

**A STUDY ON EMPLOYEES SAFETY MEASURES IN
HINDUSTAN COCA COLA BEVERAGES PRIVATE
LIMITED**

SK. RAFI AHMED*

N. D Chandra Sekhar**

ABSTRACT:

Labour health, safety and welfare are the measures of promoting the efficiency of labour. The various welfare measures provided by the employer will have immediate impact on the health, physical and mental efficiency alertness, morale and overall efficiency of the worker and thereby contributing to the higher productivity. Some of the facilities and services which fall within the preview of labour welfare include adequate canteen facilities, accommodation arrangements, recreational facilities, medical facilities transportation facilities for traveling from & to the place of work.

KEYWORDS: Safety Requirements, Job Satisfaction, Employee Health and Human Resource Management.

* Assistant Professor, Sree Vahini Institute of Science and Technology, Tiruvuru, Krishna Dist, Andhra Pradesh, INDIA

** Portfolio Manager, Siddhantha India, Guntur – 522001, Andhra Pradesh, INDIA

N. D Chandra Sekhar, Student belongs to MBA(Finance & Marketing) from Nimra College of Business Management.

INTRODUCTION OF THE STUDY:

Labour health, safety and welfare are the measures of promoting the efficiency of labour. The various welfare measures provided by the employer will have immediate impact on the health, physical and mental efficiency alertness, morale and overall efficiency of the worker and there are by contributing to the higher productivity. Some of the facilities and services which fall within the preview of labour welfare like adequate canteen facilities, accommodation arrangements, recreational facilities, medical facilities and transportation.

OBJECTIVES OF THE STUDY:

The study has been designed with the following objects

- To know awareness about the concept of “Employee Welfare”
- To know employees welfare strategies in HINDUSTAN COCA COLA BEVERAGES PVT.Ltd. Vijayawada Region.
- To give suggestions to improve the labour welfare measures in the company.
- Ensure continuous development of human Resources.
- To maintain good relationship between the management and workers.
- It enables employees to have a richer and more satisfying life.
- It helps to boost up employee morale.
- To promote employees welfare measures like recreation Facilities.
- To helps to improve the goodwill & public image of Company

The Concept of Labour Health, Safety and Welfare

The concept of labour health, safety and welfare are flexible and widely differs with respect to the time, region, industry, country, social value and customs, degree of industrialization the general socio economic development of the people and political ideologies prevailing during a particular time frame. It is also, molded according to the age group, sex, socio-cultural background, economic status and educational level of workers in various industries. Accordingly, the concept cannot be very precisely defined. However, experts treat it in their own way.

According to the Labour Welfare Committee

Anything that can do for the intellectual, physical, moral and economic benefits of the worker is very much essential. Whether by the employers, by the government or other agencies over and above what is laid down by law or what is normally expected of the contractual benefits for which the workers have bargained. According to the Committee on labour welfare services such services and amenities as adequate canteens, rest rooms, recreation sanitary, medical facilities, arrangement for travel to and from the place of work and for the accommodation of worker employed at a distance from their home and such other services.

The International Labour Organization:

Such services and facilities may to enable the persons employed to perform their work in a healthy & congenial surroundings, Insists on providing amenities conducive to good health and high morale.

Labour Welfare in India:

In India, labour welfare started in its broader meaning but has gradually become narrower in outlook. The main objective of their labour welfare scheme is to induce a happy employer and employee relations. Generally, it provides a psychologically satisfactory work environment. To meet the legal requirements one must provide labour welfare facilities. The social reform movement of the 20th century included within their scope, the term labour welfare. Labour welfare aims at providing such service facilities and amenities as would enable the worker in factories and industries to perform their work in healthy congenial atmosphere to good health and high morale.

The Role of Management in Employees Safety:

Employers first need to promote a safety culture which supports worker participation. But workers should not then limit their participation to just passive cooperation and following

safety rules. If workers are to get the most effective protection for their own health and safety, they need to make full use of the worker participation arrangements at their workplace.

Ways in which workers can have their say and get involved include:

- Asking questions, raising issues and making suggestions during meetings, team talks, training sessions, one-to-one talks with supervisors or managers;
- Taking part in any consultation activities. These could be taking part in surveys or joining in suggestion schemes or safety competitions;
- Being involved in trials, e.g. selection trials for personal protective equipment; volunteering to take part in occupational safety and health activities such as working groups.
- Reporting accidents, near misses or anything else they think could be unsafe, unhealthy or obstructive, but also pointing out any ideas for improvements;
- Speaking with their worker representative, if they have one, and participating in any activities they organize (meetings, surveys, etc.). Consider volunteering to be a worker representative;
- Contributing to health and safety news in the company newsletter; Applying the knowledge received in training to work tasks; setting a good example to new recruits and helping them on the health and safety aspects of their work.
- Under the law, employers are responsible for health and safety management. This means making sure that workers are protected from anything that may cause harm by effectively controlling any risks to injury or health that could arise in the workplace.

Employers have duties under health and safety law to assess risks in the workplace. Risk assessments should be carried out that address all risks that might cause harm in the workplace in order to determine what control measures are needed. Employers must give workers information about the risks in their workplace and how they are protected, and also instruct and train them on how to deal with the risks. Employers must consult workers on health and safety issues. Depending on national legislation, consultation may be direct or through a worker representative.

Often a combination of the two ways is used. Employers may need to set up a joint worker-employer safety committee which can discuss more strategic matters. Employers need to promote a culture in which health and safety is integrated into everyone's roles. Consultation needs to take place whatever the size of an organization. The principles are the same – encouraging open dialogue, listening to what is said, learning from it and acting upon it - but the format at will vary.

BENEFITS:

An effective training program can reduce the number of injuries and deaths, property damage, legal liability, illnesses, workers' compensation claims, and missed time from work. An effective safety training program can also help a trainer keep the required OSHA-mandated safety training courses organized and up-to-date.

Safety training classes help establish a safety culture in which employees themselves help promote proper safety procedures while on the job. It is important that new employees be properly trained and embrace the importance of workplace safety as it is easy for seasoned workers to negatively influence the new hires. That negative influence however, can be purged with the establishment of new, hands-on, innovative effective safety training which will ultimately lead to an effective safety culture. A 1998 NIOSH study concluded that the role of training in developing and maintaining effective hazard control activities is a proven and successful method of intervention.

Benefits from Health and Safety Training:

- Reduced costs
- Reduced risks
- Lower employee absence and turnover rates
- Fewer accidents
- Lessened threat of legal action
- Improved standing among suppliers and partners

- Better reputation for corporate responsibility among investors, customers and communities
- Increased productivity, because employees are healthier, happier and better motivated.

One of the biggest benefits we have seen during our time, as health and safety training providers is in changing attitudes. Our training helps individuals to understand that everyone has a part to play and to start to integrate health and safety into day to day working. The cost of training is an investment aimed to achieve some major benefits.

Poor health and safety practice hits the bottom profit line and the majority of costs are hidden and uninsurable. AOSH Ltd offers you a range of health and safety consultancy and training services to help you get the most out of your investment.

Benefits of Training:

- Improved productivity
- Increased workplace safety
- Enhanced workplace efficiencies
- More vibrant and engaged workforce
- More competent use of technology
- Increased competitiveness
- Enlarged employment opportunities

Improved Workplace Safety

- The understanding of safety regulations and procedures leads to fewer injuries, which in turn leads to reduced insurance costs and less employee downtime.

Enhanced workplace efficiencies

- Greater understanding of job demands and procedures facilitates communication and enhances workplace efficiencies.

- When literacy skills are enhanced, employees are better suited to meet the demands of the job and better prepared to assume greater responsibilities and seek promotion.

More vibrant and engaged workforce

- An organization active in offering education and employment opportunities is more likely to retain its employees.
- Employees who participate in literacy and essential skills programs increase their level of self-confidence, acquire new skills, are better prepared to seek promotion opportunities, and believe that they are valued by their workplaces.
- A Conference Board of Canada report also indicates that employees are more inclined to take ownership of their work, become more effective decision-makers and assume a more engaged and participative role within the organization. Other benefits include enhanced teamwork and improved labour-management relations.

More competent use of technology

- In a Conference Board of Canada study, 87% of respondents said that programs impact positively on participants' ability to use workplace-based technology.

Increased competitiveness

- Enhanced literacy skills prepare employees for managerial and technological changes in the workplace, and position the company for greater competitiveness.

Enlarged employment opportunities

- Greater literacy and numeracy skills improve chances of individuals finding work and attaining promotions on the job.

ROLE OF WORKERS & EMPLOYEES:

If workers are given the opportunity to participate in shaping safe work systems, then they can advise, suggest, and request improvements. While employers have the duty to provide workplaces where risks and safety are properly controlled, the law also requires employees to help. In addition, employers must consult workers and their representatives as part of the process. Managers do not have the solutions to all health and safety problems. Workers and their representatives have the detailed knowledge and experience of how the job is done and how it affects them. For this reason, workplaces in which workers actively contribute to health and safety often have a lower occupational risk level and accident rates.

Worker participation on safety training is a simple two-way process where employers and their workers/ worker representatives: talk to one another; listen to each other's concerns; look for and share views and information; discuss issues in good time; consider what everyone has to say; make decisions together; trust and respect each other.

Workers must be informed, instructed, trained and consulted on training and safety. Full participation goes beyond consultation - workers and their representatives are also involved in making decisions.

IMPORTANCE OF THE EMPLOYEES SAFETY:

Safety training saves more money, in the long run, than it costs. Intangible savings are sometimes harder to calculate than those related to cutting manufacturing costs or increasing revenue with higher sales prices, but they ultimately translate into real money to the bottom line.

A workplace can become a second home to many employees, due to the amount of time people spend at work. Ensuring their safety is an important responsibility and should be taken seriously by employers and employees alike.

Incorporating prevention and proactive work practices should be a main priority for everyone to have at their workplace. The benefits of maintaining a safe work environment are

many, but first and foremost, safety is about what can be done to protect a workforce. "It's the right thing to do. Employers want to send their workers home in the same condition they came in.

"This motivated us to launch a safety training division believing that it completed our full-service concept, as it related to our equipment sales and service offerings.

Organizations such as construction companies that use dangerous equipment and hospitals exposed to deadly diseases use safety training to ingrain safety into the workplace culture. The importance of safety training extends beyond a worker's introduction to the job. It also encompasses situations when his job changes or when working conditions change. Without an understanding of safety practices related to her job, a worker will be at a higher risk for workplace injury, illness or death.

Company Culture:

When employees join a new workplace, they should be given an immediate sense that the company places a high priority on safety. This should be ingrained into the culture as a whole. One way to do this is to have everyone, from low-wage workers to senior executives, show public support for and knowledge of safety programs. Employees should also learn about safety training through detailed policies and procedures laid out by the company.

Framework for worker participation:

Employers must consult workers and/or their representatives and allow them to take part in discussions on all questions relating to safety training at work in a balanced way.

Workers/workers' representatives have the right to ask the employer to take appropriate measures and to submit proposals.

National laws and/or practices set specific requirements on information provision and consultation, especially regarding worker representatives and their rights and the establishment of forums such as joint safety committees. Using a combination of arrangements

and methods, both formal and informal, is usually best. In particular, direct worker participation and worker representatives should not be seen as alternatives, but as different avenues to be combined as effectively as possible.

Both employers and employees have the responsibility to look after health and safety at work. Employers have the main duties to prevent risks to their workers by putting in place protective measures including safe ways of working, safe equipment, suitable personal protective equipment and information, instruction and training for workers.

But the law also requires workers to play their part and help their employer to protect them by:

- Taking care of their own and other people's safety and health;
- Cooperating actively with their employer on safety and health;

COCO-COLA COMPANY LONG-TERM SUCCESS DEPENDS

At The Coca-Cola Company, long-term success depends upon ensuring the safety of our workers, visitors to our operations, and the public as below;

Coco Cola believe that a safe and healthy workplace is a fundamental right of every person and also a business imperative. Our Workplace Rights Policy requires that we take responsibility for maintaining a productive workplace in every part of our Company by minimizing the risk of accidents, injury and exposure to health hazards for all of our associates and contractors. In addition, we're working with our bottling partners to ensure health and safety risks are minimized for their employees and contract workers.

The Coca-Cola Operating Requirements (KORE) define the policies, standards and requirements for managing safety, the environment and quality throughout our operations. KORE also requires that our manufacturing and distribution facilities implement BS OHSAS 18001 (British Standard Occupational Health and Safety Assessment Series 18001, a framework for an effective occupational health and safety management system) or an equivalent internationally recognized safety management system.

To guide us in achieving a safe work environment for our associates, KORE defines a rigorous set of operational controls to manage known risks. The controls generally align with top global requirements and consensus standards. In addition, we audit the compliance of each of our manufacturing operations with applicable laws and regulations and our Company occupational safety and health requirements.

We provide substantial safety training to our associates using the training requirements defined in KORE as a global baseline. Training covers new-hire induction and periodic refresher training for all associates and other workers conducting work on our behalf.

HYPOTHESIS:

TEST NO. 1

CHI – SQUARE TEST

Aim: To test the significant relationship between work experience and employee job is challenging.

Null Hypothesis (H_0)

There is no significant relationship between work experience and employee job is challenging.

Alternative Hypothesis (H_1)

There is a significant relationship between work experience and employee job is challenging.

Observed Frequency

Experience / Job is Challenging	Less than 1 year	1 – 3 years	3 – 5 years	5 – 8 years	8 Years & above	Total
Strongly disagree	2	1	1	0	2	6
Disagree	1	4	6	5	2	18
Neutral	4	2	10	15	3	34
Agree	14	10	14	15	16	69
Strongly Agree	14	15	16	16	12	73
Total	35	32	47	51	35	200

Expected Frequency

Experience / Job is Challenging	Less than 1 year	1 – 3 years	3 – 5 years	5 – 8 years	8 Years & above	Total
Strongly disagree	1	1	1	2	1	6
Disagree	3	3	4	5	3	18
Neutral	6	5	7	9	8	35
Agree	12	12	15	18	1	69
Strongly Agree	13	12	15	18	14	72
Total	35	33	42	52	38	200

Calculation of Chi-Square Value

O _i	E _i	O _i - E _i	(O _i - E _i) ²	$\frac{(O_i - E_i)^2}{E_i}$
2 } 1 } 7 4 }	1 } 3 } 10 6 }	- 3	9	0.9
14	12	2	4	0.33
14	13	1	1	0.7
1 } 4 } 7 2 }	1 } 3 } 9 5 }	- 2	4	0.44
10	12	- 2	4	0.33
15	12	3	9	0.75
1 } 6 } 7	1 } 4 } 5	2	4	0.8
10	7	3	9	0.128
14	15	- 1	1	0.06
16	15	1	1	0.06
0 } 5 } 5	2 } 5 } 7	- 2	4	0.57
15	9	6	36	4
15	18	- 3	9	0.5
16	18	- 2	4	0.22
2 } 2 } 7 3 }	1 } 3 } 12 8 }	- 5	25	2.08
16	12	4	16	1.33
12	14	- 2	4	0.28
				$\Sigma = 14$

Calculated X² Value = 14

Table value:

Formula: Degree of freedom (dof)

$$\begin{aligned}
 &= (r - 1) (c - 1) && \text{where} \\
 &= (5 - 1) (5 - 1) && r = \text{number of rows} \\
 &= 4 \times 4 && c = \text{Number of columns} \\
 &= 16
 \end{aligned}$$

At 5% level of significance table value is = 26.26

TEST NO. 2

CHI – SQUARE TEST

Aim: To test the significant relationship between work experience and job knowledge.

Null Hypothesis (H₀)

There is no significant relationship between work experience and job knowledge.

Alternative Hypothesis (H₁)

There is a significant relationship between work experience and job knowledge.

Observed Frequency

Experience \ Job is Challenging	Less than 1 year	1 – 3 years	3 – 5 years	5 – 8 years	8 Years & above	Total
Strongly disagree	4	1	0	0	0	5
Disagree	6	0	0	0	0	6
Neutral	10	2	5	3	1	21
Agree	6	10	15	16	40	87
Strongly Agree	2	11	15	18	35	81
Total	35	32	47	51	35	200

Expected Frequency

Experience \ Job is Challenging	Less than 1 year	1 – 3 years	3 – 5 years	5 – 8 years	8 Years & above	Total
Strongly disagree	1	1	1	1	1	5
Disagree	1	1	1	1	2	6

Neutral	3	3	4	4	8	21
Agree	12	10	15	16	33	87
Strongly Agree	11	10	14	15	30	81
Total	28	25	35	37	75	200

Calculation of Chi-Square Value

O _i	E _i	O _i - E _i	(O _i - E _i) ²	$\frac{(O_i - E_i)^2}{E_i}$
4 } 6 } 10 } 7	1 } 1 } 3 } 10	15	225	45
6	12	- 6	36	3
2 } 1 } 0 } 2 } 10 } 15	11 } 1 } 1 } 3 } 10 } 26	- 11	121	4.65
11	10	1	1	0.1
0 } 0 } 5 } 15 } 20	1 } 1 } 4 } 15 } 5	1	1	0.04
15 } 0 } 0 } 3 } 18	14 } 1 } 1 } 4 } 20	- 2	4	0.2
16	16	0	0	0
18	15	3	9	0.6
0 } 0 } 1 } 40 } 45	2 } 2 } 8 } 33 } 45	- 4	16	0.35
35	30	5	25	0.83
				Σ = 57.77

Calculated X² Value = 54.7

Table value:

Formula: Degree of freedom (dof)

$$= (r - 1) (c - 1) \quad \text{where}$$

$$= (5 - 1) (5 - 1) \quad r = \text{number of rows}$$

$$= 4 \times 4 \quad c = \text{Number of columns}$$

$$= 16$$

At 5% level of significance table value is = 26.26

Result:

Calculated value of X^2 (14) is less than the table value of X^2 (26.296). Hence null hypothesis (H_0) is accepted.

Decision:

There is no significant relationship between work experience and employee job is challenging.

FINDINGS:

- 1). All of the employees are involved in trade union.
- 2). Majority of the employees i.e., 55.6% have above 10 years of experience, 44.44% have 5-10 year of experience and nobody has below 5 years' experience.
- 3). Majority of the employees are highly satisfied with the transport facilities provided by the college. Only 11.11% are not satisfied with the transport facilities.
- 4). In the case of canteen facility 55.56% of the employees are highly satisfied, 22.22% are satisfied where as another 22.22% are not satisfied with the canteen facility.
- 5). 18.88% of the respondents think the leave facility provided by the college is good, where as 51.11 % think it is average and 30% have the opinion that it is poor.
- 6). 20% of the respondents consider management employee relationship as the college's strength. 20% of the respondents consider employee potential and another 60% consider brand name as the company's strength.

DISCUSSIONS:

The employees of this industry enjoy not only the satisfaction of their jobs but also various facilities given by the firms. The labours extend their maximum support for the improvement of the company. The personal department takes care of the total human resources in the company. The management provides all the health safety and welfares to the employees that will help to produce better performance in the work and working environment.

REFERENCES:

1. Haslam C, Atkinson S, Brown S and Haslam R A. Anxiety and depression in the workplace: effects on the individual and organization (a focus group investigation). *Journal of Affective Disorders* 2005: 88; 209–215
2. Howard Quartey, Samuel; Buenar Puplampu, Bill (Dec2012) “Employee Health and Safety Practices: An Exploratory and Comparative Study of the Shipping and Manufacturing Industries in Ghana” Vol. 7 Issue 23, p81-95. 15p
3. Junevičius, Algis; Gelžinytė, Dainora. (2009) “Employees Health and safety requirements” *European Integration Studies*. Issue 3, p76-85.
4. V.S.P.Rao, Human Resource management-2nd Edition, Excel Books, New Delhi.
5. Wilkins, James R. *Construction Management & Economics*.(Oct2011), “Construction workers’ perceptions of health and safety training programmes” Vol. 29 Issue 10, p1017-1026
6. Zhu, William; Singh, Jas; Norton, Kathy. *Industrial Management*. Nov2011, “Going safely overseas” Vol. 53 Issue 6, p26-30.
7. Ashwatappa.k, *Humanrecourses and personnel management*, TataMcGraw bHill,1999,New delhi
8. Sarma A.M *Aspests of labor welfare & social security*,Himalya publishing House, 10th edition,2008,Mumbai.
9. HRM By VSP Roa published by excel books (2000)
10. Oyan, T. 2000. “Putting optimism into your safety program”, *Occupational Hazards*, vol. 62, no. 1, pp. 66-69.