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A Study on Employee Engagement Towards Arthanari Loom Centre Textile Pvt. Ltd, Salem

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ABSTRACT
Employee engagement is a critical factor that influences organizational success, productivity, and employee retention. This study aims to assess the level of employee engagement at Arthanari Loom Centre Textile Pvt. Ltd, Salem, and identify the key factors that contribute to or hinder engagement among its workforce. The research focuses on various dimensions of engagement such as job satisfaction, organizational commitment, communication effectiveness, and recognition. A structured questionnaire was used to collect primary data from employees across different departments. The study findings highlight areas of strength, such as teamwork and supervisor support, while also identifying gaps in career development opportunities and employee involvement in decision-making. Recommendations are provided to enhance engagement strategies and create a more motivated and productive work environment. This research provides valuable insights for HR practitioners and management to implement effective employee engagement practices in the textile sector.

I. INTRODUCTION OF THE STUDY

Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context and works with colleagues to improve performance within the job for the benefit of the organization.

Engagement is the willingness and ability to contribute to company success, the extent to which employees put discretionary effort into their work, in the form of extra time, brainpower and energy"

Employee engagement describes employees' emotional and intellectual commitment to their organization and its success.

Employee engagement is a key ingredient in achieving high quality performance – both at the individual, team and organizational level.

Employee engagement is a two-way interaction between the employee and the employer, whereas the earlier focus tended to view the issues from only the employee's point of view.

Importance

Employment Engagement is an important concept in HR Management. Engaged employees are more productive, more profitable, more customer focused, safer and much less likely to leave their employer. The more Employee Engagement is seen, the less Attrition is seen, and it goes both ways.

STATEMENT OF THE PROBLEM

Employee engagement plays a crucial role in enhancing organizational performance, employee satisfaction, and retention. In the competitive textile industry, companies like Arthanari Loom Centre Textile Pvt. Ltd., Salem need a highly engaged workforce to maintain productivity and growth. However, organizations often face challenges in understanding the exact needs, motivations, and concerns of their employees, which can lead to decreased engagement levels, lower morale, and increased turnover. Therefore, it becomes important to study the existing level of employee engagement, identify the factors affecting it, and suggest strategies for improvement. This study seeks to investigate the current state of employee engagement at Arthanari Loom Centre Textile Pvt. Ltd. and to address the gaps that may hinder employee commitment and organizational success

OBJECTIVES OF THE STUDY

- To assess the current level of employee engagement at Arthanari Loom Centre Textile Pvt. Ltd., Salem.
- To identify the factors that influence employee engagement within the organization.
- To analyze the impact of employee engagement on organizational performance and employee retention.

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- To examine the existing employee engagement practices and policies in the company.
- To find out the challenges and barriers to effective employee engagement.
- To suggest strategies and recommendations for improving employee engagement at Arthanari Loom Centre Textile Pvt. Ltd.

SCOPE OF THE STUDY

This study focuses on assessing the level of employee engagement at Arthanari Loom Centre Textile Pvt. Ltd., Salem. It covers various dimensions such as employee satisfaction, motivation, communication, recognition, and the overall work environment. The scope is limited to the current employees across different departments within the organization. The study aims to understand how employee engagement influences organizational performance and employee retention. It also seeks to evaluate the effectiveness of existing engagement practices and identify areas that require improvement. The findings of the study are intended to assist the management in formulating better strategies to enhance employee engagement and drive productivity. However, the study is based on data collected during a specific period and is subject to changes over time depending on organizational policies and employee perceptions.

LIMITATIONS OF THE STUDY

- The study is limited to employees of Arthanari Loom Centre Textile Pvt. Ltd., Salem, and may not be generalized to other organizations.
- The sample size is restricted, which may not fully capture the opinions of the entire workforce.
- The data collected is based on self-reported information, which may be influenced by personal bias.
- The study is conducted within a specific time frame and does not consider changes that may occur in the future.
- Time and resource constraints limited the depth of the study and the possibility of conducting a long-term analysis.

II. REVIEW OF LITERATURE

Pragati JayantibhaiVasani and Vaishali Vishwanathan Pillai (2022) Employee Engagement refers to the level of commitment and involvement of the employees towards their organization and its values. The aim of this study is to study the impact of employee engagement on employee performance and to study the factors affecting employee engagement. The result of the study discovered that employees are satisfied with the overall performance of the company. All the factors of Employee engagement are affecting the employee performance in the positive way at the organization.

Ashish Malik, PraveenaThevisuthan, Thedushika De Sliva (2022) Managing human resource management (HRM) activities that underpin people and system-level performance in an efficient and effective way has been a key focus of the field of HRM. This focus leads organizations to rethink and reimagine the system of HRM design and implementation for improved performance and efficiency whether it is through efficient processes or through the adoption of disruptive technological innovations, including building on existing human resource information systems (HRIS) and traditional HRM systems to automate processes and adopt artificial intelligence (AI) applications.

III. RESEARCH METHODOLOGY

Research methodology is a term the basically means the science of how research is done scientifically. It is a way to systematically and logically solve a problem, help us understand the process bit just the product of research, and analyze methods in addition to the information obtained by them.

This chapter will focus on research methodology. The methodology includes research design, target population and sampling, data collection, measuring instruments, methods of data collection, pilot study and data analysis.

Definition of research methodology

Business research methods can be defined as “a systematic ad scientific procedure of data collection, compilation, analysis, interpretation, and implication pertaining to any business problem”. Types of research methods can be classified into several categories according to the nature and purpose of the study and other attributes. In methodology chapter of your dissertation, you are expected to specify and discuss the type of your research according to the following classifications

RESEARCH DESIGN

The Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Here the types of Research Design are DESCRIPTIVE in nature.

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DESCRIPTIVE RESEARCH

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions.

A descriptive research design can use a wide variety of research methods to investigate one or more variables. Unlike in experimental research, the researcher does not control or manipulate any of the variables but only observes and measures them.

POPULATION OF THE STUDY

A research population is also known as a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain non-population usually have a common, binding characteristic or traits.

This research is conducted by Employees of Arthanari loom centre textile pvt. ltd, salem and there are 127 Employees of Arthanari loom centre textile pvt. ltd, salem

SAMPLING

Sampling definition, Sampling is a technique of selecting individual members or a subset of the non-population to make statistical inferences from them and estimate characteristics of the whole population. Different sampling methods are widely used by researchers in market research so that they do not need to research the entire population to collect actionable insights. It is also a time convenient and a cost-effective method and hence forms the basis of any research design. Sampling techniques can be used in research survey software for optimum derivation.

TYPES OF SAMPLING

Since my total number of respondents are selected from Employees of Arthanari loom centre textile pvt. ltd, salem. It is a well-known population so using Probability Sampling Techniques for respondents of this study.

SAMPLING SIZE AND TECHNIQUES

Proportion Census Method is adopted for this study. The questionnaire was distributed to 127 respondents. The remaining was unfilled. Here the sample size calculator Creative Research Systems (https://www.surveysystem.com/sscale.htm) is used to analyses the size of the sample from the population.

DATA COLLECTION METHOD USED IN THIS STUDY

PRIMARY DATA

Primary data is data that is collected by a researcher from first-hand sources, using methods like

- Creative works
- Diaries
- Experiments performed by you, the researcher
- Letters
- Surveys and censuses
- Interviews.

A primary source is collected directly from the original source. It is not clouded with someone else's views or judgments.

Secondary Data

The term is used in contrast with the term secondary data. Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for another research. Examples of secondary data include

- Encyclopaedias
- Essays
- Newspaper opinion pieces
- Reviews
- Textbooks.

Typically, a researcher will begin a project by working with secondary data. This allows time to formulate questions and gain an understanding of the issues being dealt with before the more costly and time-consuming operation of collecting primary data.

Tools for analysis and interpretation

Statistical tools that are used for the analysis are Simple percentage analysis, Garrett ranking method and weighted average method.

- Simple percentage analysi
- Garrett ranking method
- Weighted average method

IV. DATA ANALYSIS AND INTERPRETATION

4.1 SIMPLE PERCENTAGE ANALYSIS

DO YOU FEEL THERE ARE OPPORTUNITIES FOR GROWTH

Particulars	Respondents	Percentage
Strongly agree	13	10
Agree	25	20
Neutral	47	37

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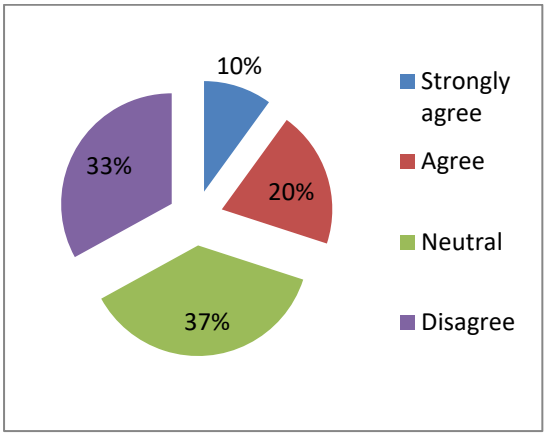
Disagree	42	33
Total	**127**	**100.0**



4.2 GARRETT RANKING TESTS

Factors that motivate you the most at work.
Percentage positions and their corresponding garretts table value

Rank	Percentage position	Garrett's Table value
1	**100(1-0.5)/5=10**	**75**
2	100(2-0.5)/5=30	60
3	100(3-0.5)/5=50	50
4	100(4-0.5)/5=70	40
5	100(5-0.5)/5=90	25

The above table percentage positions for the ranks 1,2,3,4 and 5 and their corresponding Garrett's table values. For rank 1 the calculated percentage positions value is 10 and the table values is 75, this value is given in the Garrett ranking table for the percentage 10.06 which is near 10. As for all the calculated positions, the table values are referred to from Garrett ranking table.

Factors That Motivate you the Most at Work

The table below shows the number of respondents ranking the factors as 1,2,3,4 and 5 for the preference of the factors responsible for challenges in export, which show the total score and mean score.

Factors	I (75)	II (60)	III (50)	IV (40)	V (25)	Total	Total score	Mean score	Rank
Salary	57	26	18	16	10	127	7625	60.03	5
	4275	1560	900	640	250				
Recognition	67	22	16	13	9	127	7890	62.12	2
	5025	1320	800	520	225				
Job Security	56	30	17	13	11	127	7645	60.19	4
	4200	1800	850	520	275				
Career Growth	55	36	14	12	10	127	7715	60.74	3
	4125	2160	700	480	250				
Work Life Balance	61	37	11	10	8	127	7945	62.55	1
	4575	2220	550	400	200				

Source: primary data

The mean score is calculated by dividing the total score by total number of respondents.

INTERPRETATION

It is known from the above table that according to Garrett's ranking the factors which induce the respondents to show the factors responsible for which challenges in export prefer are in this order namely **Work-Life Balance (Rank 1), Career Growth (Rank 3), Recognition (Rank 2), Salary (Rank 5), Job Security (Rank 4).**

INFERENCE

From the analysis it's clear that respondents give much importance to Work-Life Balance and Recognition when compared with other Factors.

WEIGHTED AVERAGE METHOD

Influence your engagement at arthanari loom centre textile pvt. Ltd., salem.
Level of satisfaction towards the material

Factors	1	2	3	4	5	Total	Weighted Average	Rank
Work Environment	56*5 280	28*4 112	18*3 54	15*2 30	10*1 10	486/127	3.86	3
Recognition and Rewards	59*5 295	25*4 100	18*3 54	14*2 28	11*1 11	488/127	3.84	4
Opportunities for Growth	59*5 295	27*4 108	20*3 60	13*2 26	8*1 8	497/127	3.91	2
Management Support	59*5 295	29*4 116	18*3 54	14*2 28	7*1 7	500/127	3.93	1
Work-Life Balance	48*5 240	34*4 136	17*3 51	15*2 30	13*1 13	470/127	3.70	5

Source: Primary data

INTERPRETATION

From the above analysis, it is informed, it is inferred that highest weightage is given to the factor by the respondents is **Management Support (3.93)** and the second weightage is given to the factor by the respondents is **Opportunities for Growth (3.91)** and the third highest weightage is given to the factor by the respondents is Work Environment **(3.86)** and the Fourth highest weightage is given to the factor by the respondents is **Recognition and Rewards (3.84)** and the fifth

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(last) highest weightage is given to the factor by the respondents is **Work-Life Balance (3.70).**

V. FINDINGS

- The majority 56 % (71) of respondents are Female.
- The majority 38 % (48) of respondents are 30-40 years.
- The majority 35% (45) of respondents were Rs.15,001 – Rs. 20,000.
- The majority 37% (47) of respondents were Undergraduate.
- The majority 17% (22) of respondents were cutting department.
- The majority, 25% (32), of respondents were 61–80%.
- The majority, 39% (50), of respondents were Frequently.
- The majority, 40% (50), of respondents were Sometimes.
- The majority, 37% (47), of respondents were Neutral.
- The majority, 94% (115) of respondents Tamil Nadu.

VI. SUGGESTIONS

This study investigates employee engagement at Arthanari Loom Centre Textile Pvt. Ltd., Salem. Employee engagement is a critical factor that influences motivation, productivity, and overall job satisfaction. The research aims to understand how employees perceive their work environment and their emotional commitment to the company. It explores the key drivers that enhance or hinder engagement within the organization. Through surveys and interviews, the study gathers insights from employees across various departments. The findings will help identify strengths and areas needing improvement in employee relations. This research also highlights the role of leadership, communication, and workplace culture in fostering engagement. The goal is to suggest actionable strategies for improving employee involvement and loyalty. Ultimately, higher engagement is expected to lead to better performance and organizational success. This study contributes to the broader understanding of employee dynamics in the textile industry.

VII. CONCLUSION

In conclusion, employee engagement plays a vital role in the success of Arthanari Loom Centre Textile Pvt. Ltd. The study shows that supportive leadership, clear communication, and a positive work culture are key factors in boosting engagement. Addressing employee concerns and fostering motivation can improve overall job satisfaction and productivity. Implementing effective engagement strategies will help retain talent and enhance organizational performance. The findings emphasize the need for continuous efforts to maintain a motivated workforce. By focusing on employee engagement, the company can achieve sustainable growth and competitive advantage. This study provides valuable insights for management to create a better work environment. Overall, engaged employees contribute significantly to the company's progress and success.

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