



EMPLOYEE ENGAGEMENT IN CONSTRUCTION INDUSTRY – RURAL AREA

*A Study of HR Practices & Their Impact on Employee Engagement: Special Reference to Rural
Construction Industry of Madhya Pradesh*

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Abstract

Employee engagement is a critical factor influencing productivity, retention, and organizational success. In rural construction industries, engagement faces unique challenges due to socio-economic conditions, limited resources, and workforce diversity. This paper explores determinants of employee engagement in rural construction settings, its impact on performance, and strategies to enhance engagement. The study uses descriptive and analytical methods, with data collected from rural construction sites in Madhya Pradesh.

Keywords: Employee Engagement, Rural Workforce, Construction Industry, HR Practices

1. Introduction

Employee engagement is essential for organizational success, especially in labor-intensive sectors like construction. In rural areas, challenges such as low literacy, seasonal employment, and migration affect engagement levels. This paper aims to identify factors influencing engagement, analyze its impact on productivity, and suggest HR practices.

2. Literature Review

The concept of employee engagement has been widely studied in organizational behavior literature. Kahn's Psychological Conditions and Maslow's Hierarchy of Needs provide theoretical foundations. Previous studies link engagement to safety, quality, and project timelines. However, rural workforce challenges such as lack of training and poor living conditions remain underexplored.

3. Research Methodology

The study adopts a descriptive and analytical research design. Data is collected through structured questionnaires and interviews from workers at rural construction sites in Madhya Pradesh. Engagement is measured using a Likert scale, and statistical analysis is performed using SPSS.

4. Findings and Discussion

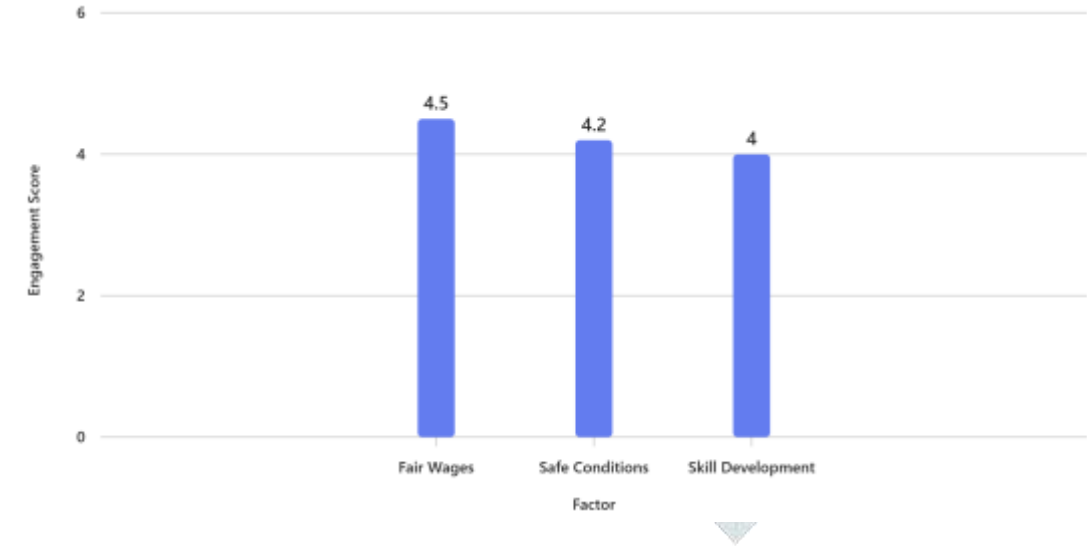
Key drivers of engagement include fair wages, safe working conditions, communication, and skill development.

Challenges include high attrition due to migration and limited access to welfare schemes.

Impact: Higher engagement correlates with better productivity and lower absenteeism.

Factor	Engagement Score	Impact on Productivity
Fair Wages	4.5/5	High
Safe Conditions	4.2/5	Moderate to High
Skill Development	4.0 / 5	Moderate

Interpretation: The analysis indicates that fair wages have the highest engagement score, strongly correlating with high productivity. Safe working conditions and skill development also show significant positive impacts, emphasizing the need for comprehensive HR strategies.



5. Recommendations

Implement training programs, provide basic amenities, introduce recognition systems, and strengthen community-based HR practices.

6. Conclusion

Employee engagement in rural construction is influenced by socio-economic factors and organizational practices. Strategic HR interventions can significantly improve engagement.

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