

A STUDY ON EMPLOYEE ENGAGEMENT IN ULTRATECH CEMENT LIMITED - SOUTH CLUSTER

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Abstract: Employee engagement is an important factor for an organization to achieve excellence objective. Engagement is the participation of employees who are deeply interested in the principles of the organization. In business context, employee engagement refers to working with colleagues to get work done efficiently performance that leads to the productivity of the organization. Understand the level of employee's commitment and its impact are the main objectives of this paper and a more detailed analysis of the various factors influencing employee engagement. This research article suggests effective ways Increase productivity using the best employee engagement strategies.

Keywords: Employee Engagement, Ultra Tech Cement Limited, Employees, Factors influencing employee engagement.

Introduction:

Employee engagement is a matter of concern for leaders and managers in organisations across the globe, as it is recognized as a vital element in determining the extent of organizational effectiveness, innovation and competitiveness. The term employee engagement is rooted in academic research, though it was considered largely as practical consultancy issue till 1990s. Though, since then, the concept is attracting greater attention from scholars in disciplines such as business and management, psychology and organizational behaviour it is equally to that there is a paucity of critical academic literature on the subject It is a difficult and an extensive exercise to define engagement and outline its scope. Each study on employee engagement explores it under a different context. As a result, there is absence of a universal and unanimous definition and measurement of employee engagement. In addition to this, employee engagement has been associated with other well researcher and established constructs such as 'organisational commitment', 'Organisational Citizenship Behaviour', 'Job Involvement', 'Flow', etc. Thus, in order understand the construct of employee engagement with greater clarity; we have to rely on several studies on the subject. Employee Engagement refers to a condition where the employees are completely immersed in their work and are passionately attached to their institution/organisation. Research shows that the employee engagement is intellectual and emotional involvement which incorporates the head, heart and hands of employee, put forth the amount of discretionary effort, shows enthusiasm for the job and willingness to help the organization achieve its goals. Employee engagement is a basic element of individual and organisational achievement.

The resolute commitment of the human capital towards their job can lead to a commendable level of performance and competitive advantage to any business. "Your number one customers are your people. Look after employees first and then customers last." – Ian Hutchinson, author of People Glue To become a vanguard in neck throat competition, the corporate are now focusing from processes to people. Employees 'are the key chattels of any organization in today's highly competitive scenario. Businesses have now revolutionized their Human Resource practices to make a perfect blend of work and fun for optimum performance and constructive business outcomes.

Business leaders have recognized and confronted that in such competition, it is important to develop a unique workforce. Employee engagement has emerged as an area of interest among many researchers and had received a greater recognition among consulting firms. It is a dynamic concept that not only increases scientific interest in positive psychological states but also values

human capital. Efforts are being made to ensure apposite employee engagement to sustain the objectives of the businesses. An individual employee's intention to stay in the job is an apt measure to gauge the feeling of employee towards the organization. To offer a significant and emotionally inspiring work experience to the employee, an organization should continually make efforts on worker engagement practices for upholding high employee engagement. To strengthen the bond with employees one must invest in the development of their employees

IMPORTANCE OF EMPLOYEE ENGAGEMENT IN VARIOUS SECTORS

1. "FOR EMPLOYEES"

"Employee engagement is the psychological dedication the employee has to the organization and its goals". This psychological dedication means involved worker's actually recognised and recognize and care about the work they do and their firm, **Kruse Kevin (2012)**. They don't accomplishing the task just for a paycheck, or just for the following promotion, but work towards with respect to the organization's objectives. Engaged employees result in substantially better business consequences lead to:

- **Higher service**, excellence, and efficiency
- **Higher client satisfaction**
- **Increased sales** (repeat business and referrals)
- **Higher levels of earnings**
- **Higher investor profits** (i.e., stock price)

It is discovered that employees were more involved when their leaders offered clear guidelines for job performance, which gave the employees a better feeling of clarity and regulate over what they were presupposed to do author also added that engaged workers are generally more likely to place significance on having the ability to perform well mainly because their overall performance is essential to them ahead of corporate loyalty.

BoutelleClif(2015), engaged employees are the ones valued people who invest their own selves in their work and are dedicated to performing at the best possible level. The importance of employee engagement has been increasing for over 100 years and thus, he presents the four traits that engaged employees exhibit are as follows: **Carnegie Dale and MSW**

Enthusiasm: Employees are passionate about work

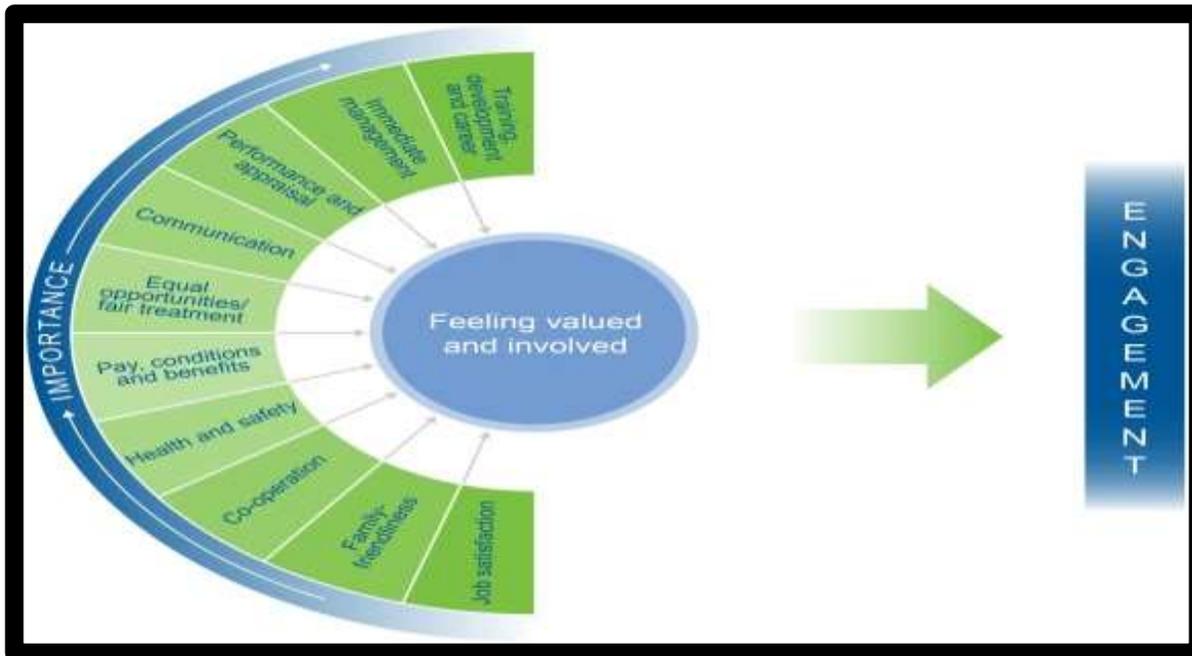
Empowered: Employees are approved to do the work their way

Inspired: Employees are encouraged by their leaders

Confident: Employees are sure that they can achieve superiority

The globally GDP reducing their speed and enterprises facing both old rivals and new market disruptors, company growth depends extremely on the ability to bring in loyal customers, along with new ones in order to do that to occur, you first have to win over your own employees: their souls, minds, innovative energy, and resolve for your company's shared objectives. Carvalho Diana Neves (2015), the research shows that, as staff involvement stages rise, companies acquire key benefits. Profoundly concerned employees are usually more efficient, functioning longer hours and going beyond what is asked, as per the author's survey it describes that organizations having more than engaged employees also register a median of 10% higher customer ratings, 22% more profits, a 21% improvement in productiveness and 41% fewer employee involvement influences many aspects of the restaurant or cafe industry.

One of the major positive outcomes restaurateurs tend to overlook is the power employee engagement has on branding. Keeping employees engaged is one way to ensure they are positively representing the restaurant brand; engaged employees better serve a restaurant, as they share common goals with management, provide excellent customer service, and will typically hold the same job for a longer period of time.



Review of the literature:

Jessica (2015). By ensuring staff is engaged restaurants are more likely to see a growth in profit and customer satisfaction. An employee has the potential to be a restaurant's strongest asset. In an effort to compete efficiently, employer's think of going beyond satisfaction employers need to do their wise decision to encourage their employees to implement their full possible opportunities and functionality to their work, if they don't; portion of valuable employees' resources continues to be not available for any organization,

Bakker and Leiter (2010). Therefore, modern organizations look forward to their employees to be full of pleasure and show persistence for work, they need them to take obligation for their own progress, an attempt for prime quality and overall performance, be enthusiastic and dedicated to what they do basically companies want their personnel to be engaged. Companies are attempting to increase their overall performance that allows you to place their company a measure in advance of competitors.

SakovskaMaryana (2012), at a few moment, fully satisfied employees, quite pleased with their work practical experience, was a good formula for achievement, as a fully satisfied employee, who needed to stay with a company, considered to be the workforce strength and productiveness, companies linked employee engagement with consequences, which are instantly significant most businesses: client satisfaction, productiveness, profit, employee turnover and risk management at work, growing employee involvement and developing an environment that assists to foster employees engagement, can substantially raise the companies' chances of achieving success in their business.

Research methodology:**Research problem:**

The researcher read in the book titled, 'The New Rules of Engagement', where in 10Mike Johnson (2004) wrote 'the ability to engage employees, to make them work with our business, is going to be one of the greatest organizational battles of the coming 10 years. As rightly mentioned by Mike, employee engagement is a hot topic in the world of management today and it has quickly been absorbed into the HR and Business agenda of organizations. Employee engagement is a key challenge, which is capturing the attention of all corporate executives and professionals alike and, increasingly, the acceptance of academics. Today, it is rare to find any article in the popular HR or management journals without mention of employee engagement. Unfortunately, up to date there is no clear and agreed definition of engagement and many researchers and practitioners describe the term in different ways. However, Forbes organisation has dealt with the definition with simple words "Employee engagement is the emotional commitment the employee has to the organization and its goals".

Scope of the Study:

The scope of any research work is defined by including the conceptual, modeling and techniques as boundaries within which the research is expected to be carried out. The study is conducted in 4 Units of UltraTech Cement Ltd located in Tadipatri (Andhra Pradesh), Shankarpalli (Telangana), Arakonam (Tamilnadu) and Ginegera (Karnataka). The study further extended to include demographic factors of employee respondents in the select Units. The study further included employee engagement initiatives, levels and factors that drive the employee engagement, the best practices and its impact with regard to employee engagement, measuring the employee engagement and its effect on overall performance of the employees as the scope of the study and finally, identify the bottle necks to bridge the gaps of implementation.

Sample Size:

The sample size is 200. The sample size was suggested by the organization and the list of 200 employees was collected from the Human Resources Department.

Objectives of the study:

The objectives of the research study are

- 1) To understand the employee engagement initiatives undertaken in UltraTech Cement Ltd (south cluster)
- 2) To know the levels of employee engagement in the organization
- 4) To know the impact of socio-demographic variables on employee engagement in the organization.

Data analysis:

Ultra tech is committed to giving employees a value proposition while creating a world of opportunities. Various measures have been taken to involve employees. Its effectiveness translates into better employee engagement in 2016. The Sales and Service Academy plans to run flagship programs such as FrontStep and NextStep, which target and increase the efficiency of frontline salespeople. And grow. The Technical Training Center led the development of technical performance and business simulation plans for different management levels. In cooperation with Xavier Management Institute (XLRI), the StepAhead professional development program was launched to transform managers into senior positions.

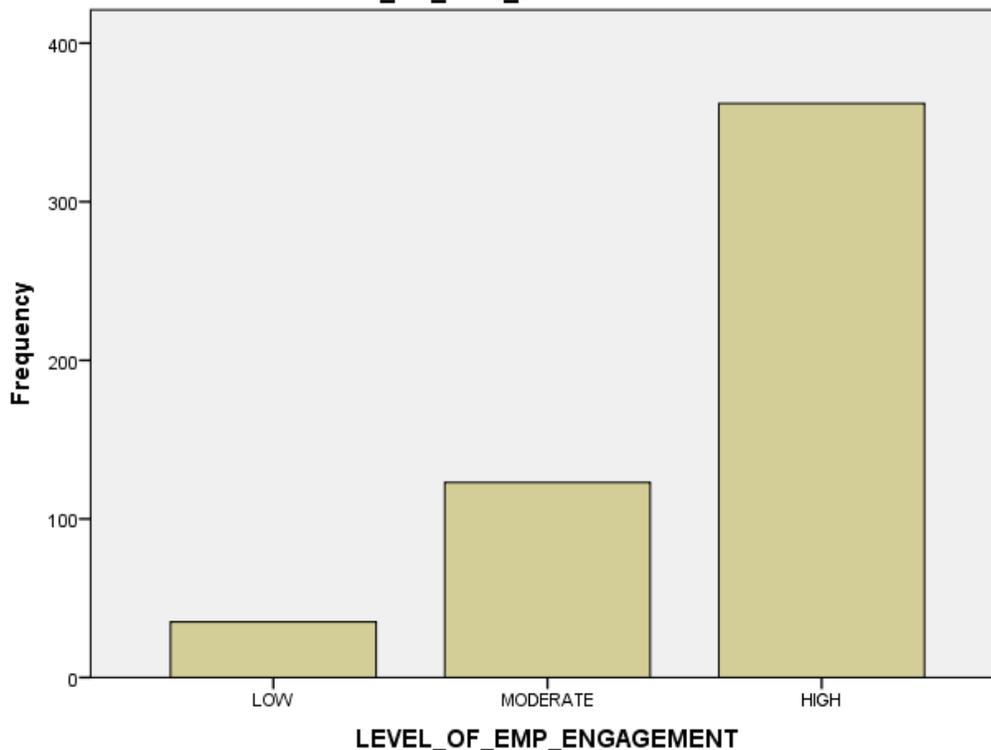
Statistics
LEVEL_OF_EMP_ENGAGEMENT

N	Valid	200
	Missing	0
Mean		2.6288
Std. Error of Mean		.02663
Std. Deviation		.60723
Variance		.369
Skewness		-1.411
Std. Error of Skewness		.107

LEVEL_OF_EMP_ENGAGEMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LOW	14	6.7	6.7	6.7
	MODERATE	46	23.7	23.7	30.4
	HIGH	140	69.6	69.6	100.0
	Total	200	100.0	100.0	

LEVEL_OF_EMP_ENGAGEMENT



CONCLUSION:

Employee Engagement is a positive attitude of employees towards the organization and its values. It is rapidly gaining popularity, application, and relevance in the workplace and affects organizations in many ways. Employee engagement emphasizes the importance of communication with employees to the success of the company. Therefore, the organization must consider

employees, more than any other variable, as influential factors that contribute to the competitiveness of the company. Therefore, employee participation must be a continuous process of learning, improvement, measurement and action. Therefore, the researcher concludes that increasing and maintaining employee engagement is the responsibility of the organization and requires the perfect combination of time, effort, commitment, and investment to be successful in business. . Therefore, the researcher conducted this study entitled “A Study On Employee Engagement In Ultratech Cement Limited - South Cluster” Data were collected through a well structured questionnaire and appropriate statistical tools were used. Based on the data findings, suggestions In conclusion, the researcher concluded that the participation of employees is satisfactory, which is an important factor in private sector organizations.

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