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A STUDY ON EMPLOYEE ENGAGEMENT IN KMC CONSTRUCTIONS – HYDERABAD

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ABSTRACT

Employee engagement is critical to business success and employee well-being. This summary provides an overview of employee engagement, its importance, and key strategies for building and maintaining high levels of engagement inside organizations. Employee engagement is defined as employees' emotional connection and passion to their jobs, businesses, and goals. Employees that are engaged are motivated and passionate, and they actively contribute their skills and knowledge to the success of the firm. This abstract dives into the various aspects of employee engagement, including as its impact on productivity, creativity, customer satisfaction, and staff retention. It highlights the favorable association between engaged individuals and corporate outcomes, emphasizing the importance of companies making employee engagement a strategic goal. Furthermore, the abstract emphasizes key aspects of employee engagement, such as effective leadership, clear communication, a supportive work environment, opportunities for growth and development, and employee appreciation. It highlights managers' and leaders' duties in creating engagement and providing employees with a sense of purpose and autonomy in their roles. This abstract also examines employee engagement strategies such as employee feedback mechanisms, performance recognition programs, work-life balance initiatives, and efforts to foster a sense of community and belonging inside the organization. It emphasizes the importance of connecting engagement programs with business principles and goals in order to ensure sustainability and effect.

Key Words: Employee Engagement, Retention, Human Resource Strategies, Performance.

1 INTRODUCTION

When trying to quantitatively and qualitatively study the nature of a company's interactions with its employees, the concept of employee engagement is vital. An engaged worker is one who actively participates in and cares about the

outcomes of their work. A loyal worker is someone who supports the company's goals. On the other hand, a disengaged worker may be intentionally undermining the company's reputation and output.

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MEANING:

Employee retention is the organizational goal of keeping productive and talented workers and reducing turnover by fostering a positive work atmosphere to promote engagement, showing appreciation to employees, providing competitive pay and benefits, and encouraging a healthy work-life balance.

NEED OF THE STUDY:

Employee retention is the conscious and deliberate effort to retain quality individuals on the company payroll. Stated otherwise, it is the proactive methods utilized by successful organizations to stop the drain of company profits caused by excessive employee turnover. In the globally competitive and challenging business scenario the success of an organization will be to a great extent, influenced by the human resources.

The need for the study is as follows:

1. To understand the effectiveness of employment strategies in KMC Constructions.
2. To find out the effective ways to improve the present employee retention strategies.
3. To find out the issues related to employee retention strategies adopted in KMC Constructions.

SCOPE OF STUDY:

- M/s KMC Constructions Ltd. workers from all levels and divisions are being questioned as part of this probe. The about seventy to eighty people in attendance represent a wide range of ages, occupations, and genders. The audience will fill out a survey tailored to their unique field of work, and the

results will be examined with a number of statistical methods to shed light on issues like leadership, company culture, senior management treatment, etc.

This study helps to make decisions regarding the improvement in the retention strategies.

This study focuses on understanding employee awareness and knowledge about the employee strategies.

OBJECTIVES OF STUDY:

- To get a broad understanding of employee engagement.
- To Analyse how employee retention is connected to employee engagement initiatives.
- To Examine the elements that affect employee engagement
- To examine the relationship between employee engagement and motivation and output.

2.REVIEW OF LITERATURE:

1.Satata, D. B. M. (2021). has published an Article on “Employee Engagement as An Effort to Improve Work Performance: Literature Review”. *Ilomata International Journal of Social Science*, 2(1), 41-49. Employee engagement is a physical and psychological condition related to work cognitively, emotionally, and behavior to achieve the goals of the organization. The purpose of writing this review article is to summarize and discuss employee engagement as an effort factor in improving work performance within the organization. The method used is a literature review, which is a literature review search for both international journals and national journals between 2013 – 2020 as many as 15 journal articles from the results of previous research. The results of the literature review show that employee engagement has an influence on

individual work performance so that organizational goals can be achieved.

2. Sahni, J. (2021). Has published an article on “Employee Engagement among Millennial Workforce: Empirical Study on Selected Antecedents and Consequences”. Although employee engagement has been investigated by many scholars, there has been minimal research on this subject for millennial workforce. To bridge the research gap, the present study intends to examine employee engagement among millennial workforce. In addition, the mediation effect of employee engagement on the relationship between antecedents; job characteristics, job satisfaction, and consequences; organizational commitment and intentions.

3. Potdar, B., Guthrie, J., Gnoth, J. and Garry, T. (2018), has published an article on "Yours ethically: The role of corporate social responsibility and employee engagement in shoplifting prevention", Corporate social responsibility (CSR) is increasingly considered a central tenant of marketing strategy and a source of competitive advantage within the retail sector. As such, it may affect a supermarket's customer, employee, and other stakeholder attitudes and behaviours. This research explores how a supermarket's involvement in CSR activities may influence employee engagement and how this may manifest itself in positive employee behaviours.

4. Sivapragasam, P., & Raya, R. P. (2018). Has published an article on “HRM and Employee Engagement Link: Mediating Role of Employee Well-being”. The debate concerning the link between human resource management (HRM) and employee level as well as organizational outcomes has reached an interesting crossroads. While studies continue to demonstrate a relationship between financial success and the organization's commitment to management practices that support people's goals and treat people as assets, yet in reality, the focus on

achieving short-term financial performance has obscured the consideration of people-oriented goals.

3. RESEARCH METHODOLOGY:

The study's backbone is its research plan. The research is structured according to a design that depicts the interplay between the project's main elements, such as samples or groups, measures, treatments or programs, and assignment procedures.

Research Design

For this study Descriptive Research Design has been used.

Descriptive research, also The method used in this study was purely descriptive.

Descriptive research, which includes statistical research, provides an overview of the studied population or phenomenon.

Statistics such as frequencies, means, and medians can be calculated from the provided information. Descriptive research is best developed after a survey inquiry has been conducted. The first step in qualitative research is usually description, followed by an examination of the motivations behind the findings and their consequences.

Both qualitative and quantitative approaches are used in this study. This makes the subsequent possible:

A sampling scheme

➤ Interviews

➤ Statistical analysis

Universe of the Study and Data Collection

All of KMS Constructions Limited's employees in Hyderabad will serve as participants in this study.

Sample Size and Composition

Cosmetics and Size Distribution The sample size of 100 includes frontline staff as well as support staff.

Method of Sampling Used

Method of Sampling I plan to use both convenience sampling and stratified sampling to collect data for my study.

Primary and secondary source of Data

Primary Data

The primary data is collected through Structured Questionnaire.

Secondary Data

The Secondary data is collected from various sources like Journals, Articles, News Letters Available on the Website of KMC Constructions.

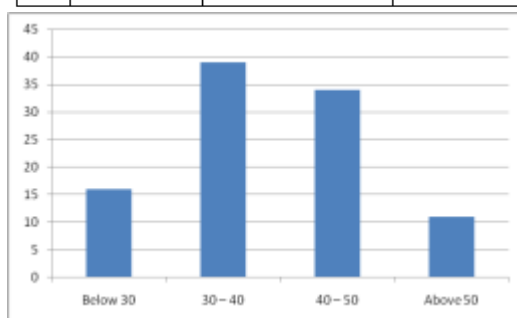
LIMITATIONS OF THE STUDY:

- Time limits necessitate focusing the probe on only one company.
- Worker questionnaires were the backbone of the entire investigation.
- Everyone who fills out the survey must do it honestly and objectively.
- Lower than one hundred percent participation rates.
- Variations with Time

DATA ANALYSIS AND INTERPETATION

1. Age?

S.no	Options	No. of Responses	Percentage%
1	Below 30	16	16%
2	30 – 40	39	39%
3	40 – 50	34	34%
4	Above 50	11	11%
	Total	100	100%

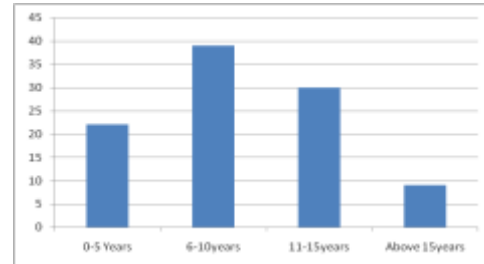


INTERPRETATION

Of those who responded, 39% were in their thirties, 34% were in their forties, and 11% were in their fifties or older.

2. Duration of Service?

S.no	Options	No. of Responses	Percentage%
1	0-5 Years	22	22%
2	6-10years	39	39%
3	11-15years	30	30%
4	Above 15years	09	09%
	Total	100	100%



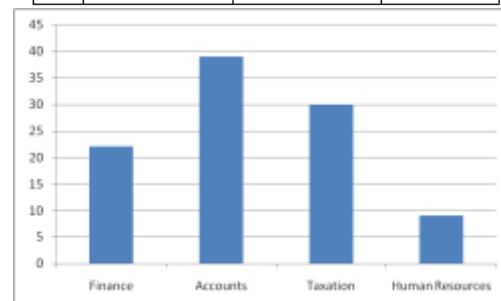
INTERPRETATION

The average number of years someone has worked in the 0-5 category is 22, as shown in the graph and table below.

Thirty-nine persons between those ages ranges responded. Those who responded span the age range from 30 to 11.9. The vast majority of responders are adults.

3. Departments?

S.no	Options	No. of Responses	Percentage%
1	Finance	22	22%
2	Accounts	39	39%
3	Taxation	30	30%
4	Human Resources	9	9%
	Total	100	100%

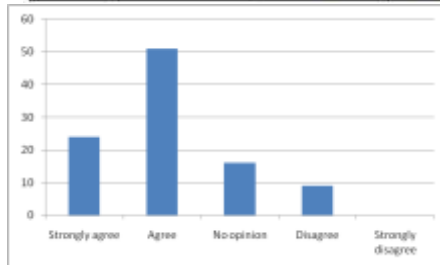


INTERPRETATION

Table and graph above show that 22% of the groups fell within the purview of finance, 39% under the purview of accounting, 30% under the purview of taxation, and 9% under the purview of human resources.

4. With eyes closed, can you recite your organization's vision?

S.no	Options	No. of Responses	Percentage%
1	Strongly agree	24	24%
2	Agree	51	51%
3	No opinion	16	16%
4	Disagree	9	9%
	Total	100	100%

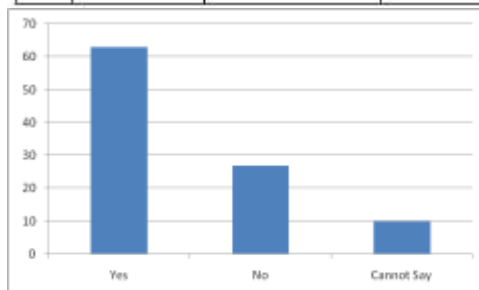


INTERPRETATION

According to the data presented in the table and graph above, 24 respondents strongly agree with the organization's purpose, while 51 agree, 16 are unsure, and 9 are against.

5. Would you refer someone to work here?

S.no	Options	No. of Responses	Percentage%
1	Yes	63	63%
2	No	27	27%
3	Cannot Say	10	10%
	Total	100	100%

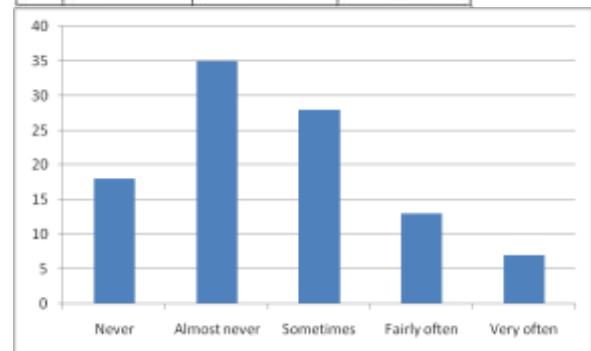


INTERPRETATION:

According to the data in the table and graph above, the majority of employees (63 percent) are happy with their current workplace and would recommend it to friends and family. This demonstrates that 27 of the respondents were not in agreement, disproving the claim that there were only 10 distinct points of view.

6. Do you voluntarily take responsibilities out of your job description?

S.no	Options	No. of Responses	Percentage%
1	Never	18	18%
2	Almost never	35	35%
3	Sometimes	28	28%
4	Fairly often	13	13%
5	Very often	7	7%
	Total	100	100%

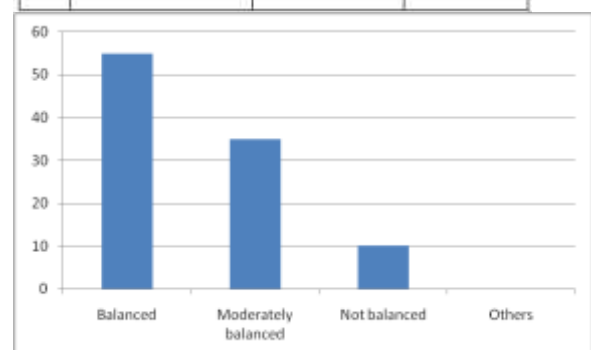


INTERPRETATION

As you can see from the data table and graph above, we have never hired anyone younger than 18 years old for this position. Respondent 35 almost never does this. As many as twenty-eight people could respond. Respondents 7 and 13 appear frequently..

7. How would you rate your work-life balance?

S.no	Options	No. of Responses	Percentage%
1	Balanced	55	55%
2	Moderately balanced	35	35%
3	Not balanced	10	10%
4	Others	0	0%
	Total	100	100%



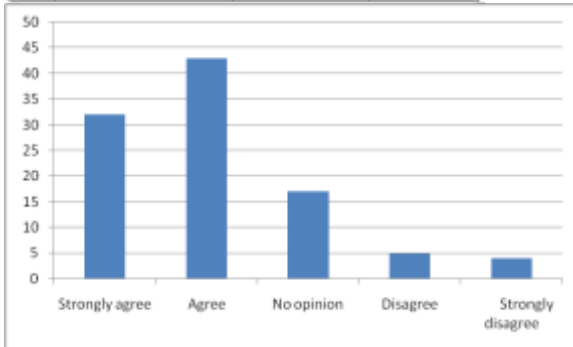
INTERPRETATION

According to the data presented above, 55 of the respondents consider their work-life balance to be very or somewhat balanced. There are ten people here who can't keep their balance, but none who can.

8. Do you have access to the learning, training and development you need to

do your job well?

S.no	Options	No. of Responses	Percentage%
1	Strongly agree	32	32%
2	Agree	43	43%
3	No opinion	17	17%
4	Disagree	5	5%
5	Strongly disagree	4	4%
	Total	100	100%



INTERPRETATION

The respondents in the above table and graph all showed a high degree of agreement. As many as 43 persons are present. My vote is yes. The percentage of persons that agree with you ranges from 5 to 17, with 17 people having no opinion at all.

FINDINGS

1. Of those who responded, 39% were in their thirties, 34% were in their forties, and 11% were in their fifties or older.
2. According to the data and the provided example, responders between the ages of 0 and 5 have an average service time of 22 years.
3. Respondents averaged 29 years old. The ages of those that responded range from 11 to 15, with the vast majority being beyond the age of 30. Only 1 response is less than 15 years old.
4. The preceding summary and graph show that 41% of total expenses went toward accounting and finance, 39% for payroll and taxes, and just 9% toward human resources.

5. The above table and graph reveal that 24 individuals strongly agreed, 51 people agreed, 16 people were unsure, and 9 people did not agree with the organization's purpose.
6. The above data shows that 63% of respondents indicated they would recommend their employer to friends and family. This demonstrates that 27 of the respondents were not in agreement, disproving the claim that there were only 10 distinct points of view.
7. See below for a breakdown of how many people have responded (or not) to our job posting: 18 have never responded, 35 have nearly never answered, 28 have responded occasionally, 13 have responded occasionally, and 7 have responded occasionally.
8. The data presented in the table and graph above shows that 65% of respondents report a high degree of work-life balance, 35% report a medium level of balance, 10% report a low level of balance, and 0% report a complete lack of balance.
9. The above table and graph demonstrate that respondents overwhelmingly agreed. 32. Agree Forty-three persons have participated in the survey so far. There are 17 dissenters, with 5 expressing severe disagreement.

SUGGESTIONS

- Like a fragile tapestry, employee engagement can unravel in unexpected ways if the threads are tugged on. The outcomes are unpredictable because they may leave the organization altogether.
- An open and engaging environment can help a company retain its best workers.
- The corporation started celebrating employees' birthdays across numerous

calendars in an effort to make everyone feel like they belonged.

- Honors like Employee of the Month or Employee of the Year can be given to a worker by their business.
- Schedule activities every two months to keep people interested.
- Employees should be thanked for their personal achievements outside of work, such as birthdays, wedding anniversaries, work anniversaries, promotions, and so on.
- It is important to provide EAPs to help employees deal with their own issues.
- Employees should be incentivized to attend activities that encourage involvement, as this will serve to both re-energize and engage them.

CONCLUSION

Employee engagement should be a major priority for any company that values retaining its finest employees and reaping the benefits of increased productivity and profitability. Getting employees invested in their work involves considering the mental, physical, and emotional aspects of the job, as well as how they interact with one another.

□ When workers are invested in the success of their company, they produce higher results than when they aren't. Employee engagement is an excellent indicator of a company's future success and wellbeing. Money can be made by participation in challenging situations. Better productivity thanks to employee engagement is a boon to any company experiencing difficulties.

□ We must stop treating employee engagement as if it were just another HR strategy. Workers need training to understand what is expected of them on the job. The values, ethos, vision, etc. of an organization have a significant role in the lengthy process of employee engagement. A worker needs to be driven by a desire to make an impact, but they

must also have clear goals in mind. Workers will waste time on non-productive activities if upper management does not provide direction. In order to keep customers interested, a business must constantly innovate.

A company's regulations and culture should be designed to make every employee feel welcome and appreciated, from the moment they're employed until the day they depart.

The majority of CEOs believe that their employees are their company's most valuable resource. Only until the great majority of employees are totally invested in their work will this assertion be accurate. If they don't, it's probably because they aren't contributing much to the team.

It would be impossible for a Human Resources department to overstate the value of an engaged workforce. The top workers need to actively contribute to the company's success.