

A STUDY ON EMPLOYEE ENGAGEMENT PROGRAM IN CHEMICAL INDUSTRIES AT BHARUCH, GUJARAT

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Abstract

The cornerstone of each industry is its workforce. Employee engagement is the key to any industry's success. The relationship between a business (the employer) and its employees determines employee engagement. It is essential to accomplishing the objectives of the company. Engagement among employees fosters a sense of community, which in turn fosters satisfaction. In other words, modern organizations want their employees to be driven, enthusiastic, and show initiative at work. They also want them to care about their own personal growth, strive for excellence in their work, and be strong and committed to their jobs.

People become engaged when they believe that their employer values their job that their efforts advance the organization, and above all that their own goals of advancement, benefits, and compensation are fulfilled. Implementing different HR strategies that support each employee and give them a sense of value has therefore become crucial.

This paper uses a survey of the literature to try to understand the various aspects of employee engagement. The study examines the literature on the concepts of employee engagement and human resources practices & policy. The study foundation is based data gathered from cited books, journals, and websites.

Keywords: Employee Engagement, Chemical Industries, Human Resource Strategies

INTRODUCTION

The degree to which an employee is dedicated to and involved with their company and its principles is known as employee engagement. An engaged worker collaborates with co-workers to enhance job performance for the organization's benefit and is cognizant of the business context. It is a favourable outlook that staff members have on the company and its principles.

The benefits of employee involvement to the company have been shown in numerous research. In addition to putting in more effort for the company, engaged employees will work harder than others and do their duties with passion. They will be involved and give the company the best outcomes. Therefore, research into the variables influencing employee engagement is crucial. Increasing the advancement of industry in the process. The use of new technologies, skilled labour, new practices, New education, and an effective communication, positive employment, sufficient employment, new innovation, believe to management, skill upgradation, team build-up, and individuality all contribute to higher employee engagement levels.

Due to the global business environment and growing competition, having motivated and contented personnel is insufficient to achieve the required business outcomes. Contented workers might only fulfil their job requirements, but this might not necessarily result in improved output. Employers must encourage their staff to put their best effort and competencies into their work if they want to compete effectively. If they don't, they risk losing some of their most important workers. As a result, contemporary companies want their workers to be passionate, creative, and full of energy at work. They also want them to embrace difficulties for their personal growth, aim for excellence in their work, and be devoted to their employment. Engagement is attained when individuals

At first, employee engagement was understood to be a personal connection with the company and meant that the employee was focused on completing the duties they were given. Academicians as well as corporate analysis firms have described the idea of employee engagement in a variety of ways. An attempt has therefore been made to incorporate both aspects in this chapter.

LITERATURE REVIEW

The focus of the literature review of works the conceptualize employee engagement program. The purpose of study is to comprehend the ideas behind employee engagement program and identify factors that influence it through a review of the literature.

(HR) managers to improve employee engagement for an organization's survival. It is also throws light on other aspects of employee engagement like the benefits, key indicators and the factors influencing employee engagement

Bijaya Kumar Sundaray, 2011 This study focuses on the several elements that contribute to employee engagement and what the firm can do to increase employee engagement. Effective engagement techniques will improve the effectiveness of the business in terms of enhanced output, profitability, quality, customer satisfaction, staff retention, and flexibility.

The Institute of Employment Studies (IES) claims that

Employees that have a positive attitude toward the company and its principles are said to be engaged.

Hewitt Associates "The state in which the individuals are emotionally and intellectually committed to the organization's goals" is how one describes "employee engagement."

The Council for Corporate Leadership (CLC)

Defines engagement as the level of dedication, effort, and desire of workers to remain with a company.

T. Suhasini and Dr. K. Kalpana, 2018: The study shows that employee engagement is a multifaceted undertaking that cannot be completed by training programs alone. Employers can increase employee commitment, decision-making skills, and opportunity thinking to increase engagement. Innovative work-related activity and a decrease in turnover intentions are the outcomes of employee engagement.

The Publication of the Conference Board of USA 2006 defines employee engagement as a stronger emotional bond between an employee and their company that motivates them to put in more discretionary effort at work.

Robinson, 2006: According to him, creating an environment at work where feelings of pride and involvement are valued can lead to increased employee engagement, which in turn improves organizational performance and lowers staff turnover.

Research conducted worldwide has revealed that a number of factors influence an employee's level of engagement with an organization. The work that follows discusses a handful of them.

1. Career development

Prospects for individual growth Employees at highly engaged organizations have the chance to grow, Upgrade skills, gain new Technology and knowledge, and reach the full pot uses of each day. They become the organization's assets when employers invest in and plan for their employees' career outcomes. Providing opportunities for personal growth and keeping the most skilled individuals are influenced by career development and effective talent management.

2. Leadership

When workers witness themselves receiving recognition from their immediate superiors, they become more engaged with the company. The two leadership qualities that managers find most impactful are articulating the vision and being a competent manager or mentor.

3. Skilful Talent Management

An employee engagement-friendly culture encourages employees to strive for and accomplish their future goals while valuing the diversity of talents and skills that they bring to the table. In his among other things, effective management is seen to have a significant impact on employee engagement.

3. The lucidity of the organization's values, policies, and procedures

When it comes to defining the connection between employers and employees, HR policies and practices are crucial. To increase engagement, employees should feel that the values of their organizations are unmistakable and apparent. Employee involvement was also found to be antecedent to value, among other things.

5. Equitable treatment and equal opportunities

When managers give all employees equal opportunities for growth and advancement, high levels of employee engagement will follow.

4. Communication

Organizations should follow the "open door" policy. Communication inside the organization should take place through the appropriate routes, both above and downward. When an employee is given a say in decisions and the opportunity to be heard by his boss, high levels of engagement are anticipated.

5. The value of professional connections with superiors, peers, and subordinates

Employees will not be motivated to work at their highest levels by any amount of benefits if they have a strained connection with their superiors. Employee sentiment regarding their relationship with their supervisor is directly reflected in employee engagement.

8. Performance review

A fair assessment of an employee's work is a crucial factor in figuring out how engaged they are. High employee engagement will be found in a company that uses a suitable performance evaluation method that is open and impartial.

9 Reward & Incentive

To encourage people to work for the company, the wage structure should be appropriate. The employee should receive specific incentives and compensation in order to increase his levels of involvement.

10 Health and safety

According to research, if workers don't feel safe at work, their engagement levels will be poor. As a result, every company should implement the right procedures and frameworks to protect the health and safety of its workers.

1 Contentment at work

Employee engagement can only be attained by a contented worker. Thus, it is crucial for a business to make sure that the job that is assigned to an employee aligns with his career objectives. This will allow him to love his work and ultimately be content with his position.

2 Hostility toward family

A person's familial life affects his or her professional life. Employee engagement results from an emotional bond with the company when he understands that it also takes into account the needs of his family.

3 Co-operations

Employee engagement will occur if the entire organization cooperates, meaning that bosses and all employees work together effectively.

OBJECTIVES OF THE STUDY

- To determine the elements that contribute to employee engagement and diagnose them
- To investigate how engagement efforts affect individual results.
- To identify and diagnosis the factors for employee engagement.
- To examine the effort of engagement on individual outcomes.

NEED AND SCOPE OF THE STUDY

In addition to increasing productivity and profit, this will assist lower attrition. The study will investigate and concentrate on ways to increase employee engagement and commitment to the expansion of the firm. When they are employed by the company, employees are really motivated. Workers think the company offers them prospects for professional advancement.

CONCLUSION

Constant communication at every stage of the program is vital for a firm to successfully implement an employee engagement program.

A management-led employee engagement program is also necessary to hold all managers accountable. By encouraging employee commitment, decision-making, and opportunity thinking, organizations may increase engagement. It is imperative for organizations to foster in their workforce a community, Good feelings about the work, employee involvement. The opinions of workforces should be prioritized, and they should be given the chance to be heard. Openness in the organization's culture will also result from senior leadership transparency. Trust between the company's executives and upper management will guarantee the program's execution and create a supportive and constructive environment for all levels. Enhancing employee engagement is, in general, a long-term endeavour for all kinds of businesses.

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