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A STUDY ON EMPLOYEE ENGAGEMENT TOWARDS HERO MOTORS (PRODDTUR)

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ABSTRACT

This project explores the level of employee engagement at Hero Motors, a leading name in the two-wheeler automobile industry. Employee engagement is crucial as it directly impacts organizational productivity, employee retention, and overall company performance. The study investigates various factors influencing engagement, such as leadership, communication, recognition, work-life balance, and career growth.

Primary data was collected through structured questionnaires distributed among employees at different levels within the organization. The responses were analyzed to identify engagement trends, satisfaction levels, and potential areas for improvement.

The findings suggest that while employees show moderate engagement, there are gaps in recognition and growth opportunities that need attention. Based on the results, suggestions have been made to enhance engagement and foster a more motivated workforce.

Keywords:

Employee Engagement, Organizational Commitment, Motivation, Job Satisfaction, Work Environment, Hero Motors, Employee Retention, Productivity, Human Resource Management.

INTRODUCTION

Employee Engagement:

Employee Engagement refers to the level of profound responsibility, motivation, dedication of workers towards their work, their team and the Organization as a whole. Engaged Employees are enthusiastic about their roles and will exceeds everyone's expectations and are

willing to contribute the success of the Organization. Employee engagement means being emotionally, mentally, behaviourally invested in and committed to one's work.

Definition :-

According to Wellins and Concelman :- "Employee engagement is the exclusive force that motivates employees to higher level of performance."

What is employee engagement?

Employee Engagement has become a hot topic which is commanding the attention of an ever masing number of companies. It is somewhat surprising therefore that, as yet, there is no generally accepted single definition of employee engagement. Many companies and HR managers are talking about it, but very few define it. So our purpose here is to provide a succinct view of the research into employee engagement, and to offer a range of definitions, including our own working definition. One of the most comprehensive reviews of the research is Employee Engagement".

The Conference Board offers a synthesized definition which sees employee engagement as "A heightened emotional connection that an employee feels for his or her organization, that influences him or her to exert greater discretionary effort to his or her work."

OBJECTIVES

- To understand the concept of employee engagement.
- To study about employee engagement strategies in hero motors.
- To identify the factors that improved employee engagement in hero motors.

SCOPE OF THE STUDY:

The scope of Employee Engagement is huge and incorporates different perspectives, for example, establishing a positive workplace, cultivating a culture of appreciation, giving open doors to development and improvement, guaranteeing balance between serious and fun activities, offering cutthroat remuneration and advantages, carrying out powerful correspondence channels, and perceiving and tending to individual necessities and concerns.

LIMITATIONS OF THE STUDY:

- Because of Time requirement it is challenging to cooperate with individuals of Employees to interact sufficiently.
- The Sample size was restricted to 100 in particular.
- The obligations were hesitant to honestly communicate their perspectives. So, the reaction was one-sided at a degree.

- Consequently, the result got from the review may not be appropriate to comparative firms to different regions.

REVIEW OF LITERATURE

- Siddhanta & Roy (2012) explored implications for theory, further research and practices by synthesizing modern 'Employee Engagement' activities being practiced by the corporate with the review of findings from previous researches / surveys. Singh & Shukla (2012) tried to find out what variables are significant to create an engaged workforce. The study was exploratory in nature and the data has been collected from a tin manufacturing organization.
- Sarkar Shulgna (2011), conducted a study on “Employee engagement practices in the manufacturing sector” and the outcomes of the study showed that “engaged employees drive high productivity and high customer satisfaction in the organization.” The study also revealed that the decreased attrition rate and decreased absenteeism are the benefits organizations receive from an engaged workforce.
- Ram & Ganta Sala (2011) investigated the antecedents and consequences of employee engagement in Jordanian Industry. Bhatia (2011) focused on the need for such employees and how their presence can improve the progress and work efficiency of the organization as a whole. Also focused on the challenges faced by the HR managers to improve employee engagement for an organization’s survival.
- Sarkar and Shulgna (2011) supposed that employee engagement is a barometer that determines the association of a person with the organization. It is evident from this definition that engagement is a desired state of mind with organizational intent. It implies involvement, commitment, passion, dedication and enthusiasm at work by employees.
- Toys. R (2008) analyzed comprehensive and valuable resources for all managers and HR professionals who want to retain critical talent in their organizations. Calculation cost of attritions and creating effective retention solution. Retention refers to the desire of organization to hold on their good employees their measures. Retention is the other side of the recruitment coin. however, retaining qualified & motivated employee is a critical issue that will become more important for the individual employee.
- According to Bakker et al. (2008), research on burnout has stimulated research on employee engagement. Maslach and Leiter (1997) defined burnout as an erosion of engagement with the job. The view of these authors is that employee engagement is 40 characterized by energy, involvement and efficacy (i.e. the direct opposites of exhaustion, cynicism and low professional efficacy, which were identified as the

dimensions of burnout)". Opposing this view, Schaufeli et al. (2002) point out that "although engagement is negatively related to burnout."

RESEARCH METHODOLOGY

The Research technique continued in this method alongside the examination plan and systems attempted. Its subtleties the course of improvement of the review instrument - the survey, and the techniques utilized in finding out its unwavering quality and legitimacy. It additionally examines the reason for test size assessment, information assortment techniques and insightful devices utilized. The engaging strategy for research has been utilized, which assembles data as to present status of any peculiarities, portraying "what exists" regarding certain circumstances or connections that exist, and to investigate the reasons for any specific peculiarity.

RESEARCH DESIGN:

The Research Design utilized in the Study is **Descriptive type**, by the Survey method. Descriptive Research is precisely and deliberately portraying the qualities or ways of behaving of a noticed peculiarity or on the other hand a specific populace. It additionally supports investigating the connections which might exist between different peculiarities. Overview research accumulates information about individuals' ways of behaving, mentalities, sentiments, and convictions, using meetings and surveys. The review configuration, utilizing a normalized poll, is viewed as the most suitable examination plan to gather information about individuals and their discernments, perspectives, and ways of behaving in a precise way, supporting the quantitative strategy.

SAMPLING DESIGN:

Here, as per the study purposive sampling was focused mostly on the opinions of Employees who are working in the HERO MOTORS Limited. Purposive examining is a non-likelihood testing methodology in which tests are picked in view of the qualities of the populace and the review's points.

SAMPLE ELEMENT: **EMPLOYEES**

SAMPLE SIZE: **100**

STATISTICAL TOOLS: **SIMPLE PERCENTAGE**

DATA COLLECTION & PROCEDURE:

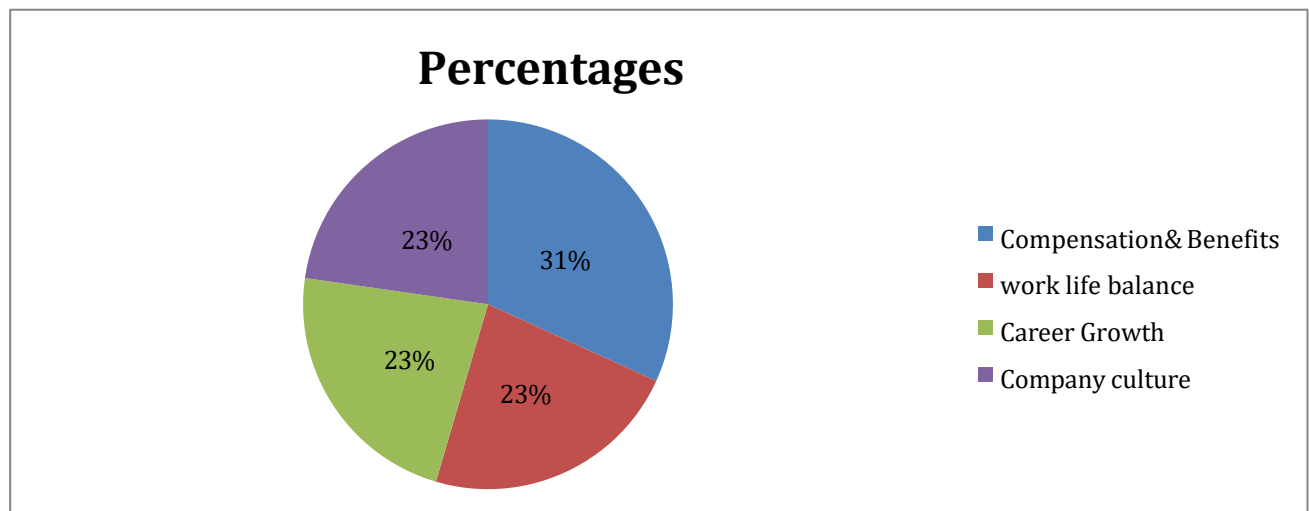
For collection of **Primary Data**, a self-structured Questionnaire has been distributed to **100 Employees in the Industry**. The Questionnaire is consisting of both Open ended & close ended type for getting the various opinions among Respondents. Whereas **Secondary Data** collected as per the sources of various websites, journals, books relevant to the study. For the flow study, a quantitative examination configuration was utilized, in which information was gathered from various respondents through both essential and auxiliary examination, and afterward assessed and pictured utilizing different outlines and graphs.

DATA ANALYSIS AND INTERPRETATION

1. What Factors contribute most to engage your Work?

a) Compensation & Benefits, b) Work life Balance c) Career growth d) Company culture

SL.NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Compensation& Benefits	35	31%
2	work life balance	25	23%
3	Career Growth	25	23%
4	Company culture	25	23%
	TOTAL	110	100



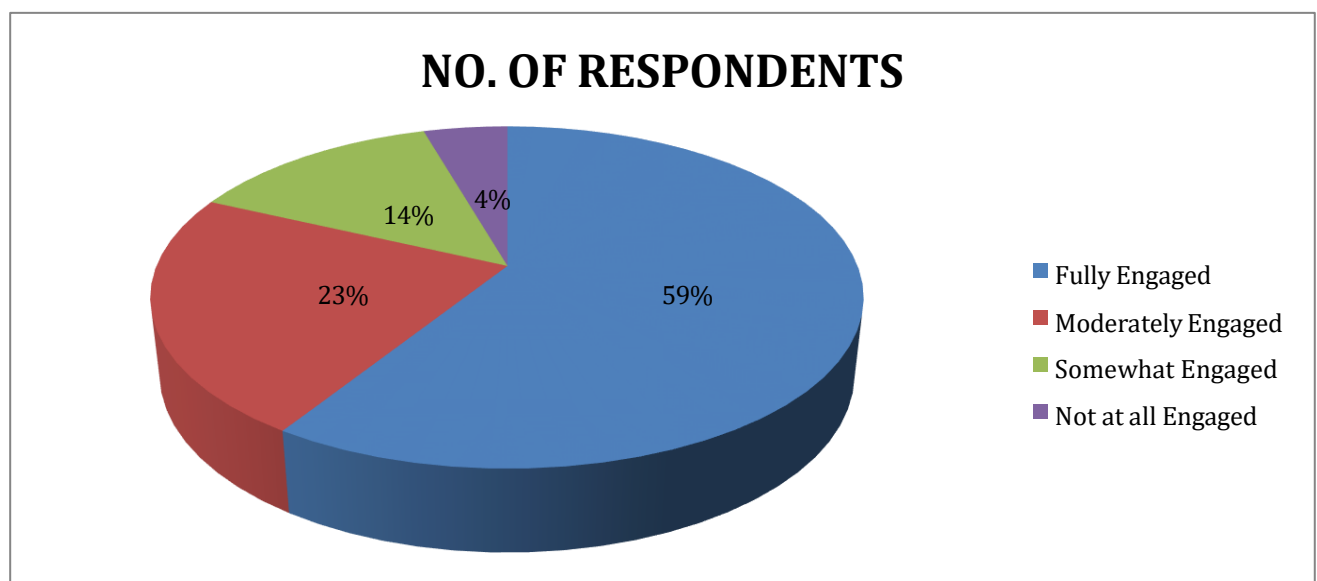
INTERPRETATION:

As per Analysis, employees had a opinion that factors contribute to employee engagement are, 31% stated Compensation & Benefits, 23% stated Work life Balance, 23% stated Career growth, 23% stated Company culture are the factors contributing to Employee Engagement in the Organization.

2. How Engaged do you feel in your Work?

a) Highly Engaged b) Moderately Engaged c) Somewhat Engaged d) Not Engaged at all

SL.NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Fully Engaged	65	59%
2	Moderately Engaged	25	23%
3	Somewhat Engaged	15	14%
4	Not at all Engaged	5	4%
	TOTAL	110	100



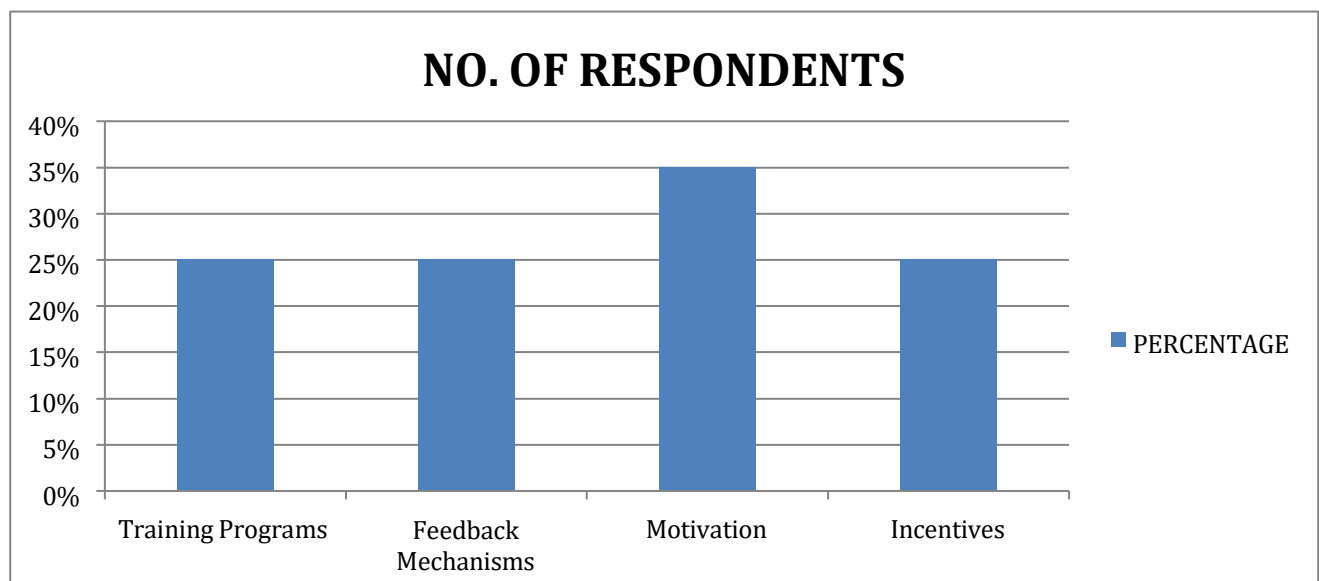
INTERPRETATION:

As per Analysis, 59% of Employees are Fully Engaged, 23% of Moderately Engaged, 14% of Somewhat Engaged, 4% of Employees are Not at all Engaged by working in the Organization..

3. What initiatives or programs would you like to see implemented to enhance Employee Engagement?

a) Training programs b) Feedback Mechanisms c) Motivation d) Incentives

SL.NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Training Programs	25	23%
2	Feedback Mechanisms	25	23%
3	Motivation	35	31%
4	Incentives	25	23%
	TOTAL	110	100



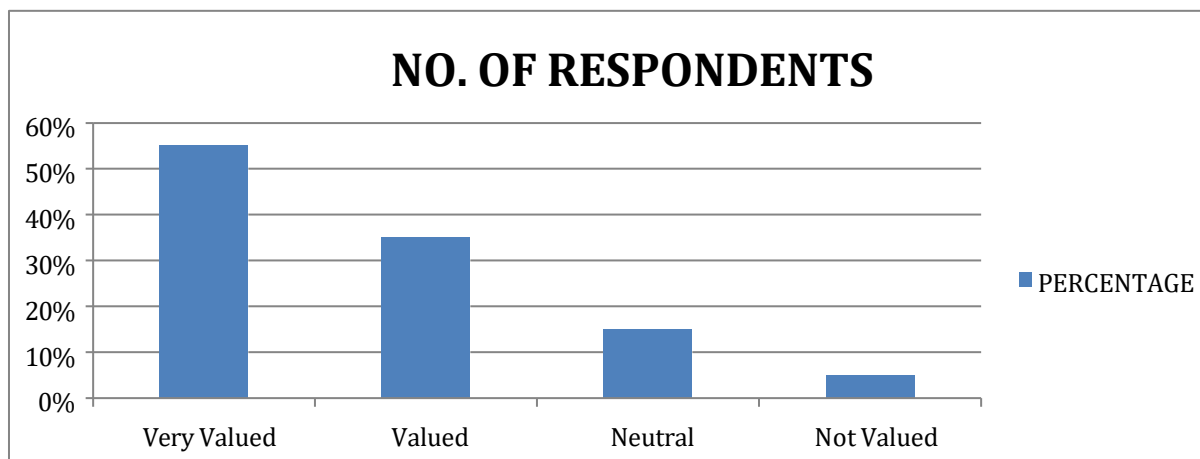
INTERPRETATION:

As per Analysis, Employees has equivalent Percentages as 23% of Training programs, 23% of Feedback Mechanisms, 31% of Motivation, 23% of Incentives in the Organization.

4. How valued do you feel by your manager?

a) Very valued b) Valued c) Neutral d) Not valued

SL.NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Very Valued	55	50%
2	Valued	35	32%
3	Neutral	15	14%
4	Not Valued	5	4%
	TOTAL	110	100



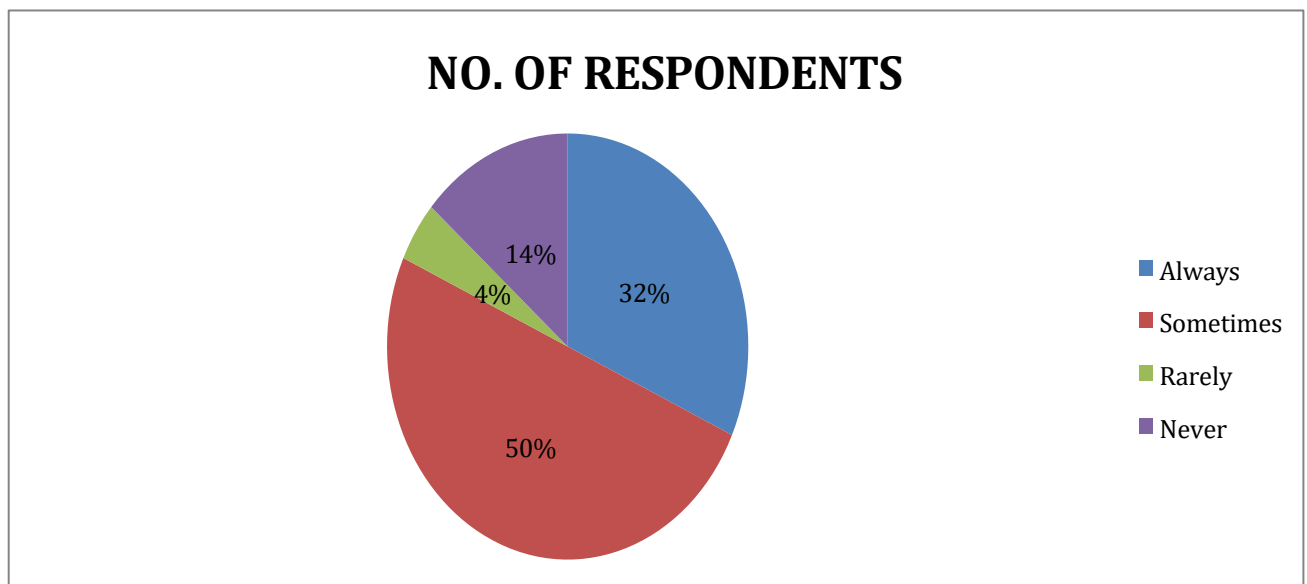
INTERPRETATION:

As per Analysis, 50% of Employees are Very valued, 32% of Employees are valued, 14% of Employees are Neutral and 4% of Employees are not valued by their Manager in the Organization.

5. Do you feel adequately Recognized and Rewards for your Contributions?

a) Always b) Sometimes c) Rarely d) Never

SL.NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Always	35	32%
2	Sometimes	55	50%
3	Rarely	5	4%
4	Never	15	14%
	TOTAL	110	100



INTERPRETATION:

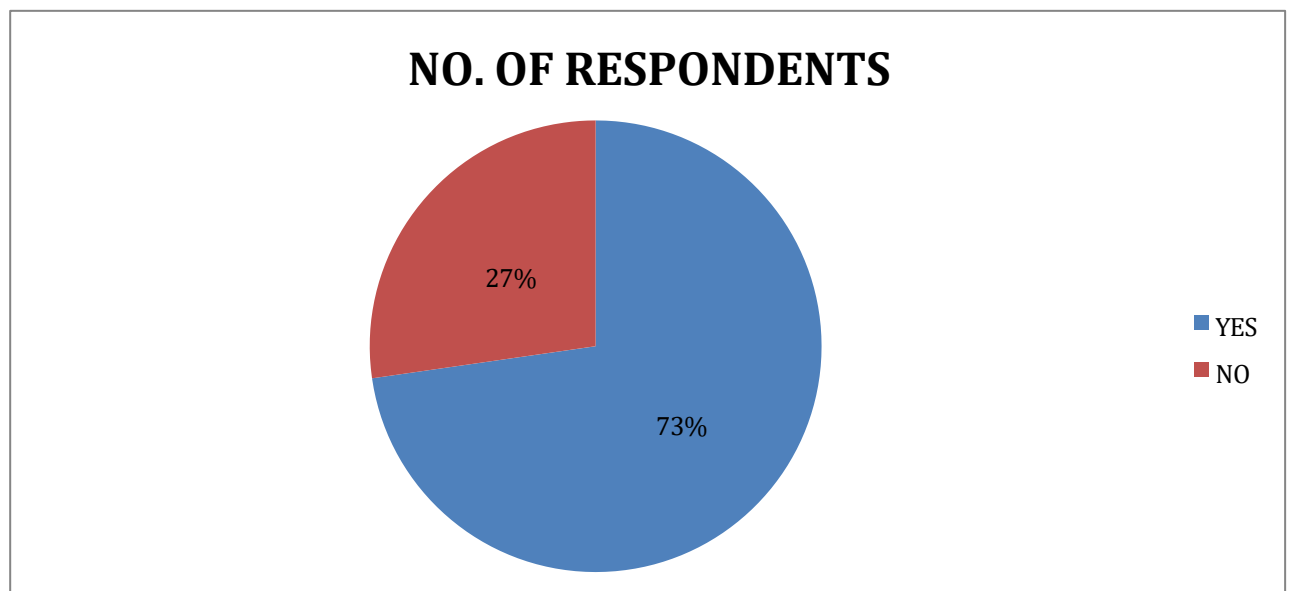
As per Analysis, 50% of Employees are sometimes rewarded, 32% of Employees are always rewarded,
14% of Employees are never rewarded, and 4% of Employees are rarely rewarded in the Organization

6. Do you feel well informed about Company updates and Decisions?

a) Yes

b) No

SL.NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	YES	80	73%
2	NO	30	27%
	TOTAL	110	100

**INTERPRETATION:**

As per Analysis, 73% of Employees are well informed and 27% of Employees are not well informed about the Company updates & decisions.

RESEARCH FINDINGS:

- There is a mixed opinion regarding the factor that contribute in the engagement of work
- As per the analysis percentage of fully engaged employee regarding the wrk on some what less
- According to the anlysis made there is no proper recognition and reward system for the employee
- By the research made it is clearly ststing that employees are informed with the company.
- HERO MOTORS initiatives some programs like training programs, feedback mechanisms, motivation & incentives to enhance employee engagement.
- Organisation supports 82% of health and wellness needs for employees.

SUGGESTIONS:

1. An organization could urge employees to show appreciation/rewards for predominant execution, which cause them to feel glad & connect towards work and company which prompts engagement.
2. To assess regular meetings between managers & employees to discuss progress , challenges , address concerns which builds a positive work culture in a organization.
3. Offer flexible work hours , adequate vacation days , mentorship opportunities, retirement plans & bonuses which retains top talent.
4. Foster a sense of community and connection among employees through team building activities , social events and volunteering opportunities which encourages employees & develop team works in the organization.

Conclusion

The present Research study was conducted at HERO MOTORS Anantapur. However there has been many explorations with regards to Employee Engagement in HERO MOTORS. Organization needs to give their opportunity for Employees to make their work energizing and a climate having a connected with work life balance.

This can be done by incorporating the following suggestions which will expand the degree of consistency in company to achieve the success.

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