

## **A STUDY ON EMPLOYEE ENGAGEMENT IN KOTHARI SUGAR & CHEMICAL PVT. LTD., KATTUR, TIRUCHIRAPPALLI**

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### **ABSTRACT**

Nowadays employee engagement is very much necessary to every firm because it is closely associated with in organization's success. The employee engagement comes under the concept like employee commitment, job satisfaction and organizational citizenship behaviour. Engaged employee will work with commitment and involvement towards achieving an organization's success. Engaged employee will have a good relationships with the organization, they extend respect, support and cooperation to their colleagues. This study was conducted in Kothari Sugar & Chemical Pvt. Ltd. at Kattur. The main objective of this research is to analyze the employee engagement in Kothari Sugar & Chemical Pvt. Ltd., Kattur, to identify the association of job satisfaction with employee engagement and to analyze the impact of employee engagement in the organization. This study helps the organization to give importance to employee engagement and also to improve the level of employee engagement in an organization.

**KEYWORDS:** Employee Engagement, Commitment, Involvement and Organization Success

### **INTRODUCTION**

The employee engagement plays a vital role for the organizational success. Employees working with engagement will improve the organizational performance, employ skills and foster customer loyalty. Nowadays global economy introduces new methods and technology in organizational sectors so that the employee needs commitment, talent and involvement to do their work successfully. Employee engagement is influenced by several factors such as; employee and employer relationship, organizational culture, organization communication, work place environment and management style. The HR manger designs, measure and evaluate proactive workplace policies and practices that create involvement and commitment to employee and it helps for organization's growth.

### **What is Employee Engagement?**

Employee engagement is a property of the relationship between an organization and employees. When the employee fully understands their organization's objectives, they work with commitment and involvement to achieve organization goals or objectives. Engaged employee does the work enthusiastically and efficiently towards organization values. According to Kahn (1990) employee engagement is the harnessing of organization members' selves to their work roles; in engagement, people employ and express themselves physically, cognitively and emotionally during role performance. Gallup (2008) defines employee engagement as the involvement with and enthusiasm for work. Mean while Gallup quotes employee engagement to a positive employee's emotional attachment and employees' commitment.

## Employee Engagement and Organization Performance

Nowadays more firms spent lot of money in employee engagement because employee engagement is very significant to organization outcomes. Many research studies have found employee engagement closely associated with organization performance. The engagement improves the productivity, employee retention, customer loyalty, safety and profitability. Employee engagement is found to be higher in double-digit growth industries and engagement is positively related to customer satisfaction. Where the employees have commitment and involvement to do work, such employees work with efficiency, it leads to increased employee performance and thus the organization performance will improve.

### Benefit of Employee Engagement

The engaged employee does the work with more commitment and loyalty. It leads to increased job satisfaction. Employee engagement is closely associated with innovation. Engaged employee used to give high level performance in their job, that it creates innovation. The engaged employee makes new product, process and services in the organization. Engaged employee work more efficiently and effectively to make the product, and to increase the quality of products. Employee engagement improves the productivity of the organization. When employee has engaged, they work with more efficiency that impacts increase in the productivity. When the organizations have more productivity it leads to profitability. The engaged employee does better and higher level of performance in the organization. An organization conducts the performance appraisal, gives reward to employee in the form of promotion, bonus and increase salary etc. It will change the employee's life style.

## REVIEW OF LITERATURE

**Macey and Schneider (2008)** the researchers analyze the employee engagement by different approaches; they are engagement as a behavioural outcome, engagement as a description of conditions under which people work and engagement as a psychological presence. Engagement has been used to refer to a psychological state. **Rama Devi (2009)** found out that the engaged employees are real assets to an organization and they are willing and able to contribute to the success of the organization. The any organization success in the globalised economy can be achieved by building a talent organization that attracts, retains and engages employees. **Ram & Gantasala (2010)** this study analyzes the impact of employee engagement in Jordanian industry. It's more focused on the challenges faced by HR managers to improve employee engagement for an organization success. The impact of employee engagement is should increase organization productivity, success and also increase employee performance, efficiency, talent and skills. **D. Pradeep Kumar (2011)** he found out the different types of factors which is most important for engagement such as training programmes, incentive rewards in different roles, work arrangements, jobs, organization and groups. The organization wish to improve employee engagement should focus on employee's perceptions of the support they receive from their organization. **Shashi (2011)** the study focuses on which different factors lead to employee engagement in organization. The important of employee communication on the success of an organization, the organization should consider the importance of employees' and their contribution. Give much important to employee engagement it will increase the organization effectiveness in terms of higher quality, customer satisfaction, profits, productivity, increase adaptability and employee retention.

## COMPANY PROFILE

Kothari Sugars And Chemicals Ltd the flagship company of HC Kothari Group, was established in the year 1961 with a sugar Mill in Kattur village of Trichy District. **Kothari Sugars**, the pioneers in manufacturing of sugar, now has

two sugar units in Tamil Nadu one at Kattur and another at Sathamangalam village. In addition to sugar manufacturing, Kothari Sugars also has facility for co-generation of power, production of industrial alcohol from molasses and bio-compost from press mud and distillery effluents. The company is equipped with a facility of producing white sugar by reprocessing only raw sugar and also reprocessing of raw sugar along with cane. Kothari group companies are Kothari Petrochemicals Ltd, the largest Polyisobutene manufacturer in India and Kothari Safe Deposits Ltd one of the oldest public limited companies in India engaged in the business of giving on hire safe deposit lockers.

## RESEARCH METHODOLOGY

### Objectives of the Study

- To identify the employee engagement in Kothari sugars & chemical Pvt. Ltd. at Kattur.
- To analyze how employee engagement helps organization to succeed.
- To identify the association between job satisfaction and employee engagement.

### Hypothesis of the Study

- There is significant association between the age of the respondent and their work commitment.
- There is a significant association between salary level of respondent and their opinion about job satisfaction.
- There is a significant difference between experience of respondent and their opinion on challenging and exciting nature of job.

### Research Design

The researcher had applied a descriptive research design. The population of the study consists of 250 employees in Kothsari Sugar & Chemical Pvt. Ltd. at Kattur. Simple random sampling method was used to select 55 samples of the respondents. The primary data was collected from the sample employees through the use of questionnaire. Secondary data were collected from various books, journals, websites and company profile.

## DATA ANALYSIS AND INTERPRETATION

**Table 1: Classification of Respondents on Their Demographic Profile**

S. No	Demographic Profile	Classification	No of Respondents n=55	Percentage 100 %
1.	Gender	Male	55	100
		Female	0	0
2.	Age	20-30	5	9
		31-40	20	36
		41=50	24	44
		Above 50	6	11
3.	Experience	Up to 10	15	27
		11-20	39	71
		21-30	1	2

The above table shows that 100% of the respondents are male employees. The 9% of the respondents are between 20-30 years of age, 36% of them are between 31-40 years of age, 44% of respondents are between 41-50 years of age and remain 11% of them are above 50 years of age. The 27% of respondents have up to 10 years experience, 71% of respondents have between 11-20 years experience and remaining 2% of them have between 21-30 years of experience. It is

found out 100% of the respondents are male and no female workers work due to nature of jobs.

**Table 2: Association between Age of the Respondents and Their Work Commitment**

X <sub>1</sub> (Variable)	Y <sub>1</sub> (Variable)	Commitment to Work			Total	Statistical Inference
		Neutral	Agree	Strongly Agree		
Age	20-30	0	1	3	4	X <sub>2</sub> = 11.280 Df = 6 .080>0.05 Not Significant
	31-40	4	11	7	22	
	41-50	8	6	9	23	
	Above 50	4	0	2	6	
<b>Total</b>		<b>16</b>	<b>18</b>	<b>21</b>	<b>55</b>	

**H<sub>1</sub>:** There is a significant association between age of the respondents and their work commitment

**H<sub>0</sub>:** There is a no significant association between age of the respondents and their work commitment

**Statistical Test:** Chi square test was used

**Findings:** The result of the table shows that there is no significant association between age of the respondents and their commitment to work. Because the calculate value (.080) is greater than 0.05 hence the research hypothesis is rejected and null hypothesis is accepted.

**Table 3: Association between Salary Level of Respondent and Their Opinion about Job Satisfaction**

X <sub>1</sub> (Variable)	Y <sub>1</sub> (Variable)	Job Satisfaction			Total	Statistical Inference
		Neutral	Agree	Strongly Agree		
Monthly Income	5000-10000	2	0	1	3	X <sub>2</sub> = 17.305 Df = 6 .008>0.05 Not Significant
	10000-15000	17	1	13	31	
	15000-20000	2	1	6	9	
	Above 20000	0	4	8	12	
<b>Total</b>		<b>21</b>	<b>6</b>	<b>28</b>	<b>55</b>	

**H<sub>2</sub>:** There is a significant association between salary level of respondent and their opinion about job satisfaction.

**H<sub>0</sub>:** There is no significant association between salary level of respondent and their opinion about job satisfaction.

**Statistical Test:** Chi square test was used

**Findings:** The above table shows the calculate value (.008) it is greater than 0.05 hence there is no significant association between salary level of respondent and their opinion about job satisfaction. So, null hypothesis is accepted and research hypothesis is rejected.

**Table 4: One Way ANOVA Difference between Experience of Respondent and Their Opinion on Challenging and Exciting Nature of Job**

S. No	Nature of Jobs are Challenging and Exciting	Mean	S.D	SS	DF	MS	Statistical Inference
1	<b>Between Groups</b>			3.303	4	.826	F= 1.162 .339>0.05 Not Significant
	Up to 5yrs(N=2)	4.00	.000				
	6 to10yrs(N=14)	3.57	.852				
	11 to 15yrs(N=19)	3.95	.848				
	16 to 20yrs(N=19)	4.21	.855				
	21 to 25yrs(N=1)	4.00	.000				

2	<b>Within Groups</b>			35.534	50	.711	
	<b>Total</b>			<b>38.837</b>	<b>54</b>		

**H<sub>3</sub>:** There is significant difference between experience of respondent and their opinion on challenging and exciting nature of job.

**H<sub>0</sub>:** There is no significant difference between experience of respondent and their opinion on challenging and exciting nature of job.

**Statistical Test:** One way ANOVA 'f' test was used.

**Finding:** The result of the test with df value 5, f value 1.162 and p value .339. Stream that the calculate value is .339 greater than table value 0.05. Hence there is no significant difference between experience of respondent and their opinion on challenging and exciting nature of job. Thus, the research hypothesis happen to be rejected and the null hypothesis is accepted.

## SUMMARY OF FINDINGS AND RECOMMENDATIONS

The 100% of the respondents are male employees, majority 44% of the respondents belongs to the age group of 41-50 and majority 71% of them have experience between 11-20 (Table 1). There is no significant association between the age of the respondents and their commitment to work (Table 2). There is no significant association between salary level of respondent and their opinion about job satisfaction (Table 3). There is no significant difference between experience of respondent and their opinion on challenging and exciting nature of job.

The employer should focus on engagement among employees. The organization should have attractive management style. The organization must provide all resources to the employees to do their work effectively. Employer makes cordial relationship between themselves and employees. Similarly the employee make cordial relationship among theirs collogues. The employee's should work with involvement and commitment in the organization. Every employee takes more personal responsibility towards achieving the organization's objectives.

## CONCLUSIONS

Employee engagement plays a very significant role to every organization's success. Where the employer gives more importance to employee engagement, then only they are achieve the organization's goals. Engaged employee have commitment and involvement to do the work and they work efficiency and effectively. This study found out employee engagement is influenced by several factors; namely management style, environment, working condition, salary, leadership, relationship and labour welfare. This study help to development employee engagement in the organization and management give proper guidance to employee to get engaged. It leads employees to be engaged and give their co-operation and coordination in the organization. They make cordial relationship between employer and employee. The employee engagement promotes healthy organization, without employee engagement organization may not succeed in the world.

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