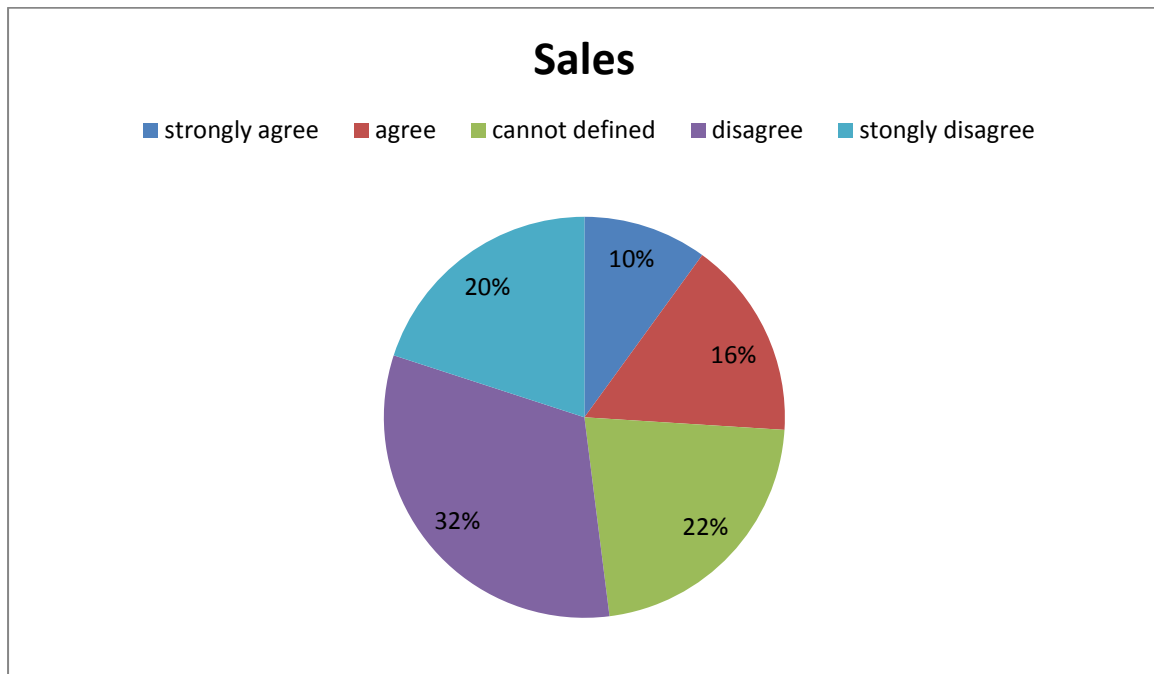
**Analysis:**

The above table shows that 48% of the respondents are agree, 23% are strongly agree, 11% are disagree, 10% are strongly disagree, 8% are cannot defined with the yearly bonus declared by the organization.

**Interpretation:**

From the above analysis we can see that most of the respondents agree that organization declared yearly bonus to its employees.

**4.7 Table showing the percentage reponse of review of dearness allowances is done periodically**



**Chart no 4.7**

**Analysis:**

The above table shows that 32% of the respondents are disagree, 22% are cannot defined, 20% are strongly disagree, 16% are agree, 10% are strongly agree with the dearness allowances.

**Interpretation:**

Most of the respondents disagree and say that the dearness allowance is not reviewed and enhanced periodically, the organization should do review dearness allowances periodically for the improved performance.

#### 4.8 Table showing percentage response of review of house rent allowance is done effectively

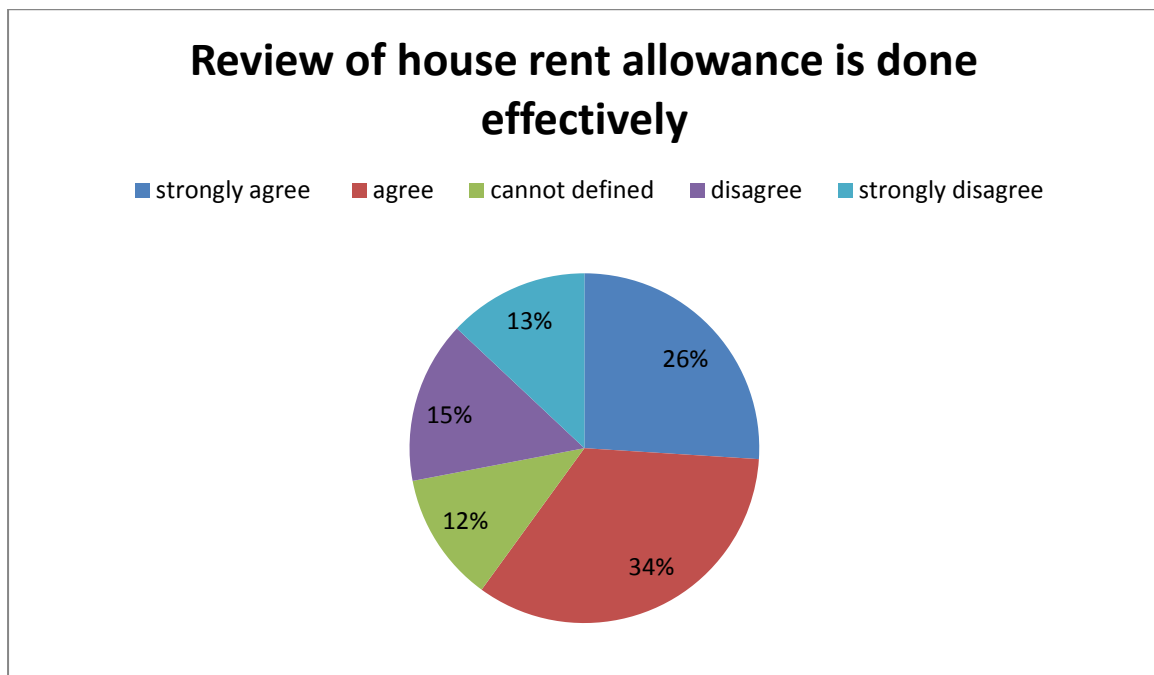


Chart no 4.8

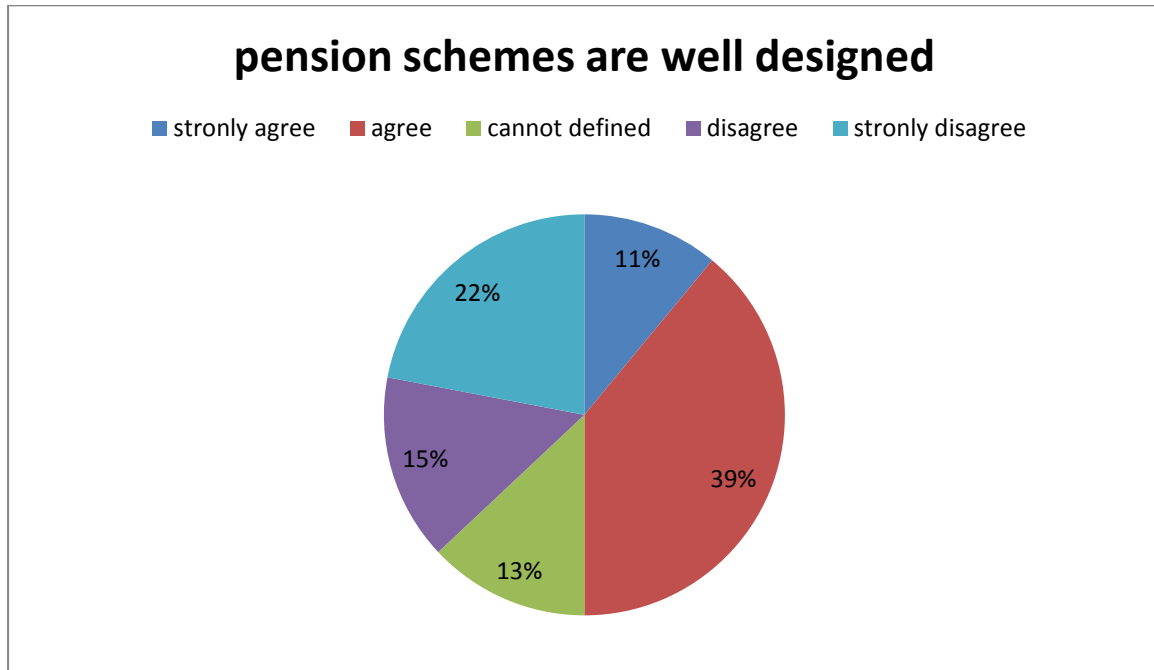
#### Analysis:

The above table shows that 34% of the respondents are agree, 26% are strongly agree, 15% are disagree, 13% are strongly disagree, 12% are cannot defined with the house rent allowances.

#### Interpretation:

From the above analysis we can see that most of the respondents do agree that house rent allowance reviewed periodically and effectively.

#### 4.9 Table showing Pension schemes are well dseigned



**Chart no 4.9**

#### **Analysis:**

The above table shows that 39% of the respondents are agree, 22% are strongly disagree, 15% are disagree, 13% are cannot defined, 11% are strongly agree with the pension scheme.

#### **Interpretation:**

From the above analysis we can see that most of respondents agree those pension schemes are well designed by the organization.

#### 4.10 Table showing the Organization provide fair employee provident fund

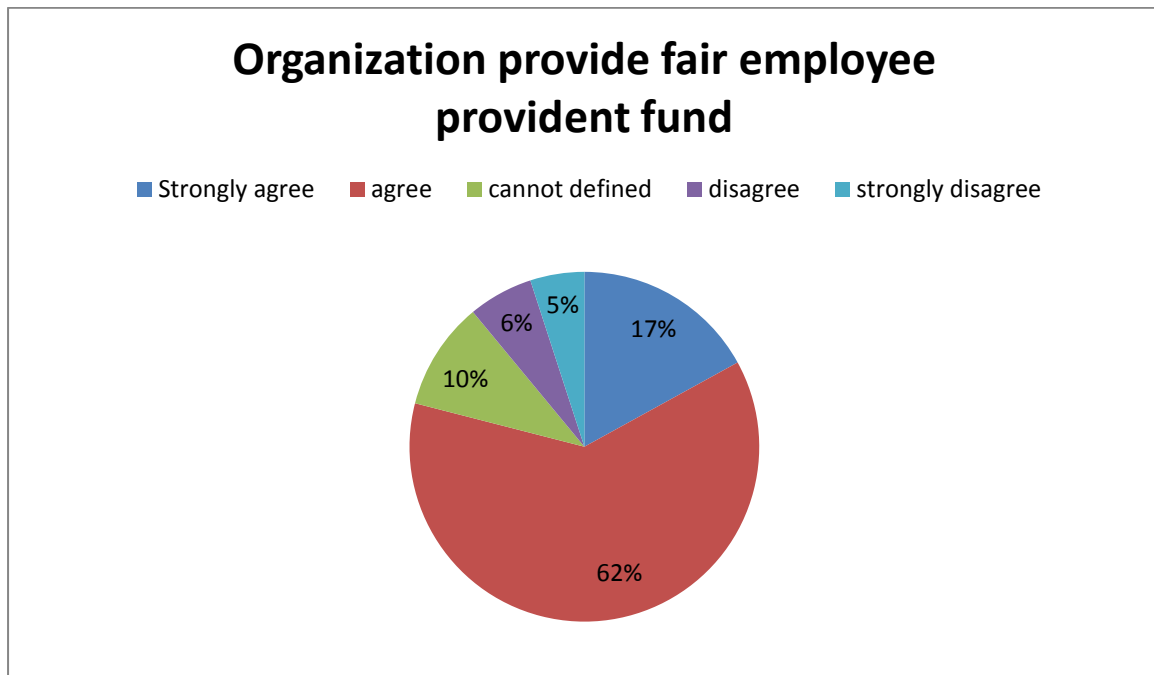


Chart no 4.10

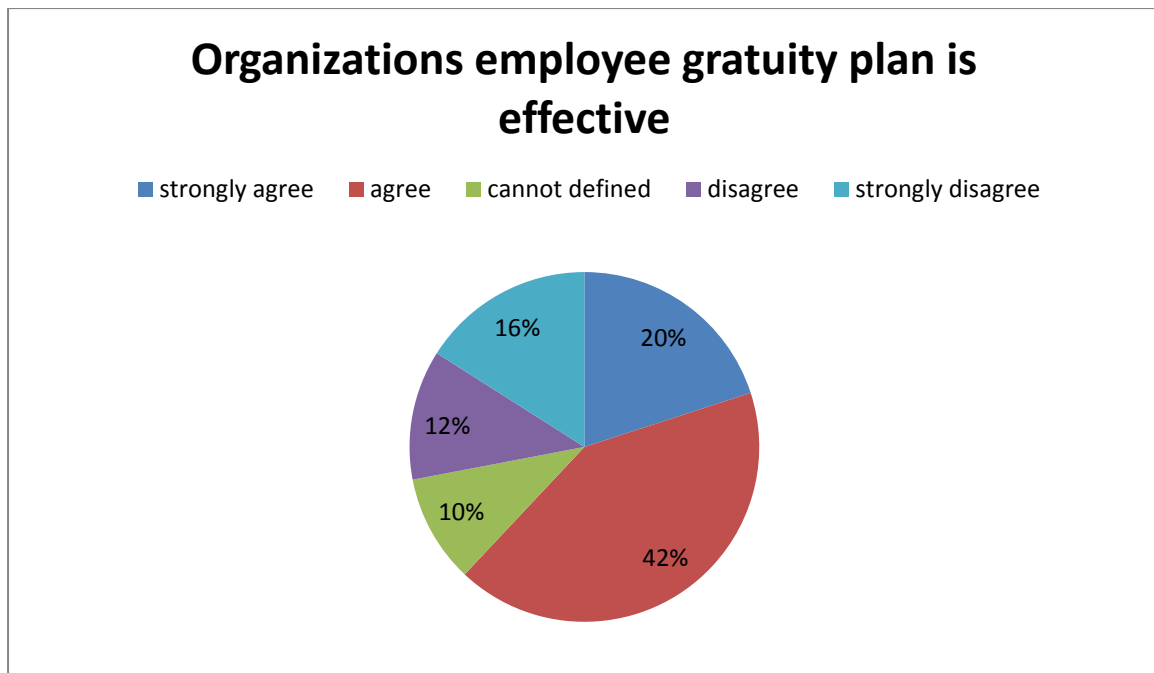
#### Analysis:

The above table shows that 62% of the respondents are agree, 17% are strongly agree, 10% are cannot defined, 6% are disagree, 5% are strongly disagree with provident fund provided by the organization.

#### Interpretation:

From the above analysis we can see that most of the respondents agreed that organization provide fair provident fund.

#### 4.11 Organizations employee gratuity plan is effectively



**Chart no 4.11**

**Analysis:**

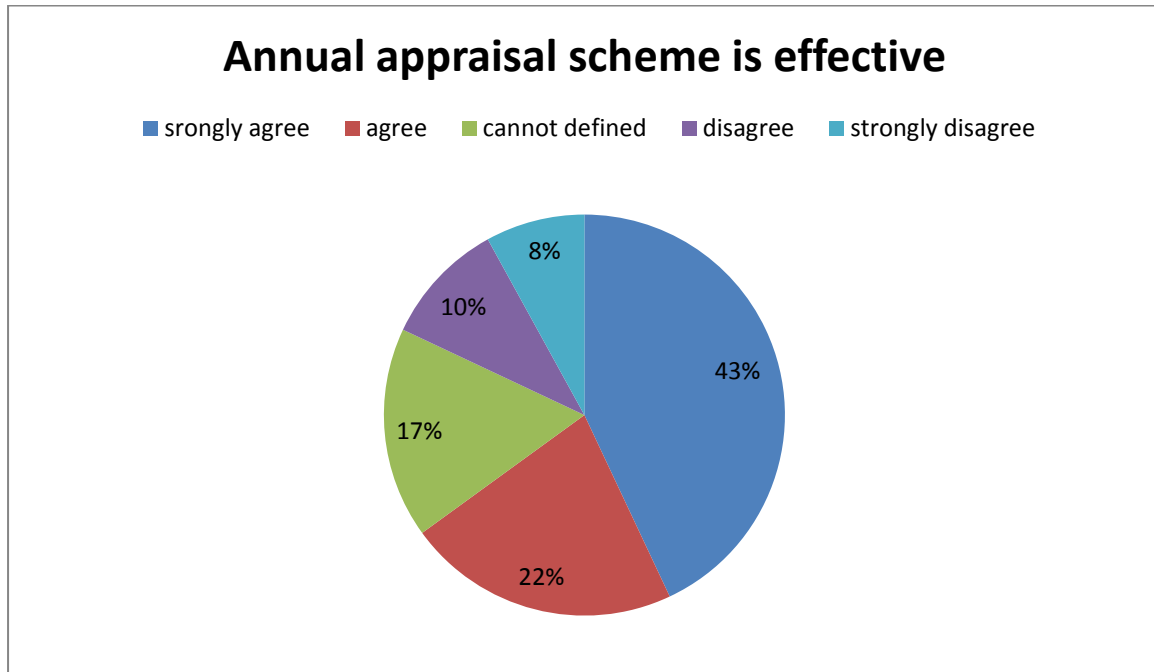
The above table shows that 42% of the respondents are agree, 20% are strongly agree. 16% are strongly disagree, 12% are disagree, 10% are cannot defined with the gratuity plan.

**Interpretation:**

From the above analysis we can see that most of the respondents agree that organization provide gratuity plans for employees is effective.



#### 4.12 Table showing the Annual appraisal scheme is effective



**Chart no 4.12**

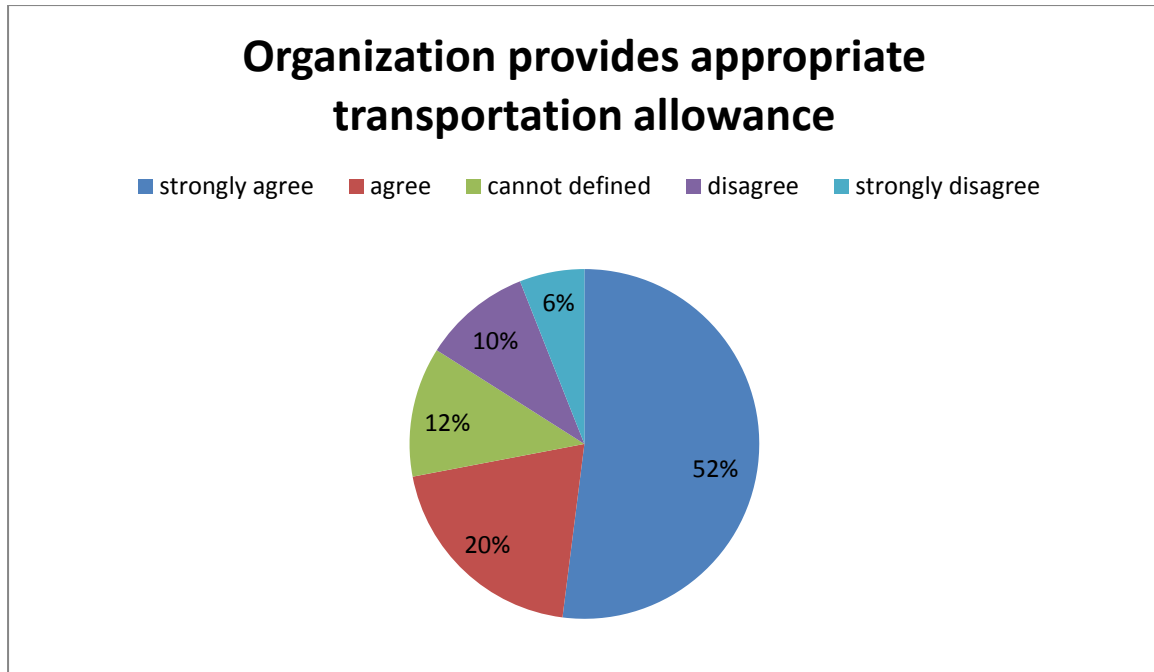
#### **Analysis:**

The above table shows that 43% of the respondents are strongly agree, 22% are agree, 17% are cannot defined, 10% are disagree, 8% are strongly disagree with the annual appraisal.

#### **Interpretation:**

From the above analysis we can see that most of the respondents strongly agree that annual appraisal scheme of the organization is effective.

#### 4.13 Table showing the organization provides appropriate transportation allowance



**Chart no 4.13**

#### **Analysis:**

The above table shows that 52% of the respondents are strongly agree, 20% are agree, 12% are cannot defined, 10% are disagree, 6% are strongly disagree with the transportation allowances.

#### **Interpretation:**

From the analysis it is clear that majority of the respondents strongly agree that organization provide them appropriate transportation allowance.

#### 4.14 Table showing the Medical allowances provided are effective

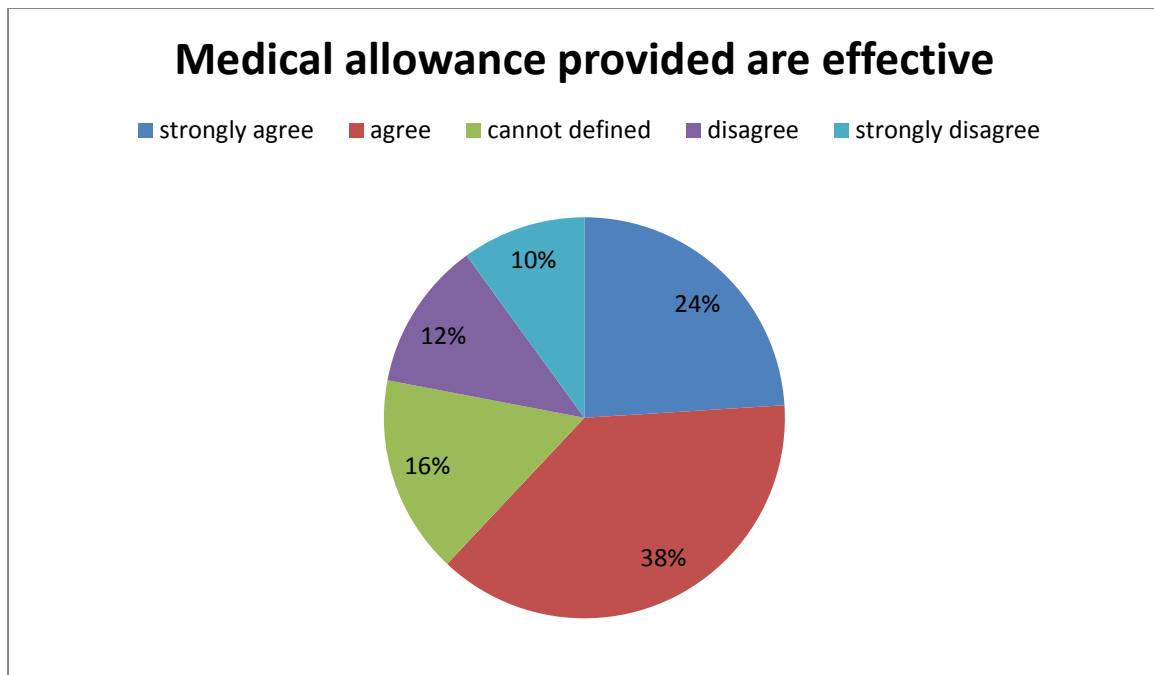


Chart no 4.14

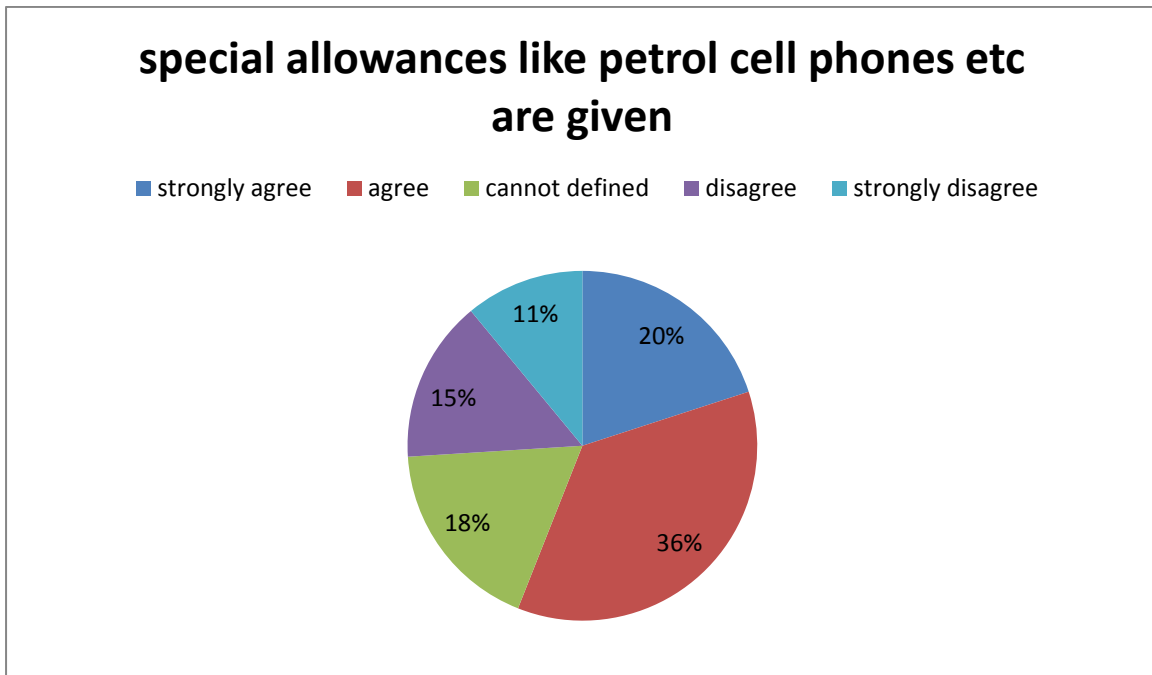
#### **Analysis:**

The above table shows that 38% of the respondents are agree, 24% are strongly agree, 16% are cannot defined, 12% are disagree, 10% are strongly disagree with the medical allowances provided by the organization.

#### **Interpretation:**

From the above analysis it is clear that most of the respondents agree that organization provide them effective medical allowance.

#### 4.15 Table showing the Special allowances like petrol cell phones etc are given



**Chart no 4.15**

**Analysis:**

The above table shows that 36% of the respondent are agree, 20% are strongly agree, 18% are cannot defined, 15% are disagree, 11% are strongly disagree with special allowances.

**Interpretation:**

From the above analysis it clear that most of the respondents agree that organization provide them special allowance.

**Part :C**  
**Questions relating to know effectiveness of non monetarywelfare measures within the organization**

Sl.no			Count	Percent
4.16	Hygienity of rest room provided	Highly satisfied	20	20.0%
		Satisfied	50	50.0%
		Cannot defined	15	15.0%
		Dissatisfied	8	8.0%
		Highly dissatisfied	7	7.0%
4.17	Causal leave, special leaves provided by the organization	Highly satisfied	20	20.0%
		Satisfied	38	38.0%
		Cannot defined	12	12.0%
		Dissatisfied	15	15.0%
		Highly dissatisfied	15	15.0%
4.18	Hygienity and quality of food provided in the canteen	Highly satisfied	18	18.0%
		Satisfied	40	40.0%
		Cannot defined	20	20.0%
		Dissatisfied	12	12.0%
		Highly dissatisfied	10	10.0%
4.19	Medical insurance provided by the organization	Highly satisfied	20	20.0%
		Satisfied	44	44.0%
		Cannot defined	15	15.0%
		Dissatisfied	10	10.0%
		Highly dissatisfied	11	11.0%
4.20	Transportation facilities provided by the organization	Highly satisfied	24	24.0%
		Satisfied	37	37.0%
		Cannot defined	14	14.0%
		Dissatisfied	12	12.0%
		Highly dissatisfied	13	13.0%
4.21	Training programmes	Highly satisfied	29	29.0%
		Satisfied	46	46.0%
		Cannot defined	9	9.0%
		Dissatisfied	11	11.0%
		Highly dissatisfied	5	5.0%

4.22	Hygienity and cleanliness maintained at the work place	Highly satisfied	25	25.0%
		Satisfied	51	51.0%
		Cannot defined	13	13.0%
		Dissatisfied	6	6.0%
4.23	Group insurances provided by the organization	Highly dissatisfied	5	5.0%
		Highly satisfied	26	26.0%
		Satisfied	40	40.0%
		Cannot defined	15	15.0%
		Dissatisfied	11	11.0%
4.24	Facilities and hygienity of crèches	Highly dissatisfied	8	8.0%
		Highly satisfied	30	30.0%
		Satisfied	38	38.0%
		Cannot defined	14	14.0%
		Dissatisfied	10	10.0%
4.25	Recreation facilities given to the employees	Highly dissatisfied	8	8.0%
		Highly satisfied	20	20.0%
		Satisfied	35	35.0%
		Cannot defined	18	18.0%
		Dissatisfied	15	15.0%
4.26	Career development and further education support	Highly dissatisfied	12	12.0%
		Highly satisfied	30	30.0%
		Satisfied	48	48.0%
		Cannot defined	8	8.0%
		Dissatisfied	4	4.0%
4.27	Hygienity and cleanliness of accommodation provided	Highly dissatisfied	10	10.0%
		Highly satisfied	20	20.0%
		Satisfied	60	60.0%
		Cannot defined	5	5.0%
		Dissatisfied	7	7.0%
		Highly dissatisfied	8	8.0%

#### 4.16 Table showing the hygienity of rest room provided

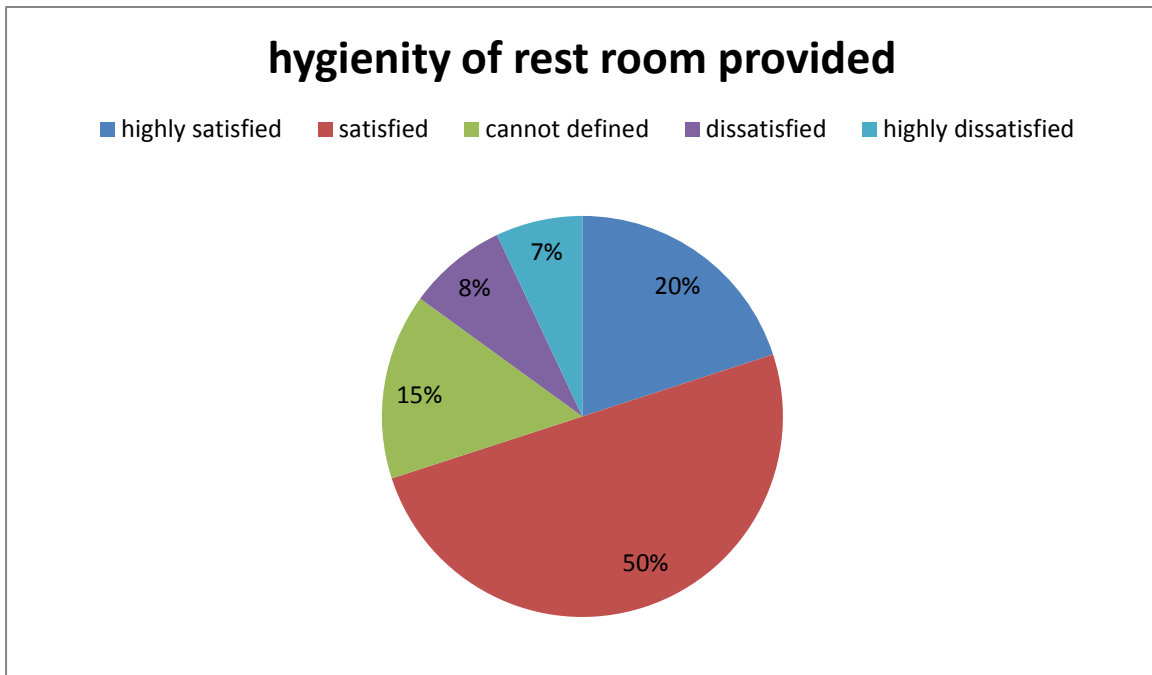


Chart no 4.16

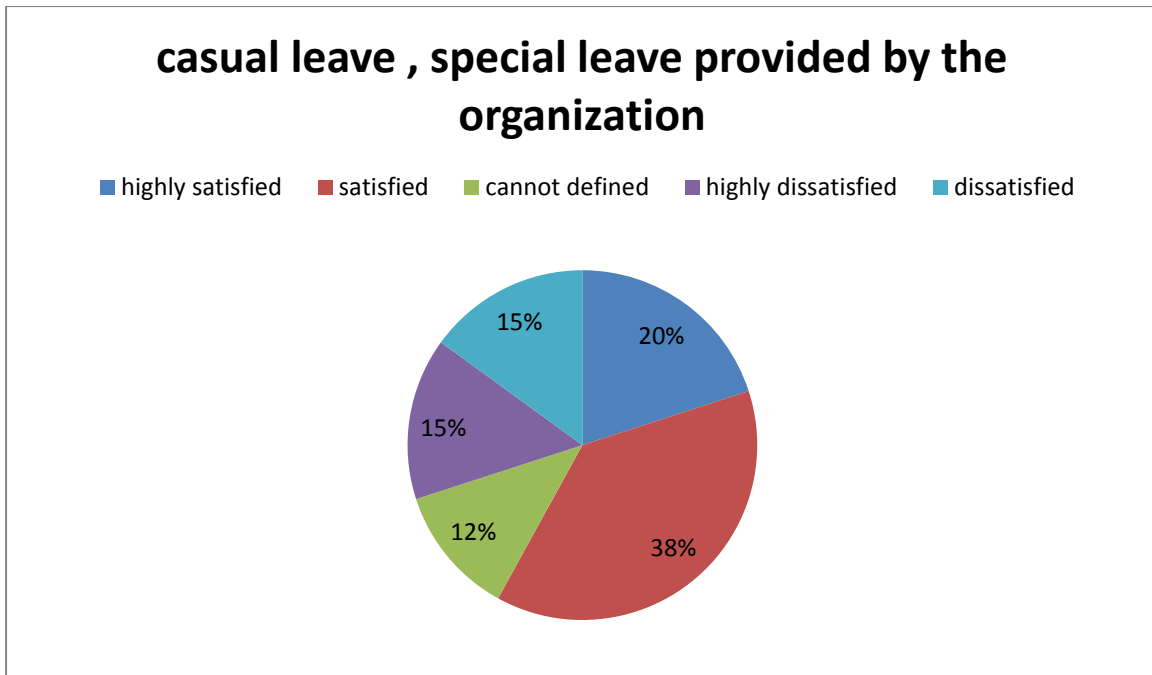
#### Analysis:

The above table shows that 50% of the respondents are satisfied, 20% are highly satisfied, 15% are cannot defined, 8% are dissatisfied 7% are highly dissatisfied with the hygienity of rest rooms.

#### Interpretation:

From the anyalysis it is clear that Majority of the respondents are satisfied with the hygienity of the rest room facilities provided by the organization.

**Table 4.17 Table showing the Casual leave ,special leaves provided by the organization**



**Chart no 4.17**

**Analysis:**

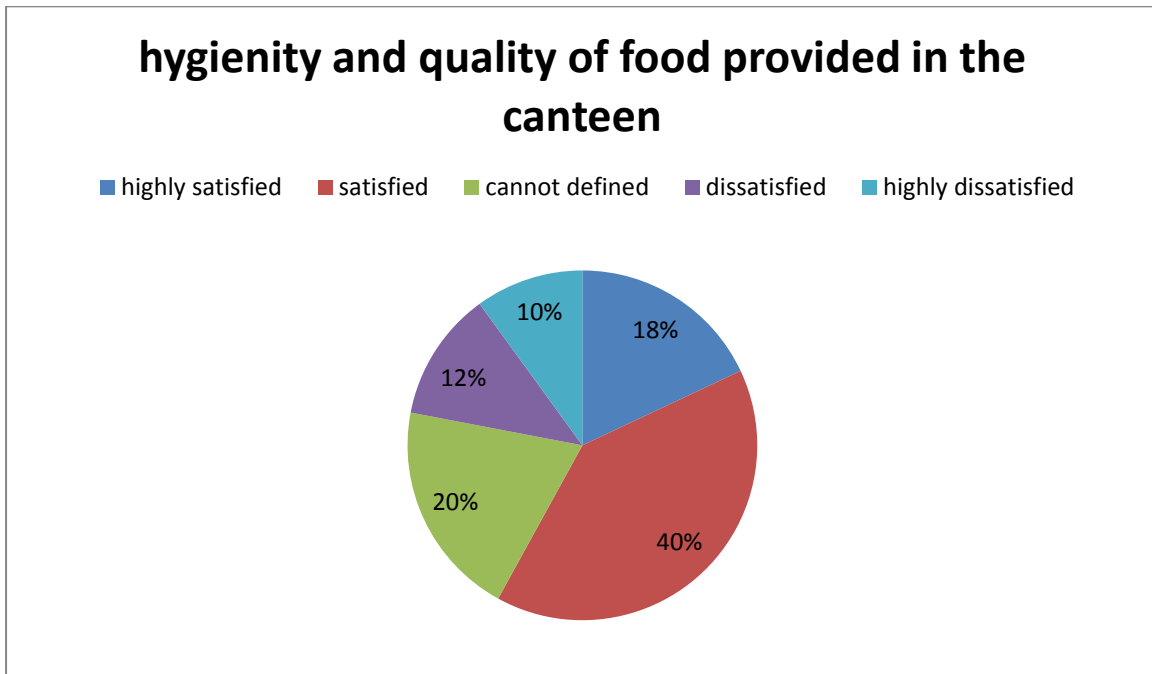
The above table shows that 38% of the respondents are satisfied, 20% are highly satisfied, 15% are dissatisfied, 15% are highly dissatisfied, 12% are cannot defined with the causal leaves, special leaves provided by the organization.

**Interpretation:**

From the above analysis it is clear that most of the respondents are satisfied with the causal leaves, special leaves provided by the organization.



#### 4.18 Table showing the hygienity and quality of food provided in the canteen



**Chart no 4.18**

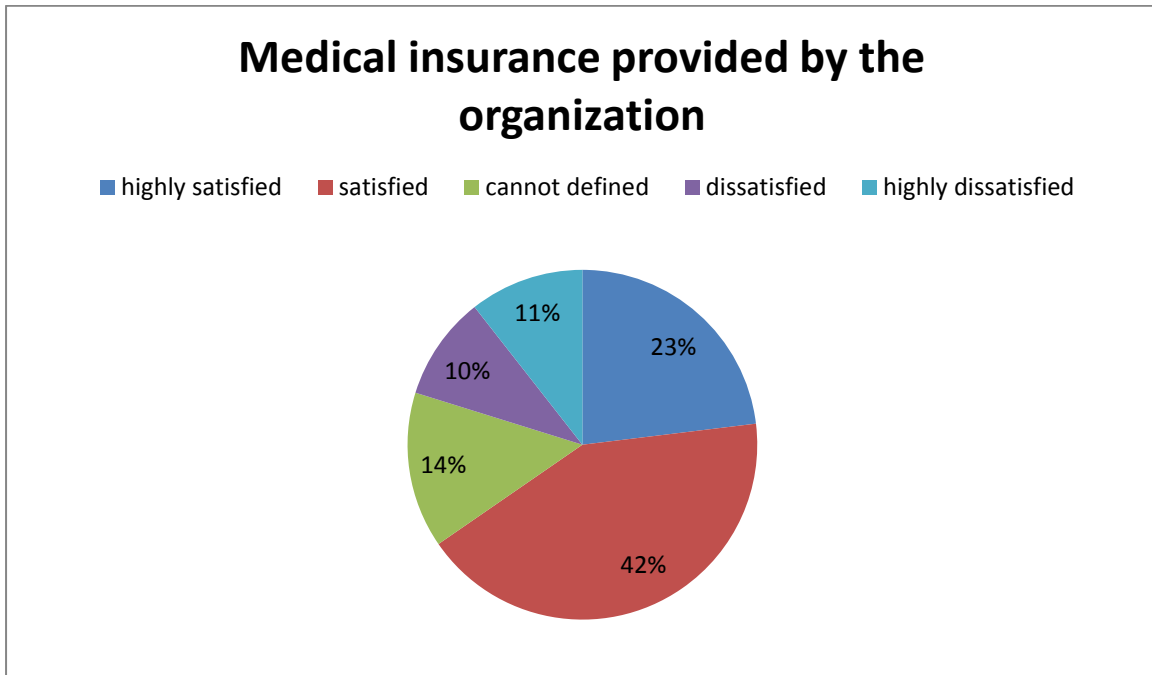
#### **Analysis:**

The above table shows that 40% of the respondents are satisfied, 20% are cannot defined, 18% are highly satisfied, 12% are dissatisfied, 10% are highly dissatisfied with the hygienity and quality of food provided in the canteen.

#### **Interpretation:**

From the analysis we can see that most of the respondents are satisfied with the quality and hygienity of the food served in the canteen.

4.19 Table showing medical insurance provided by the organization



**Chart no 4.19**

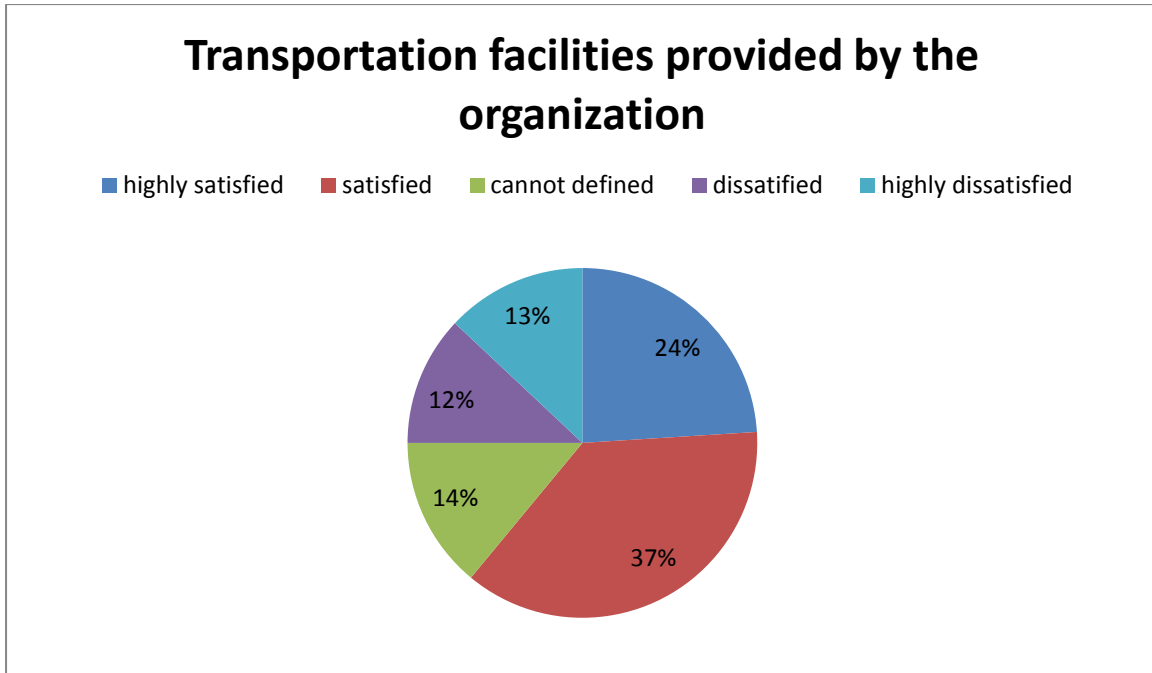
**Analysis:**

The above table shows that 44% of the respondents are satisfied, 20% are highly satisfied, 15% are cannot defined, 11% are highly dissatisfied, 10% are dissatisfied with the medical insurance provided by the organization.

**Interpretation:**

It can be interpreted that 44% of the respondents are satisfied with medical insurance provide by the organization.

#### 4.20 Table showing the transportation facilities provided by the organization



**Chart no 4.20**

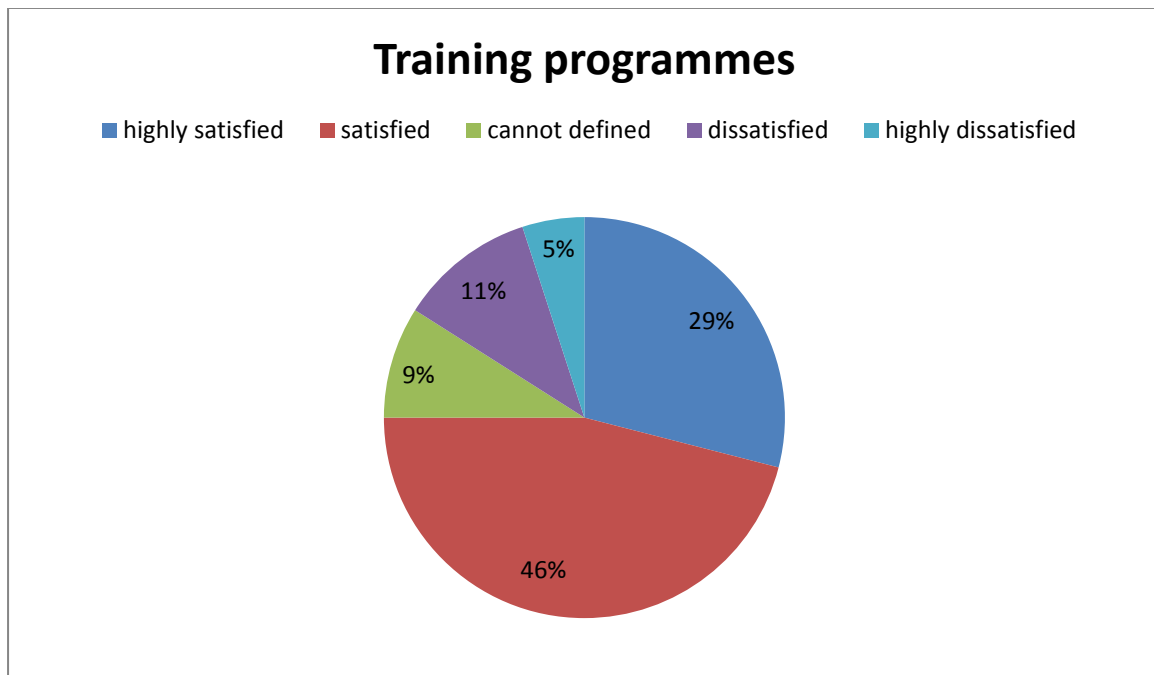
**Analysis:**

The above table shows that 37% of the respondents are satisfied, 24% are highly satisfied, 14% are cannot defined, 13% are highly dissatisfied, 12% are dissatisfied with the transportation facilities provided by the organization.

**Interpretation:**

From above analysis can be interpreted that 37% of the respondents are satisfied with transportation facilities.

#### 4.21 Table showing the training programmes



**Chart 4.21**

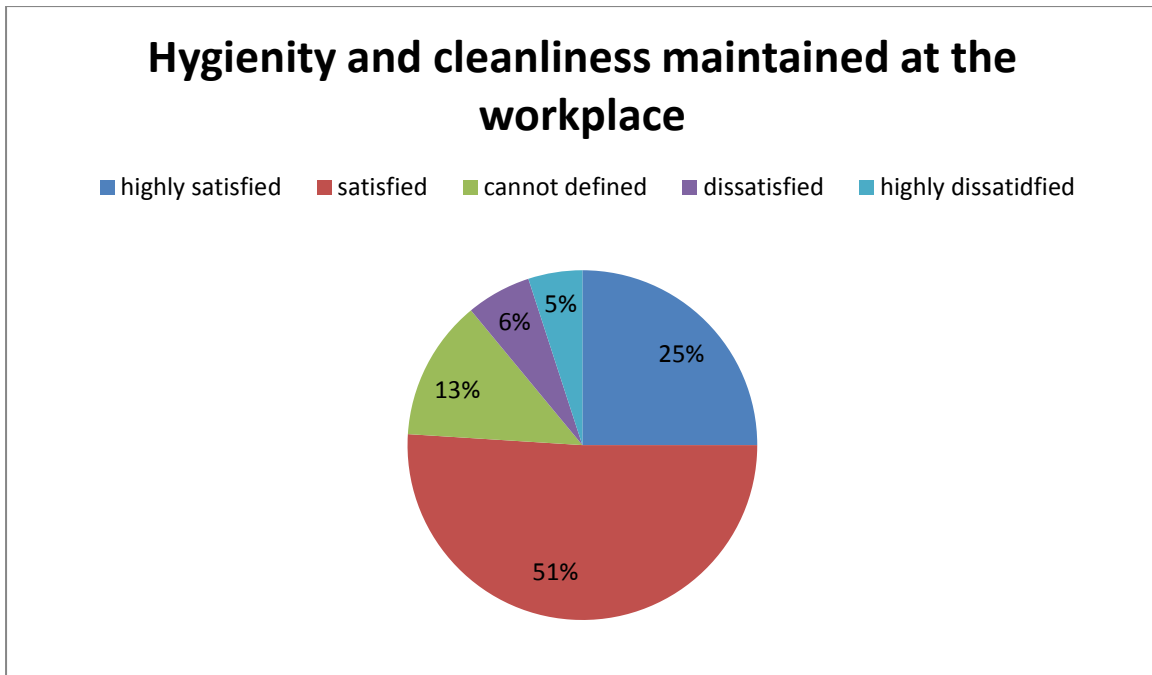
#### **Analysis:**

The above table shows that 46% of the respondents are satisfied, 29% are highly satisfied, 11% are dissatisfied, 9% are cannot defined, 5% are highly dissatisfied with the training programmes.

#### **Interpretation:**

From the above analysis it is clear that most of the respondents are satisfied with the training programmes

#### 4.22 Table showing the hygienity and cleanliness maintained at the workplace



**Chart 4.22**

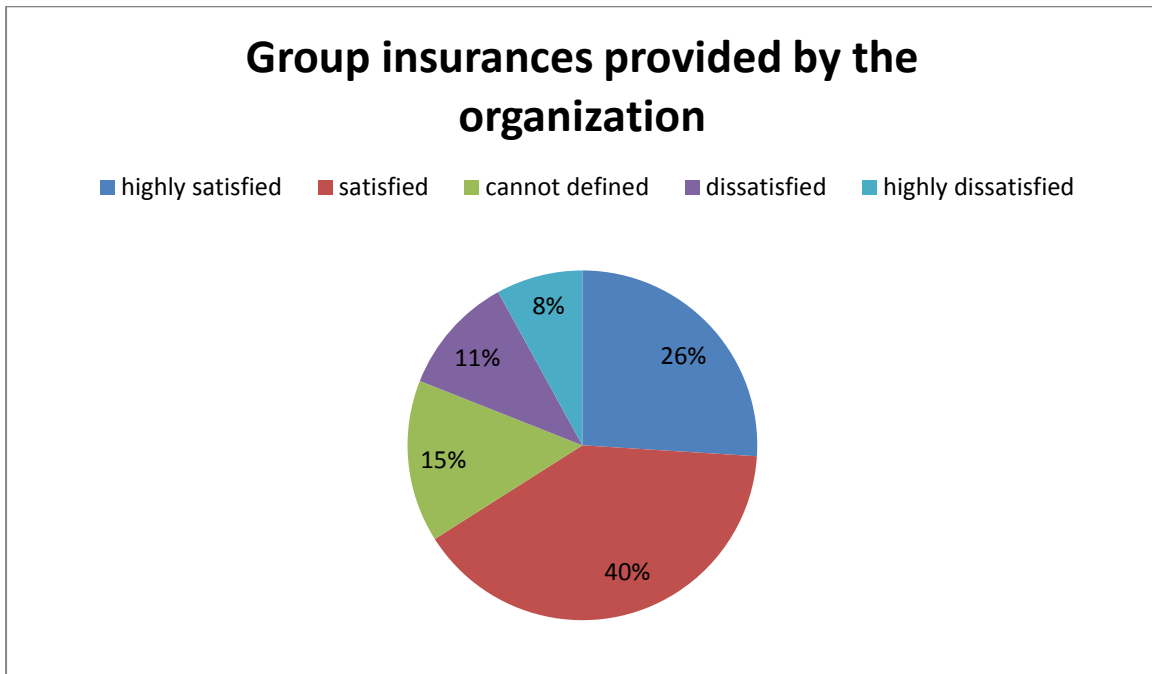
#### **Analysis:**

The above table shows that 51% of the respondents are satisfied, 25% are highly satisfied, 13% are cannot defined, 6% are dissatisfied, 5% are highly dissatisfied with the hygienity and cleanliness maintain at the work place.

#### **Interpretation:**

From the above analysis it is clear that most of the respondents are satisfied with hygienity and cleanliness maintained at the work place

#### 4.23 Table showing the Group insurances provided the organization



**Chart 4.23**

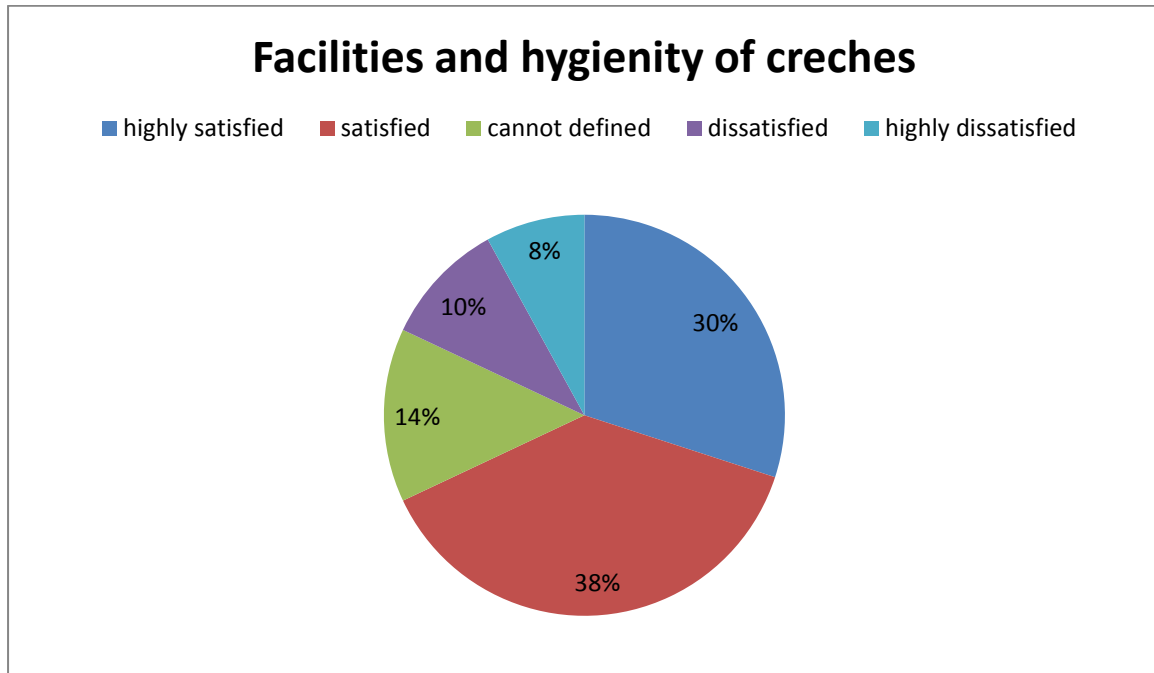
**Analysis:**

The above table shows 40% of the respondents are satisfied, 26% are highly satisfied, 15% are cannot defined, 11% are dissatisfied, 8% are highly dissatisfied with the group insurance provided by the organization.

**Interpretation:**

From the above analysis it is clear that most of the respondents are satisfied with group insurance facility provided by the organization.

#### 4.24 Table showing facilities and hygienity of creches



**Chart 4.24**

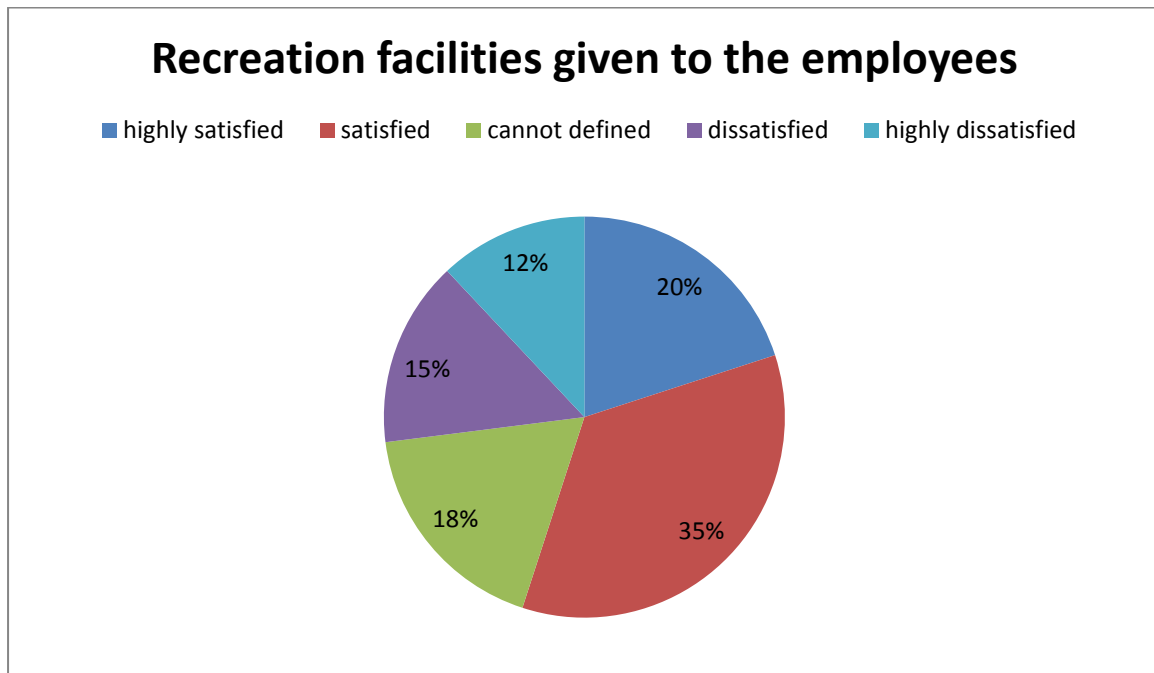
#### **Analysis:**

The above table shows that 38% of the respondents are satisfied, 30% are highly satisfied, 14% are cannot defined, 10% are dissatisfied, 8% are highly dissatisfied with the facilities and hygienity of creches

#### **Interpretation:**

From the above analysis it is clear that most of the respondents are satisfied with facility and hygienity of creches, it shows there is the further scope for improvement.

#### 4.25 Table showing the recreation facilities given to the employees



**Chart no 4.25**

#### **Analysis:**

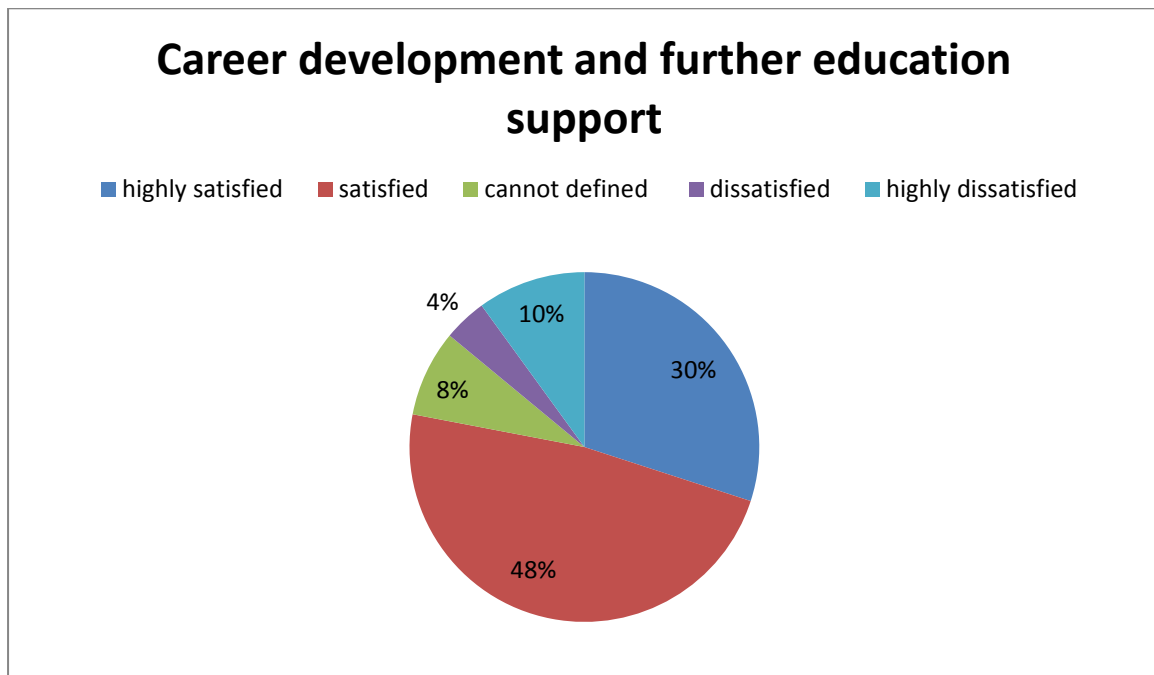
The above table shows 35% of the respondents are satisfied, 20% are highly satisfied, 18% are cannot defined, 15% are dissatisfied, 12% are highly dissatisfied with the recreation facilities to the employee.

#### **Interpretation:**

From the above analysis we can see that almost 35% of the respondents are satisfied with recreation facility provided by the organization this shows that the recreation facilities can be designed more effectively.



#### 4.26 Table showing that career development and further education support



**Chart no 4.26**

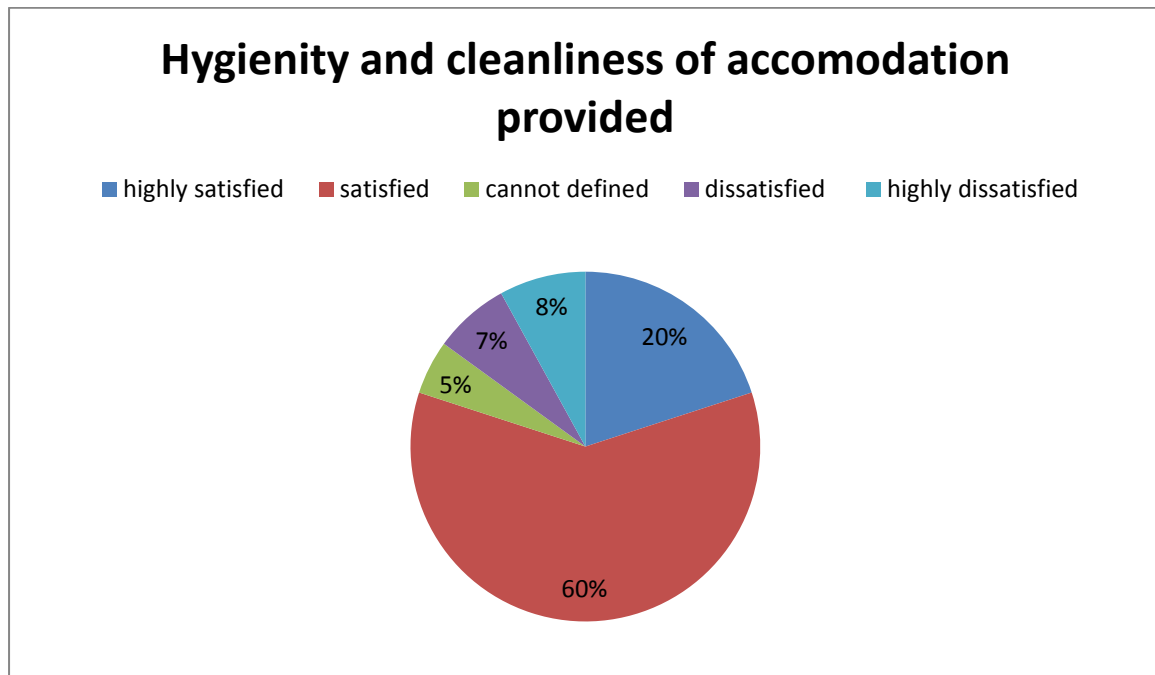
#### **Analysis:**

The above table shows that 48% of the respondents are satisfied, 30% are highly satisfied, 10% are highly dissatisfied, 8% are cannot defined, 4% are dissatisfied with the career development and further education support.

#### **Interpretation:**

From the above analysis it is clear that most of the respondents satisfied with organizational support towards the career development.

#### 4.27 Table showing the hygienity and cleanliness of accommodation provided



**Chart no 4.27**

**Analysis:**

The above table shows that 60% of the respondents are satisfied, 20% are highly satisfied, 8% are highly dissatisfied, 7% are dissatisfied, 5% are cannot defined with the hygienity and cleanliness of accommodation provided.

**Interpretation:**

From the above analysis it is clear thatof the employees are satisfied with hygienity and cleanliness of the accommodation facilities provided by the organization.

**Part:D**  
**Overall effectiveness of welfare measures**

**3.28 Table showing the overall effectiveness of welfare measures adopted by the café coffee day were 1 being highest and 5 being the lowest.**

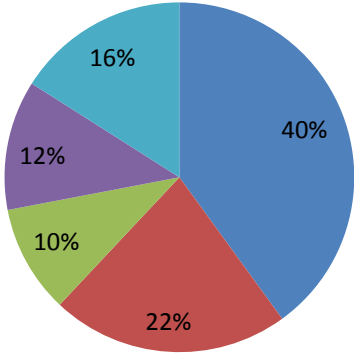
**Rate the overall effectiveness of welfare measures adopted by the café coffee day were 1 being highest and 5 being the lowest**

**Table 4.28**

	Frequency	Percent	Valid percent	Cumulative percent
Valid Strongly agree	40	40.0	40.0	40.0
Agree	22	22.0	22.0	62.0
Neutral	10	10.0	10.0	72.0
Disagree	12	12.0	12.0	84.0
Strongly disagree	16	16.0	16.0	100.0
Total	100	100.0	100.0	

**Overall effectiveness of welfare measures adopted by cafe coffee day**

■ strongly agree   
 ■ agree   
 ■ neutral   
 ■ disagree   
 ■ strongly disagree



**Analysis:**

The above table shows that 40% of the respondents are strongly agree, 22% are agree, 16% are strongly disagree, 12% are disagree, 10 are neutral.

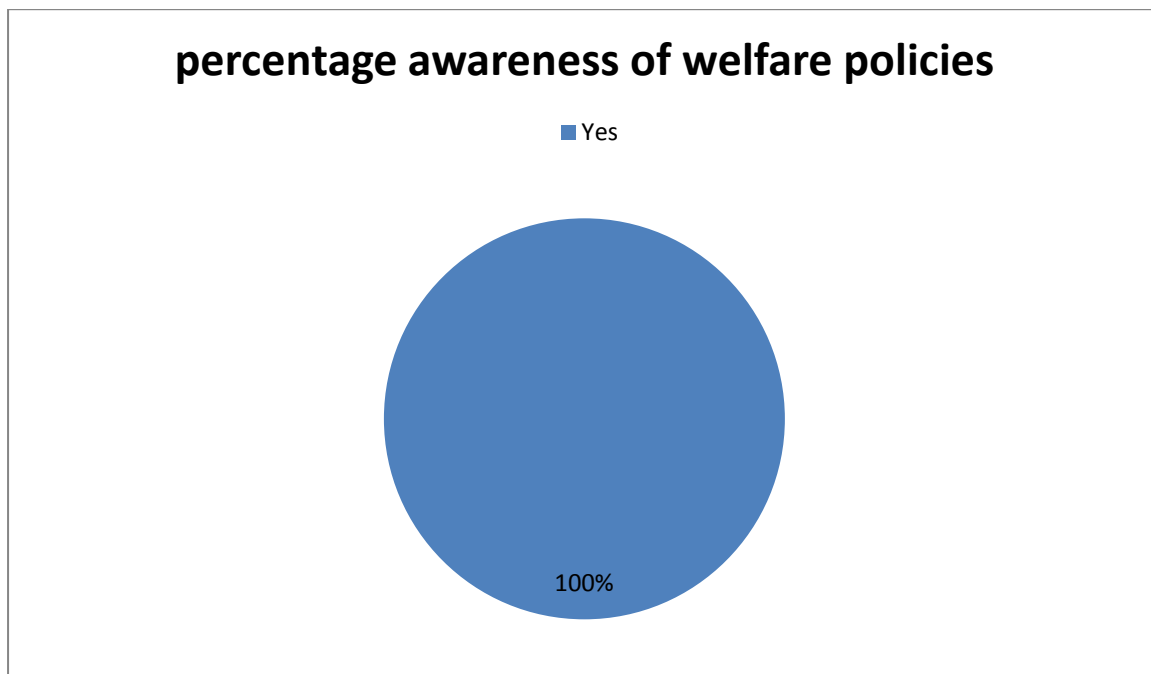
**Interpretation:**

From the above analysis we can see that respondents do strongly agree that the organization provides them the best welfare measures.

**3.29 Table showing respondents awareness of welfare policies in coffee day global**

Table 4.29

	Frequency	Percent
Valid Yes	100	100.0



**Analysis:**

The above table shows that 100% of respondents are aware of welfare policies.

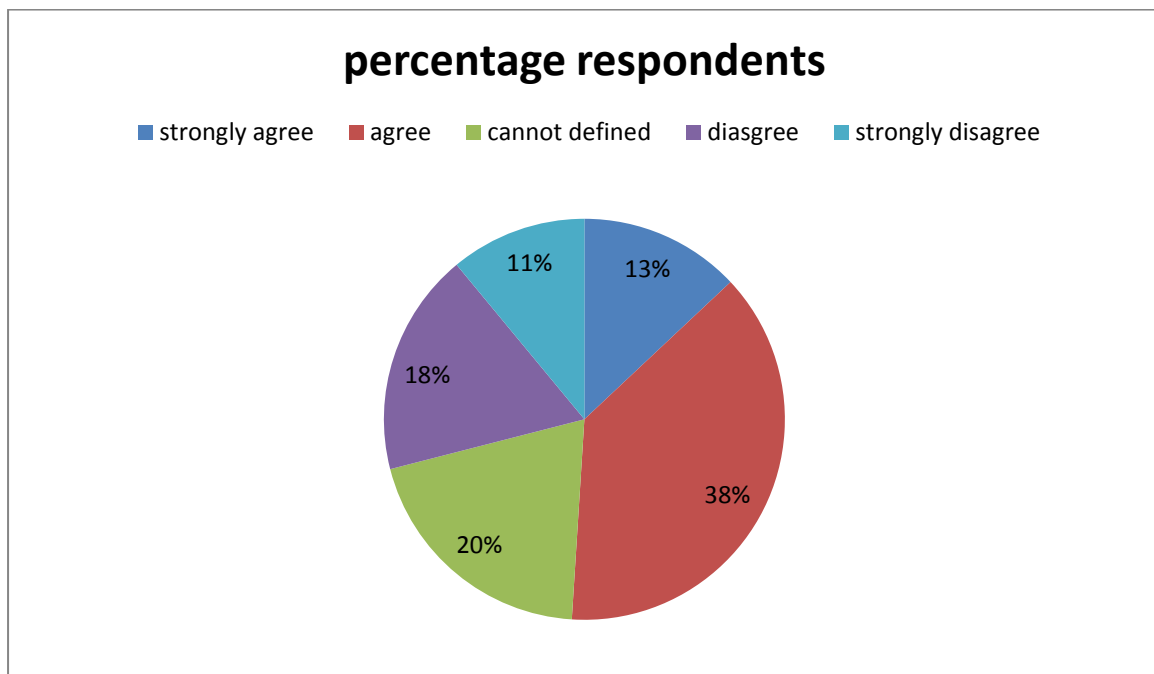
**Interpretation:**

From the above analysis we can understand that every employer in the organisation is aware of welfare policies .From this it is clear that organisation gives information about welfare policies to every employee

### 3.30 Company follows standard procedure to induct employees regarding welfare policies.

Table 4.30

	Frequency	Percent
Valid Strongly agree	13	13.0
Agree	38	38.0
Cannot defined	20	20.0
Disagree	18	18.0
Strongly disagree	11	11.0
Total	100	100.0



#### Analysis:

The above table represents that 38% are agree, 20% are cannot defined, 18% are disagree, 14% are strongly agree, 10% are strongly agree with the standard procedure to induct employees regarding welfare policies.

#### Interpretation:

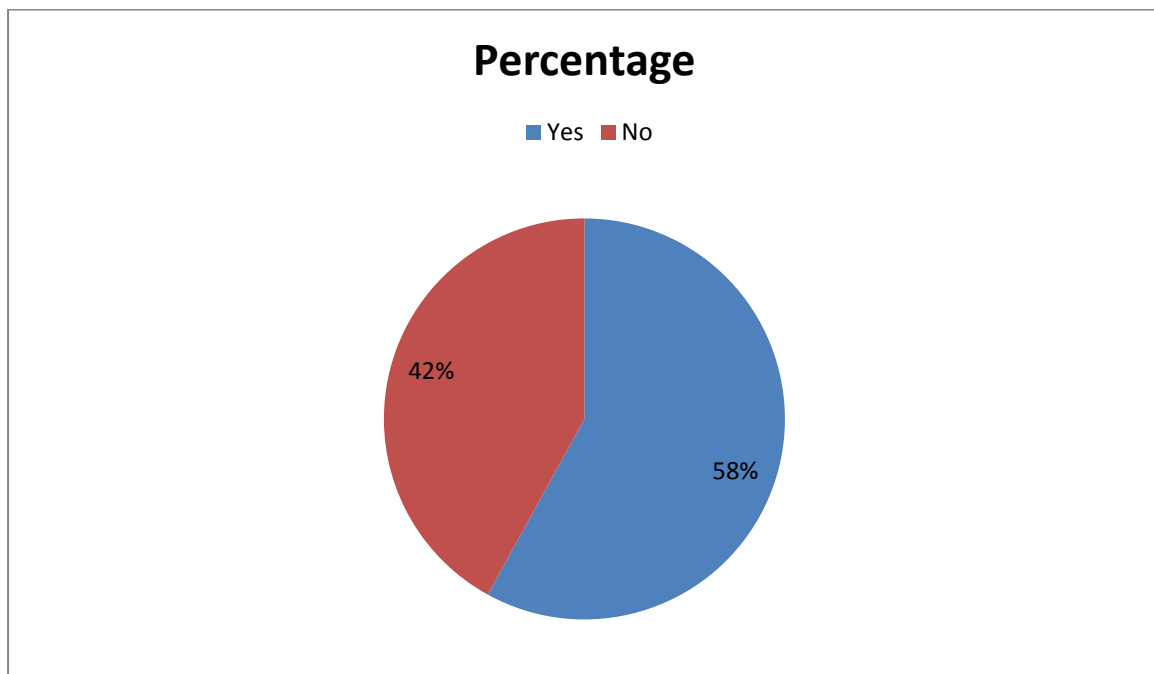
From the above analysis . It is clear that for few employees information regarding welfare measures is not given in induction

**3.31 Table showing the employee welfare concept of café coffee day match your perception and expectation.**

Table 4.31

**Does employee welfare concept of café coffee day match your perception and expectation**

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Yes	58	58.0	58.0	58.0
	No	42	42.0	42.0	100.0
Total		100	100.0	100.0	



**Analysis:**

The above table represents that 58% respondents are positive with the perception and expectation, 42% are negative.

**Interpretation:**

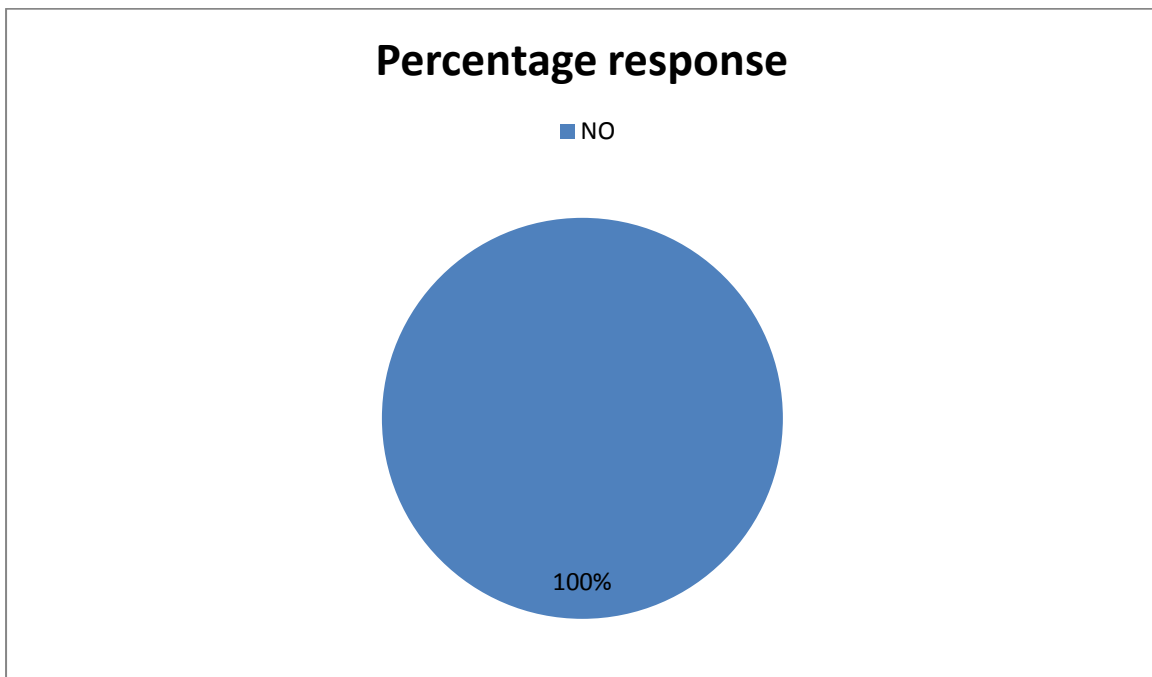
Most (58%) of the respondents say that the welfare concept of company match their perception.

**3.32 Separate employees committee are created for the implementation of welfare activities.**

**Table 4.32**

**Separate employees committee are created for the implementation of welfare activities**

		Frequency	Percent	Valid percent	Cumulative percent
Valid	No	100	100.0	100.0	100.0



**Analysis:**

The above table shows that 100% employee committee is created for the implementation of welfare activities.

**Interpretation:**

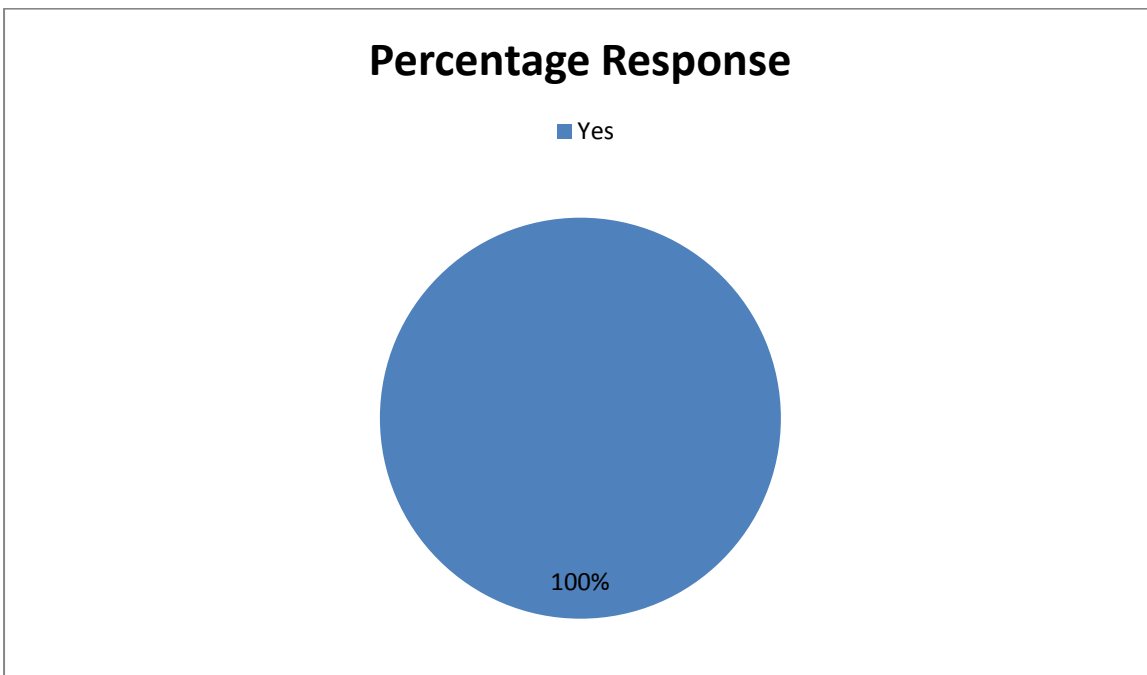
From the above analysis we can see that no separate employees committees are created for implementation of welfare policies.

**3.33 Table showing the organization has the separate officers to address the issues of welfare measures**

**Table 4.33**

**Do the organization has the separate officers to address the issues of welfare measures**

	Frequency	Percent	Valid percent	Cumulative percent
Valid Yes	100	100.0	100.0	100.0



**Analysis:**

From the above table, 100% of the respondents agree that they have separate officerto address the issues of welfare measures.

**Interpretation:**

From the above analysis it is clear that there is an separate officers assigned by an organization to address the issue of welfare measures.



## **CHAPTER – 5**

### **SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTION**

#### **FINDINGS:**

- 54% of the respondents as experience between 1-4 years in the organization.
- 100% of the respondents are aware of welfare policies at coffee global ltd Bangalore.
- 38% of the respondents agree that the company follow standard procedure to induct welfare policies.
- 58% of the respondents say that the welfare concept of company matches their perception.
- 100% of the respondents say no separate employees committees are created for implementation of welfare policies.
- 100% of the respondents do agree that there is a separate officer assigned by organization to address the issue of welfare measures.
- 42% of the respondents do agree that organization as the effective wage / salary structure.
- 44% of the respondents agree that the organization pay extra remuneration for overtime work.
- 48% of the respondents agree that organization declares yearly bonus to its employees.
- 32% of the respondents disagree and say that the dearness allowance is not reviewed and enhanced periodically in the organization.
- 34% of the respondents do agree that house rent allowance reviewed periodically and effectively.
- 39% of respondents agree that pension schemes are well designed by the organization.
- 62% of the respondents agreed that organization provide fair provident fund.
- 42% of the respondents agree that organizations gratuity plan foremployees are effective.
- 43% of the respondents strongly agree that annual appraisal scheme of the organization is effective.

- 52% of the respondents strongly agree that organization provide them appropriate transportation allowance
- 38% of the respondents agree that organization provide them effective medical allowance.
- 36% of the respondents agree that organization provide them special allowance.
- 50% of the respondents are satisfied with the hygienity of the rest room sprovided by the organization.
- 38% of the respondents are satisfied with the causal leaves, special leaves provided by the organization.
- 40% of the respondents are satisfied with the quality and hygienity of the food served in the canteen.
- 44% of the respondents are satisfied with medical insurance provide by the organization.
- 37% of the respondents are satisfied with transportation facilities.
- 46% of the respondents are satisfied with the training programmes.
- 51% of the respondents are satisfied with hygienity and cleanliness maintained in the work place.
- 40% of the respondents are satisfied with group insurance facility provided by the organization.
- 38% of the respondents are satisfied with facility and hygienity of crèches.
- 30% of the respondents are satisfied with recreation facility provided by the organization.
- 48% of the respondents are satisfied with organizational support towards the career development.
- 60% of the employees are satisfied with hygienity and cleanliness of the accommodation facilities provided by the organization.
- 40% of the respondents do strongly agree that the organization provides them the best welfare measures.

## **CONCLUSIONS:**

From the above survey it can be observed that welfare measure need not be in monetary terms only but in any kind form. Employee welfare includes monitoring of working condition, creation of industrial harmony through infrastructure for health and unemployment for the workers and their families.

The study of welfare measures taken by the company is done to improve the working condition and create a fair working atmosphere to the employees which make them to put their complete effort of their full potential. Some of the suggestion are given to improve effectiveness of the employee welfare measures like, canteen rest rooms and housing facilities which helps to build the morale and increase the productivity of the employees.

Thus it can be concluded from the study that the Coffee Day Global Ltd Bengaluru city, has providing the welfare measures, but they can be done with the little more improvements to be survey in this competitive world and also company can make improvement in providing the special allowance provided to the employees.

**SUGGESTIONS:**

- The company can improve the recreational facilities being offered to the employees.
- The company should arrange more transportation facilities to the employees particularly those who are coming for night shifts.
- It is suggested that the management should improve the house rent facilities in the organization.

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### **Webilography**

[www.Cafe Coffee Day .com](http://www.Cafe Coffee Day .com)

**ANNEXURE**  
**QUESTIONNAIRE**

**Dear Respondents,**

I am RAHUL K.V student of final year MBA, Acharya Institute of Technology,, affiliated to Visvesvaraya technological university,Belagavi. Conducting survey on the topic **“A Study on Effectiveness of Welfare measures towards Employees with the special reference ofCoffee Day Global Ltd Bengaluru”**I shall be grateful to you, if you spare a couple of minutes to answer these questions.

<b>PART-A</b> <b>Personal information</b>
--

1. Name: \_\_\_\_\_

2. Gender:

a) Male            [   ]

b) Female        [   ]

3. Age:

a) 18-25            [   ]                      b) 25-30                      [   ]

c) 30-35            [   ]                      d) 35 and above            [   ]

4. Number of years experiences in the organization

a) Less than 1 years            [   ]

b) 1-4 years                      [   ]

c) 4-8 years                      [   ]

d) 8 years and above            [   ]



**PART-B**  
**Questions relating to know effectiveness of monetary welfare measures within the organization**

	Strongly agree	Agree	Cannot defined	Disagree	Strongly disagree
5. Organization has effective wage / salary structure.					
6. Extra remuneration is paid towards the overtime work.					
7. Yearly bonus declared by the organization.					
8. Review of dearness allowances is done periodically.					
9. Review of house rent allowances is done effectively.					
10. Pension scheme are well designed.					
11. Organization provide fair employee provident fund.					
12. Organizations employee gratuity plan is effective.					
13. Annual appraisal scheme is effective.					
14. Organization provides appropriate transportation allowance.					
15. Medical allowances provided are effective.					
16. Special allowances like petrol cell phones etc are given.					

**PART – D**

**Questions relating to know effectiveness of non monetary welfare measures within the organization**

	Highly satisfied	Satisfied	Cannot defined	Dissatisfied	Highly dissatisfied
17. Hygienity of rest room provided.					
18. Causal leave, special leaves provided by the organization.					
19. Hygienity and quality of food provided in the canteen.					
20. Medical insurance Provided by the organization.					
21. Transportation facilities provided by the organization.					
22. Training programmes.					
23. Hygienity& cleanliness maintained at the work place.					
24. Group insurances provided by the organization.					
25. Facilities and hygienity of crèches.					
26. Recreation facilities given to the employees.					
27. Career development and further education support.					
28. Hygienity&cleanliness of accommodation provided.					

**PART – B**  
**Questions relating to know the welfare measures implementation**

29. Rate the overall effectiveness of welfare measures adopted by the café coffee day were 1 being the highest and 5 being the lowest?

- a) Strongly agree            [ ]                      b) Agree                      [ ]
- c) Neutral                      [ ]                      d) Disagree                      [ ]
- e) Strongly disagree            [ ]

30. Are you aware of welfare policies of café coffee day?

- a) Yes                      [ ]                      b) No                      [ ]

31. Company follows standard procedure to induct employees regarding welfare policies?

- a) Strongly agree            [ ]                      b) Agree                      [ ]
- c) Cannot defined            [ ]                      d) Disagree                      [ ]
- e) Strongly disagree            [ ]

32. Does employee welfare concept of café coffee day match your perception and expectation?

- a) Yes                      [ ]                      b) No                      [ ]

33. Separate employees committees are created for the implementation of welfare activities?

- a) Yes                      [ ]                      b) No                      [ ]

34. Do organization has the separate officers to address the issues of welfare measures?

- a) Yes                      [ ]                      b) No                      [ ]

Suggestion for improvement: \_\_\_\_\_

\_\_\_\_\_

Signature

THANK YOU



**ACHARYA INSTITUTE OF TECHNOLOGY**  
**DEPARTMENT OF MBA**  
**INTERNSHIP WEEKLY**  
**REPORT(16MBAPR407)**

**Name of the Student:** Rahul .K.V

**Internal Guide:** Prof.Keerthi H.K

**USN No:** 1IA16MBA30

**Specialization:** Marketing & HR

**Title of the Project:** A study on Effectiveness of Welfare Measures towards Employees with special reference to Coffee Day Global Ltd Bengaluru city

**Company Name:** Coffee Day Global Pvt Ltd

**Company Address:** No 23/2 Vittal Mallya road,Bengaluru,560001

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction About Café day global and its Operation	<i>Bidhisha</i> 1	<i>Prof Keerthi</i>
22-01-18 to 27-01-18	Learning about different operations and products by Café Day Global	<i>Bidhisha</i> 2	<i>Prof Keerthi</i>
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company	<i>Bidhisha</i> 3	<i>Prof Keerthi</i>
05-02-18 to 10-02-18	Analysis of the position of the company	<i>Bidhisha</i> 4	<i>Prof Keerthi</i>
12-02-18 to 17-02-18	Research Problem Identification	<i>Bidhisha</i> 5	<i>Prof Keerthi</i>
19-02-18 to 24-02-18	Population of the Research instrument for data collection	<i>Bidhisha</i> 6	<i>Prof Keerthi</i>

26-02-18 to 03-03-18	Theoretical background of the study	Bidisha 7 with
04-03-18 to 10-03-18	Data collection and Data analysis	Bidisha 8 with
12-03-18 to 17-03-18	Interpretation of data gathered during the survey	Bidisha 9 with
19-03-18 to 24-03-18	Final report preparation and submission	Bidisha 10 with

HOD

For Coffee Day Global Ltd

HR Department

Bidisha

*[Signature]* 28/5/18  
 Head of the Department  
 Department of MBA  
 Acharya Institute of Technology  
 Soldevanahlli, Bangalore-560 107