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## **A STUDY ON CONCEPT OF EMPLOYEE ENGAGEMENT POLICIES AND PRACTICES WITH REFERENCE TO FEATHER TOUCH CURA, COIMBATORE**

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### **Abstract**

*Employee engagement is a crucial strategy of organisational success. A successful engagement policies and practises is built on communication and trust between employees and employers. Employee engagement creates a positive work culture, promoting open communication, offering opportunities for growth and development. By implementing effective engagement policies and practises organizations can enhance employee satisfaction, productivity, innovation and retention and strategies for cultivating a thriving and motivated workforce.*

**Keywords:** *Employee Engagement, Strategy, Communication, Engagement policies and practises.*

### **INTRODUCTION:**

The concept of employee engagement was first introduced in **1990** by Dr. William Kahn. He suggested that people are involved in their work at three levels – physically, cognitively, and emotionally. Employee engagement is defined as the emotional investment employees make in their organizations.

### **OBJECTIVES OF THE STUDY**

- To study in detail about the employee engagement policies in the organization
- To understand the key drivers of employee engagement
- To analyse the various engagement activities towards the organization
- To study the engagement strategies followed by the organization towards the employees.

### **NEED OF THE STUDY**

Engaged employees tend to experience higher levels of job satisfaction, leading to improved overall well-being and reduced stress levels. By studying effective engagement practices, organizations can create a positive work environment that fosters employee satisfaction and enhances the overall quality of work-life balance.

### **SCOPE OF THE STUDY**

To ensure alignment between employees and the organization, it's essential to foster a work environment that resonates with their values, beliefs, and attitudes, thereby cultivating of connection to the company's culture, mission, and goals. By gauging emotional attachment to their work, colleagues, and the organization, we can enhance engagement and loyalty. Encouraging employees to share ideas, creativity, and problem-solving skills empowers them to contribute meaningfully to achieving organizational objectives.

### **LIMITATION OF THE STUDY**

Employee privacy concerns may hinder honest survey responses, potentially impacting data

accuracy. With a limited sample size of 140, the representativeness of findings may be compromised. Interviews conducted during working hours may rush responses, affecting data quality, while uncooperative respondents further challenge survey reliability.

**REVIEW OF LITERATURE**

**ROBERSON ET AL., 2023-** Organizations are recognizing the importance of DEI initiatives in fostering a culture of belonging and engagement. Research suggests that inclusive workplaces where all employees feel valued and respected tend to have higher levels of engagement.

**BAKKER ET AL., 2022-** Employee well-being initiatives have gained traction as essential components of engagement strategies. Programs promoting physical, mental, and emotional well-being have been shown to positively impact engagement and productivity.

**SCHEIN, 2021-** Organizational culture plays a crucial role in shaping employee engagement. Cultures that foster trust, transparency, and collaboration tend to have more engaged employees.

**RESEARCH METHODOLOGY**

**Sampling method:** Convenience sampling method, also known as availability Sampling

**Sampling Technique:** Simple Random Sampling

**Sample size:** 140 valid responses collected from employees of FTC in Coimbatore

**Population size:** Total population size is 210.

**Tools used for data analysis:** Simple Percentage Analysis, Chi-Square Analysis Test, Correlation method.

**DATA ANALYSIS AND INTERPRETATION**

**SIMPLE PERCENTAGE ANALYSIS**

The analysis of respondent demographics reveals a significant gender disparity, with males comprising 56% of the sample. Additionally, the majority of respondents fall within the age group of below 30 (64%) and are single (66%). Regarding education, most respondents hold postgraduate degrees (61%), In terms of salary, around 63% earn between Rs.15,000-25,000, and a considerable portion of respondents (54%) have 3-4 years of work experience.

TEST	VALUE	DF	P-VALUE
Pearson chi-square	.857	4	.355
Continuity correction	.013	4	.908
Likelihood ratio	.650	1	.420
Linear-by-Linear Assoc	.851	1	.356

**CHI SQUARE ANALYSIS**

**RESULT:**

There is no significant difference between the employees enjoy working in the organization and recently thought of leaving the organization

**CORRELATION ANALYSIS**

CORRELATION TEST	VALUE	APPROX. T	APPROX. SIG.
Interval by Interval	Pearson’s R	.089	-.032
Ordinal by Ordinal	Spearman Correlation	.077	-.444

**RESULT:**

There is non-significant relationship employee engagement practises and rate the employee engagement practises in the organization.

**FINDINGS**

Notably, a majority of respondents identify as male employees (56%), predominantly fall within the age bracket below 30 (64%), and are unmarried (66%). Furthermore, a significant portion of respondents hold postgraduate degrees (61%) and earn salaries ranging between 15,000 to 25,000 units. Regarding work experience, a substantial portion reported having 3-4 years of experience (54%). Impressively, an overwhelming majority expressed satisfaction with their work environment, with 96% enjoying their roles and 94% willing to recommend the organization to their peers. Moreover, a high percentage affirmed receiving adequate support from management (50%), regular feedback and performance discussions (93%), and sufficient training to operate machinery (92%). Employee engagement practices also received positive feedback, with 95% expressing satisfaction and 78% rating them with the highest accolade. Despite overall satisfaction, areas for improvement were identified, such as team performance satisfaction (44%) and attendance at engagement activities (71%). Nonetheless, the overwhelming positivity within the survey underscores a strong sense of contentment and engagement among employees within the organization.

**SUGGESTIONS**

The company can enhance employee development by offering a diverse range of training programs, including on-the-job opportunities like internships and apprenticeships, as well as off-the-job options such as seminars, conferences, and role-playing exercises. Special attention should be directed towards motivating employees in areas where their performance may be lacking, fostering a supportive environment for growth and improvement.

**CONCLUSION**

All the employees should value their potential input should be recognized. Employee should know that their inputs matter a lot and are helping the organization in a meaningful way. The competition for talent means that we have to be very good at attracting, motivating, and retaining talent. Today employees feel in they are placed at jobs that break the monotony and make them enjoy their stay in an organization. Benefits provided by the organization and thus are engaged and committed towards the development and growth of the organization

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