

**A STUDY ON WELFARE MEASURES IN ASSOCIATED CEMENT
COMPANY, COIMBATORE**

A PROJECT REPORT

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By

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in partial fulfillment of the requirements of

Anna university-Coimbatore

for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

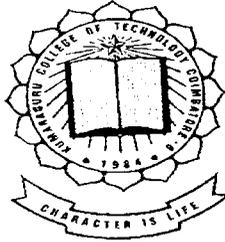


DEPARTMENT OF MANAGEMENT STUDIES

KUMARAGURU COLLEGE OF TECHNOLOGY

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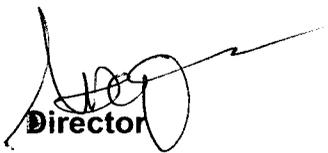


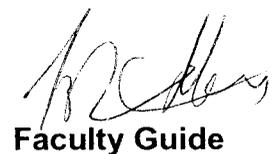
**DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE**

BONAFIDE CERTIFICATE

Certified that this project titled **“A STUDY ON WELFARE MEASURES IN ASSOCIATED CEMENT COMPANY, COIMBATORE”** is the Bonafide work of **MS.V.LOGANAYAKI** who carried out this research under my supervision.

Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.


Director


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Evaluated and viva-voce conducted on


Examiner I


Examiner II

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms.V.LOGANAYAKI**, 2ND year MBA of Kumaraguru College of Technology, Coimbatore, has undergone Project Work in our organization during the period from 14.06.2008 to 19.07.2008.


Sr. Manager - HR & Admn.
Madukkarai Cement Works.

Declaration

DECLARATION

I hereby declare that the dissertation entitled "**A STUDY ON WELFARE MEASURES IN ASSOICIATED CEMENT COMPANY, COIMBATORE**" submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.

v. Loganayaki

Signature of the student

Acknowledgement

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved correspondent **Prof. Dr. K. Arumugam** , the prime guiding spirit of Kumaraguru College of Technology.

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Above all, I thank **Almighty God and My Parents** for giving me the grace and constant support in successfully completing this project to the best of my ability.

Abstract

EXECUTIVE SUMMARY

“Welfare is a broad concept referring to a state of living of an individual or a group, in a desirable relationship with the total environment – ecological and social. The term “welfare” includes both the social and economic content of welfare. Social welfare is primarily concerned with the solution of various problems of the weaker sections of society like prevention of destitution and poverty. It aims at social development by such means as social legislation, social reform, social service, social work and social action.

Friendlender defines social welfare as “ the organizes system of social services and institutions designed to aid individuals and groups to attain satisfying standards of life and health and personal and social relationship which permit them to develop their full capacities and to promote their well-being in harmony with the needs of their families and the community”

This study on labour welfare measures at ACC cements Madukkarai. The study is conducted with the objectives of identifying the welfare measures provided by the Associated Cement Company and the best practices.

The study assumes the characteristics of descriptive research. The study has taken in to account 125 employees in the organization. Data were collected from the respondents using specially designed questionnaire. The questions related to personal profile, job profile, factors leading to welfare measures etc. are focused on the questionnaire. The data collected were analyzed using various statistical techniques like simple percentage, chi-sqaure & weighted average . The finding reveals majority of the respondent feel that the following afforestation & greenery program, hospital facility, housing facility, drinking water, electricity, transportation included in the questionnaire.

Analysis regarding labour welfare shows that majority of the respondents are highly satisfied and satisfied with the following factors: afforestation & greenary, transportation facility, medical benefits...

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Introduction

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The human resources are the most important assets of an organization. The success or failure of an organization is largely dependent on the quality of the people working therein. Without positive and proper creative contributions from the employees, the organization cannot progress and prosper.

Human resources management is a process of bringing the people and the organization together so that the goal of each are met. It is concerned with the most effective use of people to achieve organization and individual goals. It is a way of managing people at work so that they give their best to the organization.

Human resource management helps the people to develop their potentials fully. The HR functions over the years, has enriched itself by including within it a '*development*' dimension and thus has moved itself from a '*Relative*' and maintenance-oriented function to a '*Proactive*' path breaking, development oriented function.

Today, personnel people talk of linkages with corporate planning, industrial relations, budget, appraisal systems, multiple reward mechanisms etc. HR professionals are actively involved in planning and implementing, downsizing re-structuring and other cost-reducing activities. They enable the organizations to be more responsive to product innovations and technological changes. The role of the personnel manager thus is being shifted from a '*Protector and Screener*' to the '*Planner and the Change-agent*'.

Personnel function has witnessed dramatic changes during the last three decades. The usage of the terms 'Human Resource Management' in place of 'Personnel Function' is indicative of this. This personnel function has acquired a unique status and reputation in almost all service sectors. Personnel people are the new corporate heroes assuming positions of prestige and importance. Organizations, which once used to be settled with having middle-level managers as heads of the personnel department have general manager, Vice-Presidents and Directors to run the personnel departments today.

HRM is entrusted with various responsibilities such as job identification, recruitment, selection, placement, salary administration, training etc. Of this, training assumes a special

significance, as it is through this process the employees acquire knowledge, skills or attitudes to further organizational and personal goals.

“Welfare is a broad concept referring to a state of living of an individual or a group, in a desirable relationship with the total environment – ecological and social. The term “welfare” includes both the social and economic content of welfare. Social welfare is primarily concerned with the solution of various problems of the weaker sections of society like prevention of destitution and poverty. It aims at social development by such means as social legislation, social reform, social service, social work and social action.

Friendlender defines social welfare as “ the organizes system of social services and institutions designed to aid individuals and groups to attain satisfying standards of life and health and personal and social relationship which permit them to develop their full capacities and to promote their well-being in harmony with the needs of their families and the community”

The object of economic welfare is to promote economic development by increasing production and productivity and through equitable distribution. Labor welfare may be viewed as total concept, as a social concept and as a relative concept. The total concept is a desirable state of existence involving the physical, mental, moral and emotional well-being. These four elements together constitute the structure of welfare, on which its totality is based. The social concept of welfare implies the welfare of man, his family and his community. All these there aspects are inter- related and work together in a three-dimensional approach.

The relative concept of welfare implies that welfare is relative in time and place. It is a dynamic and flexible concept and hence its meaning and content differ time to time, region to region, industry to industry and country to country depending upon the value system level of education, social custom, political system, degree of industrialization and general standard of the socio-economic development of the people.

Aim and objectives

The aim object of welfare is partly humanitarian – to enable workers to enjoy a fuller and richer life- and partly economic to improve the efficiency of the workers and also partly civic to develop among them a sense of responsibility and dignity and thus make them worthy citizens of the nation. Another object of labor welfare is to fulfill the future needs and aspiration of labor.

Welfare department

If a welfare department is to be efficient, it follows that adequate office accommodation must be provided. The welfare department should be located at a convenient central spot. It has to maintain broadly employment, welfare and medical records.

Voluntary welfare measures

Education facilities: The pace of economic and social progress of a particular country largely depends upon the quality of its work force. Education plays a very important part in motivating and enabling the working population for changes necessary for accelerated progress for their mental and physical development.

Transport facilities: Mobility and accessibility is made possible by modern transportation. The provision of transportation facilities to industrial workers forms an integral part of the general transport facility.

Housing facilities: Some of the industrial employers both in public and private sectors have provided housing facilities to their employees.

Consumer co-operative societies: According to the co-operative planning committee (1996), co-operative is a form of organization in which persons voluntarily associate together on the basis of equality for the promotion of their economic interest.

Statutory welfare measures:

Employers in India statutorily required complying with the provisions of various welfare amenities under different labour legislations. The statutory welfare facilities provided under the factories act, 1948, plantations act, 1952, motor transport worker act, 1961, and contract labour (regulation and abolition) act, 1970.

Washing facilities: section 42 of the factories act lay down that every factory has to provide adequate and suitable washing facilities separately for the use of male and female workers.

First-aid appliances: The royal commission on labour recommended that, in that case of all factories where mechanical power is used, a first-aid box of prescribed standard, which need not involve any great outlay, should be provided and maintain in different departments according to the number of workers employed,

on the basis to be laid down by local governments steps should be taken to ensure that there are staffs in different departments in every large factory capable of utilizing the appliances in the proper manner in case of need.

Shelter, rest rooms and canteen: Every factory employing more than 150 workers must provide adequate and suitable shelter or rest rooms and a lunch room with provision for drinking water, where workers can eat meals brought by them. But in case a canteen is maintained in accordance with the provision of section 46, it will be regarded as part of this requirement.

To conclude in the words of the national commission on labour “the care of workers in all matters affecting their well-being, both at the place of work and outside, puts a special responsibility on the welfare officer who has to be a maintenance engineer on the human side.

1.2. REVIEW OF LITERATURE

- The study conducted in three industrial establishments by veeraraghavam,p.v.,(1960) investigated employees attitudes – satisfaction and discontent of employees – with regard to wages, supervision , management, job , co-workers, working conditions, communication, welfare facilities and labor union. The study has revealed that the workers in private enterprise were more satisfied than those in public enterprise. Evidence indicates that a deliberate effort to create favorable working conditions was followed by an improvement in morale.
- The study conducted by Dr. Arun prakash chaturvedi (1973) titled “labor conditions in the glass industry of uttarPradesh’’, has revealed the problems like, labor turnover, heterogeneous groups of different castes and communities, increase in number of workers exclusively dependent on the glass industry for their livelihood, method of recruitment in the industry, facilities for providing technical education, differences in the wages, method of payment of wages, inadequate dearness allowance, deprived bonus benefits, imposing fines and other unauthorized deductions are existing in the glass industry of uttarpradesh and various suggestions have been offered by the researcher to improve the conditions of the labor in the uttarPradesh glass industry.
- Dr. Mohindder singh dhaiwal (1983), in his study titled “Economics of health Expenditure of labor ’’, has suggested that the improvement in the level of health expenditure of the workers can improve their productivity and the improvement in the health expenditure will improve their earnings and thus help them to break vicious circle of their poverty. The study also reveals that as long as the under nourishment prevails, the effectiveness of other health giving inputs is not of much significance
- Rathna (1994), in her study titled “Nutritional status of women working in ginning mills’’, has probed the health and nutritional status of 200 women, aged 19 to 55 years working in textile ginning mills in Tamil Nadu were examined. The working conditions of the women in the ginning mills were outlined in this study. The study indicates the women in ginning mills have common problems like leg, back, chest, eye pains and respiratory problems.

- Bhaagolinal(1990) states that the labor activities of employees in particular and of the state in general are not only concerned to an improvement in the conditions of the working class but also that a kind of investment to employees for promoting industrial efficiency building up a stable and efficient labor force is essential to bring a market improvement to the condition of workers' life and whose achieving the maximum result. Welfare activities have to undertake the right spirit or mainly with a view to making lives of happier and healthier
- Charles Nobles(1997) in his study on "A political History of the American welfare State". Discussed that public hostility to the welfare state explains why the American government does less and it is seen that, public-opinion surveys had a wide range of social-welfare programs, from social security to public assistance for the poor. Nor do I think that Americans are better off with less government; in contrast to the free-market assumptions that now inform elite discussion of social policy in the United States, then available evidence suggests that public programs to promote economic security have substantially improved people's lives.
- Spar and Debora(1998) in their studies observed that "The Spotlight and the Bottom Line; how multinationals export human rights". Advantages of lower-cost labor or lower-cost inputs from more abusive suppliers; evidence that support the potency of the spotlight phenomenon about labor abuses; and why human rights and US multinational are considered unlikely bedfellows
- Blow field and Mick(1999) found that "Ethical Trade a review of developments and issues. The paper identifies the common ground between sectoral approaches, examining, for instance, work from forestry, fair trade, agricultural and the apparel industry. The paper concludes by arguing the need for greater integration of social and environment issues, and the development of approaches able to identify and reflect the ethical trade is intended to assist.
- Maraia & Daniel (2000) says that "Women work effort, occupation and economic well-being. Current welfare reforms attempt to move low-income women with children from reliance on welfare to work. The logic of some current efforts relies on the thesis that employment, even in low-paying jobs, leads eventually to self-sufficiency. With data from the National Longitudinal Survey of Youth, the authors analyzed the relationship between

work history and economic success during the first five years after women leave welfare. They found that over time median wages and hours worked increased and that earnings generally improved. Nonetheless, even in the fifth years, only one in four consistently worked full-time. Although current welfare reforms are focused on moving women into jobs quickly, results cited in this articles suggest that employment itself is not a guarantee of economic success.

- Pravin Sinha (2000) states that Trade Unions in India work mainly with workers in formal employment in public sector. However most people in Indian work in the informal economy, and their needs are attended mainly by voluntary agencies or NGOs. Economic globalization and the work; as representatives of working people, unions and agencies alike are being marginalized. Paradoxically, this situation is encouraging these organizations to overcome the mutual mistrust that has characterized relations between in the past, and to join forces in order to pool their strengths. This articles describes the background and current situation in general terms before presenting a case study of NCL, an apex body of labor organizations of all kinds working in the informal sector in India.

- Basu & Baushik (2001) says that “Initiative for Higher International Labor Standards”. The International Labor Standards (ILS) movement, meant to be an initiative to promote better working conditions in the third World, has been widely opposed by Third World governments and workers. The contemporary world has seen a bewildering number of initiatives or suggestions for ILS, to be coordinated through the offices of the UN, ILO and WTO and while global opinion has become more sophisticated in recent years, the existing initiatives are ill-conceived and are likely to have undesirable fall-outs.

1.3. OBJECTIVES OF THE STUDY

Primary Objective

The primary objective is to make a study on the welfare measures provided by the associated cement company and identify the best practices.

Secondary Objective

1. To analyze the existing satisfaction level of employees with regard to welfare measure.
2. To analysis the various measures offered by the company, to enhance the level of satisfaction among employees.
3. To know the employees attitudes towards welfare measures
4. To offer suggestions to the company based on the findings of the study

1.4. STATEMENT OF THE PROBLEM

This project is a study on the welfare measures provided by ACC cements to its employees. It run through the expectations and the satisfaction level of employees. A thorough study was made with the help of the employees .The suggestions are offered to the company in its problematic areas.

1.5. SCOPE OF THE STUDY

The study mainly focuses on various welfare measures undertaken by ACC cements (Associated cement companies ltd), Madukkari such as health, provident funds, medical reimbursement etc. welfare facilities includes work environment, safety, canteen facilities, i.e., statutory and non- statutory facilities.

The study will able to throw light on the dark spots were it needs some sort of improvement in the welfare scheme that has been implemented. An effort is made to find out the level of satisfaction and awareness of various welfare measures.

1.6. METHODOLOGY

SAMPLING DESIGN

Research methodology may be understood as a science of studying how research is done. It is systematic, step investigation or enquiry for new facts in any branch of knowledge.

The methodology followed for the present study is discussed under the following steps.

- a. Research Design
- b. Instrumentation
- c. Population
- d. Sampling technique
- e. Pilot Study
- f. Main Study
- g. Data Collection
- h. Data analysis

a. Research Design

The research design adopted in the present study was descriptive.

b. Instrumentation

An inventory was designed comprising statements on personal data and opinion on effectiveness of various aspects of training. The inventory (Likert-type 5-point scale) was finalized after a test-retest based on a pilot study. The inventory has adequate face validity. (A copy of the inventory/questionnaire is enclosed in appendix).

c. Population

All the employees at ACC CEMENTS

d. Sampling Technique

The sample size was 125. Sampling technique followed was convenience sampling.

e. Pilot Study

Pilot study was conducted with 15 respondents and the questionnaire was restructured based on the suggestions and recommendations made.

f. Main Study

The revised questionnaire was administered on the basis of deliberate sampling on 125 respondents and the response was analyzed.

g. Data collection

Primary Data

The inventory/questionnaire was used for collecting the data. The questionnaire was distributed to all the samples.

Secondary Data

Secondary data was collected through company websites, brochures, journals, annual reports, etc.

h. Data Analysis

The data collected through questionnaire was analyzed using simple percentage & Chi-square.

1.7. LIMITATIONS

There were significant limitations to this study. However, a few factors listed below adversely affected the smooth conduct and the progress of the project.

- ❖ The data and information collected through questionnaire and interaction do not guarantee cent percent result accuracy.
- ❖ There existed a bias on the part of respondents, as they were not willing to disclose the truth due to personal reasons or mistrust.
- ❖ All findings and observations made in this study are purely based on respondents' answers.
- ❖ The number of respondents included for the study is limited due to time constraint.
- ❖ This study is limited to owners of ACC cements, Coimbatore only.
- ❖ Since the sample size is small, the findings and suggestions made are not applicable to the universe.
- ❖ Some of the employees were reluctant to respond to the questionnaire and refused to cooperate with the researcher.

Organisation Profile

CHAPTER 2

COMPANY PROFILE

The company has strength of 9231 permanent employees. The company and its management value the dedication of its employees and acknowledge their contribution in attaining short-term and long term goals of the company. The company has been encouraging employees by providing a better working environment and other additional benefits.

The corporate human Resources Department is committed to improve employee satisfaction. Regular surveys are carried out by experts to identify the key areas of concern and measures are taken accordingly.

Training plays a significant role to elevate the efficiency and the productivity of employees. During the year, a large number of employees participated in various training and development programmes organized by the Holism group and reported positive feedback. Employees are encouraged to use innovative techniques and develop new methods for functioning effectively at the workplace.

Change of Company name

Pursuant to the resolution passed by the shareholders at the Seventieth Annual General Meeting held on April 12, 2006, approving the change in the name of the company, and upon receipt of the requisite approval from the registrar of companies, Maharashtra, the company has changed its name to ACC Limited with effect from September 1, 2006

The ACC story begins in 1936, ACC is the third largest cement produce among developing economics and one of the largest integrated cement companies in the world. The man behind this tremendous company was

F.E.Dinshaw, who gave the vision to build a strong and unified cement industry. The result was amalgamation of ten of the exciting cement companies belonging to four large industrial houses of that time, to form the nucleus of what is today known as the Associated Cement Companies Ltd. (ACC).

ACC was the first to convert one of its wet process plants at Madukkari to semi-dry using the unique technology of vacuum filtration. It happens to be the largest semi-dry process plants with this know-how in the world. As a leading and pioneer organization in the cement

industry in Tamil Nadu. The Associated Cement Companies Ltd., Madukkari. Cement works has completed sixty-four years of its valuable contribution to the nation.

By virtue of its dedicated and systematic net working in all the areas like, procurement, production, quality and marketing ACC has excelled and remains as a pioneer in the cement industry in Tamilnadu.

Development over years

Madukkari cement works of the Associated Cement Companies Ltd., since its inception in 1934 a 250 wet process cement plant, by virtue of its continuous improvement and modernization; today has achieved a production capacity of 2700 TPD. The modernization programmed at this factory commenced around 1981-82 and since then has continuously upgraded and modernized its facilities including flotation and processing technology from M/s. Rugby Cement, U.K., which is one of the most unique technology being used only at our works in the country to produce the best quality cement.

Work force:

It is a matter of pride for the company to have dedicated and efficient with which only they could cross these remarkable milestones. The industrial relations between the management and trade unions are really appreciated; no wonder they could receive several industrial awards presented by the government of Tamil Nadu.

ISO 9001; 2000- A Certification for the quality

Quality plays a vital role in the product as well as the activities of the organization, which has become very essential since the consumerism, has gained momentum and the customers are more concerned to quality than anything else. Keeping in view this aspect, the company set its defined quality policy thus:

- 1.Manufacture & sell quality products
- 2.Satisfy customers fully and continuously
- 3.Continual improvement in overall performance of the organization.

According, the companies' activities in the entire department have been duly documented for assuring at each level. They have secured the prestigious ISO 9002 certification for their quality system through M/s. Bureau of Indian standards.

- Duties & responsibilities
- Whole clarity exercises
- Maintenance of rewards
- Review & updating
- Training & retaining

Madukkari works is the first cement plant in Tamil Nadu and second in country to receive ISO 14001 certification for environment management system.

ACC- Operating Area

ACC has a unique record of accomplishment of innovative research, product development, and specialized consultancy services. It is an important benchmark for the cement industry in respect of its production, marketing, and personnel management processes. Acc humbly places its many innovations over year and realizes that innovativeness is an essential of characteristic of leadership.

Acc is India's foremost manufacturer of cement concrete and factory products; its sales turnover in 2006-2007 was Rs. 40589 million

- 15 cement factories
- 11 marketing factories
- 16 Area officers

- 160 Warehouses
- 9000 dealers

As part of its expertise, ACC has acquired rich experience in mining being the largest user of limestone, and it is one of the principal users of coal. As the largest cement producer in India, it is one of the biggest customers of the Indian railways, and the foremost user of the road transport network services for inward and outward movement of materials and product

ABOUT US :: BOARD OF DIRECTORS

BOARD OF DIRECTORS

Mr N. S. Sekhsaria

Chairman

Mr Paul Hugentobler

Deputy Chairman

Mr Sumit Banerjee

Managing Director

Mr A L Kapur

Mr S M Palia

Mr Naresh Chandra

Mr Markus Akermann

Mr M L Narula

Mr D K Mehrotra

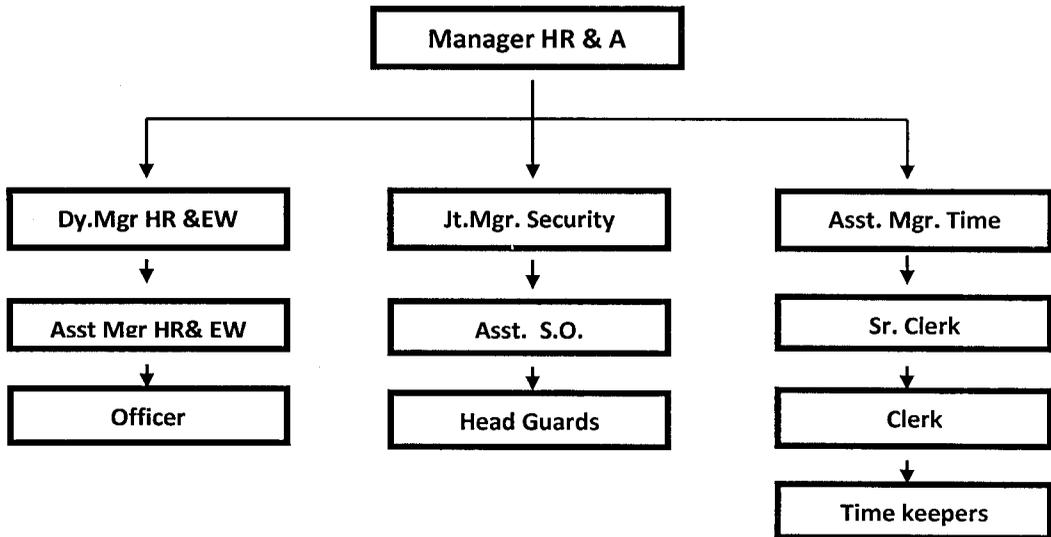
Mr R A Shah

Dr Nirmalya Kumar

Mr Shailesh Haribhakti

Ms Shikha Sharma

Department Structure



Under the HR department there are three departments are there; HR & Employees Welfare, Security and Time Office.

Macro & Micro

CHAPTER 3

MACRO AND MICRO ANALYSIS

An Overview

The cement industry is experiencing a boom on account of the overall growth of the Indian economy. The demand for cement, being a derived demand, depends primarily on the industrial activity, real estate business, construction activity, and investment in the infrastructure sector. India is experiencing growth on all these fronts and hence the cement market is flourishing like never before. Indian cement industry is globally competitive because the industry has witnessed healthy trends such as cost control and continuous technology up gradation. Global rating agency, Fitch Ratings, has commented that cement demand in India is expected to grow at 10% annually in the medium term buoyed by housing, infrastructure and corporate capital expenditures.

Current Scenario

The Indian cement industry is the second largest producer of quality cement, which meets global standards. The cement industry comprises 130 large cement plants and more than 300 mini cement plants. The industry's capacity at the end of the year reached 188.97 million tonnes which was 166.73 million tonnes at the end of the year 2006-07. Cement production during April to March 2007-08 was 168.31 million tonnes as compared to 155.66 million tonnes during the same period for the year 2006-07. Despatches were 167.67 million tonnes during April to March 2007-08 whereas 155.26 during the same period. During April-March 2007-08, cement export was 3.65 million tonnes as compared to 5.89 during the same period.

Technological Advancements

Modernization and technology up-gradation is a continuous process for any growing industry and is equally true for the cement industry. At present, the quality of cement and building materials produced in India meets international standards and benchmarks and can compete in international markets. The productivity parameters are now nearing the theoretical bests and alternate means. Substantial technological improvements have been brought about and today, the

industry can legitimately be proud of its state-of-the-art technology and processes incorporated in most of its cement plants. This technology up gradation is resulting in increased capacity, reduction in cost of production of cement.

Future Outlook

Considering an expected production and consumption growth of 9 to 10 per cent, the demand-supply position of the cement industry is expected to improve from 2008-09 onwards, resulting in an expected price stabilization. The cement industry is poised to add 111 million tones of annual capacity by the end of 2009-10 (FY 10), riding on the back of an estimated 141 outstanding cement projects.

Major Players

The major players in the cement sector are :

- Ultratech Cement
- Century Cements
- Madras Cements
- ACC
- Gujarat Ambuja Cement Limited
- Grasim Industries
- India Cements Limited
- Jaiprakash Associates and
- JK Cements.
- Holcim
- Lafarge

STATISTICS

Cement

(million tonnes)		2006-07	2007-2008
		(Apr-Mar)	
(a)	Production	155.66	168.31
(b)	Despatches (Including Export)	155.26	167.67
(c)	Export	3.65	5.89
(d)	Cap. Uti.(%)	96	94

Source: Cement Manufacturers' Association

Policy Initiatives

FDI Policy: the cement sector has been gradually liberalized. 100 per cent FDI is now permitted in the cement industry.

cement industry

Cement is one of the key infrastructure industries. Price and distribution controls were lifted on 1st March 1989 and licensing was dispensed with since 25th July 1991. However, the performance of the industry and prices of cement are monitored on a regular basis. The industry is subject to quality control order issued on 17.2.2003 to ensure quality standards.

Capacity, Production and Exports

The cement industry comprises 128 large cement plants with an installed capacity of 151.69 million tonnes and more than 300 mini cement plants with an estimated capacity of 11.10 million

tonnes per annum resulting in total installed capacity of 163 million tonnes. Actual cement production in 2003-04 was 123.50 million tonnes as against a production of 116.35 million tonnes in 2002-03, which is an increase of 6.15% over 2002-03. Cement production during the year 2004-05 (April-January, 2004-05) was 108.06 million tonnes (provisional), registering a growth of 7.10%.

The Cement Corporation of India, which is a central public sector undertaking, has 10 units. Besides, there are 10 large cement plants owned by various state governments. Keeping in view the past trends, a production target of 133 million tonnes has been set for the year 2004-05. During the Tenth Plan, the industry is expected to grow at the rate of 10% per annum and is expected to add capacity of 40-52 million tonnes, mainly through expansion of existing plants and use of more flyash in the production of cement. Apart from meeting the domestic demand, the cement industry also contributes towards exports. The export of cement and clinker during the last three years is as under: -

Export of Cement

(in million tonnes)

Year	Cement	Clinker	Total
2001-02	3.38	1.76	5.14
2002-03	3.47	3.45	6.92
2003-04	3.36	5.64	9.00
2004-05 (Apr-Jan)	3.31	4.82	8.13

Overview of the performance of the Cement Sector

The Indian cement Industry not only ranks second in the production of cement in the world but

also produces quality cement, which meets global standards. However, the industry faces a number of constraints in terms of high cost of power, high railway tariff; high incidence of state and central levies and duties; lack of private and public investment in infrastructure projects; poor quality coal and inadequate growth of related infrastructure like sea and rail transport, ports and bulk terminals. In order to utilize excess capacity available with the cement industry, the government has identified the following thrust areas for increasing demand for cement:

- (i) Housing development programmes;
- (ii) Promotion of concrete highways and roads;
- (iii) Use of ready-mix concrete in large infrastructure projects; and
- (iv) Construction of concrete roads in rural areas under Prime Ministers Gram Sadak Yojana.

Technological advancements

Indian cement industry is modern and uses latest technology. Only a small segment of industry is using old technology based on wet and semi-dry process. Efforts are being made to recover waste heat and success in this area has been significant.

India is also producing different varieties of cement like Ordinary Portland Cement (OPC), Portland Pozzolana Cement (PPC), Portland Blast Furnace Slag Cement (PBFS), Oil Well Cement, Rapid Hardening Portland Cement, Sulphate Resisting Portland Cement, White Cement, etc. Production of these varieties of cement conforms to the BIS Specifications. It is worth mentioning that some cement plants have set up dedicated jetties for promoting bulk transportation and export.

Large Plants	
Companies (Members) (Nos.)	52
Cement Plants (Nos.)	132
Installed Capacity (Mn. t.)	166.73
Cement Production (Mn. t.) 2006-07	155.66
Plants with Capacity of Million tonnes and above (Nos.)	76
Manpower Employed (Nos.) Approx.	1,35,000
Turnover in 2006 (Mn. US\$) around	13,500

Mini & White Cement Plants	
Cement Plants (Nos.) Approx.	365
Installed Capacity (Mn. t.)	11.10 (P)
Cement Production (Mn. t.) 2006-07	6.00 (P)

Analysis

CHAPTER 4

ANALYSIS & INTERPRETATION

TABLE NO:4.1.1

Classification of respondents based on Income status

SL.NO	Income status(In Rs)	No of respondents	percentage
1	less then 10,000	40	24
2	10,001-15000	40	32
3	15001-20000	35	24
4	more than 20000	10	20
	Total	125	100

Interpretation

- 32% of the respondents are getting an income between 10001-15000 and less than 10000.
- 28% of the respondents are getting income between 15001-20000.
- 8% of the respondents are getting income more than 20000.

Inference

Majority of the employees are getting salary between 10001-15000Rs

CHART NO:4.1.1

Classification of respondents based on Income status

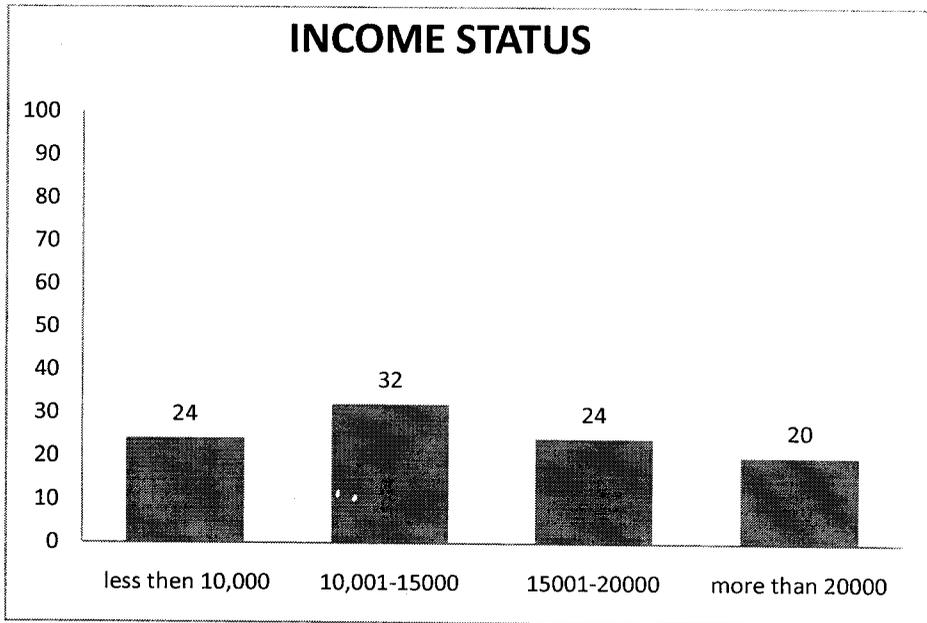


TABLE NO:4.1.2

Classification of respondents based on sign board indicating danger zones

Sl.NO	danger zone	no. of. respondents	Percentage
1	strongly agree	35	28
2	Agree	41	33
3	Neutral	12	9
4	Disagree	17	14
5	Strongly disagree	20	16
	Total	125	100

Interpretation

- 32.8% of the respondents agree with sign board indicating danger zone.
- 28% of the respondents strongly agree with the sign board indicating danger zone.
- 13.6% of the respondents disagree with the sign board indicating danger zone.
- 16% of the respondents strongly disagree with the sign board indicating danger zone

Inference

- Majority of the respondents strongly agrees with the sign board indicating danger zone in working place.

CHART NO:4.1.2

Classification of respondents based on sign board indicating danger zones

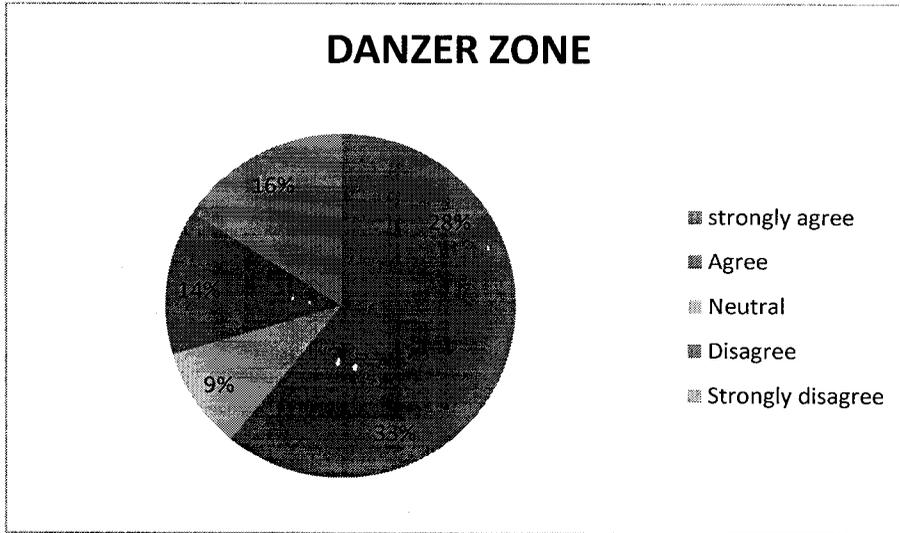


TABLE NO:4.1.3

Classification of respondents based on the medical reimbursement

SI.NO	medical reimbursement	no. of. Respondents	Percentage
1	strongly agree	14	11.2
2	Agree	70	56
3	Neutral	16	12.8
4	Disagree	11	8.8
5	Strongly disagree	14	11.2
	Total	125	100

Interpretation

- 56% of the respondents agree with the medical reimbursement.
- 12.8% of the respondents don't have any opinion about the medical reimbursement
- 11.2% of the respondents strongly agree with medical reimbursement.
- 11.2% of the respondents strongly disagree with the medical reimbursement
- 8.8% of the respondents disagree with the medical reimbursement.

Inference

- Majority of the respondents agree with the medical reimbursement.

CHART NO:4.1.3

Classification of respondents based on the medical reimbursement

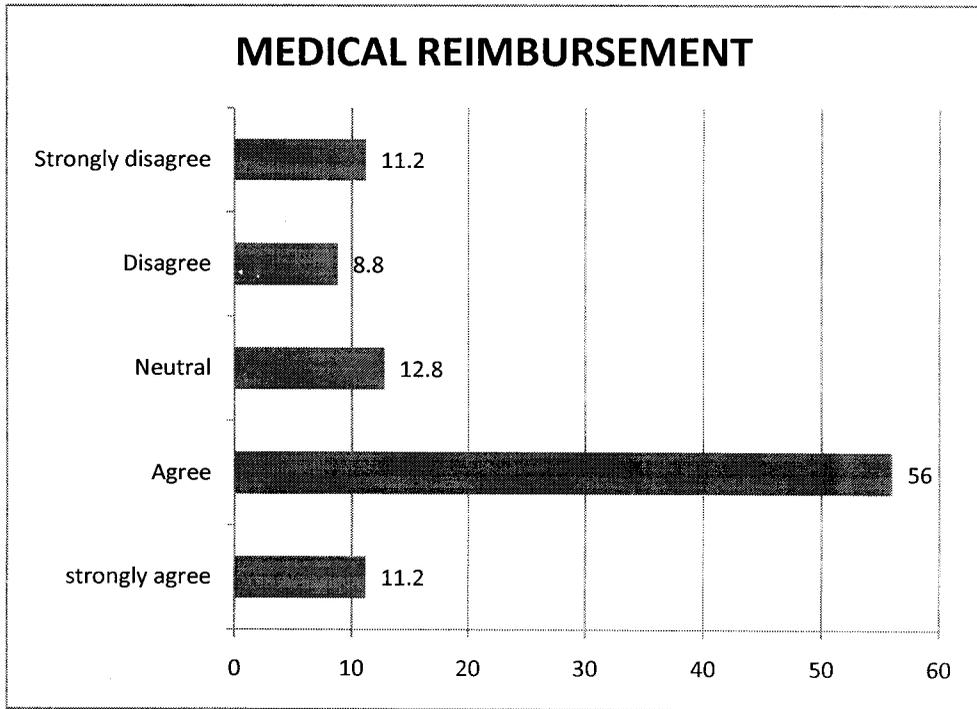


TABLE NO:4.1.4

Classification of respondents based on the uniform

SLNO	Uniform	no. of. Respondents	Percentage
1	strongly agree	21	16.8
2	Agree	86	68.8
3	Neutral	5	4.0
4	Disagree	8	6.4
5	Strongly disagree	5	4.0
	Total	125	100

Interpretation

- 68.8% of the respondents agree with the uniform.
- 16.8% of the respondents strongly agree with uniform.
- 6.4% of the respondents disagree with the uniform.
- 4% of the respondents strongly disagree and don't have any opinion about the uniform.

Inference

- Majority of the respondents agree with the medical reimbursement.

CHART NO:4.1.4

Classification of respondents based on the uniform

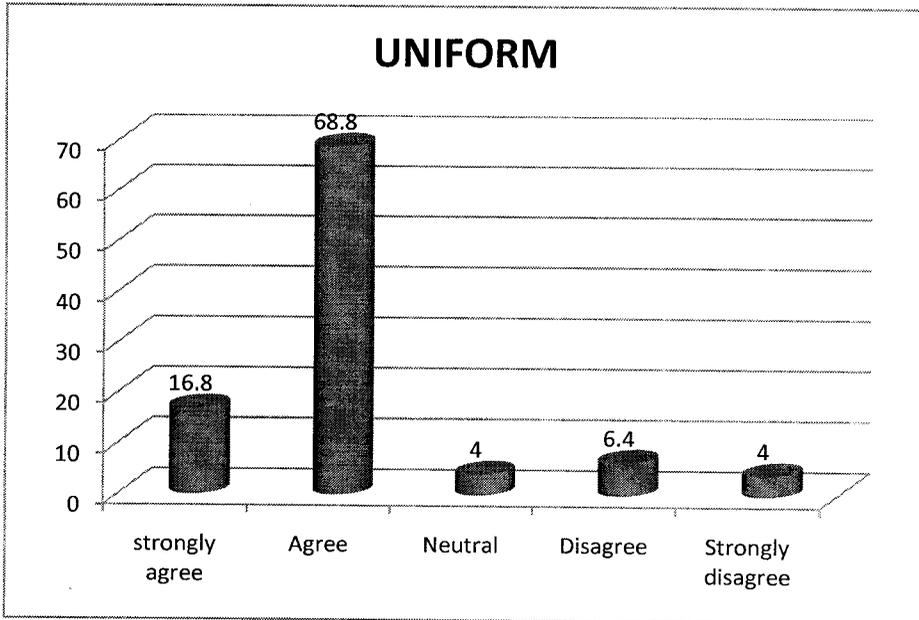


TABLE NO:4.1.5

Classification of respondents based on the school buses for employee wards

Sl.NO	school buses	no. of. Respondents	Percentage
1	strongly agree	16	12.8
2	Agree	76	60.8
3	Neutral	18	14.4
4	Disagree	12	9.6
5	Strongly disagree	3	2.4
	Total	125	100

Interpretation

- 60.8% of the respondents agree with the School buses-employee wards.
- 14.4% of the respondents don't have any opinion about the School buses-employee wards.
- 12.8% of the respondents strongly agree with the School buses-employee wards.
- 9.6% of the respondents strongly disagree with the School buses-employee wards.
- 2.4% of the respondents strongly agree the School buses-employee wards.

Inference

- Majority of the respondents agree with the School buses-employee wards

CHART NO:4.1.5

Classification of respondents based on the school buses for employees wards

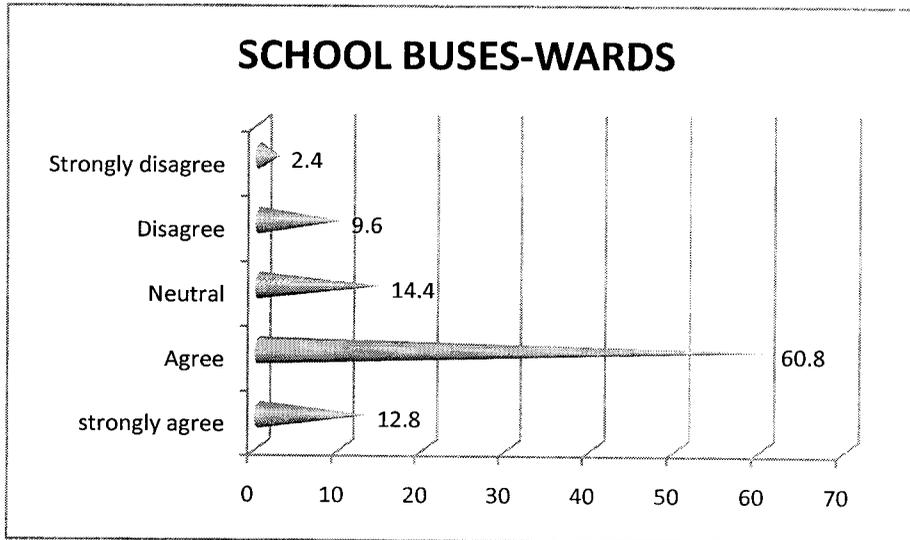


TABLE NO:4.1.6

Classification of respondents based on the hospital facility

Sl.NO	Hospital facility	no. of. respondents	Percentage
1	strongly agree	38	30.4
2	Agree	69	55.2
3	Neutral	3	2.4
4	Disagree	8	6.4
5	Strongly disagree	7	5.6
	Total	125	100

Interpretation

- 55.2% of the respondents agree with the hospital facility.
- 30.4% of the respondents strongly agree with the hospital facility
- 6.4% of the respondents disagree with the hospital facility.
- 5.6% of the respondents strongly disagree with the hospital facility.
- 2.4% of the respondents don't have any opinion about the hospital facility.

Inference

- Majority of the respondents agree with the hospital facility.

CHART NO:4.1.6

Classification of respondents based on the hospital facility

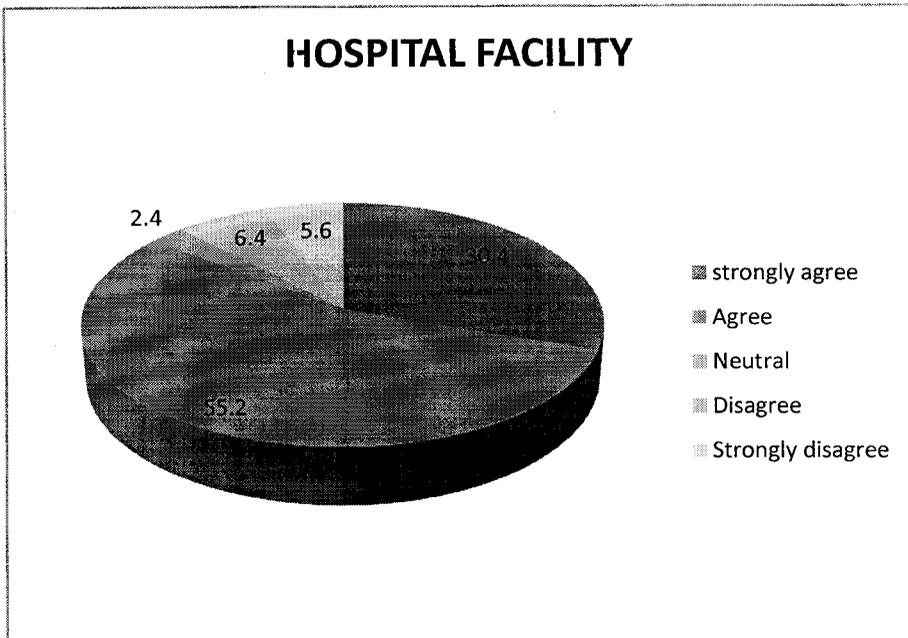


TABLE NO:4.1.7

Classification of respondents based on the housing facility

Sl.NO	Housing facility	no. of. Respondents	Percentage
1	strongly agree	35	28
2	Agree	64	51.2
3	Neutral	6	4.8
4	Disagree	8	6.4
5	Strongly disagree	12	9.6
	Total	125	100

Interpretation

- 51.2% of the respondents agree with the housing facility.
- 28% of the respondents strongly agree with the housing facility
- 9.6% of the respondents strongly disagree with the housing facility.
- 6.4% of the respondents disagree with the housing facility.
- 4.8% of the respondents don't have any opinion about the housing facility.

Inference

- Majority of the respondents agree with the housing facility

CHART NO:4.1.7

Classification of respondents based on the housing facility

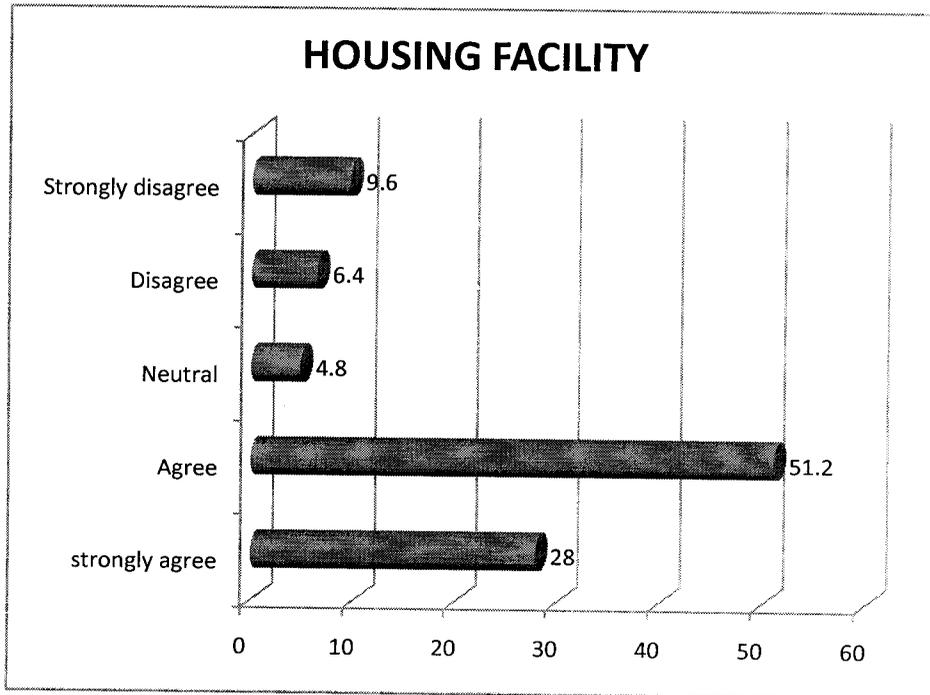


TABLE NO:4.1.8

Classification of respondents based on the hospital facility provided for family members

Sl.NO	Hospital facility-Family members	no. of. Respondents	Percentage
1	strongly agree	35	28
2	Agree	50	40
3	Neutral	11	8.8
4	Disagree	16	12.8
5	Strongly disagree	13	10.4
	Total	125	100

Interpretation

- 40% of the respondents agree with the hospital facility provided for family members.
- 28% of the respondents strongly agree with the hospital facility provided for family members
- 12.8% of the respondents disagree with the hospital facility provided for family members.
- 8.8% of the respondents don't have any opinion about the hospital facility provided for family members.

Inference

- Majority of the respondents agree with the hospital facility provided for family members.

CHART NO:4.1.8

Classification of respondents based on the hospital facility provided for the family members

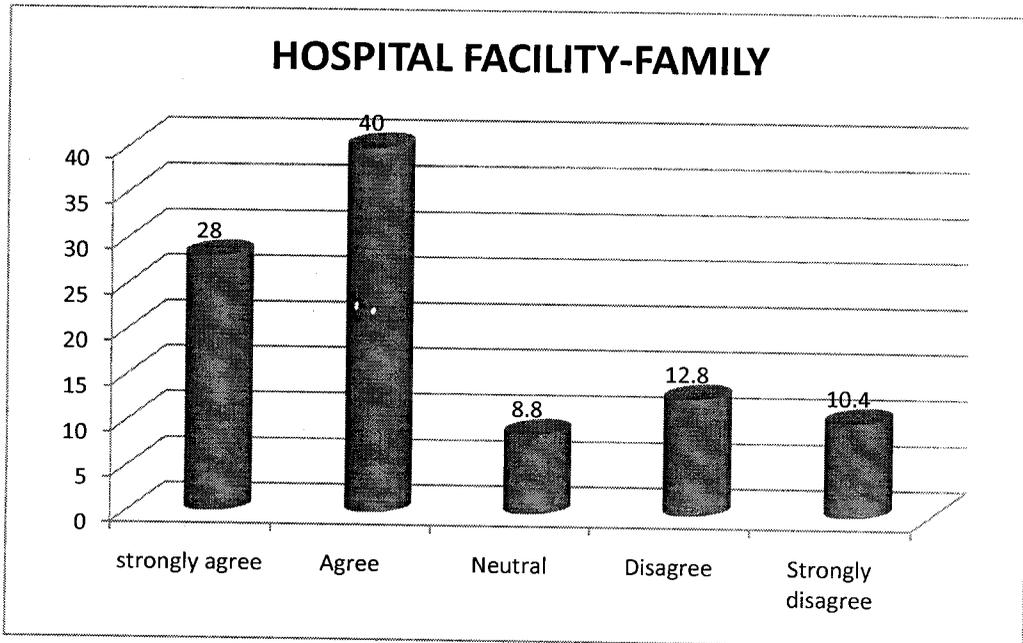


TABLE NO:4.1.9

Classification of respondent based on the transport facility

Sl.NO	Transport facility	no. of. respondents	Percentage
1	strongly agree	38	30.4
2	Agree	46	36.8
3	Neutral	20	16.0
4	Disagree	10	8.0
5	Strongly disagree	11	8.8
	Total	125	100

Interpretation

- 36.8% of the respondents agree with the transport facility.
- 30.4% of the respondents strongly agree with the transport facility
- 16% of the respondents don't have any opinion about the transport facility.
- 8.8% of the respondents strongly disagree with the transport facility.
- 8% of the respondents disagree with the transport facility.

Inference

- Majority of the respondents agree with the transport facility.

CHART NO:4.1.9

Classification of respondents based on the transport facility

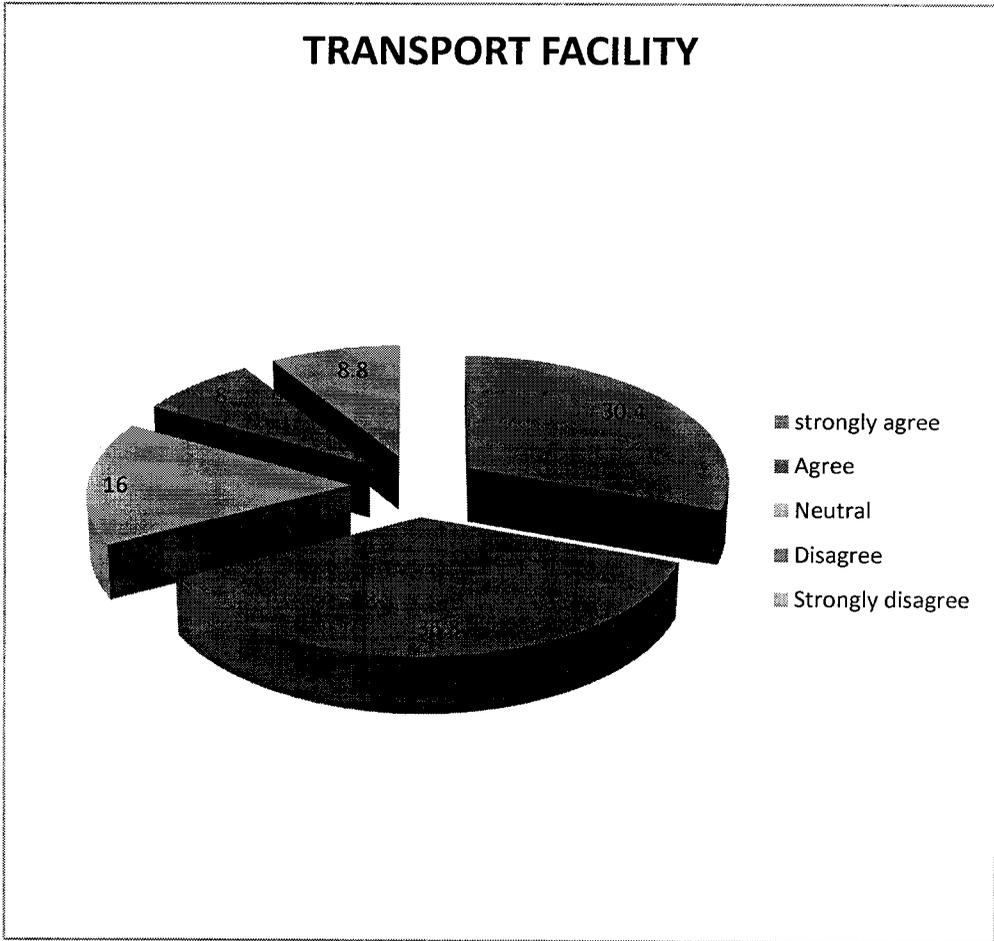


TABLE NO4.1.10

Classification of respondents based on the loan facility

SI.NO	loan facility	no. of. respondents	Percentage
1	strongly agree	20	16
2	Agree	30	24
3	Neutral	37	30
4	Disagree	25	20
5	Strongly disagree	13	10
	Total	125	100

Interpretations

- 42.4% of the respondents agree with the loan facility.
- 20.8% of the respondents strongly disagree with the loan facility
- 14.4% of the respondents disagree with the loan facility.
- 13.6% of the respondents don't have any opinion about the loan facility
- 8.8% of the respondents strongly agree with the loan facility.

Inference

- Majority of the respondents agree with the loan facility.

CHART NO:4.1.10

Classification of respondents based on the loan facility

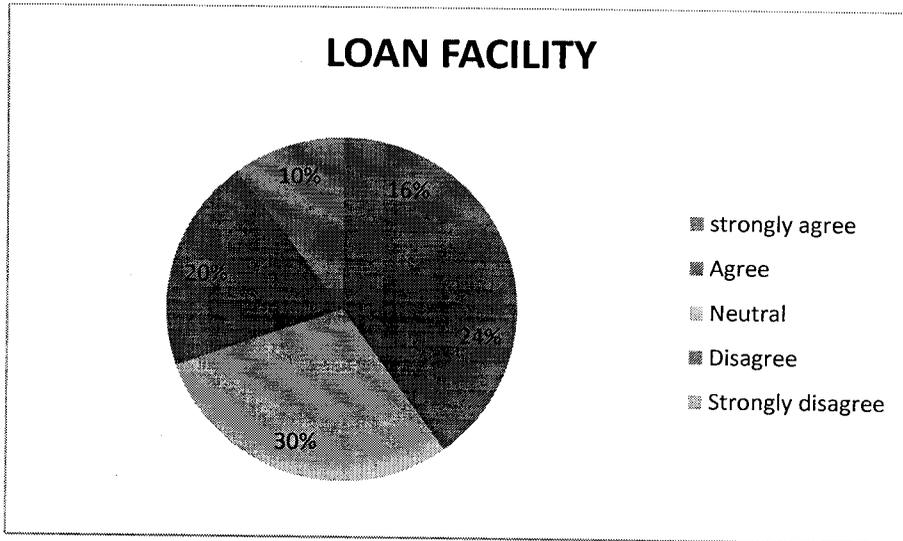


TABLE NO:4.1.11

Classification of respondent based on the community hall facilities provided for family function or social get together.

Sl.NO	Community Hall	no. of. Respondents	Percentage
1	strongly agree	35	28.0
2	Agree	54	43.2
3	Neutral	27	21.6
4	Disagree	5	4.0
5	Strongly disagree	4	3.2
	Total	125	100

Interpretation

- 43.2% of the respondents agree with the community hall facility provided for family function or social get together.
- 28% of the respondents strongly agree with the community hall facility provided for family function or social get together.
- 21.6% of the respondents don't have any opinion about the community hall facility provided for family function or social get together..
- 3.2% of the respondents strongly disagree with the community hall facility provided for family function or social get together.

Inference

- Majority of the respondents agree with the community hall facility provided for family function or social get together.

CHART NO:4.1.11

Classification of respondents based on the community hall facilities provided for family function or social get together.

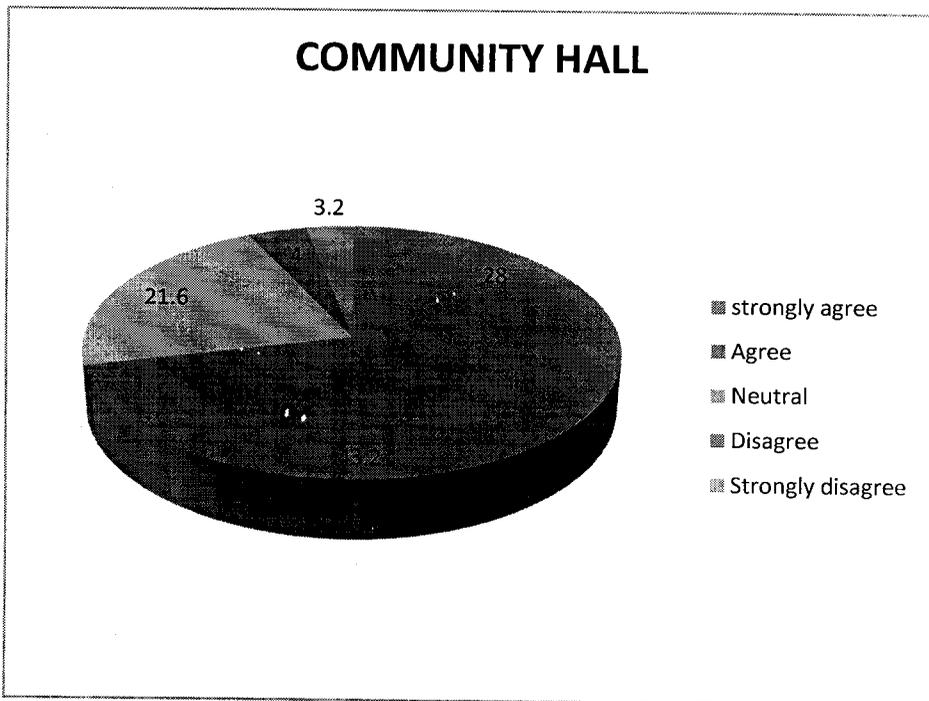


TABLE NO:4.1.12

Classification of respondent based on the electricity & water supply facility in the colony

SI.NO	Electricity & water supply	no. of. respondents	Percentage
1	strongly agree	32	25.6
2	Agree	71	56.8
3	Neutral	6	4.8
4	Disagree	13	10.4
5	Strongly disagree	3	2.4
	Total	125	100

Interpretation

- 56.8% of the respondents agree with electricity & water supply facility in the colony.
- 25.6% of the respondents strongly agree with the electricity & water supply facility in the colony
- 10.4% of the respondents disagree with the electricity & water supply facility in the colony.
- 2.4% of the respondents strongly disagree with the electricity & water supply facility in the colony.

Inference

- Majority of the respondents agree with the electricity & water supply facility in the colony.

CHART NO:4.1.12

Classification of respondent based on the electricity & water supply facility in the colony

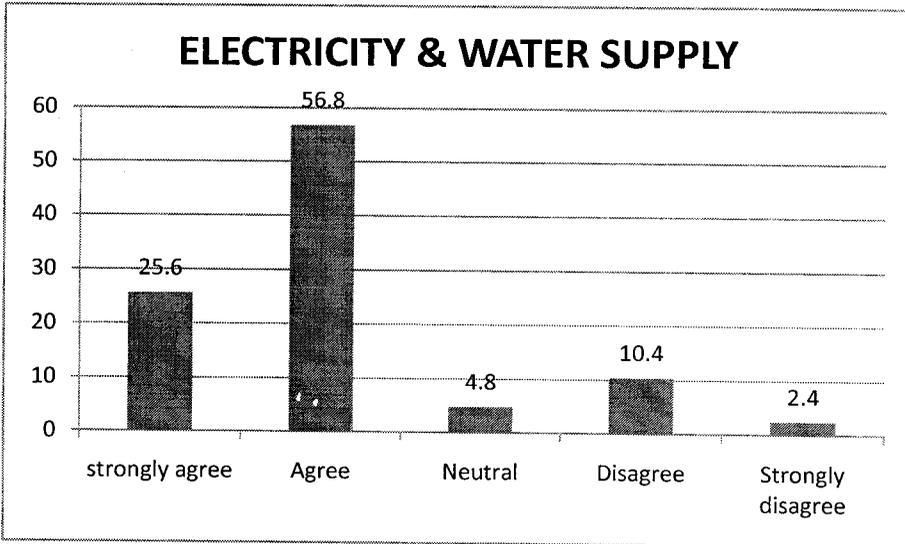


TABLE NO:4.1.13

Classification of respondent based afforestation & greenery programme

Sl.NO	Aforrestation & greenery	no. of. respondents	Percentage
1	strongly agree	41	32.8
2	Agree	74	59.2
3	Neutral	5	4.0
4	Disagree	4	3.2
5	Strongly disagree	1	0.8
	Total	125	100

Interpretation

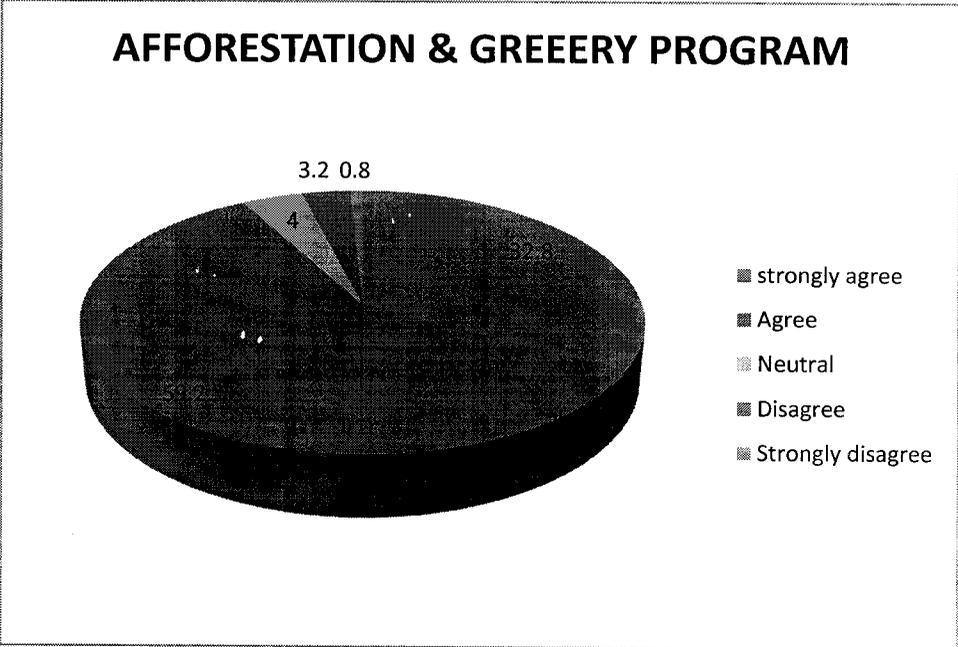
- 59.2% of the respondents agree with afforestation & greenery programme.
- 32.8% of the respondents strongly agree with afforestation & greenery programme.
- 4% of the respondents don't have any opinion about afforestation & greenery programme.
- 0.8% of the respondents strongly disagree with afforestation & greenery programme.

Inference

- Majority of the respondents agree with afforestation & greenery programme

CHART NO:4.1.13

Classification of respondents based on the afforestation & greenery programme



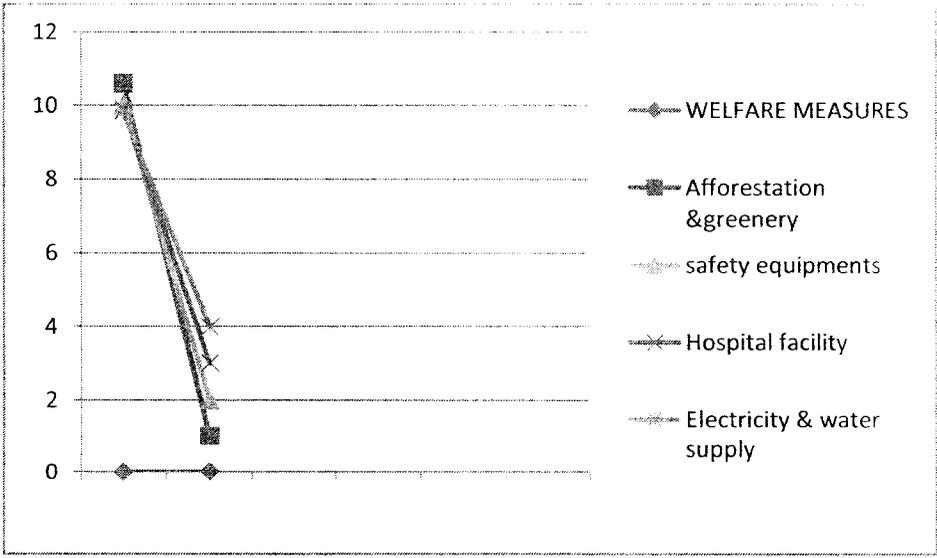
4.2.1 Mean test for analysing the existing welfare measures

LEVEL \ WELFARE MEASURES	STRONGLY AGREE (5)	AGREE (4)	NEUTRAL (3)	DISAGREE (2)	STRONGLY DISAGREE (1)	MEAN
Afforestation & greenery	235	276	15	6	1	10.6
Safety equipments	215	248	15	16	10	10.02
Hospital facility	190	276	9	16	7	9.9
Electricity & water supply	160	284	18	26	3	9.82
Uniform	105	344	15	16	5	9.7

Inference

We infer from the above table that the employees are most happy with afforestation, then with safety equipment facilities followed by hospital facility and so on

Responses of the employees for the selected welfare measures



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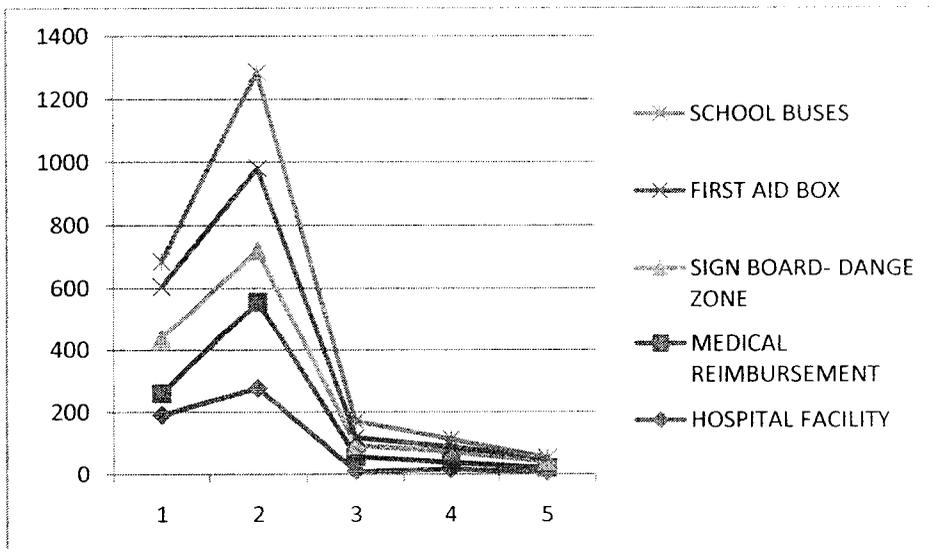
4.2.2 Mean test for analyzing the existing welfare measures

LEVEL \ WELFARE MEASURES	STRONGLY AGREE (5)	AGREE (4)	NEUTRAL (3)	DISAGREE (2)	STRONGLY DISAGREE (1)	MEAN
HOSPITAL FACILITY	190	276	9	16	7	9.9
MEDICAL REIMBURSEMENT	70	280	48	22	14	8.6
SIGN BOARD- DANGE ZONE	175	164	36	34	20	8.58
FIRST AID BOX	170	260	24	16	10	9.6
SCHOOL BUSES	80	304	54	24	3	9.3

Inference

We infer from that above table that employees are most happy with the hospital facility, medical reimbursement followed by sign board indicating danger zone and welfare measures so on.

Responses of the employees for the selected welfare measures



4.3.1. Chi- square test to find out the relationship between income and loan facility

LOAN FACILITY INCOME	STRONGLY AGREE/AGREE	NEUTRAL	STRONGLY DISAGREE/ DISAGREE	TOTAL
>10000 RS	10	11	9	30
10001-15000	20	10	10	40
15001-20000 RS	10	8	12	30
MORE THAN 20001	10	8	7	25
TOTAL	50	37	38	125

H₀: Null hypothesis

There is no significant relationship between the income and the preference of loan facility.

H₁: Alternative hypothesis

There is significant relationship between the educational income and the preference of loan facility.

Degrees of freedom=6

Level of significance=0.5

Calculated Chi square Value: 3.9

Table value : 5.34

Inference: The calculated value 3.9 is lesser than the table value, which is 5.34 at 6 degree of freedom and 5% level of significance. Hence we accept the null hypothesis and infer that there is no significant relationship between income and loan facility.

conclsions & suggestions

CHAPTER 5

RESULTS & CONCLUSION

- ❖ Majority of the (32%)of the respondents are getting an income between 10001-15000 and less than 10000
- ❖ Most of the respondents (32.6) are agree with the sign board danger zones. But the 16% of the employees are strongly dissatisfied with the danger zone. so the company has to improve this facility
- ❖ Majority of (56%) of respondents agree with the medical reimbursement . the company has given the good medical reimbursement facility
- ❖ The 86% of the respondents agree with the uniform facility. Very few respondents only not satisfied with the uniform. So the company has given good uniform
- ❖ Majority of the respondents are satisfied with the school buses provided to their children's by the company
- ❖ 9.6 percentage of the employees are not satisfied with their housing facility, so the company has to pay attention on the housing facility.
- ❖ Majority (55.2%) of the respondents well satisfied with the hospital facility.
- ❖ 51.2% of the respondents satisfied with the housing facility provided by the company
- ❖ Majority (40%) of the respondents agree with the hospital facility provided for family members
- ❖ The employees of the company are most happy with the afforestation and greenery
- ❖ The respondents in the company are 36.8% only agree with the transport facility. So majority of the employees are not satisfied with the transport facility
- ❖ 42.4% of the respondents are satisfied with the loan facility. But 20.8 percentage employees are not satisfied. So the company has to improve the loan facility
- ❖ 43.2% of the respondents agree with the community hall facility provided for family function or social get together
- ❖ 56.8% of the respondents agree with electricity & water supply facility in the colony
- ❖ Majority (59.2%) of the respondents agree with afforestation & greenery programme

SUGGESTIONS

- ❖ The employees of ACC cements have positive towards afforestation and greenery next towards safety equipments followed by hospital facility. The company should work towards bring all the other measures in par with the most preferred ones.
- ❖ The employees are not satisfied with the loan facility provided by the company so the company should consider and improve the facility.
- ❖ Based on the Weighted Average Afforestation and greenery program holds the first rank. though the variation is minute in other welfare activities the company should improve their other welfare measure in order to enhance the satisfaction level of the employees
- ❖ On whole the company provides the employees welfare measures in satisfied manner still improvement should be made to bring up to highly satisfied level.
- ❖ 18% of the respondents are dissatisfied with drinking water so the company should improve the water facility.
- ❖ Safety equipments provided by the company are satisfactory to the employees working in the company.
- ❖ Hospital facilities provided by the company to the employees are highly satisfied in all levels.
- ❖ The employees are not well satisfied in the transport facility. So the company should improve the transport facility and first aid facility also should be improved in the company

Appendices

A STUDY ON LABOUR WELFARE IN ACC (ASSOCIATED CEMENTS
COMPANIES) LTD, COIMBATORE.

1. Department :
2. Designation :
3. Age : (a) below 30 (b) 31-40
(c) 41-50 (d) more than 50
4. Gender : (a) Male (b) Female
5. Marital status : (a) Married (b) Single
6. No of dependents : (a) 1-2 (b) 2-4
(c) 4-6 (d) 6-8
7. Qualification : (a) X std (b) XII std
(c) Degree/Diploma (d) PG
8. Experience : (a) below 10 (b) 11-15
9. Income status : (a) > 10,000Rs (b) 10,001-15000Rs
(c) 15,001-20,000Rs (d) more than 20,001 Rs
10. Are you satisfied with the drinking water facility
(a) Highly satisfied (b) satisfied (C) neutral (d) Dissatisfied
(d) Highly dissatisfied.
11. Are you satisfied with your canteen facility
(a) Highly satisfied (b) satisfied (C) neutral (d) Dissatisfied
(d) Highly dissatisfied
12. Are you satisfied with your toilet facility.
(a) Highly satisfied (b) satisfied (C) neutral (d) Dissatisfied
(d) Highly dissatisfied
13. Are you satisfied with your rest room facility.
(a) Highly satisfied (b) satisfied (C) neutral (d) Dissatisfied
(d) Highly dissatisfied

14. How satisfying is the first aid box
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied
15. What is your opinion about the signboard indicating danger Zone in a work place.
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied
16. To what extend are you satisfied with the safety personal protective equipment provided
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied
17. To what extend are you satisfied with the medical reimbursement
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied
18. How satisfying is the uniform provided
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied
19. How far is the school buses for employees wards are satisfying
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied
20. What is you opinion about the hospital facility
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied
21. Are you satisfied with the hospital facility provided to your family members
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied
22. What is your opinion about the housing facility
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied
23. How satisfying is the transport facility.
 - (a) Highly satisfied
 - (b) satisfied
 - (C) neutral
 - (d) Dissatisfied
 - (d) Highly dissatisfied

24. What is the opinion about the loan facility
- (a) Highly satisfied (b) satisfied (C) neutral
(d) Dissatisfied (d) Highly dissatisfied
25. To what extend is the community hall facility provided for family functions or social get together satisfactory.
- (a) Highly satisfied (b) satisfied (C) neutral
(d) Dissatisfied (d) Highly dissatisfied
26. How satisfying is the provision of electricity & water supply in the colony.
- (a) Highly satisfied (b) satisfied (C) neutral
(d) Dissatisfied (d) Highly dissatisfied
27. What do you feel about the fund facility.
- (a) Highly satisfied (b) satisfied (C) neutral
(d) Dissatisfied (d) Highly dissatisfied
28. What is your opinion about the afforestation & greenery programme carried out in the colony.
- (a) Highly satisfied (b) satisfied (C) neutral
(d) Dissatisfied (d) Highly dissatisfied

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