

## **“EMPLOYEE ENGAGEMENT”**

WITH REFERENCE TO

**‘RAYMOND LUXURY COTTONS LTD. MIDC KAGAL, KOLHAPUR’**

***NIKITA JAYKUMAR HUPARE***

MBA Student, ***DESHBHAKTA RATNAPPA KUMBHAR COLLEGE OF COMMERCE, KOLHAPUR*** (Department Of MBA)

Under the guidance of,

***DR.GAJANAN NARAYAN REMANE***

(B.COM, DIMM, MBA, M.Phil, PhD Visiting faculty, ***DESHBHAKTA RATNAPPA KUMBHAR COLLEGE OF COMMERCE, KOLHAPUR*** (Department of MBA)

### **ABSTRACT**

Employee engagement is the level of commitment and involvement of 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. Job engagement is a characteristic where an individual approaches his or her work with Enthusiasm, energy, focus, and commitment such that the person is entirely present in his/her Work and is able to bring his or her full potential to the work effort. The organization must work to develop and nurture engagement, which requires a two-way Relationship between employer and employee.’ Thus Employee engagement is a barometer that determines the association of a person with the organization.

The purpose of this study is to focus and final act the various factors which are related and affected the engagement employee. The main focus of this is to clarify the relations between employee engagement and job satisfaction policies towards absenteeism and further various factors related to employee engagement. This research study is done with reference to Raymond Luxury Cottons Ltd. MIDC Kagal, Kolhapur.

**KEY WORDS=** Employee Engagement, Job satisfaction and enthusiasm

## **INTRODUCTION**

Employee engagement is a human resources (HR) concept that describes the level of enthusiasm and dedication a worker feels toward their job. Engaged employees care about their work and about the performance of the company, and feel that their efforts make a difference. An "engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values. Engaged employees are more likely to be productive and higher performing. They also often display a greater commitment to a company's values and goals. Employers can encourage employee engagement in many ways, including communicating expectations clearly, offering rewards and promotions for excellent work, keeping employees informed about the company's performance, and providing regular feedback. . Engaged employees believe that their work is meaningful, believe that they are appreciated and backed by their supervisors and that they have been entrusted with the success of their company.

Employee engagement has been a considered part of management theory since the 1990s and became widely adopted in the 2000s. While it has its detractors, mostly based on how difficult it can be to measure, employee engagement has been found to have direct links to a company's profitability and financial health. "Engaged" employees are builders. They want to know the desired Expectations for their role so they can meet and exceed them. They're naturally curious about their company and their place in it. They perform at consistently high levels. They want to use their talents and strengths at work every day. They work with passion and they drive innovation and move their organization forward.

## **REVIEW OF LITERATURE**

### **1. Rai Animesh (2016)= Employee engagement, personal effectiveness.**

Animesh Rai (2016), he explained that in his book called "Best book on employee engagement" are the source of knowledge and new skills, which may help you excel in this field. In modern days, technology is playing great role in affecting the way, human resource professional are planning their activities in different spheres, including employee engagement. Latest technology tools like "PODCASTS" and "TED Talk Recording" are really of great help.

**2. Lencioni Patrick M. (2007)=The truth about Employee Engagement**

In the truth about employee engagement, Lencioni outlines three common causes of employee disengagement: immeasurability, anonymity and irrelevance; in other words, feeling alone and seeing individual contribution as meaningless.

**3. Kelleher Bob (2013)= Employee Engagement**

LOUDER THAN WORDS:10 Practical Employee Engagement steps that Drive Result, creative ship, A novel foe evolving leaders, employee engagement for Dummies and his latest, I-engage, your personal engagement Random.

**OBJECTIVES OF THE STUDY**

- To study the impact of employee engagement on job satisfaction.
- To study various activities conduct under the employee engagement in Raymond.
- To study the opinion of employee towards the employee engagement activities.

**SCOPE OF THE STUDY****Topical scope:-**

- The study of employee engagement in organisation various factors and its importance with reference of Raymond Luxury Cottons LTD. MIDC Kagal, Kolhapur.

**Geographical scope:-**

- The study approaches mainly deals with employee's working in organisation with reference to Raymond Luxury Cottons LTD. MIDC Kagal, Kolhapur.

**Analytical scope:-**

- This reference to the collection of data, tabulation of data, interpretation of data. Researcher has applied table, graphical representation for analysing and interpreting data for easy understanding.

**Functional scope:-**

- It deals with achievement of the study and findings out conclusion and suggestion with reference to Raymond Luxury Cotton LTD. MIDC Kagal, Kolhapur.

**RESEARCH METHODOLOGY****Primary data:**

The data was collected from:

- . A survey of employees at different levels of company was done with the help of structured questionnaire.
- The several discussions with the training-in-charge and note down reply.
- Personal Interviews
- Observation method

**Secondary data:**

Secondary data has been collected by the following ways:

- HR manual, registers etc.
- Various published books.
- Company's website.
- Company's circular.
- MOM (minutes of meeting)
- Company's manuals, files, etc
- Format used by company.

**SAMPLING****Sampling design:**

- Sample unit:- Raymond Luxury Cottons LTD. MIDC Kagal, Kolhapur.
- Universal population :- The universal population is 1400 in the organisation out of which 150 are white collar and 1250 are blue collar.

SR.NO	TYPE	NO. OF EMPLOYEES
1	Blue collar	1250
2	White Collar	150
	Total	1400

For this study only white collar employees are selected. So, now universe becomes 150 employees having following details:

SR. NO.	DEPARTMENT	NO. OF EMPLOYEES
1	MARKETING	5
2	FINANCE	6
3	WEAVING	8
4	HR	5
5	WARPING	15
6	YARN DYING	18
7	PROCESS	11
8	ENGINEERING	11
9	PURCHASE	10
10	INSPECTION	9
11	PPC	10
12	DESIGN	20
13	WAREHOUSE	12
14	QSA	10
	TOTAL	150

### Sample Size:

Out of 150, 27 employees considered for the study.

### Sampling method:

Stratified random sampling method.

=1<sup>st</sup> strata considered as bifurcation of white collar and blue collar employees.

= From 150 employees 27 selected by applying simple random sampling method ( Lottery method).

### **LIMITATIONS OF THE STUDY**

- The study is limited to private sector company 'Raymond Luxury Cottons LTD, MIDC kagal, Kolhapur.
- For 60 days limitations which is not sufficient for detail study.
- Company does not provide some of the necessary legal and confidential data or documents to the researcher being their policy matter.

### **DATA ANALYSIS AND INTERPRETATION**

This chapter represent the data analysis and interpretation of employee engagement in Raymond Luxury Cottons Ltd. MIDC Kagal, Kolhapur. Data has been collected through questionnaire, employee interview, observation and website.

Interpretation is the result of analysis which enables conversion of data in to statement proposition which ultimately completes the research objective. This chapter deals with processing, tabulation, presentation, analysis, and interpretation of data.

**Table no 1. Working experience**

SR. NO	NO. YEARS	NO. OF RESPONDENT	PERCENTAGE
1	0 TO 5 years	5	18.51%
2	5 to 10 years	10	37.037%
3	10 to 15 years	5	18.51%
4	MORE THAN 15 YEARS	7	25.92%
	TOTAL	27	100%

Source :- field work



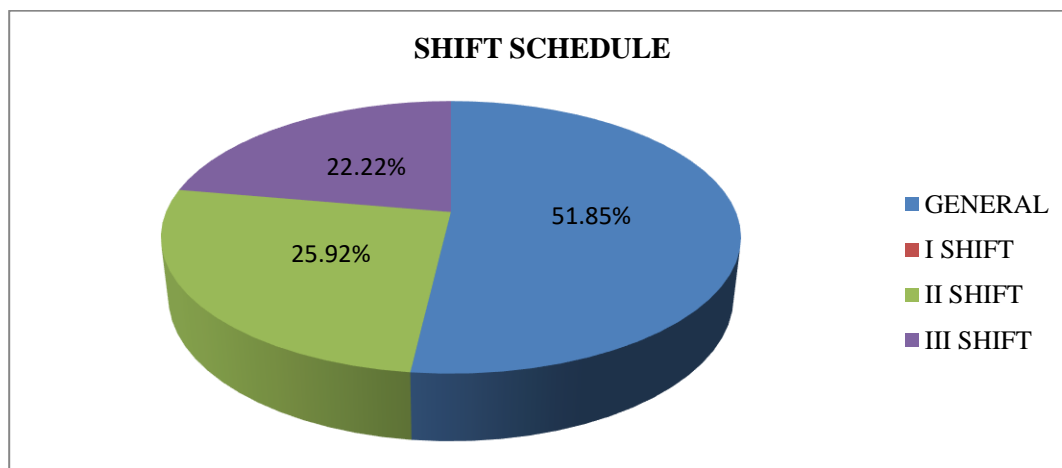
### INTERPRETATION:-

In the above table shows that 18.51% employees working from last 5years , 37.037% employees working for 5-10 years, 18.57% employees working for 10-15 years, 25.92% employees working for more than 15 years.

**Table no.2 Working in a shift.**

SR.NO	SHIFT SCHEDULE	NO. OF RESPONDENT	PERCENTAGE
1	GENERAL	14	51.85%
2	I SHIFT	0	0%
3	II SHIFT	7	25.92%
4	III SHIFT	6	22.22%
	Total	27	100%

source:- field work



## INTERPRETATION:-

In this given table shows that, 52% employees are working in general shift and 25.92 % employees are working in II<sup>nd</sup> shift. 22.22% employees are working in III<sup>rd</sup> shift.

Shift timing:

General shift = 9AM to 5PM

1<sup>st</sup> shift = 7AM to 3PM

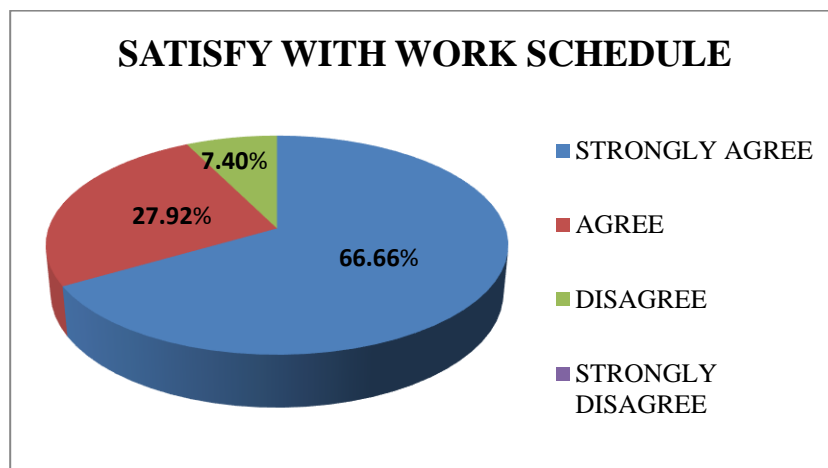
2<sup>nd</sup> shift = 3PM to 11PM

3<sup>rd</sup> shift = 11PM to 7AM

**Table no.. 3. Satisfy with work assigned.**

SR.NO.	OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1	STRONGLY AGREE	18	66.66%
2	AGREE	7	25.92%
3	DISAGREE	2	7.40%
4	STRONGLY DISAGREE	0	0%
	TOTAL	27	100%

Source:- field work





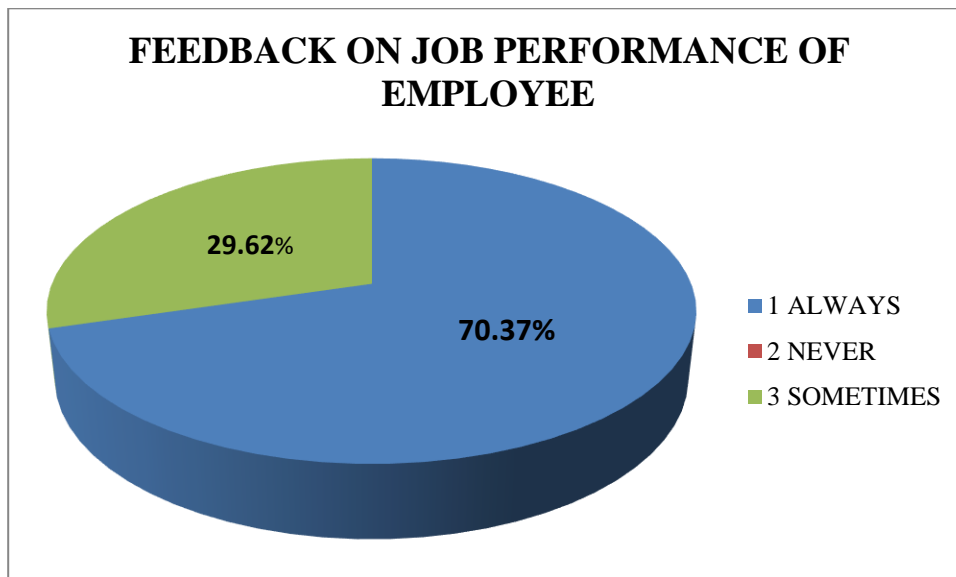
### INTERPRETATION:-

In this given table shows that, 66.66% employees are strongly agree with they are satisfied with their work assigned, 25.92% employees are agree with their work assigned and 7.40% employees are disagree with they are satisfied with their work assigned. No one is strongly disagree with they are satisfied with their shift schedule.

**Table no 4. feedback on job performance.**

Sr. No.	Options	No. of Respondents	Percentage
1	ALWAYS	19	70.37%
2	NEVER	0	0%
3	SOMETIMES	8	29.62%
	TOTAL	27	100%

Source : field work



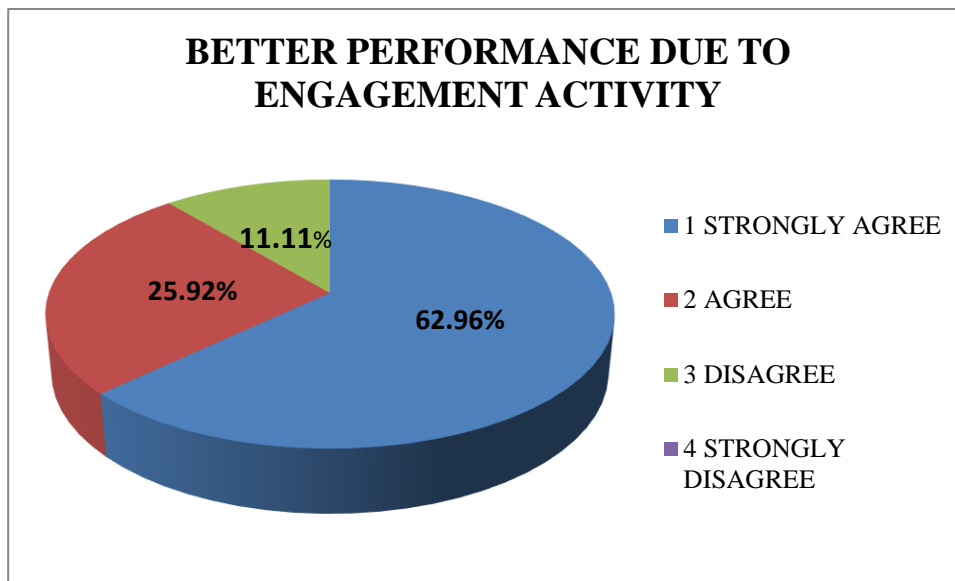
### INTERPRETATION:-

In this given table shows that, 70.37% employees says that they always receiving feedback about their job performance, 29.62% employees say that they never receiving their feedback about their job performance .

**Table no. 5. Better Job performance due to engagement activity.**

SR.NO	OPTIONS	NO. OF RESPONDENT	PERCENTAGE
1	STRONGLY AGREE	17	62.96%
2	AGREE	7	25.92%
3	DISAGREE	3	11.11%
4	STRONGLY DISAGREE	0	0%
	TOTAL	27	100%

Source :- field work



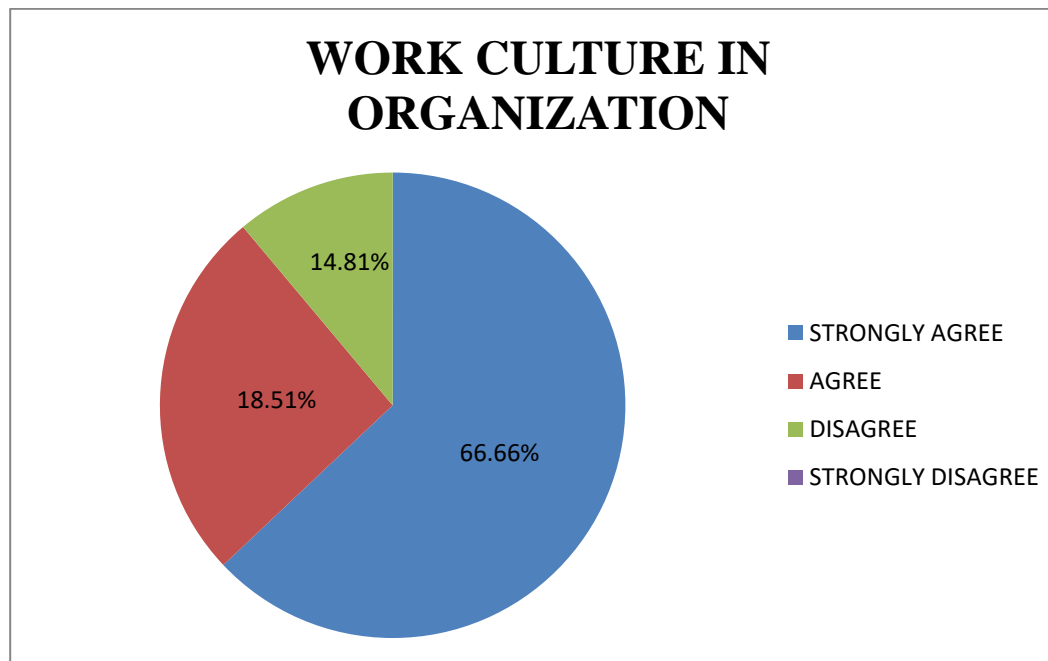
#### INTERPRETATION:-

In this given table shows that, 62.96% employees are strongly agree with the given statement. 25.92% employees are agree with the given statement and 11.11% employees are disagree with the given statement that is job performance is being better because of engagement activity.

**Table no. 6. Work culture in organization.**

SR. NO	OPTIONS	NO. OF RESPONDENT	PERCENTAGE
1	VERY GOOD	18	66.66%
2	GOOD	5	18.51%
3	BAD	4	14.81%
4	VERY BAD	0	0%
	TOTAL	27	100%

Source:- field work



### INTERPRETATION:-

In the given table shows that, 66.66% employees are said that work culture is very good. 18.51% employees are said that work culture is kindly good. And 14.81% employees are said that work culture is bad for them.

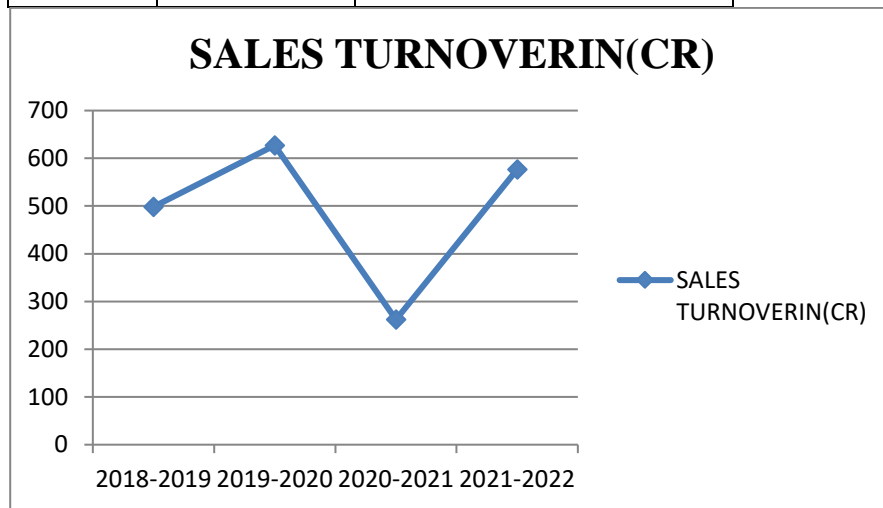
In working days or hours, there is organization have to maintain their work culture very good. Because its directly make impact on organization's productivity and growth.

Employees want the good and healthy atmosphere for better work. They want freedom, freeness in their work . they don't want a burden or pressure of their work .

**Table no.7. company's sales turnover for last 4 year**

source:- field work

SR. NO.	YEARS	SALES TURNOVERIN(CR)
1	2018-2019	498
2	2019-2020	627
3	2020-2021	262
4	2021-2022	577



### INTERPRETATION:-

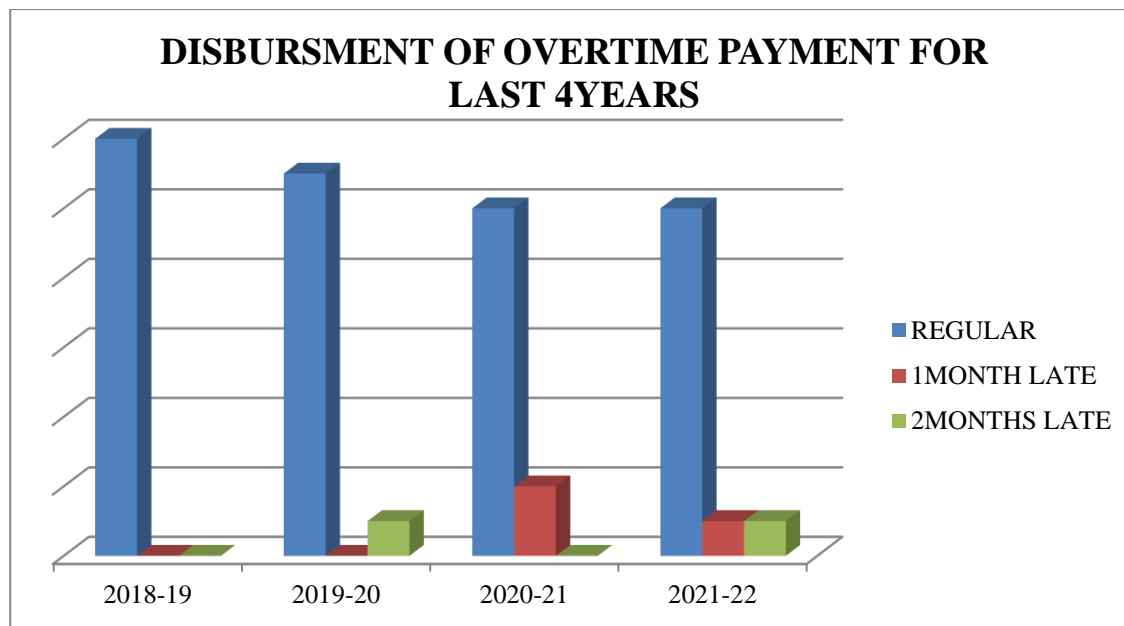
The table showing , the sales turnover for last 4 years. In the year 2018-19 , sales turnover observed is 498Cr. & in the next year i.e2019-2020 , it is 627Cr which is having the increased trend by 25%.

In the years 2020-2021 the sales turnover 262Cr has gone down by 45%. This is due to basically a covid-19 situation overall in the world.

Further in the year 2021-2022 it is observed that the sales turnover is 577Cr which is considerably increased by 200% than the year 2020-2021. When the Covid conditions has come in control which has finally resulted in increase in the sales turnover.

Table no. 8 Disbursement of overtime payment for last 4 years

YEAR	REGULAR	DISBURSMENT	
		1MONTH LATE	2MONTHS LATE
2018-19	12	0	0
2019-20	11	0	1
2020-21	10	2	0
2021-22	10	1	1
NO. OF TIMES	43	3	2
PERCENTAGE	90%	6%	4%



### INTERPRETATION:

Company's paying overtime on the basis of per month, the table shows the overtime paid from last 4 years i.e.  $4 \times 12 = 48$  times.

The overtime payment is paid by the company in the following way:

43 times = Regular payment

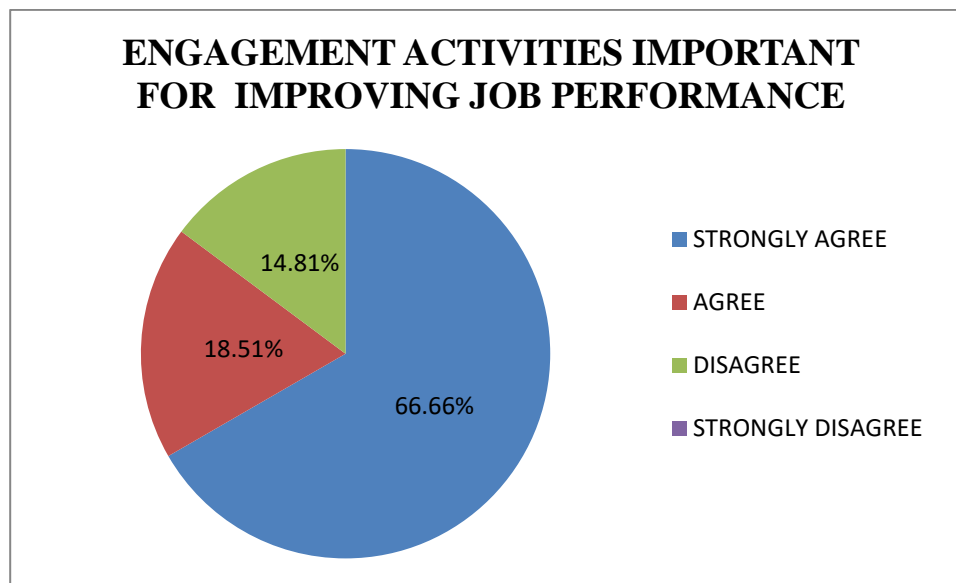
3times = 1 month late

2times = 2 months late

**Table no.9. Employee Engagement activities are motivating and improving job performance of employee.**

SR.NO	OPTIONS	NO. OF RESPONDENT	PERCENTAGE
1	STRONGLY AGREE	18	66.66%
2	AGREE	5	18.51%
3	DISAGREE	4	14.81%
4	STRONGLY DISAGREE	0	0%
	TOTAL	27	100%

Source:- field work



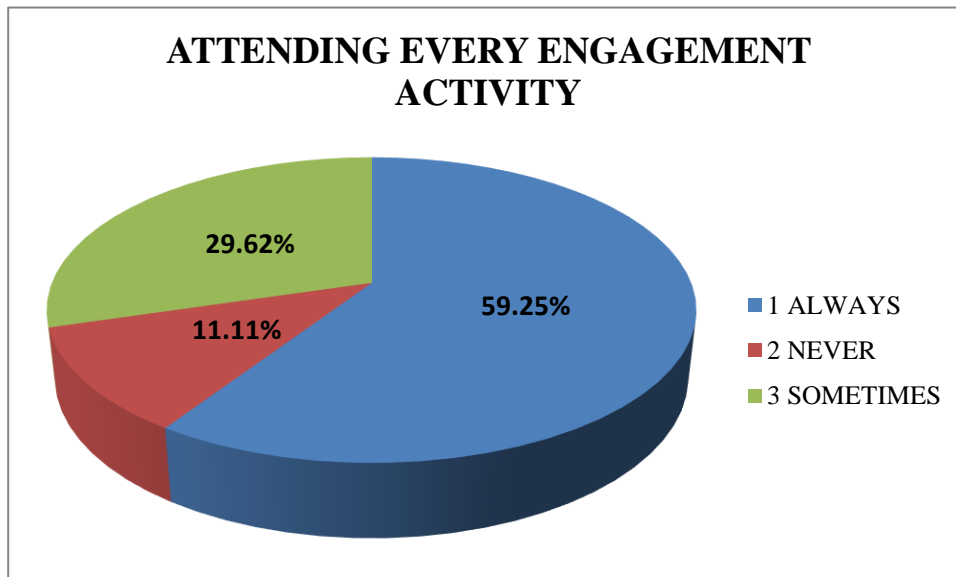
### INTERPRETATION:

In the given table shows that, 66.66% employees are strongly agree with that employee engagement activities are important for employees daily improving job performance. 18.51% employees are agree with that employee engagement activities are important for employees daily improving job performance. 14.81% employees are disagree with that employee engagement activities are important for employees daily improving job performance.

**Table 10. Frequency of attending every engagement activity .**

SR.NO.	OPTIONS	NO. OF RESPONDENT	PERCENTAGE
1	ALWAYS	16	59.25%
2	NEVER	3	11.11%
3	SOMETIMES	8	29.62%
	TOTAL	27	100%

Source:- field work



### INTERPRETATION:

In this given table shows that, 59.25% employees are attending the employee engagement activities arranged by organization. 11.11% employees are not attending the employee engagement activities arranged by organization. 29.62% employees are sometimes attending the employee engagement activities arranged by organization.

**Table no. 11. Employee engagement activities arranged by organization.**

SR.NO	ACTIVITIES
1	EXPRESS O'CHAT
2	COFFEE WITH PLANT HEAD
3	KSHNAT
	TOTAL

Source:- field work

**INTERPRETATION:**

The brief explanation of above activities are arranged by the HR department of organization.

**Express O' chat**= In this activity the HOD of the HR department personally meet all HOD's of the organization. They discuss about the new policy of HR and upgradation of the old HR policies, What they actually want the improvement in all work of HR, take suggestions about the engagement activities, which new activities we should add ,etc.

**Coffee with plant head**= Under this activity, the HOD of the particular department meets to plant head along with the some selected persons from that particular department. They discuss about sales turnover made against budgeted sales turnover as well as discussion on the varience in sales turnover. This indicates the depth of employees involvement in their performance.

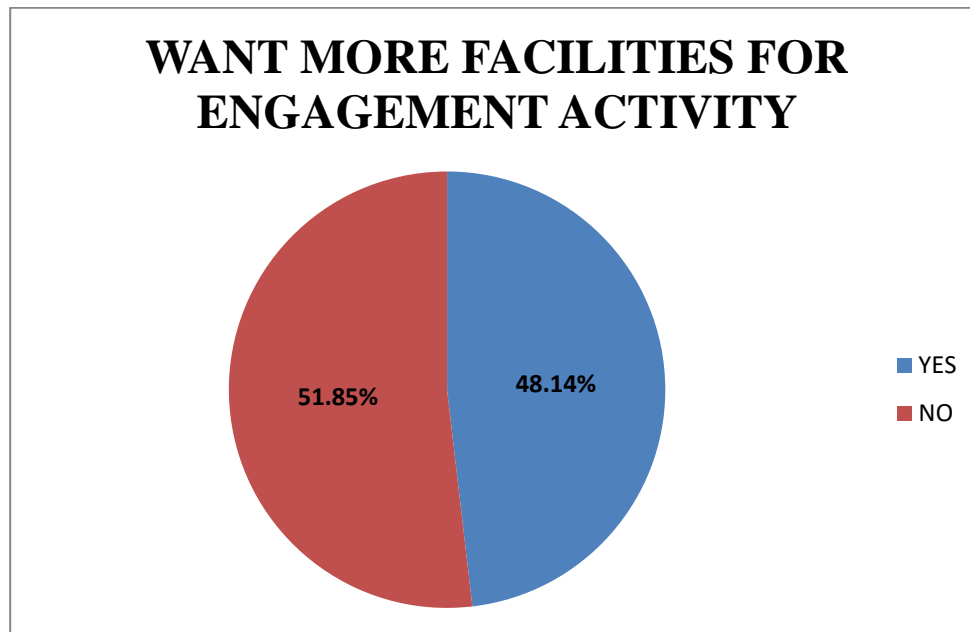
**Kshant** = This activity is confidential. In which plant head discuss with only the HOD of all department. Under this activity they discuss about the company's policy, some reviews about performance of white collar employees, gives the ratings and this data they used for their performance appraisals.



**Table no.12. Whether you require more facilities for engagement activity program.**

SR.NO.	OPTIONS	NO. OF RESPONDENT	PERCENTAGE
1	YES	13	48.14%
2	NO	14	51.85%
	TOTAL	27	100%

Source:- field work



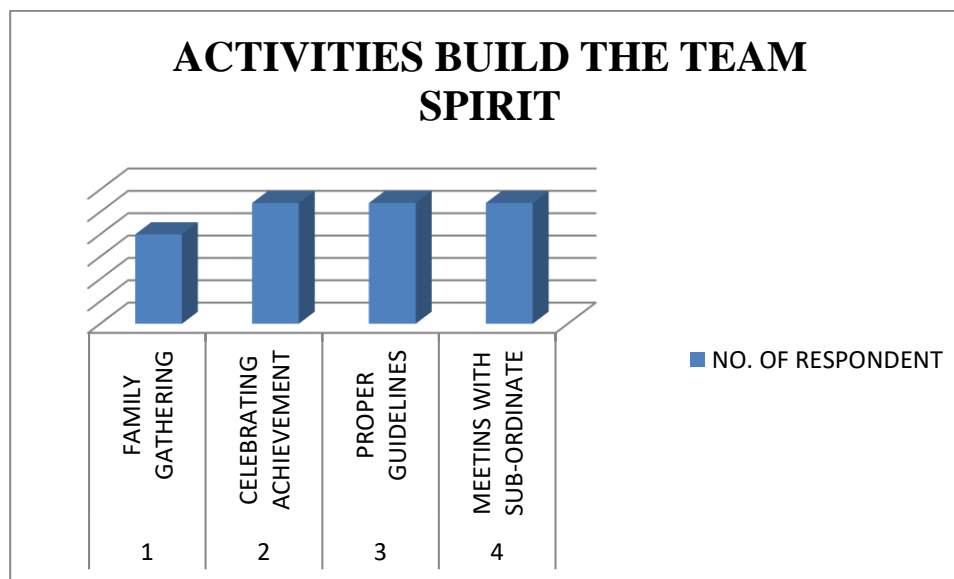
#### **INTERPRETATION:**

In this given table shows that, 48.14% employees are want more facilities in engagement activity. 51.85% employees are satisfy with provided facilities for engagement activity. The facilities are required like add space(hall), furniture, siund system, good snacks and water ,screen, etc.

**Table no.13. Whether the following employee engagement activities build the team spirit in organization?.**

SR. NO	OPTIONS	NO. OF RESPONDENT	PERCENTAGE
1	FAMILY GATHERING	20	74%
2	CELEBRATING ACHIEVEMENT	27	100%
3	PROPER GUIDELINES	27	100%
4	MEETINS WITH SUB-ORDINATE	27	100%
	TOTAL	27	100%

Source :- field work



### INTERPRETATION:

In this given table shows that, 74%% employee says that organize family gathering for build the team spirit in the organization. 100% employee says that celebrate the achievement of company for build the team spirit in the organization. 100% employee says that organize the proper guideline session for build the team spirit in the organization.100 % employee says that meetings with sub-ordinates for build the team spirit in the organization.

## **FINDINGS AND SUGGESTIONS**

### **FINDINGS:**

1. Around 85% employees are having experience more than 10 years, it shows that employee turnover is very less and employee engagement activities are well executed.
2. The company is having working in 4 shifts for its employee, namely general, I, II, III shifts. Around 50% of employee are working in I, II, III shifts. These shifts are allotted to them according to their convenience. This has help company to emergency working and meet the organizations goals and good employee engagement as well.
3. One of the major point is satisfaction level of employee for the employee engagement in the organization 92% of the employee are of the opinion that the work schedule given to them is satisfactory and proper.
4. 70% employee are agreed that they get the feedback on their performance always and remaining 30% employee are saying getting the feedback sometimes.
5. 85% employee agreed that due to engagement activities are carried in the organization they are motivated which resulted into enhancing their job performance.
6. 85% employees reported that there is good culture in their organization which helped them to motivate, increased the level of employee engagement and good impact on the productivity and growth if company.
7. 60% employee are attending the engagement activities organised by organization regularly. 22% employee are attend sometimes and remaining 20% employee are not participating in such activities.
8. 92% employee agreed that due to employee engagement activities carried out in organization , it has caused into developing their skills.
9. Employee engagement programme are not arranged every month. 25% employee are saying that it is skipped sometimes.
10. The various different employee engagement activities are carried out in company like Express O' chat, Coffee with plant head, Kshnat, main hoon na etc.
11. During the period of Covid19 (2020-21), the sales turnover has drastically went down ; however the company has not retrich the manpower when the Covid19 situation has come in control, the sales turnover has jump to almost its original position. Therefore this the best example of employee engagement.
12. Company is paying the overtime payment 90% regularly.

13. Some additional facilities and infrastructure is required to provide for smoothness in arranging the employee engagement activities.

**SUGGESTIONS:**

1. The employee engagement activities are to be arranged in all the shifts as some respondent reported that they could not participate due to they work in shifts.
2. For feel good and happy , organization should arranged the indoor and outdoor games like dancing, singing, damsheras, musical chair, etc. at large scale.
3. Organization should released the overtime payment regularly and in time which will financial support to employee.
4. Organization should make some changes in their monthly arrange employee engagement programs for and give some more facilities like furniture, sound system, screen , add more space(hall), good quality snacks, water, etc.
5. Organization should be arranged training and development programs for their skill improvement like safety training, multi skill development , leadership etc.
6. Management have to motivate the employees by method of appreciation, giving compliment, monetary and non-monetary incentives and celebrate their achievement at still large scale.

**CONCLUSIONS:**

According to the analysis of data on employee engagement activities, it is concluded that there is a significant relationship between employee engagement and employee performance and satisfaction. By participating in various engagement activities they are able to form a connection with the organization that makes them feel an important part of it and makes them feel satisfied. Employee in the organization actively shows the participation in the on ground activities but also participate in indoor games activities. Through the activities done in the organization employees are encouraged to work with greater efficiency and obtain maximum satisfaction that motivates them to continue with the organization.

The suggestion given by the researcher, need to be implemented seriously. The researcher feels honestly if these are executed it will result into benefit to the organization and will increase the level of employee engagement in the organization.

**BIBLIOGRAPHY:-**

1. Gartner Jasmine = Employee engagement A Little Book of Big Ideas
2. Corey Debra, Elliott Glenn = Build it The Rebel Playbook for the world class employee engagement.
3. Rai Animesh(2016)= Employee Engagement, personal effectiveness.
4. Lencioni Patrick M.(2007)= The truth about employee engagement.
5. Kelleher Bob(2013)= employee engagement
3. Bridger Emma= Employee engagement A PRACTICAL INTRODUCTION.
4. <https://www.slideshare.net>
5. <https://jspui/bitstream>
6. <https://www.researchgate.net>
7. <https://www.studocu.com>
8. <https://gscen.shikshamandal.org>
9. <https://www.scribd.com>