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A Study on Effectiveness of Employees Engagement in Shri Nandhini Industries, Bhavani, Erode

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ABSTRACT: In human resources (HR), the term "employee engagement" describes how passionate and dedicated a worker is to their job. Engaged workers care about their jobs as well as the success of the firm and believe that their efforts matter. The study's goal is to evaluate how well employees at Bhavani, Erode's Shri Nandhini Industries are engaged. Descriptive research was employed in this study. In this study, convenience sampling is employed. Data for this study came from 120 workers at Bhavani, Erode's Shri Nandhini Industries. In the study, both primary and secondary data were employed. To get at the study's conclusions, correlation, Chi-square analysis, and simple percentage were used. It was shown that 40.8% of the respondents believed that effective employee engagement is influenced by senior management's kindness. It is recommended that senior management use time and energy to encouraging staff members to take an interest in the issue. It is determined that companies that foster employee engagement can reap significant benefits from higher performance and productivity as well as lower costs associated with employee attrition, sick leave, and recruitment. When an individual values a certain area of their work, it has a greater positive and negative impact on their involvement than when that feature is not valued.

KEYWORDS: Employees engagement, Productivity, Organisation strategies, Organisational effectiveness

I. INTRODUCTION

In human resources (HR), the term "employee engagement" describes how passionate and dedicated a worker is to their job. Engaged workers care about their jobs as well as the success of the firm and believe that their efforts matter. Engaged employees are driven by more than just money; they may view their own fulfilment as a direct consequence of their work and an essential element of the success of their company. Employee engagement can be very significant to a business's success because it is closely tied to job satisfaction and morale. Communication is a key element in creating and maintaining employee engagement. There is a greater chance of increased productivity and performance when employees are engaged. They typically exhibit a greater commitment to the tenets and goals of an organisation. Companies can encourage employee involvement in many ways, including by establishing clear objectives, praising and rewarding outstanding performance, providing regular feedback, and informing workers of company accomplishments. Other strategies involve trying to give employees a feeling of respect and value as well as a sense that their thoughts are being heard and understood. Engaged workers believe they hold the keys to their company's success, that their work counts, and that their bosses appreciate and support them. One aspect of the interaction between an organisation and its workers is employee engagement. An individual who is completely engrossed in their work and feels passionate about it is considered a "engaged employee" since they actively contribute to advancing the organization's goals and image. Therefore, assuming all other factors remain constant, an organisation with "high" staff engagement may be predicted to outperform those with "low" employee engagement.

II. STATEMENT OF THE PROBLEM

Retention is a primary driver behind human resources directors' focus on improving employee engagement initiatives within their organisations. High employee turnover is mostly caused by disengaged workers, and companies with high employee engagement reduce both hiring expenses and turnover. Because disengaged workers are more likely to depart, employee engagement is a critical component of employee happiness. This means that it's critical to retain top talent. Employees are more likely to be engaged in their work if they are passionate and committed to the organisation. More business goals are thereby achieved, which benefits the organisation. However, management and the HR division need to successfully include the workers in the company. Thus, the goal of this research is to assess the level of employee engagement at Roots Industries India Limited in Coimbatore.



III. OBJECTIVES OF THE STUDY

Primary Objective

- To study on effectiveness of employees engagement in Shri Nandhini Industries, Bhavani, Erode

Secondary Objectives

- To identify the influencing factors for employee engagement in the company
- To study the employees perception towards employee engagement practices in the company
- To understand the organisation strategies for employee engagement
- To analyse the Impact of employee engagement on organisational effectiveness

IV. REVIEW OF LITERATURE

Said Shaban Hamed (2019), This study looks at the connections between job involvement, job satisfaction, and role clarity as well as the relationships between organisational trust and employee engagement. The design of the study was cross-sectional. To take part in this study, 862 employees were chosen at random as the sample. The methods utilised to obtain the data were self-administered questionnaires. The findings indicate that there are statistically significant positive correlations between job participation, job satisfaction, and role clarity as well as between organisational trust and employee engagement.

Praveen Kulkarni, Rohit Mutkekar (2020), The purpose of this study is to comprehend how strategic management affects worker engagement and skill development. The goal of the study is to pinpoint the key strategic management elements that affect worker engagement and skill growth. Analysis of the study's consequences has been done by structural equation modelling. The correctness of the data gathering scale was demonstrated by the reliability study of scale measurement. Verifying the data's multi collinearity, missing values, and normalcy was the aim of the preliminary investigation. The study's focus was restricted to strategic management's role in employee engagement and skill development. The sample for the study consisted of 121 start-ups. The results of the study proved that strategic management approaches work well for new businesses. However, from the perspective of human resource management, skill development is crucial to the growth of startups.

Sonata Staniuliene , Arunas Zaveckis (2022), This study examines how people who work remotely interact with Lithuanian businesses. Scientific literature reviews and quantitative methodologies, such as descriptive data statistics from questionnaire surveys, were used in the research. IBM SPSS 20 was used to calculate the data that were collected for the investigation. The formulation of the statements takes into account the structural and psychological engagement approaches' components. 204 is the estimated sample size. In terms of both the psychological and structural engagement elements, there is enough evidence of distant work involvement in every group. There was minimal difference in the engagement levels of employees who worked remotely totally and hybridly. According to the study, all of the aspects of remote work are interconnected, and a better level of employee involvement can only be attained when they are sufficiently met in the workplace.

V. METHODOLOGY

The study has covered the employees of Shri Nandhini Industries, Bhavani, Erode. The analysis is based only on the opinion and effectiveness of employees engagement. The total number of sample drawn for the study is 120 respondents. Sampling unit is in Bhavani, Erode. Questionnaire has been framed and used to collect the data in order to analyse the objectives of the study. Descriptive research design and Convenience sampling techniques have been used for the study. Simple percentage analysis, Chi square analysis and correlation have been applied to reach the findings in the study.



Data analysis and interpretation

	Categories	Frequency	Percentage
Gender of the respondents	Male	74	61.7
	Female	46	38.3
Age of the respondents	Below 20 years	26	21.7
	20 - 30 years	36	30.0
	31 - 40 years	31	25.8
	41 – 50 years	19	15.8
	Above 50 years	8	6.7
Educational qualification of the respondents	UG	42	35.0
	PG	43	35.8
	Diploma	16	13.3
	Professional	19	15.8
Salary of the respondents	Below Rs.2,50,000	28	23.3
	Rs. 2,50,000 - 5,00,000	40	33.3
	Rs. 5,00,001 – 10,00,000	27	22.5
	Rs. 10,00,000 – 15,00,000	17	14.2
	Above Rs. 15,00, 000	8	6.7
Marital status of the respondents	Married	72	60.0
	Unmarried	48	40.0

The above table shows that the majority (61.7%) of the respondents are male, the majority (30.0%) of the respondents are in the group of 20 - 30 years, the majority (35.8%) of the respondents have completed PG, the majority (33.3%) of the respondents are Rs. 2,50,000 - 5,00,000 and the majority (60.0%) of the respondents are married.

Influencing factors for employee engagement in the company

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Strong relationship among superiors and subordinates	16(13.3%)	47(39.2%)	33(27.5%)	17(14.2%)	7(5.8%)
Frequent training and development programmes for employees	48(40.0%)	16(13.3%)	28(23.3%)	11(9.2%)	17(14.2%)



Clear job role for employees in organization	7(5.8%)	28(23.3%)	50(41.7%)	27 (22.5%)	8(6.7%)
Well framed performance appraisal system for employees	51(42.5%)	28 (23.3%)	18(15.0%)	8(6.7%)	15(12.5%)
Trustiness towards the concern among the employees	21(17.5%)	37(30.8%)	29(24.2%)	15(12.5%)	18(15.0%)

The above table shows that the majority (39.2%) of the respondents are agree towards strong relationship among superiors and subordinates, the majority (40.0%) of the respondents are strongly agree towards the frequent training and development programmes for employees, the majority (41.7%) of the respondents are neither agree nor disagree towards the clear job role for employees in organization, the majority (42.5%) of the respondents are strongly agree towards the well framed performance appraisal system for employees and the majority (30.8%) of the respondents are agree towards trustiness towards the concern among the employees as influencing factors for employee engagement in the company.

Employees perception towards employee engagement practices

	Excellent	Good	Average	Bad	Poor
Top management contributes to effective employee engagement	18(15.0%)	49(40.8%)	27(22.5%)	17(14.2%)	9(7.5%)
Department heads supports for employee engagement practices	40(33.3%)	33(27.5%)	23(19.2%)	17(14.2%)	7(5.8%)
The concern allocates proper resources for effective employee engagement	2(1.7%)	32(26.7%)	16(13.3%)	64(53.3%)	6(5.0%)
Organization encourages employees to make commitment	7(5.8%)	76(63.3%)	13(10.8%)	16(13.3%)	8(6.7%)
Equal opportunities and fair treatment in organization	49(40.8%)	37(30.8%)	19(15.8%)	10(8.3%)	5(4.2%)

The above table shows that the majority (40.8%) of the respondents said that good in top management contributes to effective employee engagement, the majority (33.3%) of the respondents said that excellent in department heads supports for employee engagement practices, the majority (53.3%) of the respondents said that bad in the concern allocates proper resources for effective employee engagement, the majority (63.3%) of the respondents said that good in organization encourages employees to make commitment and the majority (40.8%) of the respondents said that excellent in equal opportunities and fair treatment in organization as the employees perception towards employee engagement practices.



Chi-square analysis- Relationship between gender of the respondents and influencing factors for employee engagement in the company
Hypothesis testing

Null hypothesis (Ho):

There is no significant relationship between the gender of the respondents and Influencing factors for employee engagement in the company.

Alternative hypothesis (H1):

There is some significant relationship between the gender of the respondents and Influencing factors for employee engagement in the company.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.883 ^a	11	.240
Likelihood Ratio	15.497	11	.161
Linear-by-Linear Association	.422	1	.516
N of Valid Cases	120		

a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .38.

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.240; it is not significant to 5% (0.05) significant level. The minimum expected count is 0.38. Thus null hypothesis is accepted and it is finding that there is no significant difference between the gender of the respondents and Influencing factors for employee engagement in the company.

Correlation analysis- Relationship between age of the respondents and employees perception towards employee engagement practices
Hypothesis testing

Null hypothesis (Ho):

There is no significant relationship between the age of the respondents and employees perception towards employee engagement practices

Alternative hypothesis (H1):

There is some significant relationship between age of the respondents and employees perception towards employee engagement practices

Correlations			
		AGE OF THE RESPONDENTS	EMPLOYEES PERCEPTION TOWARDS EMPLOYEE ENGAGEMENT PRACTICES



AGE OF THE RESPONDENTS	Pearson Correlation	1	-.170
	Sig. (2-tailed)		.064
	N	120	120
EMPLOYEES PERCEPTION TOWARDS EMPLOYEE ENGAGEMENT PRACTICES	Pearson Correlation	-.170	1
	Sig. (2-tailed)	.064	
	N	120	120

INTERPRETATION:

The Above table indicates that out of 120 respondents, co-efficient of correlation between age of the respondents and employee’s perception towards employee engagement practices is -.170. It is below 1. So there is negative relationship between these two factors.

Suggestions

- Strong relationships between bosses and subordinates are essential in any firm.
- Regular training and development initiatives are vital for the staff within the organisation.
- To carry out their duties inside the organisation, personnel need to have a clear understanding of their job roles.
- To evaluate employees' work, the company needs to have a well-designed system for performance reviews.
- Employees need to be trustworthy when it comes to concerns. It will result in a favourable opinion of the business.
- To encourage staff members to take an interest in the issue, upper management needs to invest time and energy.
- The head of the department needs to encourage the staff to continue working on the issue.
- The concern needs to keep an eye on how well personnel are engaging in terms of productivity.
- It is imperative to guarantee a decrease in employee absenteeism as a result of productive employee engagement.
- Ensuring a steady flow of achievement of organisational goals is a crucial concern.

VI. CONCLUSION

The involvement of employees is essential to the prosperity of any organisation. When a comprehensive process called employee engagement is finished, a worker becomes a committed team player who performs at the highest level and feels a sense of belonging and job pleasure. Workers are conducting themselves in a way that upholds the company's values. It is getting more and more helpful and well-liked, and it is having an increasing effect on business. High employee engagement is linked to increased profitability, productivity, retention, and client trust. If employees believe their employer cares about their health and well-being, they are more likely to be committed and stay on the work longer. Employers who can reduce employee turnover, sick leave, and recruitment costs while increasing productivity and performance can reap significant benefits from this. When an individual values a certain area of their work, it has a greater positive and negative impact on their involvement than when that feature is not valued.

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