



# A Study “ON EMPLOYEE ENGAGEMENT ACTIVITIES AT H & R JOHNSON (INDIA) A DIVISION OF PRISM CEMENTS”

## AUTHOR’S DETAILS

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## **Abstract:**

The study is a resourcefulness which bridges the gap between the knowledge and its application through a series of interventions which enables the learners to obtain awareness and experience to the business. The program extends for a period of 10 weeks which provides a good opportunity to experience the practicality in terms of subjects studied. It also gives practical exposures.

## **INTRODUCTION**

H & R Johnson (India) a division of prism cement limited manufacturers of exclusive brand of white body wall and floor tiles and fully vitrified tiles, is the trailblazer in the tile industry with a dominant presence all over the globe for over 100 years, the brand has gained the trust of over four generations. H & R Johnson (India) a private limited company was established in 1958 which currently owns and operates tile manufacturing plants at Pen (Maharashtra), Kunigal (Karnataka), Karaikal (Pondicherry), Dewas (Madhya Pradesh), Vijayawada (Andhra Pradesh). H & R Johnson (India) Kunigal plant came into existence in the year 1989 and commercial production was started in the year 1990. It has modernized plant with new technology equipments.

## OBJECTIVES OF THE STUDY

- To find out various employee engagement activities conducted at H & R Johnson.
- To study the effect of employee engagement on productivity and profitability of organization.
- To analyze the impact of employee engagement activities on employee satisfaction.
- To suggest strategies to the company to keep employees engaged in their jobs.

## LIMITATION OF THE STUDY

- This topic report covers only the area of H & R Johnson (India) a division of prism cement ltd.
- Data provided by respondents may not be accurate as their perception varies based on their experience.
- The preference and opinions of the employees may vary according to the circumstances.

## REVIEW OF LITERATURE

1. **ARTI CHANDANI, Et al (2016)** this review focuses on several factors that impact employee engagement in an organization. Nowadays management is striving to adopt different methods to keep their workforce engaged. Employee engagement in organization provides multi opportunities to pursue skills extends abilities and secure knowledge. Employee prefers to devote oneself by planning for their career development. According to them respecting and fair treatment of employees is also a kind of engaging the employee.
2. **ADULWAHAB S BIN SHMAILAN (2017)** organization profitability depends on employee performance, employee engagement and employee satisfaction. This study discusses on how to build up successful employee engagement program. When employee have more worksatisfaction, happier to serve the promoters brand name this proves employee engagement increases productivity and overall performance.
3. **SCHRITA OSBORNE, Et al (2017)** this article is focused on effective employee engagement. It is a greatest challenge for the organization to engage the employees and that leads to greater profits. Employee engagement is a mixture of leadership is enhanced when the leader has a direct relationship with workforce. Organization must provide a well secured working environment to improve employee engagement as employee spends his most of time in workplace.
4. **MUNISH, Et al (2018)** the most difficult task in today's world is to recruit good employees. Study proved that HRM practices like leadership, communication and other factors that can drive good financial condition of employee which leads retain the existing employees of the organization.

## EMPLOYEE ENGAGEMENT

Employee engagement is a concept gaining major value in the past 10 years. Usually Organizations utilize engaged employees as a device for tactical associate in the trade. The term employee engagement has now gained even more importance, since many factors have been acknowledged which crash employee performance and welfare of employees will be one of the vital aspects that HR managers need to tend focus on. Hence, employee engagement is today seen as a influential foundation of competitive advantage in the turbulent times.

The concept "employee engagement" is not effortlessly defined and measured because it is a versatile concept. Employees are universally understood to be engaged in their employment when they are immersed in it. For psychologists, this is the state of being in the "flow" or "the zone". Engagement of this kind is allied to job satisfaction and wellbeing, in part because it often

entails action which is basically gratifying the employees.

### MEANING

Employee Engagement is a property of the relationship between an organization and its employees. An engaged employee is one who is wholly absorbed by and passionate about their work and so takes affirmative action to further the organization's reputation and interests. Employee engagement is an employee's involvement with, commitment to, and satisfaction with work and it is the part of employee retention.

### BENEFITS OF CONDUCTING EMPLOYEE ENGAGEMENT ACTIVITIES

- Motivates employees to perform their best
- Employees get emotionally attached towards organization goals
- Creative work is delivered by employees
- Employees come up with Innovative ideas
- Enthusiastic employees are more focused and motivated
- Fully engaged employees stay happier, more productive but level of morale is higher
- Efficient employees in organization achieve more profit
- Engaged employees have a decreased chance of experiencing an accident at work

### OUTCOMES OF EMPLOYEE ENGAGEMENT

Right management (2009) have also linked employee engagement to numerous organizational outcomes as summarized below

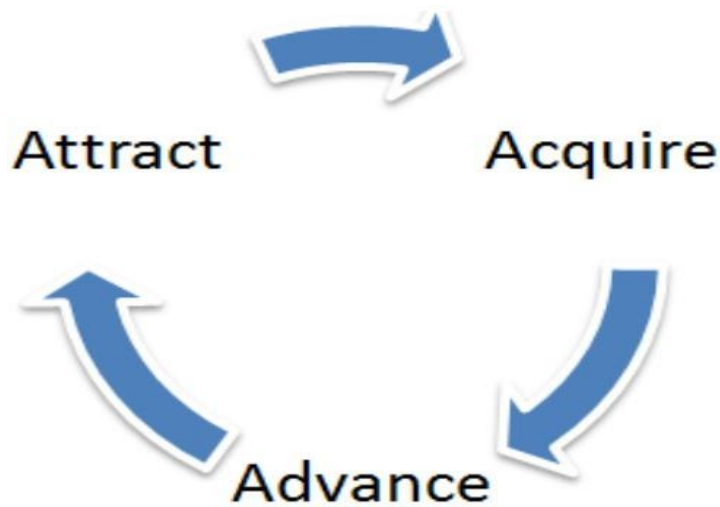
- Superior customer satisfaction, customer loyalty and sales
- Builds passion, commitment and placement with the organization's strategies and goals
- Enhance employee trust in the organization
- Creates a sense of loyalty in a competitive atmosphere
- Provides high power working environment
- Vested interest in their company's success
- Hold others in the organization to high standards of performance
- Makes the employees effective brand ambassadors for the organization
- Constantly deliver beyond expectations.

### Employee Engagement Best Practices

- Adopt and communicate a clear and practical working definition of employee engagement.
- Demonstrate senior team commitment – in deeds and in words – to building a culture of engagement.
- Run an engagement survey on a regular cycle with a focus on continuous improvement of internal results and achievement of strategic priorities.
- Communicate findings and organization wide action plans in an open and honest fashion.
- Establish roles for executives, managers and individuals in making the engagement of each employee a daily priority.

- Establish employee engagement champion throughout the organization to support the initiative in between survey cycles.
- Equip manager to involve their team in understanding the findings and increasing team engagement.

## PHASES OF EMPLOYEE ENGAGEMENT



### i. ATTRACT

The primary segment of the employee engagement cycle is attracting the top talent from the industry. This stage creates a positive feeling about the work culture and employee career as a potential employer. It is all about creating a reliable, valid and crafted image as an employer. As best talent candidates are attracted from outside, it is essential to keep the present employees attracted towards the organization.

### ii. ACQUIRE

Hiring the most excellent talent not only serves the purpose. Even company must try to keep all the promises that were made during the selection process; they should experience cheerfulness and pleased when their expectations are tested against the actuality. Providing the right kind of culture also plays an eminent role in engaging the employees. Entire scheme is to prepare them to execute their best by giving difficult responsibilities from the initial stage.

### iii. ADVANCE

It is not only promoting the employees to an upper designation with salary increments but also growing them in other ways. Job rotation can help them grow in knowledge accountability and belongingness. Advancing the employees in every aspect plays a significant role.

## ENHANCED ENGAGEMENT: WHEN SAY, STAY AND STRIVE



### ENGAGEMENT PLUS INNOVATION

Innovation plays an eminent role in each and every organization. When organization tries to engage the employees in a creative way employees get self motivated and move forward to accomplish the goals. Committed employees generate unique ideas, stay and strive for organizational development.

### ENGAGEMENT PLUS HEALTHY WORKPLACE

Most important thing in organization is to provide safe and healthy workplace. When organizations prioritize wellbeing of employees and highly engaged then that leads to high performance and high resilience. Many researches have proved engagement plus wellbeing results full engagement.

### ENGAGEMENT PLUS CUSTOMER CULTURE

Every organization needs to keep its one eye on competitor so that it helps while formulating strategies, as it is techno era we need to keep updating the technology in the organization so that we stand separately from competition. Studies have proved engaged employees will focus on customer satisfaction and customer experience.

### Research Methodology adopted

The method used here is a descriptive method where the attributes of a population or phenomenon being studied. The information being collected is through questionnaire. The questionnaire was personally given to employees among the taken sample.

#### Methods of data collection

The methods used for collecting necessary data for this survey is both primary and secondary source.

#### A. Primary source

- a. Questionnaire
- b. Personal contact

**B. Secondary source**

- a Previous reports on employee engagement activities.
- b Related information from internet.
- c Books and publications.
- d Management journals.

**Sample Technique: The sample method used is random sampling method.**

Research design	Descriptive research
Sampling technique	Random sampling
Sampling area	H & R Johnson (India)
Sampling size	100
Data collection instrument	Questionnaires
Hypothesis testing	Non – Parametric test

**CONCLUSION:**

The project is mainly concentrated on the employee engagement activities in H & R Johnson (India) kunigal. The study of employee engagement is one of the significant aspects for the company that is how effectively employees are engaged and contributes organizational success. Employee engagement should be a continuous process of acquiring knowledge, development and action. The data collected from the members of the different departments in the company was analyzed and interpreted to appear at the conclusion. Whole performance of the organization is good even though the management tries to satisfy the employee engagement activities, some of the employees are dissatisfied with the activities. The study contributed a perfect image about engaged employees and disengaged employees and their areas of displeasure. The outcome of the study will sustain the organization to mark out the regions of displeasure. Here by the organization can concentrate on designing several unique employee engagement activities; even management cooperation is required in conducting special appealing activities. I trust this study will help the organization to make some decisions in the future for improving the employee engagement at H & R Johnson.