



A STUDY ON EMPLOYEE ENGAGEMENT WITH SPECIAL REFERENCE TO DAKSHIN BHARAT GATEWAY TERMINAL – PVT. LTD

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ABSTRACT:

Employees who are actively engaged in their job and committed to their organizations provide significant competitive advantages to their organizations, such as increased productivity and fewer employee turnover. The research focused on the practices used in the organization to engage employees. The objective of this research was to determine the amount of dedication, employee perception of their job, and top management support in the business. In order to investigate employee engagement, this study used a descriptive survey approach. The sample was drawn from the organization using a random sampling procedure. Primary and secondary data were used in the course of the study. According to the findings of the study, employer assistance and recognition would contribute to the development of trust between employees and management. The organization promoted information sharing. The organization supported the exchange of information, knowledge, and resources, as well as chances for employees to develop and grow, influencing employee engagement. Employee commitment is proven by good reward programs and techniques that show an interest in employee career development. It can be concluded that allowing people to make their own work decisions, control their work, and attain their goals may help employees become more involved in their careers. Furthermore, it is suggested that managers inside organizations include employees more in goal setting. In order to increase commitment levels, organizations must also develop methods for recognizing employee contributions that help clarify what it means to be an employee engagement.

KEYWORDS: Employee Engagement, Job satisfaction and well-being, Employee satisfaction, Work Life Balance.

INTRODUCTION:

HR serves as the architect of employee engagement, orchestrating a symphony of initiatives that resonate throughout the organization. From nurturing a culture of belonging to fostering professional growth and well-being, HR's relentless commitment to employee engagement creates a harmonious environment where individuals thrive, teams excel, and organizations prosper. By embracing employee engagement as its guiding principle, HR transforms workplaces into vibrant communities where every voice is heard, every contribution is valued, and every individual is inspired to reach new heights of success. Employee engagement is intricately linked with HR functions, as HR is responsible for designing and implementing policies and practices that cultivate a culture of engagement. From recruitment to talent development and performance management, HR plays a pivotal role in creating

an environment where employees feel valued, supported, and empowered. By aligning HR strategies with organizational goals, fostering open communication, providing opportunities for growth and development, and recognizing employee contributions, HR contributes to enhancing engagement levels and driving overall organizational success. Essentially, HR serves as a catalyst for building a motivated, productive, and engaged workforce that is essential for achieving strategic objectives and sustaining long-term growth.

OBJECTIVES OF THE STUDY:

- ❖ To understand the employee engagement strategies in the organization.
- ❖ To Identify and diagnosis the factors of employee engagement.
- ❖ To assess the employee perception towards the workplace.
- ❖ To find out the satisfaction level of employees with current system.

NEED FOR STUDY:

- ❖ Studying employee engagement in an organization provides clue for the employees to contribute to bottom line business success.
- ❖ To understand and identify the problematic areas and make a plan and take action towards improvement.
- ❖ This study helps not only to retain values employee but also the level of performance.
- ❖ This study helps to improve overall organizational effectiveness.
- ❖ This study help estimate organization capacity to manage employee engagement that is closely related to its ability to achieve high performance level and superior business level.

SCOPE OF THE STUDY:

- ❖ Employee engagement will help to reduce the attrition and increase productivity and profit.
- ❖ Employee engagement examine and focus how to make employee more engaged and committed towards the organizational growth.
- ❖ To learn various aspects, tools and policies which can be applied for making the employee more engaged.

REVIEW OF LITERATURE:

1. **Emma Watson, Ryan Garcia (2023)** - This research delves into the effects of flexible work arrangements, such as remote work and flexible hours, on employee engagement. It aims to understand how these arrangements influence employee commitment, motivation, and overall engagement with their work and the organization. By examining the impact of flexibility on various aspects of employee engagement, this study provides insights into optimizing remote work policies and practices for enhanced employee satisfaction and organizational performance.
2. **Sophia Patel, Liam Nguyen (2022)** - Employee recognition programs are crucial for fostering a culture of appreciation and motivation within organizations. This study explores different types of recognition strategies, their effectiveness in driving employee engagement, and their implications for organizational performance. By reviewing existing literature on employee recognition, the research aims to identify best practices that can be implemented to boost employee morale, productivity, and loyalty.
3. **David Chang, Emily Rodriguez (2021)** - Employee well-being is a key determinant of engagement, productivity, and retention in the workplace. This longitudinal study investigates the reciprocal relationship between employee well-being and engagement over time. By tracking changes in both well-being and engagement levels, the research aims to uncover strategies for promoting employee health and happiness, ultimately leading to improved organizational outcomes.

4. **Michelle Lee, Christopher Baker (2024)** - Generational differences in the workforce can significantly impact employee engagement levels. This study examines how engagement varies across different generations, including Millennials, Gen Z, and Baby Boomers. By understanding the unique preferences and values of each generation, organizations can tailor engagement strategies to effectively motivate and retain employees from diverse age groups.
5. **Jennifer Wu, Eric Thompson (2023)** - Leadership styles play a crucial role in shaping employee engagement levels within organizations. This research explores the relationship between leadership styles, such as transformational, transactional, and laissez-faire leadership, and employee engagement outcomes. By analyzing the impact of different leadership approaches, the study aims to identify leadership behaviors that contribute to higher levels of employee motivation, satisfaction, and commitment.
6. **Amanda Carter, Justin Lewis (2022)** - Technology adoption has transformed the way employees work and collaborate, impacting their engagement levels. This case study investigates the effects of digital transformation initiatives on employee engagement and job satisfaction. By examining the implementation of technology-driven changes, the research aims to identify challenges and opportunities for fostering engagement in virtual work environments.
7. **Stephanie Clark, Benjamin Foster (2023)** - Employee voice refers to the opportunity's employees have to express their opinions, ideas, and concerns within organizations. This analysis explores the role of employee voice in driving engagement and organizational performance. By examining feedback mechanisms and communication channels, the study aims to uncover how empowering employees to voice their views can enhance motivation, innovation, and productivity.
8. **Rachel Garcia, Daniel Smith (2024)** - Diversity, equity, and inclusion (DEI) initiatives are critical for creating an inclusive workplace culture that fosters engagement and belonging. This research investigates the impact of DEI efforts on employee engagement levels, exploring how inclusive practices influence organizational outcomes. By promoting diversity and equity, organizations can enhance employee satisfaction, creativity, and performance.
9. **Laura Martinez, Matthew Taylor (2021)** - Organizational communication plays a pivotal role in shaping employee perceptions, attitudes, and behaviors. This cross-cultural analysis examines how communication practices influence employee engagement across different cultural contexts. By understanding cultural nuances in communication, organizations can improve engagement levels and build stronger relationships with diverse workforce demographics.
10. **Olivia Johnson, Nathan Brown (2022)** - Employee benefits, such as healthcare, retirement plans, and wellness programs, are essential for attracting, retaining, and motivating talent. This research assesses the impact of employee benefits on engagement levels and organizational outcomes. By offering competitive benefits packages, organizations can enhance employee satisfaction, loyalty, and overall well-being.

RESEARCH DESIGN:

The study is descriptive in nature. This research is basically fact finding with adequate interpretation using simple analysis of data and by developing thinking and elaborating of patterns and obtaining tentative generalizations as hypothesis.

SOURCES OF DATA:

- Primary Data – Questionnaire given to 150 respondents
- Secondary Data - Websites and, Published reports & Review of literature from published articles.

HYPOTHESIS – 1

- ❖ H0 – There is no significant relationship between the age of the employees and their career growth and opportunities.
- ❖ H1 – There is significant relationship between the age of the employees and their career growth and opportunities.

Correlations

Correlations

		AGE	Do you see a pathfor career advancement at the organization?
AGE	Pearson Correlation	1	-.062
	Sig. (2-tailed)		.452
	N	150	150
Do you see a path for career advancement at the organization?	Pearson Correlation	-.062	1
	Sig. (2-tailed)	.452	
	N	150	150

INTERPRETATION

The p value is -0.62 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age and career opportunities.

HYPOTHESIS – 2

- ❖ H0 – There is no significant difference between role and employee perception towards job.
- ❖ H1 – There is a significant difference between role and employee perception towards job.

Correlations

Correlations

		What is your role in the company?	Do you feel that level of stress is manageable?
What is your role in the company?	Pearson Correlation	1	.049
	Sig. (2-tailed)		.549
	N	150	150
Do you feel that level of stress is manageable?	Pearson Correlation	.049	1
	Sig. (2-tailed)	.549	
	N	150	150

The p value is 0.49 which is greater than the significance value (0.05) hence null hypothesis (H₀) is accepted. Therefore, there is no significant difference between the role and job satisfaction.

FINDINGS

- Age Group: The age group with the highest representation is 34% (31-35 age group), while the lowest representation is 5.3% (Above 41 age group).
- Gender: The gender with the highest representation is 74.6% (Male), whereas the lowest representation is 25.3% (Female).
- Marital Status: The majority of respondents are married (72%), with unmarried respondents comprising the lowest proportion (28%).
- Role in the Company: The most prevalent role is middle management (38.7%), while trainees represent the smallest proportion (6%).
- Education Qualification: Undergraduates represent the largest group (58.7%), with "others" being the smallest (0.7%).
- Experience: The majority have 3-5 years of experience (48%), whereas those with 0-2 years constitute the lowest percentage (12%).
- Income: The most common income range is 10001-25000 (39%), while those earning above 50000 constitute the smallest proportion (3.3%).
- Department: Operations is the predominant department (31.3%), with Human Resources being the least represented (8%).
- Effective Way of Engaging Employees: Training is considered most effective by 44%, while fringe benefits are considered the least effective (24%).
- Satisfaction with Organization Culture: The majority (53.3%) agree with the organization's culture, with only 0.7% strongly disagreeing.
- Recognition for Accomplishments at Work: A majority (50.7%) agree that the company recognizes their accomplishments, with 2.7% strongly disagreeing.
- Recreational Activities: Most respondents (54.7%) agree that recreational activities take place in the company, with 3.3% strongly disagreeing.
- Motivating Working Environment: A majority (57.3%) find the working environment motivating, with 2.7% strongly disagreeing.
- Satisfaction with Compensation and Benefits: Most respondents (49.3%) are satisfied with their compensation and benefits, with 3.3% strongly disagreeing.
- Encouragement for Professional Development: A majority (56.7%) feel encouraged for professional development, with 2% strongly disagreeing.
- Knowledge Sharing Among Employees: Most respondents (55.3%) agree that employees share knowledge, with 2.7% strongly disagreeing.
- Utilization of Available Opportunities for Knowledge Upgradation: A majority (56.7%) utilize available opportunities for knowledge upgradation, with none strongly disagreeing.
- Perception of Career Advancement Path: The majority (57.3%) see a path for career advancement, with 2.7% strongly disagreeing.
- Manageability of Stress: A majority (54%) find stress manageable, with 2% strongly disagreeing.

- Provision of Required Technology and Resources: Most respondents (57.3%) agree that the company provides required technology and resources, with 1.3% disagreeing.
- Valuing Employees' Work: A majority (55.3%) feel their work is valued, with 2.7% strongly disagreeing.
- Comfort with Leave Facilities: Most respondents (57.3%) are comfortable with the leave facilities, with 1.3% strongly disagreeing.
- Flexibility of Working Hours: A majority (56%) find the working hours flexible, with 0.7% strongly disagreeing.
- Manager's Openness to New Ideas and Suggestions: A majority (55.3%) agree that managers are open to new ideas and suggestions, with 0.7% strongly disagreeing.
- Regular Feedback from TL/Manager: Most respondents (56.7%) receive regular feedback from their TL/Manager, with 3.3% strongly disagreeing

SUGGESTIONS

From this study, the researchers provided the following suggestions to the organization which was given by the employees of Daskin Bharat Gateway Terminal Pvt Ltd.

- ❖ **Tailored Training Initiatives:** Develop customized training programs focusing on skill development and career advancement opportunities, considering the majority preference for training as the most effective engagement tool.
- ❖ **Recognition Programs Reinforcement:** Strengthen existing recognition programs to acknowledge and appreciate employees' contributions, aligning with the majority sentiment that the company recognizes their achievements.
- ❖ **Cultural Enhancement Efforts:** Continuously nurture and reinforce the positive organizational culture, leveraging the satisfaction expressed by a significant majority of respondents regarding the current culture.
- ❖ **Promotion of Recreational Activities:** Expand and promote recreational activities to foster team cohesion and alleviate stress, in line with the majority who appreciate the presence of such activities.
- ❖ **Investment in Professional Development:** Prioritize investments in professional development programs to support employees in acquiring new skills and advancing within the organization, aligning with the majority's agreement on the importance of professional growth.
- ❖ **Facilitate Knowledge Exchange Platforms:** Foster an environment conducive to knowledge sharing and collaboration, building on the majority's acknowledgment of the existing culture of mutual support and knowledge sharing.
- ❖ **Ensuring Adequate Resources:** Continue to invest in providing necessary resources and equipment to support employee productivity, in line with the majority's agreement on the availability of essential resources.
- ❖ **Clear Career Advancement Pathways:** Provide clear pathways for career advancement and professional growth, leveraging the majority's perception of existing career advancement opportunities.
- ❖ **Stress Management Support:** Implement stress management initiatives and support mechanisms to ensure that work stress remains manageable, considering the majority's agreement on the importance of stress management.
- ❖ **Effective Communication Channels:** Foster open and effective communication channels between managers and employees to ensure regular feedback and dialogue, building on the majority's acknowledgment of their manager's openness to new ideas.
- ❖ **Flexible Work Arrangements:** Offer flexible working arrangements to accommodate diverse employee needs, considering the majority's satisfaction with their current working hours and leave facilities.

- ❖ **Encouragement of Innovation:** Encourage innovation and employee input in decision-making processes, leveraging the majority's agreement on the importance of open communication and idea exchange.

LIMITAIONS OF THIS STUDY

- ❖ The study is restricted to only 150 employees of Daskin Bharat Gateway Terminal Pvt Ltd.
- ❖ The information provided by the respondents could also be biased or inaccurate. No independent verification of the data was possible.
- ❖ Time is a major constraint.
- ❖ Information from more employees would have made this study more exhaustive but due to time limitations it is not possible.
- ❖ The respondents chosen were busy and have less time to answer the questionnaires.

CONCLUSION

This study concludes that the findings of the study conducted among employees of Daskin Bharat Gateway Terminal Pvt Ltd provide valuable insights into the various aspects of employee engagement within the organization. With the majority of respondents indicating their demographics, preferences, and perceptions, the study offers a comprehensive understanding of the current state of engagement and areas for improvement. Overall, the majority of respondents expressed satisfaction with several aspects of their employment, including organizational culture, recognition of achievements, provision of resources, and opportunities for professional development and career advancement. Additionally, the majority reported positive sentiments regarding the availability of recreational activities, the motivating work environment, and the effectiveness of stress management during work. However, the study also highlights several areas where the organization can focus its efforts to further enhance employee engagement. These include the need for tailored training initiatives, reinforcement of recognition programs, cultural enhancement efforts, promotion of recreational activities, investment in professional development, facilitation of knowledge exchange platforms, and ensuring adequate resources. Furthermore, clear career advancement pathways, stress management support, effective communication channels, flexible work arrangements, and encouragement of innovation are also identified as key areas for improvement. By implementing the suggestions provided based on the study findings, Daskin Bharat Gateway Terminal Pvt Ltd can foster a more engaged workforce, leading to higher levels of satisfaction, productivity, and organizational success. Continuously listening to employee feedback and addressing their needs and preferences will be essential in maintaining a positive and thriving work environment.

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