

A STUDY ON RURAL EMPLOYEE PERCEPTION ON EMPLOYEE ENGAGEMENT PROGRAMS IN TAMILNADU NEWS PRINT & PAPER LIMITED (TNPL)

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ABSTRACT

A study on Rural Employee perception on the Rural Employee engagement programs of “TAMILNADU NEWSPRINT AND PAPERS LIMITED, PUGALUR” project is to know about the Rural Employee engagement programs. The objective of the research is to identify the Rural Employee perception on the Rural Employee engagement programs at TamilNadu newsprint and papers limited, karur to study the Awareness of Rural Employee regarding engagement program, the satisfaction level of the employees towards the Engagement program. To study the relationship between the employees and the management and to analyze the development of the Rural Employee through these activities. Engaged Rural Employee feel a strong emotional bond to the organization that employs them.

Introduction

Rural Employee engagement is the level of commitment and involvement an Rural Employee has towards their organization and its value. An Rural Employee engagement is aware of business context, and work with colleagues to improve performance with the job for the benefit of the organization and its value. The objective of the study is to Rural Employee perception on the Rural Employee engagement programs TNPL ltd, to study know the Awareness of Rural Employee regarding engagement program, the satisfaction level of the employees towards the Rural Employee engagement program

RURAL EMPLOYEE ENGAGEMENT

Rural Employee Engagement is the means or strategy by which an organization seeks to build a partnership between the organization and its employees, such that

- ❖ Employees fully understands and is committed to achieve the organization's objectives, and
- ❖ The organization respects the personal aspirations and ambitions of its employees.
- ❖ It is seen largely the organization's responsibility to create an environment and culture conducive to this partnership.

ENGAGEMENT CENTERS ON EIGHT COMMON THEMES:

- ❖ Having adequate resources
- ❖ Having development opportunities
- ❖ Making personal connections
- ❖ Receiving constructive feedback
- ❖ Having clear goals
- ❖ Making a personal contribution
- ❖ Understanding task significance
- ❖ Feeling pride in one's company

IMPORTANCE OF RURAL EMPLOYEE ENGAGEMENT

Engaged Rural Employee will stay with the company. Be an advocate of the company and its products and services and contribute to the bottom line business success. Engaged employees also normally perform better and are more motivated.

There is a significant link between Rural Employee engagement and profitability. Rural Employee engagement is critical to any organization that seeks not only retain valued employees, but also increase its level of performance.

FACTORS LEADING TO RURAL EMPLOYEE ENGAGEMENT

- ❖ Career Development- Opportunities for Personal Development
- ❖ Career Development – Effective Management of Talent
- ❖ Leadership- Clarity of Company Values
- ❖ Leadership – Respectful Treatment of Employees
- ❖ Leadership – Company's Standards of Ethical Behavior
- ❖ Empowerment

OTHER FACTORS

- ❖ Equal Opportunities and Fair Treatment
- ❖ Performance appraisal
- ❖ Pay and Benefits
- ❖ Health and Safety
- ❖ Job Satisfaction
- ❖ Communication

- ❖ Family Friendliness
- ❖ Co-operation

STATEMENT OF THE PROBLEM

As Rural Employee engagement become an important topic in AkzoNobel, low engagement in Corporate HR becomes an issue that need to be addressed. There are four main topics in the engagement survey: growth, teamwork, management support and basic needs. The result showed the most items in management support were scored relatively low such as the mean of development support from manager was 3.33 which is far below the 25 percentile..

Rural Employee engagement. Specifically, in order to foster Rural Employee engagement, it is important for line managers to ensure that: the right people are in the right jobs; goals and objectives are clearly communicated; effort is appropriately rewarded; and opportunities for development and promotion are provided.

OBJECTIVES OF THE STUDY

- ❖ To analyze the Rural Employee perception on the Rural Employee engagement programs such as self development program, suggestions scheme and cultural programs.
- ❖ To find out the Awareness of Rural Employee regarding engagement program.
- ❖ To study the satisfaction level of the employees towards the Rural Employee engagement program.
- ❖ To study the relationship between the employees family and the organization.
- ❖ To find out the improvement in work performance through Rural Employee engagement program.

SCOPE OF THE STUDY

- ❖ This study aimed to identify the Rural Employee perception on the Rural Employee engagement activities at TNPL (TamilNadu newsprint & paper ltd) Karur.
- ❖ Engaged employees feel a strong emotional bond to the organization that employs them.

- ❖ It helps to lower Rural Employee turnover, high customer loyalty, increases productivity and enhanced profitability.
- ❖ It which helps to achieve high performance levels and superior business results.
- ❖ The results of the study may help to enhance the Rural Employee engagement level which will benefit both the company and the employees for the betterment.

RESEARCH METHODOLOGY

Research Design

The researcher has adopted the descriptive research study. Descriptive research includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is descriptive of the state of affairs as it exists at present.

SAMPLING TECHNIQUE

This study is based on the probability method by using the simple random sampling technique.

SAMPLING SIZE

The sampling size of 180 is used.

STATISTICAL TOOLS USED

- a) Simple Percentage Analysis
- b) Weighted average
- c) Chi-square-test

LIMITATIONS OF THE STUDY

- Rural Employees did not have time to respond due to their busy schedule.
- Workers are in heavy fear to answering the questions.
- They hesitate to answer certain questions.
- The Sample was restricted to 150 Numbers/respondents.

Findings

- 48% of the employees are under the age group of 31-40 and 23% of the employees are under the age group of 41-50 , 16% under 20-30 and 13% Of the Rural Employee are under age group of > 50.

- 76% of the employees are male and 22% of the employees are female
- 56% of the employees have completed UG 44% of the employees have completed PG.
- 48% of the employees are from the experience greater than 15yrs, 30% of the employees are from the experience between 11-15yrs and 15% of the employees between 6-10 yrs of experience and 8% of the employees are from the experience between 1-5yrs.
- 100 % of the employees are aware of the Rural Employee engagement parograms.
- 80% of the employees have participated in the SDP and 20 % have not participated in the SDP.
- 55% of the employees have participated 1-2 times, 33% have participated 3-4 times, and 12% have participated more than 4 times.
- 60% of the employees knew about the SDP through their superiors and 40 % from their coworkers.
- 80% of the employees have encouraged their coworkers to participate in the SDP and 20% are not encouraged.
- 48% of the employees agree that they are aware of the evaluation process, 29% are strongly agree,20% are Moderate and 3% are disagree.
- 76% of the employees are satisfied with the evaluation process and 24% of the employees are not satisfied.
- 44% of the employees strongly agree that their presentation skills have improved through SDP, 33% of the employees agreed and 14% of the employees moderate and 6% of the employees disagreed and 3% of the employees strongly dis agree
- 71% of the employees have a neutral opinion in the need for changes in the process of conducting the SDP 11% agreed while10% disagreed and 8% strongly agreed the statement.
- 79% of the employees participate in sugesstion schemewhile 24% not participate in sugesstion scheme.

- 52% of the employees have participated in suggestion scheme 1-2times, while 37% are participated in 3-4 times and 11% greater than 4 times.
- 48% of the employees agreed that suggestion scheme has enhanced their creativity, 22% strongly agreed, 21% have neutral opinion and 9% dis-agreed.
- 63% of the employees participate in the cultural activities while 37% not participate.
- 45% of the employees have participated in cultural activities 1-2time, 22% have participated 3-4times and 33% have participated >4times.
- 38% of the employees are Moderate the opinion that the relationship with their peer's family has been enhanced and 19% strongly disagree, 17% are disagree and 13% are s. disagree.
- 37% of the employees moderate that the relationship between organization and families have enhanced by cultural activities, 32% are agree and 27% are s. agree and 4% s. disagree.
- 33% are of the opinion that they are not encouraged by their superiors to participate in the engagement programs, 29% agree that and 27% are Moderate and 11% strongly agree.
- 71% of the employees are opinion that they are recognized and rewarded for these activities and 29% are not.
- 37% of the employees are Moderate with the engagement programs satisfaction, 32% are Agree and 27% are S. Agree and 4% are Dis-agree.
- 45% have strongly agreed that they improved their performance through participating in the engagement programs, 31% have Agree opinion and 21% Moderate and 3% have strongly dis-agree.

SUGGESTIONS

- ❖ It was found that the Rural Employee need change in the present way of conducting SDP (self development program) .So the management should device an appropriate methodology to conduct the SDP in effervescent manner.
- ❖ It was found that Rural Employee ranked cultural program as the best Rural Employee engagment program followed by suggestion scheme and self development

program. Hence the management should take steps in designing the other two programs in a lucarative manner to make employees paticipative.

- ❖ It was found that the interaction between the employees are low,so the management should concentrate to build a good interaction betwee employees through conducting small group activities.

Conclusion

This study conducted on the Rural Employee performance on the Rural Employee Engagment programs in TNPL that the vast majority of the Rural Employee are satisfied with the various Engagment programs whichever are being offer by the TNPL on the other hand the study also indicate that superiors encouragement to participate in the Rural Employee engagement program is very low. with regards to Rural Employee Engagment programs need to be little more cultivate in order to bring up the overall level of Rural Employee Engagment programs.Through my study it reveals that Rural Employee can be highly motivate in their work and also have a personsl developments through the Rural Employee Engagment programs. It may create an emotional bond between TNPL organisation.

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