AIMS AND OBJECTIVES OF THE STUDY:

The main aim of this research work is to critically assess the differences of employee welfare measures in nationalized banks and cooperative banks. Researcher also aims to find out the relationship of welfare measures and job satisfaction which leads to productivity and retention.

The main objectives of this research are as follows:-

1. To study the concept of employee welfare measures.
2. To study the differences between employee welfare measures adopted by nationalized banks & cooperative banks.
3. To assess the awareness level of employees pertaining to the welfare measures offered to them.
4. To identify the benefits of employee welfare practices to the employees of both nationalized & cooperative banks.
5. To study the impact of welfare measures on employees job satisfaction.
6. To study the impact of welfare measures on productivity of employees (both nationalized & cooperative banks).