

STUDY ON EMPLOYEE ENGAGEMENT PRACTICES ON ORGANIZATION GROWTH IN PRINTING INDUSTRY WITH SPECIAL REFERENCE TO SIVAKASI

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ABSTRACT

Employee engagement is a workplace strategy created to make sure that workers are dedicated to the objectives and core values of their organizations, inspired to contribute to that success, and capable of enhancing their personal well-being at the same time. Strong, genuine values that are built on mutual respect, trust, and fulfillment of two-way promises and obligations between employers and employees are characteristics of engaged firms. A mechanistic strategy that tries to extract discretionary effort by manipulating employees' commitment and emotions will not succeed in achieving engagement, even though enhanced performance and productivity are at the core of engagement. A combination of job satisfaction, organizational dedication, job involvement, and emotions of empowerment are felt by an engaged employee. The residents of Sivakasi, an industrial town, are known for their hard work ethic. The practices of employee involvement in the research area's printing industries are analyzed in this Study .

Key words : Job satisfaction, Employee engagement, Organization growth

INTRODUCTION

Studies of morale or a group's willingness to achieve corporate goals, which started in the 1920s, are the source of employee engagement. Researchers from the US (United States) Army developed their understanding of the importance of morale to organizations during World War II to forecast teamwork and attitude battle-readiness prior to war. Morale scores were utilized in the post-war mass production society, which demands cohesion of effort in execution. As indicators of velocity, caliber, and militancy. With the rise of the knowledge worker and the focus on managing individual talent, a term was required to express a person's emotional connection to the company, their coworkers, and their job. "This is about how we create the conditions in which employees provide more of their capacity and potential," says David Macleod. Employee engagement comes in three flavours, including the "Engaged" builders. They want to be aware of the ideal expectations for their position so they can fulfill and beyond them. They consistently put forth excellent work. They put their all into their work, promote innovation, and advance their

company. Employees who are engaged are interested in the company's future and are prepared to make the extra effort. Employees that are "not engaged" are more likely to focus on their jobs than the objectives and results they are expected to achieve. They want to be told what to accomplish so that they can do it and claim success. Instead of obtaining an outcome, they concentrate on completing tasks. Non-engaged workers frequently believe that their efforts are being ignored, and they are not using their full ability. The engaged disengaged Actively Disengaged The "cave dwellers" are the employees. They "consistently oppose almost everything." They act out their discontent rather than merely being uncomfortable at work. A company must make sure that every employee is truly engaged.

STATEMENT OF PROBLEM

India's centre for printing is Sivakasi. Sivakasi produces 60% of India's offset printing solutions. The second-highest concentration of printing equipment in the world, after Gothenburg in Germany, is found in Sivakasi. In Sivakasi, all types of printing work are done, even security jobs like printing lottery tickets, aircraft tickets, and bank chequebooks. Children's books, notepads, periodicals, greeting cards, calendars, trade labels, and cartons are among the most popular items exported globally by major publishing houses. There are more than 50,000 people working in the printing industry and related fields. People who are unemployed have opportunities thanks to the printing businesses. They provide their workers a variety of advantages. Employee engagement refers to the zeal and enthusiasm employees feel for their jobs and for their employers. In every business, including the printing one, there are several things that affect how employees are motivated to work and how engaged they are in their work. The researchers are attempting to pinpoint the motivating aspects that encourage employees to be interested in their work in this scenario as well as the influencing factors that do so.

REVIEW OF LITERATURE:

Dr. Ebenezer Kofi Enninful (2015) in his article "Employee motivation on organisation growth in printing industry" In this study stated the monetary rewards can be powerful determinants of employee motivation and achievement.

Dr. S. Swamy Doss (2012) in his article "Motivation Practices in Textile industry- Study with Special reference to Madurai District" In this article he discussed that monetary incentives build positive environment and maintain job interest

Meenakshi Bindal (2019), "A Study of Employee Motivation in Organization" study examines that motivation plays a key role in every organization. In this study the author has two factors for motivating employees one is internal factors such as creativity, self actualization, curiosity, health, personal growth, external factors such as money, careers, status, prestige ability to travel. It also suggests that providing training for new employees is a very hard task so it is better to have employees retention. Authoritative administration has positive representatives inspiring them to guarantee to achieve organization targets.

Mr. Bijin Philip (2019), "Employee Motivation and Organization Productivity" (A Study of Some Selected Handloom Firms in state of Kerala. The study summaries that majority of the organization have strong relationship between employee motivation and organization effectiveness. Motivation and performance of employees are two tools that measure the organization achievement, evolution, growth, prosperity and productivity. It also suggest even a word of appreciation will motivate the employee and are relatively directed towards organizational effectiveness.

Michael T. Lee (2016), "Understanding employee motivation and organizational performance: Arguments for aset-theoretic approach", study suggest that how theory are concerning employee motivation and organizational performance and find out the fact the current theory is based on quantitative analysis, author also interested in social phenomena and has a set of pertinent variables and guide him to have set-theoretic approach to motivate employee for organization performance.

OBJECTIVES OF THE STUDY

The study is being conducted with the following goals in mind.

1. to research the socioeconomic circumstances of Sivakasi's printing industry workers.
2. to determine the motivating elements that lead to employee engagement.
3. to determine the variables that affect employee engagement strategies.
4. To provide appropriate advice for implementing employee engagement methods in the restrictions to study.

RESEARCH METHODOLOGY

The study is descriptive in character and is supported by both primary and secondary sources of information. The research area is in the Sivakasi region. The study uses both primary and secondary data, which are gathered from company records, government publications, libraries, industry analyses provided by the media, websites, the internet, magazines, and journals. The primary data are obtained from the respondents using an interview schedule specifically created for the study.

SAMPLE SIZE

In Sivakasi, the printing industry is the subject of this study. 450 printing facilities may be found in and around Sivakasi. The proportionate random sampling approach is used to obtain a sample of the population that is representative of the whole. Given the magnitude and type. A sample size of 25% of the population was deemed sufficient. Around 800 people are employed in the printing sector across four units, including 260 at Standard Press, 350 at The Safire Offset Printing, 100 at Orient Press, and 90 at Mercury Offset Printers.

STATISTICAL ANALYSIS

TABLE 1: SAMPLE SIZE

Printing Units	No of Employees	
	Population	Sample

Standard Press	260	65 (32%)
Safire Offset Printing	350	88 (44%)
Mercury Offset Printing	90	22(11%)
Orient Press	100	25(13%)
Total	800	200 (100%)

Hypotheses of the Study

H0: There is no correlation between employee engagement affecting factors and demographic characteristics.

H1: There is a considerable correlation between employee engagement affecting factors and demographic characteristics.

Framework of Analysis: Percentage analysis, Henry Garrett Ranking Method and Analysis of Variance is used to study the employee engagement practices.

Results and Discussions

Following is a summary of the study's conclusions:

Socio-economic circumstances

39 male respondents out of 200 are very satisfied with staff engagement strategies. Additionally, it is discovered that there is no discernible link between respondents' opinions on employee engagement and their gender. Out of 200 responders, 61 have five to ten years' experience, with 44 expressing satisfaction, 13 expressing moderate satisfaction, and the remaining 6 expressing high satisfaction. Additionally, it is discovered that there is a strong correlation between experience and respondents' views on staff engagement. Out of 200 responses, 75 were in the age range of 21 to 35, and of those, 46 expressed satisfaction, 26 expressed extreme satisfaction, and 3 expressed dissatisfaction. Age and respondents' opinions on employee involvement are significantly correlated. Out of 200 respondents, 95 had a monthly salary between Rs.6501 and 8000; 37 felt moderately content, 35 were satisfied, 17 were extremely satisfied, and the remaining 6 were dissatisfied. Additionally, it is discovered that there is a strong correlation between respondents' views on employee engagement and their income. Out of 200 respondents, 82 work as machine operators, with 58 reporting satisfaction, 12 reporting high satisfaction, 10 reporting moderate satisfaction, and the remaining 2 reporting dissatisfaction. The respondents' opinions on employee engagement and designation are significantly correlated.

Identifying the Motivational Factors of Employee Engagement

Ten variables make up the motivational factor. Promotional chances, honours and recognition, a regular raise, financial perks, family benefits, a lighter workload, praise from the boss, safety and welfare precautions, and job security are some of them. The Garrett ranking approach is used to determine the motivating aspects of employee engagement.

TABLE 2: MOTIVATIONAL FACTORS OF EMPLOYEE ENGAGEMENT

S.No	MotivationalFactors	Total	MeanScore	Rank
1	PromotionalOpportunities	11271	55.86	I
2	Awards&Recognition	10386	53.43	VII
3	Regularincrement	8339	43.70	X
4	Monetarybenefit	10408	53.54	IV
5	Familybenefit	10741	54.16	III
6	Reductioninworkload	11133	55.62	II
7	Appreciation	10261	51.81	VI
8	Safetymeasure	10010	50	IX
9	Welfaremeasure	10301	52.51	V
10	Jobsecurity	10085	50.98	VIII

It was obvious that the promotional chances were ranked 1 by Garret, with a score of 11271 points. The decrease in workload, which received a garret score of 11133 points, came in second, while the benefit to the family, which received a garret score of 10741 points, came in third. The fourth and fifth categories are financial advantages and welfare measures, with respective Garret scores of 10408 and 10301 points. From the data, it can be deduced that the respondents in the printing sectors are

Employee Engagement Practices and Their Influencing Factors

There are numerous aspects that affect an employee's job happiness and engagement level. A number of aspects are taken into account for analysis in the current study, including communication, training and development, relationships with supervisors, job satisfaction, salary and benefits, welfare programmes, and working conditions. An effort is made to identify the variables affecting employee engagement. With the aid of a five-point scale, the researchers measured the elements affecting employee engagement. Each statement bears a point rating of 5, 4, 3, 2, or 1 for strongly agree, agree, neither agree nor disagree, and strongly disagree. Factor analysis has been used for this aim.

TABLE 3: SHOWING KMO AND BARTLETT'S

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.759
Bartlett's Test of Sphericity	Approx. Chi-Square	8.331E3
	Dif	936
	Sig.	.000

The KMO (Kaiser-Meyer-Olkin) value is determined using the preceding table, which also aids in determining whether factor analysis is appropriate (0.759). The suitability of utilizing exploratory. The quantity of KMO is dependent on factor analysis. The exploratory factor analysis's sample size was enough, and all 15 items are significant (p 0.05). This method is supported by the Bartlett's test of sphericity result, which for this study equals significant 0.000.

CONCLUSION

Due to the human dimension, HRM is given more weight in every firm, and employee engagement is a crucial component of HRM. Therefore, the main goal of modern management is to inspire employees to work toward the organization's objectives. Organizations are made up of people who have a favourable attitude toward the company and its principles, not of piles of inventories, machines, or bricks and mortar. According to the report, Sivakasi's printing industry has a high level of employee engagement. To further raise employee engagement in the printing industry, management may focus on the role of employees, welfare measures, safety, compensation and benefits, and motivation for their development.

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