

A STUDY ON EMPLOYEE ENGAGEMENT AND RETENTION STRATEGY ON PVM DESIGNS, TIRUPPUR

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ABSTRACT

This study uses a mixed-methods approach to investigate the factors affecting employee engagement and retention in PVM designs. It focuses on job satisfaction, career development opportunities, workplace culture, and communication channels. The research highlights issues specific to the textile printing industry, such as chemical exposure and repetitive work, and the importance of technology in influencing worker dynamics. The findings provide practical recommendations for enhancing employee engagement and retention in the textile printing sector.

Keywords: work culture, retention, employee engagement, printing, textile.

1. INTRODUCTION

The textile printing sector is vital to the global economy, with employee engagement and retention playing a significant role in competitiveness, product quality, and operational efficiency. However, the sector faces challenges in retaining a steady workforce, with high turnover rates causing significant costs and disruptions. Employee engagement is crucial for innovation and consumer satisfaction, while retention focuses on keeping skilled personnel in the company. Previous research has often overlooked the unique challenges faced by textile printing businesses, such as physical demands, chemical exposure, and changing technology landscapes. This study aims to address these gaps by analyzing factors influencing employee engagement and retention, identifying best practices and innovative strategies, and providing actionable recommendations.

2. STATEMENT OF THE PROBLEM

The PVM designs face challenges in retaining skilled workers due to unique needs and expectations. This companies struggle to create customized engagement plans, and the rapid advancement of technology and consumer preferences add to the challenge. Traditional methods like competitive pay and benefits may not fully align with the demands of the industry. This study aims to examine how companies keep employees engaged and loyal in the textile printing field, focusing on factors like company culture, leadership, career growth opportunities, and work conditions. The goal is to improve engagement and retention strategies, fostering growth and innovation in this specialized field.

3. OBJECTIVE

- To assess the current level of employee engagement within PVM DESIGNS.
- To evaluate the effectiveness of existing retention strategies.
- To explore best practices in employee engagement and retention from other industries
- To analyze the factors influencing employee engagement and retention.
- To offer valid suggestion for the improvement of employee engagement and retention of PVM DESIGNS.

4. SCOPE OF THE STUDY

- Through this survey we can learn more about the degree of employee satisfaction with the retention policy provided by PVM designs.
- The initiative outlines the standard of motivation that workers in the textile industry are provided.
- The primary goal of identifying the critical areas in which employees are both highly and poorly pleased.

5. LIMITATION OF THE STUDY

- Just a portion of the PVM designs's workforce is covered by the study.
- Workers did not take much time to answer the question honestly since they were preoccupied with their work.
- A thorough investigation could not be carried out due to time constraints
- Another issue is the inadequate disclosure of information.

6. RESEARCH METHODOLOGY

The process is used to collect information and data to make decisions. The methodology may include Publication research, Surveys and other Research techniques and could include both historical and present information.

Research Design

Research Design refers to the overall strategy that we choose to integrate the different components of the study coherently and logically, thereby, ensuring that we will effectively address the Research problem. It constitutes the blueprint for the collection, measurement and analysis of data.

7. DESCRIPTIVE RESEARCH DATA COLLECTION METHOD

- Primary Data Source
- Secondary Data Source

SIZE OF THE SAMPLE

The sample size is 100

STATISTICAL TOOLS USED

To analyze and interpret collected data the following statistical tools were used.

ANALYSIS AND INTERPRETATION OF THE STUDY

Chi-Square Test

Chi-square test Age and Motivated employees

HO= There is no significant relationship between Age and Motivated employees H1= There are significant relationship between Age and Motivated employees

	ACTUAL VALUE						
	A	B	C	D	E	TOTAL	
AGE	30	48		18	4	0	100
MOTIVATED EMPLOYEES	2	24		34	40	0	100
TOTAL	32	72		52	44	0	200
	EXPECTED VALUE						
	A	B	C	D	E	TOTAL	
AGE	16	36		26	22	0	100

MOTIVATED EMPLOYEE	16	36	26	22	0	100
TOTAL	32	72	52	44	0	200
			CHISQ	0.00		

CHI SQUARE=0.00

INTERPRETATION

There is no significant relationship between Age and Motivated employees

Chi-square test for Gender and mission and goals

HO= There are no significant relationship between Gender and mission and goals H1= There are significant relationship between Gender and mission and goals

	ACTUAL VALUE					
	A	B	C	D	E	TOTAL
GENDER	68	32	0	0	0	100
MISSION AND GOALS	6	32	24	36	2	100
TOTAL	74	64	24	36	2	200
	EXPECTED VALUE					
	A	B	C	D	E	TOTAL
GENDER	37	32	12	18	1	100
MISSION AND GOALS	37	32	12	18	1	100
TOTAL	74	64	24	36	2	200

			CHISQ	0.00		
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CHI SQUARE=0.00

INTERPRETATION:

There are no significant relationship between Gender and mission and goals

CORRELATION

Correlation test for current retention program and company communication channels
 X= current retention program
 V= company communication channels

PARTICULARS	CURRENT RETENTION PROGRAM	COMPANY COMMUNICATION CHANNELS
VERY DISSATISFIED	2	8
DISSATISFIED	26	20
NEUTRAL	28	22
SATISFIED	32	44
VERY SATISFIED	2	6

	CURRENT RETENTION PROGRAM	COMPANY COMMUNICATION CHANNELS
CURRENT RETENTION PROGRAM	1	0.861916
COMPANY COMMUNICATION CHANNELS	0.861916	1

Current retention program and company communication channels Correlation coefficient: 0.861916

INTERPRETATION: The correlation coefficient between “Current retention program” and “company

communication channels” is 0.861916

CORRELATION

correlation test for positive work environment and recognition and reward X= positive work environment

Y=recognition and reward

PARTICULARS	A POSITIVE WORK ENVIRONMENT	RECOGNITION AND REWARD
VERY POOR	10	2
POOR	22	20
AVERAGE	24	42
GOOD	42	26
EXCELLENT	2	10
	A POSITIVE WORK ENVIRONMENT	RECOGNITION AND REWARD
A POSITIVE WORK ENVIRONMENT		10.619681
RECOGNITION AND REWARD	0.619681	1

positive work environment and recognition and reward Correlation co-efficient: 0.619681

INTERPRETATION: Correlation coefficient between the Current retention program and companycommunication channels

LITERATURE REVIEW

Umamaheswari (2024) “Employers Awareness and Perception on Employee Retention in Spinning Mills at Coimbatore Area” The researcher in his research paper stated that employees are one of the most important assets of the textile industry and although the figures represent that there are upward trends and an increase in the share of the textile industry in the economy but the truth is that they are facing employees shortage.

Parekh Krunal, Agrawal Vikita R. (2022) “An Analytical Study on Impact of HR Retention Strategies in IT Sector” This paper says that by motivating open communication among employees, they can be retained. Open communication helps them to share their problems and hence gain their loyalty. The factors identified were self esteem of employees, how good is the manager, how they are compensated, how much they are appreciated and what amount of good work is given to them.

Mandhanya Yogita (2021) “Compensation Policy a Tool; Fostering Employee Retention” How much the employee is compensated is directly related to his retention in the organization because higher compensation means they are always inclined towards the company. The organization should also develop a positive environment and work culture that increases the retention of employees.

CONCLUSION

In summary the study examines employee engagement and retention in the textile printing industry, focusing on PVM designs for engineering college students in Tamil Nadu. It highlights the importance of clear communication, professional growth opportunities, supportive leadership, and a positive work environment in fostering a committed workforce. Tailored retention strategies, including competitive compensation and non-monetary incentives, are crucial for attracting top talent and fostering innovation. Leadership plays a significant role in driving engagement initiatives.

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