PREFACE

The present day industrial scenario in India is majorly globalized and highly competitive. In such a context, it is a necessity for the businesses to be competitive in order to stay head high. Review on the studies on employee welfare and its impact on the various factors that improve organizational performance show that no matter how sophisticated strategy the industry plans, its successful implementation is essentially undertaken by the appropriate human resources (employees) of the organisation. If the capabilities of employees are utilised in an effective manner then the other factors of production i.e. material, machinery and money, would also be fully utilised. An important aspect of the organisation’s success is to keep the employees motivated and satisfied. The organisational quality is not only measured by the material benefits it provides to its employees, but also with the chances the employees get to enhance their level of satisfaction and motivation. To meet this need of the hour, it becomes imperative to provide employee welfare measures in an organisation in a best possible way to ensure the effective utilization of the finances spent under this overhead. Welfare concept is very vast and dynamic. It is subjected to change in accordance with time, space. It is a relative concept and it varies with difference in country, region, industry, lifestyle of community, level of education, scientific advancement, degree of industrialization, people’s socio-economic standard of development.

The selected industries viz. Cement and Steel industry are both labour oriented industries and India rides ahead in the global race of these two industries. With reference to Cement Industry, India is at 2nd largest position in terms of both production as well as consumption of Cement. Cement Industry in India thrives due to the high level of activity going on in private real estate sectors as well as high government spending is allocated for building of smart cities and urban infrastructure. With reference to Steel Industry, the global production of crude steel has reached 1630 MT (million tonnes) in the year 2016. India stood at No.4 position with a production of 96 MT of crude steel in 2016. India is striving hard to become global leaders in these two industrial sectors.
During the period between 2009 and 2014, the state of Andhra Pradesh has witnessed a lot of political turmoil until the split of the state into two states Telangana and Andhra Pradesh. There was an utter chaos across the state during this period which had a great impact on all the industries in the state. After the split, both the states have started focusing on the growth of its industries. The district of Ananthapuramu belongs to the residuary state of Andhra Pradesh. The district headquarters is located at city of Ananthapuramu. As of 2011 Census, the district had a population of 4,083,315, of which 28.09% is urban and a literacy rate of 64.28%. It is the largest district in terms of area in Andhra Pradesh and 7th largest district in India respectively. It is the largest district of Andhra Pradesh spanning an area of 19,130 square kilometers (7,390 sq mi). The district has industries like constructions, steel, cement and electricity which form major contributors for GVA (Gross value added is the measure of the value of goods and services produced in an area, industry or sector of an economy). Ananthapuramu has a major potential for development of industry due to its strategic location between Bangalore – Hyderabad routes and availability of vast tracts of land. Ananthapuramu district has considerable availability of minerals. Dolomite, iron ore, limestone, prophylite, quartz and stealite are some important minerals available in the district.

A thorough review of literature under the heading of Employee Welfare in various industries has revealed two predominant research gaps. One being there are no many studies that deal with studying Employee Welfare in the perspective of Managerial and Non-managerial employees separately and the other gap being there are no many studies that deal with studying the employee welfare measures in terms of the governing labour legislation and the voluntarily provided welfare measures. Moreover there are no much studies related to Employee Welfare that has been performed in the selected industries in the Ananthapuramu district.

This study titled Employee welfare in Cement and Steel industry (A study with special reference to select units in Ananthapuramu District) makes a genuine attempt to study the Employee Welfare in a perspective which is not being much explored until now.