

Evaluating Labour Welfare and Social Security Measures in the FMCG Sector: Evidence from Coca-Cola

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ABSTRACT: Labour welfare and social security measures play a vital role in enhancing employee satisfaction, productivity, and organizational stability, particularly in labour-intensive industries. The present study examines the nature, effectiveness, and employee perception of labour welfare and social security practices implemented at Hindustan Coca-Cola Beverages Private Limited (HCCBPL), Visakhapatnam Division. The study focuses on statutory and non-statutory welfare measures, occupational health and safety provisions, social security benefits, and employee satisfaction levels. Primary data were collected from 100 employees using a structured questionnaire, while secondary data were sourced from company records, legal provisions, and published literature. Descriptive statistical tools such as percentages and graphical analysis were employed to interpret the data. The findings reveal that a majority of employees are satisfied with workplace safety, health facilities, medical benefits, and social security schemes such as insurance, pension, and loan facilities. However, certain areas such as ambulance services, sanitation facilities, and awareness of welfare schemes require improvement. The study concludes that effective labour welfare and social security measures significantly contribute to employee morale, retention, and organizational efficiency. The paper offers practical recommendations to strengthen existing welfare initiatives and enhance overall employee well-being within the organization.

KEYWORDS: Labour Welfare, Social Security, Employee Satisfaction, Occupational Health, Coca-Cola

I. INTRODUCTION

Labour welfare and social security have emerged as crucial components of modern human resource management, aimed at improving the quality of work life and ensuring sustainable organizational performance. In an era of rapid industrialization and competitive business environments, organizations are increasingly recognizing that employee well-being extends beyond wages and includes physical safety, health care, social protection, and psychological satisfaction. Labour welfare measures encompass a wide range of facilities and services provided to employees to enhance their working and living conditions, while social security focuses on protecting workers against economic and social distress arising from contingencies such as sickness, accidents, unemployment, disability, and retirement. In India, labour welfare and social security are governed by various statutory provisions such as the Factories Act, 1948, Employees' State Insurance Act, and Provident Fund regulations, which mandate minimum standards of safety, health, and welfare. Alongside these statutory measures, many organizations voluntarily provide non-statutory welfare facilities to attract, motivate, and retain skilled manpower. Effective welfare practices contribute to improved employee morale, reduced absenteeism, lower labour turnover, and harmonious industrial relations. The fast-moving consumer goods (FMCG) sector, being labour-intensive and highly competitive, places significant emphasis on employee welfare to maintain operational efficiency and productivity. Hindustan Coca-Cola Beverages Private Limited (HCCBPL), a leading FMCG organization, has implemented various labour welfare and social security measures to safeguard employee interests and promote a healthy work environment. These measures include occupational safety practices, medical and insurance benefits, sanitation facilities, canteen services, uniforms, recreational activities, and retirement benefits. The present study seeks to analyze the effectiveness of labour welfare and social security measures at HCCBPL, Visakhapatnam Division, by examining employee perceptions and satisfaction levels. By identifying strengths and gaps in existing welfare practices, the study aims to provide insights that can support managerial decision-making and contribute to the enhancement of employee well-being and organizational performance.

II. REVIEW OF LITERATURE

Sharma and Varshney (2024) conducted an in-depth empirical investigation of employee welfare measures in the Indian FMCG sector and reported that welfare provisions such as medical benefits, workplace safety initiatives, leave policies, and social security schemes significantly enhanced job satisfaction, motivation, and organizational commitment, with noticeable gender-based differences in employee perceptions. Ramaswamy and Binnuri (2023) examined the implications of India's consolidated labour codes on social security coverage and found that although policy reforms simplified administrative structures, substantial implementation gaps continued to exist, particularly affecting informal and contractual workers. Singh and Patel (2023) analyzed employee welfare and social security practices in Indian manufacturing and beverage organizations and observed that limited awareness of statutory welfare schemes and inadequate communication reduced employee satisfaction despite formal policy compliance. Mohan, Babu, Pellissery, and Bharadkar (2021) critically evaluated recent labour law reforms in India and argued that the shift toward labour code consolidation risked weakening long-established labour welfare jurisprudence and social protection mechanisms, especially in large private sector enterprises.

Yedama, Gudlalleru, and Pujitha (2021) assessed welfare measures in Indian manufacturing industries and found that facilities such as medical care, uniforms, canteen services, and employee loan schemes positively influenced productivity, morale, and workplace discipline, though the study emphasized the need for continuous evaluation. Rani and Kumar (2020) highlighted that effective labour welfare initiatives play a crucial role in reducing absenteeism, enhancing job satisfaction, and promoting industrial harmony, thereby supporting organizational efficiency. Jeyakumaran and Thiruppathi (2020) reviewed the evolution of labour welfare practices in India and emphasized that globalization and competitive pressures require organizations to adopt flexible and employee-centric welfare policies. Kannan and Raveendran (2019) analyzed India's social security framework and identified structural limitations in extending welfare coverage to informal and unorganized workers, despite policy expansion efforts. Soundararajan and Brown (2016) examined labour welfare compliance within Indian supply chains and revealed that firm-level welfare initiatives significantly improved working conditions and reduced labour exploitation risks. Dhanalakshmi (n.d.) analyzed statutory social security measures in India and emphasized the importance of schemes such as Employees' State Insurance, Provident Fund, and gratuity in protecting workers against health, employment, and retirement-related economic risks.

III. OBJECTIVES OF THE STUDY

This research paper has following research objectives.

- To examine the existing labour welfare measures and social security provisions implemented at Hindustan Coca-Cola Beverages Private Limited (HCCBPL), Visakhapatnam Division.
- To assess the level of employee satisfaction with welfare facilities, occupational health and safety measures, and social security benefits provided by HCCBPL.
- To identify gaps in the current labour welfare practices of HCCBPL and suggest suitable measures for improving employee well-being and organizational effectiveness.

IV. RESEARCH METHODOLOGY

The various components of research methodology adopted in this research paper are as follows. The study is descriptive in nature and is based on both primary and secondary data sources. Primary data were collected from employees of Hindustan Coca-Cola Beverages Private Limited, Visakhapatnam Division, using a structured questionnaire designed to capture employee perceptions regarding labour welfare, social security measures, and workplace safety. A sample size of 100 employees was selected using a convenient sampling technique. Secondary data were collected from company records, statutory labour documents, textbooks, research articles, and relevant websites. The collected data were analyzed using simple statistical tools such as percentages and graphical representation for effective interpretation. The findings derived from the analysis were used to draw conclusions and offer practical recommendations for enhancing labour welfare and social security practices at HCCBPL.

V. RESULTS AND DISCUSSION

The data collected to carry out this research is analyzed using appropriate statistical tools, and the following results are obtained. The data analysis and interpretation are given in the following section.

Table 1: Employee Satisfaction with Workplace Safety and Health Facilities

Response	Number of Respondents	Percentage
Yes	94	94%
No	2	2%
No Opinion	4	4%
Total	100	100%

The table clearly indicates that an overwhelming majority of employees are satisfied with the workplace safety and health facilities provided at Coca-Cola. This high level of satisfaction reflects effective implementation of occupational safety standards, regular monitoring, and adherence to statutory health regulations. Such practices contribute to minimizing workplace hazards and fostering a sense of security among employees. The negligible level of dissatisfaction suggests that safety policies are well-structured, although continuous improvement and periodic audits are essential to sustain and enhance safety performance.

Table 2: Satisfaction with Ambulance and Emergency Medical Services

Response	Number of Respondents	Percentage
Yes	56	56%
No	40	40%
No Opinion	4	4%
Total	100	100%

The findings reveal moderate satisfaction among employees regarding ambulance and emergency medical services. While more than half of the respondents expressed satisfaction, a significant proportion reported dissatisfaction, indicating possible shortcomings such as delayed response time, limited availability, or inadequate emergency infrastructure. Emergency medical services play a critical role in ensuring employee safety during accidents, and dissatisfaction in this area may negatively impact employee confidence. Strengthening emergency response systems could significantly enhance overall welfare satisfaction.

Table 3: Satisfaction with Sanitary and Waste Disposal Facilities

Response	Number of Respondents	Percentage
Satisfied	70	70%
Not Satisfied	30	30%
Total	100	100%

The table shows that a majority of employees are satisfied with the sanitation and waste disposal facilities provided at the workplace. This suggests that the organization maintains acceptable hygiene standards, which are essential for employee health and productivity. However, the presence of dissatisfaction among a considerable proportion of respondents indicates inconsistencies in cleanliness or maintenance practices. Improving sanitation infrastructure, conducting regular inspections, and ensuring timely waste disposal can help enhance employee comfort and workplace hygiene.

Table 4: Provision of Medical and Insurance Benefits

Response	Number of Respondents	Percentage
Yes	86	86%
No	12	12%

Response	Number of Respondents	Percentage
No Opinion	2	2%
Total	100	100%

The data indicates a high level of employee satisfaction with medical and insurance benefits offered by Coca-Cola. These benefits provide financial protection during illness, accidents, and medical emergencies, thereby reducing stress and uncertainty among employees. Adequate medical coverage enhances employee morale and reinforces trust in management. The small proportion of dissatisfaction may be attributed to lack of awareness or coverage limitations, suggesting the need for clear communication regarding benefit entitlements and claim procedures.

Table 5: Availability of Retirement and Pension Benefits

Response	Number of Respondents	Percentage
Strongly Agree	56	56%
Agree	12	12%
Disagree	12	12%
Strongly Disagree	16	16%
No Opinion	4	4%
Total	100	100%

The results indicate that a majority of employees recognize the availability of retirement and pension benefits at Coca-Cola. These benefits contribute to long-term financial security and post-retirement stability. However, the presence of disagreement suggests uneven awareness or eligibility, particularly among temporary or contractual employees. Enhancing transparency, conducting awareness programs, and clearly communicating eligibility criteria can improve employee understanding and perception of retirement-related social security provisions.

VI. FINDINGS OF THE RESEARCH PAPER

After analyzing the data collected, this research paper found the following:

- An overwhelming majority of employees (94%) are satisfied with the workplace safety and health facilities, indicating effective implementation of safety standards and compliance with health regulations.
- Moderate satisfaction (56%) was observed regarding ambulance and emergency medical services, with a significant proportion (40%) expressing dissatisfaction, suggesting the need for improvements in emergency response.
- A majority of employees (70%) are satisfied with sanitation and waste disposal facilities, though 30% are not satisfied, pointing to potential inconsistencies in cleanliness or maintenance.
- High satisfaction (86%) was reported for medical and insurance benefits, reflecting employees' confidence in financial protection during illness or emergencies.
- Most employees recognize the availability of retirement and pension benefits (56% strongly agree, 12% agree), though a combined 28% disagree or strongly disagree, indicating uneven awareness or eligibility issues.

VII. RECOMMENDATIONS OF THE RESEARCH PAPER

On the basis of the findings that are mentioned in the above section, this research paper makes the following recommendations:

- Continue strict monitoring and periodic audits of workplace safety and health practices to sustain high levels of employee satisfaction.
- Enhance the efficiency and availability of ambulance and emergency medical services by reducing response times and improving infrastructure.
- Improve sanitation and waste management practices through regular inspections, timely waste disposal, and upgrading hygiene facilities.
- Increase awareness and communication regarding medical and insurance benefits, ensuring all employees are informed about coverage and claim procedures.
- Conduct employee awareness programs and transparent communication regarding retirement and pension benefits, particularly targeting temporary and contractual staff.

VIII. CONCLUSION

This research paper indicates that Coca-Cola maintains strong workplace safety, health, medical, and retirement benefit systems, contributing positively to employee satisfaction, morale, and overall sense of security. The high levels of satisfaction in workplace safety and medical benefits suggest that employees feel valued and supported, which can lead to improved productivity, reduced absenteeism, and higher retention rates. However, moderate satisfaction in emergency services and some dissatisfaction in sanitation highlight areas that require strategic attention. Addressing these gaps by enhancing infrastructure, response mechanisms, and cleanliness standards will not only improve employee confidence but also strengthen the organization's reputation as a responsible employer. Furthermore, effective communication and awareness programs regarding benefits can ensure equitable access and understanding among all employees, particularly temporary and contractual staff, fostering a more inclusive and transparent work environment. Overall, continuous improvement in these key areas will support long-term employee welfare and organizational effectiveness, ensuring a safer, healthier, and more satisfied workforce.

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