

Abstract

Employee satisfaction and welfare measures are essential for fostering a positive work environment, enhancing productivity, and ensuring organizational success. This study examines the level of employee satisfaction and the effectiveness of welfare measures implemented at Jayhothi Mills, Madurai. The research aims to assess the impact of these measures on employee morale, job satisfaction, and retention, while identifying areas for improvement.

A mixed-method approach was adopted, including surveys and interviews with employees across various departments. The findings highlight that initiatives such as health benefits, workplace safety measures, and recreational facilities contribute significantly to employee satisfaction. However, areas requiring attention include improving transparency in grievance handling, enhancing career development opportunities, and providing competitive compensation packages.

The study concludes that a well-rounded approach to employee welfare and satisfaction is crucial for Jayhothi Mills to achieve long-term growth and employee loyalty. Recommendations include introducing skill enhancement programs, strengthening employee engagement initiatives, and ensuring regular feedback mechanisms to address employee concerns. This research offers actionable insights for management to optimize welfare measures and improve overall employee satisfaction, thereby fostering a motivated and committed workforce.