

A Study on “Employee Engagement Practices In A Textile Industry, Tirupur”

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Abstract- A Study on “Employee Engagement In A Textile Industry” topic stated that the employee engagement activities done in that textile industry, Tirupur. The objectives of this study are (i.) To find out how many employees are engaged and not engaged in work. (ii.) How to improve employee engagement level in the textile industry which in turn leads to their Productivity and profitability. (iii.) To study the relationship between the demographic variables and the other factors. The research design used for this study is descriptive research.

The study concludes that the Employee Engagement is the buzz word term for employee communication. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts organizations in many ways.

Keywords- Employee engagement, employee communication, employee attitude, employee satisfaction, Productivity, Profitability

I. INTRODUCTION

Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization.

It is a positive attitude held by the employees towards the organization and its values. Business leaders should care about employee engagement because, when correctly measured, engagement profiles provide management with a statistical method to maximize return on human capital. For example, positively engaged employees have higher than average individual productivity and innovation events plus they remain with the company longer than disengaged employees.

II. REVIEW OF LITERATURE

Hayes, Nicki (2009) The article explores the engagement techniques employed by The Search Works, the leading search marketing agencies in Great Britain. It highlights the company's approach in recruiting, rewarding, and retaining its employees, as well as the policies it developed in place to achieve business goals. It mentions the integration of the strength way method which includes the use of tools such as pictures of perfection and super teams.

Evans, Cheryl A.Redfern, David C.(2010) The aim was to assess the main factors encouraging or preventing employee engagement, with specific reference to those employed within certain branches. The methods used were: assessing the qualitative data through attitudinal surveys, analyzing complete customer satisfaction (CCS) scores and telephone interviews with former employees. Research suggests that employees are fairly constant in how involved they are in their jobs and organizations, or how alienated they have become. However, it is more realistic to assume that reactions to work fluctuate over a period of time. The link between employee engagement and work performance is explored.

Statement of Research Problem

The main objective of doing this research is to solve the problems in the existing policies and procedures of the company and to find those problems appropriate measures are used.

This study measures the perception of the staffs on organizational policies and practices towards creating an enjoyable work atmosphere, a competent and engaged workforce.

III. OBJECTIVES

- To find out how many employees are engaged and not engaged in work.

- How to improve employee engagement level in the textile industry which in turn leads to their Productivity and profitability.
- To study the relationship between the demographic variables and the other factors.

Research Design

Research design is the conceptual structure within which research is conducted. It constitutes the blueprint for the collection, measurement and analysis of data. Careful design has been undertaken in this study to ensure minimum bias in the collection of data. Under descriptive research the study is carried out under the same working condition and the problems associated with it is identified.

Sampling Design

For a research study to be perfect the sample size selected should be optimal i.e. it should neither be excessively large nor too small. Here the sample size was bounded to 149. It includes both the male and female employees of the company.

The company has totally 1200 employees including 350 females and 850 males employees. Among them 149 employees were chosen as sample to make the study more effective.

IV. DATA ANALYSIS AND DISCUSSION

In this chapter, the researcher has presented the statistical results applied on the data supported by appropriate tables and diagrams. The frequency distribution of the respondents and the percentage of the respondents have been computed.

TABLE 1 – AGE OF THE RESPONDENTS

Age	Frequency	Percent
21-25	10	6.7
26-30	43	28.9
31-35	54	36.2
36-55	42	28.2
Total	149	100.0

Interpretation

It is inferred that 6.7% of the respondents were 21-25, 28.9% were 26-30, 36.2% were 31-35 and 28.2% were from 36-55.

TABLE 2 – GENDER OF THE RESPONDENTS

Gender	Frequency	Percent
Male	110	73.8
Female	39	26.2
Total	149	100.0

Interpretation

It is inferred that 73.8% of the respondents were male and 26.2% were Female.

TABLE 3 – EDUCATIONAL QUALIFICATION

Qualification	Frequency	Percent
Below 10th std	7	4.7
Higher Secondary	49	32.9
Below 12th std	51	34.2
Under Graduation	36	24.2
Post-Graduation	6	4.0
Total	149	100.0

Interpretation

It is inferred that 4.7% of the respondents were below 10thstd, 32.9% were higher secondary, 34.2% below 12thstd, 24.2% were Under Graduates and 4.0% were Post Graduates.

TABLE 4 – WORKING EXPERIENCE OF THE RESPONDENTS

Experiences	Frequency	Percent
5years and Below	50	33.6
6-10 years	64	43.0
11-15 years	32	21.5
16-20 years	3	2.0
Total	149	100.0

Interpretation

It is inferred that 33.6% of the respondents have 5years and below working experience, 43% in between 6-10, 21.5% in between 11-15 and 2% above 16 years.

TABLE 5 - INCOME LEVEL OF THE RESPONDENTS

Income Level	Frequency	Percent
Less than 10000	17	11.4
11000-15000	67	45.0
16000-20000	49	32.9
Above 20000	16	10.7
Total	149	100.0

Interpretation

It is interpreted that 11.4% of the respondents receive salary less than 10000, 45.0% of the respondents receive 11000 - 15000, 32.9% of the respondents receive 16000-20000 and 10.7% of the respondents receive above 20000.

V. FINDINGS

From the table, Age of the respondents it is interpreted that 36.2% respondents were in (31-35) age group.

- From the table, Gender of the respondents it is interpreted that 73.8% respondents were male.
- From the table, Educational Qualification of the respondents it is interpreted that 34.2% respondents have completed higher secondary.
- From the table, Years of working experience of the respondents it is interpreted that 43% respondents were having (6-10) years of work experience.
- From the table, income level of the respondents it is interpreted that 45% respondents were earning (11000-15000) per month.
- The factors that have high difference with the demographic variable age are, I do my job thoroughly, I do my work efficiently, At my work, I feel bursting with energy, I can continue working for very long periods at a time, At my work I always persevere, even when things do not go well, It is difficult to detach myself from my job.
- The factors that have high difference with demographic variable gender are, I do my job thoroughly, I do my work efficiently, I am enthusiastic about my job, My job inspires me.
- The factors that have high difference with demographic variable educational qualification are, I am outgoing and sociable, When I am working, I forget everything else around me, It is difficult to detach myself from my job, My job inspires me, I do my work efficiently.
- The factors that have high difference with demographic variable work experience are, I do my work efficiently, At my job, I feel strong and

vigorous, I can continue working for very long periods at a time, To me, my job is challenging, I get carried away when I'm working.

- The factors that have high difference with demographic variable monthly salary are, I am outgoing and sociable, I can continue working for very long periods at a time, Overall, I am satisfied with my job.

VI. RECOMMENDATIONS

The researcher would like to give the following suggestions to the organisation so that the organisation may be working out some strategies in order to the engage the employees in a better way and which leads to higher productivity. The suggestions are:

- The organisation may give rewards to the employees for better work in the name of good performer reward for a particular calendar year.
- The organisation can give more non-statutory benefits to the employees.
- The organisation may initiate steps to create a better relationship among the employees.
- The organization may help in the career development of employees.
- It is necessary to give frequent feedback to the employees so that they will aware about the level of their performance.
- The organization may introduce stress relief programs.

VII. CONCLUSION

The study concludes that the Employee Engagement is the buzz word term for employee communication. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts organizations in many ways. Employee engagement emphasizes the importance of employee communication on the success of a business. An organization should thus recognize employees, more than any other variable, as powerful contributors to a company's competitive position. Therefore employee engagement should be a continuous process of learning, improvement, measurement and action.

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