Employee Engagement Programme at DTDC.

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ABSTRACT

Employee satisfaction or job satisfaction is, quite simply, how content or satisfied employees are with their jobs. Employee satisfaction is typically measured using an employee satisfaction survey. Factors that influence employee satisfaction addressed in these surveys might include compensation, workload, perceptions of management, flexibility, teamwork, resources, etc. Employee satisfaction and employee engagement are similar concepts on the surface, and many people use these terms interchangeably. The importance of knowing the difference between satisfaction and engagement is critical for an organization to make strategic decisions to create a culture of engagement. Employee satisfaction covers the basic concerns and needs of employees. It is a good starting point, but it usually stops short of what really matters.

Keywords

Employee engagement, approaches, affecting factors, benefits..

1. INTRODUCTION

Organizations have come to realize that in today's constantly changing business scenario, the most valuable resource that needs to be leveraged is human resource. This means not just attracting the crème-de-la-crème and retaining them but keeping them motivated and committed to achieving the organization goals. Though Employee Engagement (EE) as a business buzzword has generated research and steam since the new economy service industries like Logistics (Courier) and have taken off, the origins of engagement are as old as mankind itself. An engaged workforce produces better business results, does not hop jobs and more importantly is an ambassador of the organization at all points of time.

This engagement is achieved when people consider their organization respects their work, their work contributes to the organization goals and more importantly their personal aspirations of growth, rewards and pay are met. The Hay Group defines engaged performance as "a result that is achieved by stimulating employees' enthusiasm for their work and directing it toward organization success. This result can only be achieved when employers offer an implicit contract to their employees that elicit specific positive behaviors aligned with organization's goals." Lanphear defines EE as "the bond employees have with their organization" Lanphear further espouses that "when employees really care about the business, they are more likely to go the extra mile."

Since the mantra of success of any organization is the higher involvement, engagement and dedication of employees towards their jobs and their continuous performance to attain more, it is necessary to keep their spirits high, motivate them to perform their best always and generate a breed of satisfied and dedicated employees. Employee Engagement is not a onetime process that can quickly bring results; rather it is an ending process that will go on till the existence of an organization. As it is an established fact that there is a clear link between organizational performance and employee engagement, every organization seeking sustenance and growth in the ever changing world of work quickly respond to the needs of employees along with designing and 17 implementing a customized process to increase the levels of employee engagement. The following are a few basic steps in this process based on the best industry practices.

2. OBJECTIVES OF THE STUDY

- ➤ To analysis the work place involvement of employees at DTDC.
- ➤ To analysis the Employee Engagement practice in DTDC.
- ➤ To analysis the work-life balance of employee at DTDC.
- ➤ To analysis employee retention at DTDC.

2.1 Limitations of the Study

- ➤ The study was conducted in 3 departments only, so the limited area of the study may affect the conclusions.
- ➤ Some of the respondents could not give their proper response due to lack of time which may affect the reliability and relevance of the study.
- ➤ It might also be so that some respondents were not motivated enough to respond properly although full attempt was made to keep it as unbiased as possible.
- ➤ The duration of the project was short, so the scope of more in-depth evaluation was not possible
- ➤ Some of the respondents didn't give exact answers related to some questions.
- ➤ Some respondents hesitated to give responses with the fear that management may react differently resulting in unwanted /unexpected actions.

3. RESEARCH METHODOLOGY & DESIGN

RESEARCH is a 'careful investigation or inquiry especially through search for new facts in any branch of knowledge. The project is a systematic presentation consisting of the enunciated problem, formulated hypothesis, collected facts of data, analyzed facts and proposed conclusion in form of excommunications.

Design

- • Data Collection: Primary and Secondary
- • Proposed Analysis Technique: Graphs and Charts
- • Sampling Units: Employees
- • Research Instrument: Structured Questionnaire
- • Sample Size: 100 respondents
- • Data Collection – Primary and Secondary

This kind of research method is adopted because small amount of data and information   existed to conduct the research. Therefore two data collection technique are as follow:

3.1 Data Collection – Primary & Secondary

3.1.1 Primary Data

The information and the data collected are through formal informal discussion with the offers and accounts department. Discussion with the staff members of the commercial, finance and other department. Queries arising in due course of the project brought into the notice of the concerned authority and necessary explanation and solution are adopted. Theory book, survey.

3.1.2 Secondary Data

References books: theory relating to the subject matter and various concept taken up from various financial reference books. 2. Websites: Majority of the information gathered from data exhibited on the websites of the organization.
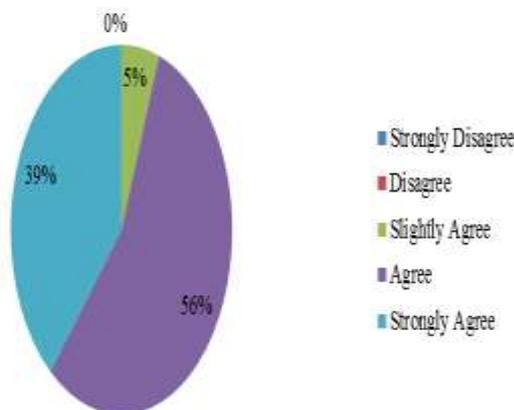
3.1.3 Data Analysis

➢ Organization conducts engagement activities timely.
➢ Engagement activities are helpful to reduce the stress.
➢ Engagement activities (contest, events, picnics etc.) make me look forward to work.
➢ Recreational facilities provided by the company are better than other organizations.
➢ Organization should conduct engagement activities more frequently.

4.   GRAPHICAL   &   TABULAR REPRESENTATION OF DATA ANALYSIS.

Table No. 1 Organization conducts engagement activities timely.

Sr. No.	Particulars	Responds	Percentage (%)
1.	Strongly Disagree	0	0%
2.	Disagree	0	0%
3.	Slightly Agree	2	5.5%
4.	Agree	20	55.55%
5.	Strongly Agree	14	38.88%

**Fig.No 1 Organization conducts engagement activities timely.**

Interpretation:-

From the graph it can be stated that 95% of the respondents said that their organization conducts timely activities to keep them engaged whereas the remaining 5% were neutral to this.

Table No. 2 Engagement activities are helpful to reduce the stress:.

Sr. No.	Particulars	Responds	Percentage (%)
1.	Strongly Disagree	1	2.8%
2.	Disagree	1	2.8%
3.	Slightly Agree	3	8.33%
4.	Agree	16	44.44%
5.	Strongly Agree	15	41.67%
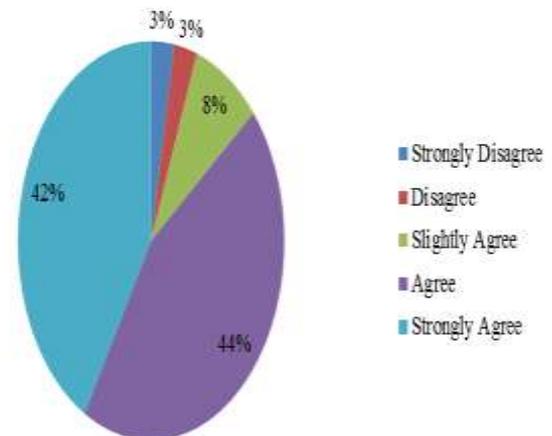
Fig.No 2 Engagement activities are helpful to reduce the stress.

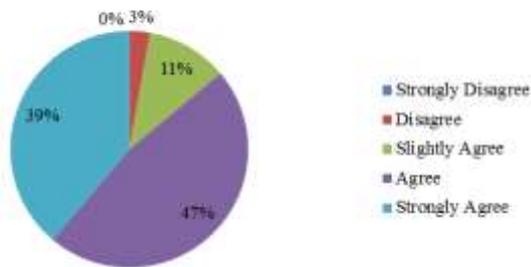**Interpretation**

85% of the respondents said that engagement activities help them relieve stress while 10 % were neutral to this question while the remaining 5% disagreed to this statement.

Table No. 3 Engagement activities (contest, events, picnics etc.) make me look forward to work:

Sr. No.	Particulars	Responds	Percentage (%)
1.	Strongly Disagree	0	0%
2.	Disagree	1	2.8%
3.	Slightly Agree	4	11.11%
4.	Agree	17	47.22%
5.	Strongly Agree	14	38.89%

**Fig No 3 Engagement activities make me look forward to work**

Interpretation

90% of the respondents said that engagement activities make them look forward to work while the remaining 10% strongly contradicted to this.

Table No. 4 Recreational facilities provided by the company are better than other organizations:

Sr. No.	Particulars	Responds	Percentage (%)
1.	Strongly Disagree	0	0%
2.	Disagree	3	8.3%
3.	Slightly Agree	7	19.4%
4.	Agree	17	47.22%
5.	Strongly Agree	9	25%
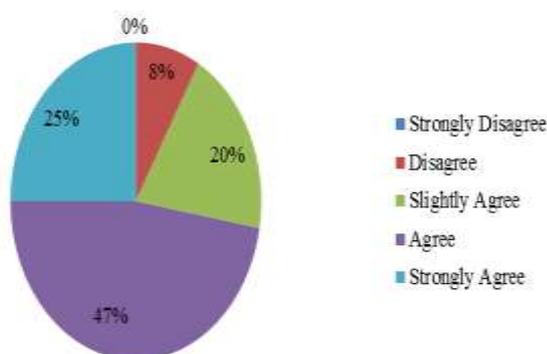
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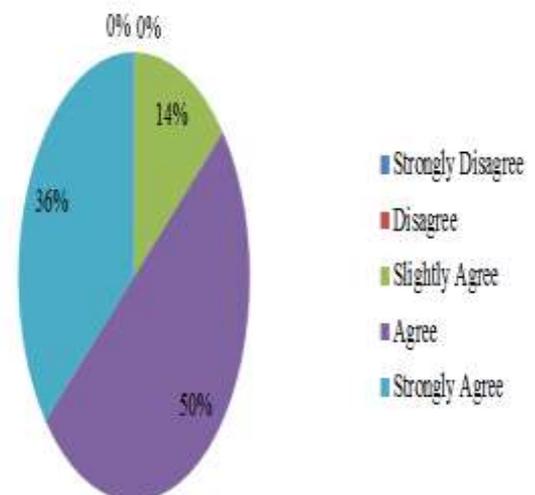
Interpretation:-

72% of the respondents said that Recreational facilities provided by the company are better than other organizations known to them while 20% were neutral to it and remaining 8% disagreed and believed that that Recreational facilities provided by the other companies are better.

Table No. 5 Organization should conduct engagement activities more frequently:

Sr. No.	Particulars	Responds	Percentage (%)
1.	Strongly Disagree	0	0%
2.	Disagree	0	0%
3.	Slightly Agree	5	13.9%
4.	Agree	18	50%
5.	Strongly Agree	13	36.1%

Fig No 5 Organization should conduct engagement activities more frequently.

Interpretation:-

87% responders said that they want organization to conduct engagement activities more frequently while the remaining 13% were neutral to this question and were satisfied with the present numbers of activities held.

5. Major Findings

Findings as follow:

- Employees at DTDC Express Ltd are aware of what is expected from them at work and have materials and equipment's which they need to do their work right.
- Employees feel that they have opportunities to learn and grow in this organization.
- Employees have agreed to this statement that there managers are helpful and treat each employee equally.
- Employee engagement activities are conducted at DTDC Express Ltd. timely but employees want it to be conducted more frequently as it helps them relieve stress and look forward to work.
- A good percentage of employees said they are able to achieve work-life balance and get enough time for their families after work but still suggested customization of work-life balance policy of the organization so that they can feel more happy at work.
- It was seen that employees were not sure about the maternity and paternity leaves provided by the organization.
- Employees agreed that there feedback is taken seriously and their opinion seems to count in this organization.
- Employees at DTDC Express Ltd. will suggest working here to others as well and will reapply if given a chance.
- Employee retention rate is seen to be high as maximum employees see themselves working here one year from known.
- Achievement of the employees are recognized and awarded.

CONCLUSION

- The findings in the paper show that there are many significant factors that together keep employee engaged and result in overall workplace involvement.
- More employee engagement activities organized frequently will help employees relive stress.
- Work-life balance policy needs to be customized as some stated they don't get enough time with their families after working hours.
- The satisfaction, motivation and engagement bring in the retention of employees thereby increasing the overall retention rate.
- This study has a huge scope and must be carried on in the entire organization as this will add up to the performance management of the employees.

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