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## A STUDY ON EMPLOYEE ENGAGEMENT IN BIO CARE COCO SUBSTRATES, SIVAGANGAI

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### Author

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### ABSTRACT

This study explores employee engagement at Bio Care Coco Substrates Industry, aiming to assess the level of involvement, motivation, and satisfaction among employees and how these factors influence overall organizational performance. By utilizing structured questionnaires and interviews, the research identifies key drivers of engagement such as leadership effectiveness, work environment, communication, and recognition practices. Using both primary and secondary data, the study evaluates the impact of these innovations on accuracy, responsiveness, customer satisfaction, and cost-efficiency. Statistical tools including percentage analysis, correlation, and chi-square tests were applied to analyze the data collected from 120 respondents. The findings highlight areas of strength and opportunities for improvement in employee relations, offering practical recommendations to enhance workforce productivity and morale. This project contributes valuable insights into human resource strategies that can foster a more engaged and committed workforce within the manufacturing sector.

**Keywords:** Customer Satisfaction, Onboarding

### INTRODUCTION ABOUT THE TOPIC

Employee engagement is the level of commitment and involvement an employee has towards his organization and its values. It is a measurable degree of an employee's positive or negative emotional attachment to their job, colleagues and organization which profoundly influences their willingness to learn & perform at work. Employee engagement has a direct impact on the employee's productivity. Understandably, the most productive employees are



those that are not only committed and loyal but also, but also those whose outputs are healthy and gratifying both for themselves as well as for the organization they work for. Obviously, these are the employees who can be called engaged. In almost a bottom-up fashion, the organization as a whole benefit from employees that is committed, loyal, productive, and engaged. The paper aims at finding the employee engagement across manufacturing and compares the underlying reasons indicating high or low employee engagement.

### **OBJECTIVE OF THE STUDY**

- To analyze the Employee Engagement practices in Bio Care Coco Substrates.
- To find out the Satisfaction level of the employees with the current system.
- To analyze the effectiveness of the Employee Engagement.
- To determine the problems and solutions provided by Bio Care Coco Substrates during the gap between different departments by creating an alignment through fun activities and engagement activities.
- To find the Employee Engagement status in Bio Care Coco Substrates and implement required policies.

### **NEED OF THE STUDY**

This will help to reduce the attrition and to increase the productivity and profit. It will examine and focus on how to make the employee more engaged and committed towards the organizational growth.

### **SCOPE OF THE STUDY**

- This Project gives the sample scope to know about various aspects of HR especially regarding Employee Engagement.
- The Scope of the project is applicable to all the employees working in the organization of the middle management level.
- This project allows the researches to learn the various aspects, tools and policies which can be applied for making the employee more engaged with the organization.



## HYPOTHESIS OF THE STUDY

- **Null Hypothesis (H<sub>0</sub>):** Employee engagement has no significant effect on operational outcomes at Bio Care Coco Substrates.
- **Alternative Hypothesis (H<sub>1</sub>):** Increased employee engagement significantly improves operational outcomes such as efficiency, product quality, and employee retention at Bio Care Coco Substrates.

## RESEARCH DESIGN

Research design is the conceptual structure within which research is conducted. It constitutes the blueprint for collection, measurement and analyses of data were descriptive research. Descriptive research involves collecting numerical through self-reports collected, through questionnaire or interviews (person or phone) or through observation. For present study, the research was descriptive and conclusion oriented.

## RESEARCH METHODOLOGY

Research methodology is way to systematically solve the research problem. The research methodology includes the various methods and techniques for conduction a research. Research is an art of scientific investigation. In other words, research is a scientific and systematic search for pertinent information one specific topic.

## ANALYTICAL TOOLS FOR THE STUDY

- Percentage Analysis.
- Chi-Square
- Correlation

## LIMITATION OF THE STUDY

- This study focuses on employee engagement strategies as a predictor of company performance rather than technology and also the extent to which people value, enjoy and believe in what they do.



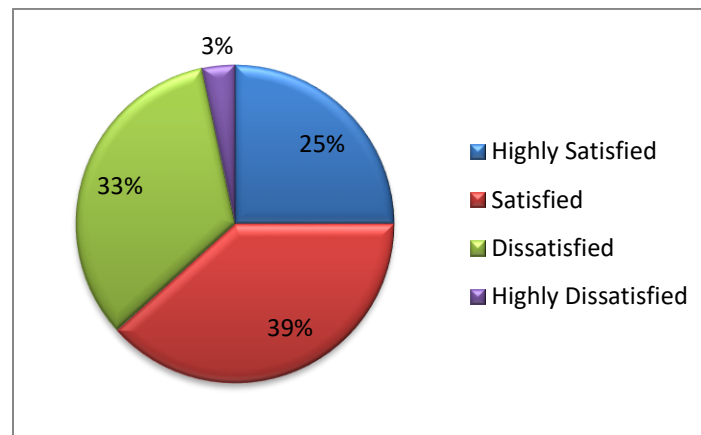
- This study also focuses on employee turnover and causes for the same.

## COMPANY PROFILE

Bio Care Coco Substrates is an enterprise that produces and supplies quality coconut-based substrates for application mostly in the agricultural and horticulture industries. The substrates are derived from coconut husks and other components of the coconuts, providing a green and environmentally friendly alternative to peat moss or other traditional media for the soil. Bio Care Coco Substrates places priority on sustainability, environmental responsibility, and innovation, supplying products globally to those countries requiring organic and natural growing media.

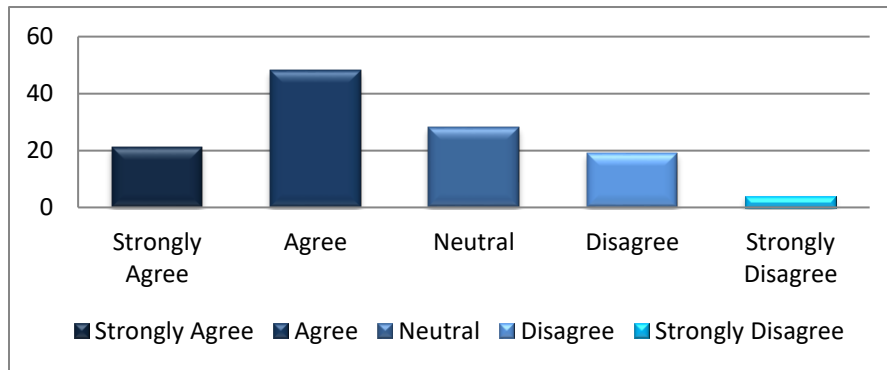
## DATA ANALYSIS AND INTERPRETATION

### SATISFIED AND COMFORTABLE ENVIRONMENT



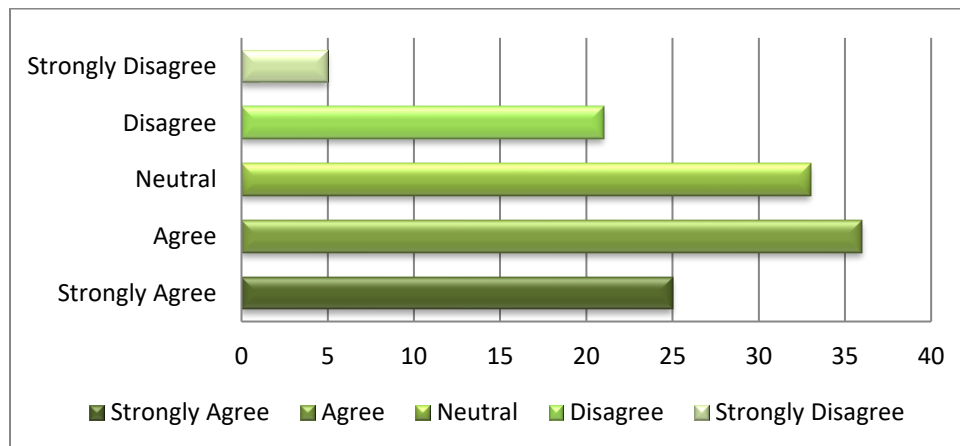
The data shows that the majority of respondents are either satisfied (38.3%) or highly satisfied (25%) with the subject in question, while 33.3% are dissatisfied, and a small proportion (3.3%) are highly dissatisfied

### EMPLOYEES OPINION OF THE RESPONDNETS



The data indicates that the majority of respondents (40%) agree with the statement, followed by 23.3% who are neutral. A smaller proportion (17.5%) strongly agree, while 15.8% disagree, and 3.3% strongly disagree.

### WAGES AND BENEFITS PACKAGES OF THE RESPONDENTS



The data shows that a combined 50.8% of respondents either agree (30%) or strongly agree (20.8%) with the statement, while 27.5% remain neutral. On the other hand, 17.5% disagree and a small portion (4.2%) strongly disagrees.

### FINDINGS

- The sample consists of 58.3% female respondents and 41.7% male respondents, indicating a higher representation of females. This suggests a relatively balanced gender distribution in the population.



- The majority of respondents experience the particular aspect **rarely** (41.7%) or **sometimes** (35%). A smaller proportion report it happening **never** (20.8%) or **always** (2.5%).
- The majority of respondents are either **satisfied** (38.3%) or **dissatisfied** (33.3%) with the aspect being measured. A smaller percentage is **highly satisfied** (25%) or **highly dissatisfied** (3.3%).
- The majority of respondents **agree** (40%) or are **neutral** (23.3%) about the statement. A smaller portion **strongly agrees** (17.5%), **disagree** (15.8%), or **strongly disagree** (3.3%).
- The majority of respondents either agreed (30%) or were neutral (27.5%) on the statement. A smaller portion disagreed (22%) or strongly disagreed (4.2%).
- The majority of respondents were either neutral (30%) or agreed (28.3%) with the statement. A smaller percentage disagreed (21.7%) or strongly disagreed (4.2%).
- The majority of respondents agreed (37.5%) with the statement, followed by those who were neutral (24.2%). A smaller portion disagreed (23.7%) or strongly disagreed (4.2%).
- The majority of respondents agreed (36.7%) or strongly agreed (21.7%) with the statement. A smaller proportion were neutral (20.8%) or disagreed (22.5%).
- The majority of respondents either agreed (30%) or were neutral (27.5%) with the statement. A smaller percentage disagreed (23.3%) or strongly disagreed (5%).
- Most respondents reported using it occasionally (44.2%) or frequently (32.5%). A smaller percentage used it rarely (17.5%) or never (5.8%).

## SUGGESTION

- Host workshops to educate employees about the benefits, production processes, and sustainability of coco substrates. This boosts knowledge and passion for the product.
- Encourage employees to participate in sustainability programs, such as reducing waste, recycling materials, and optimizing production processes to be more eco-friendly.
- Create a program to recognize and reward employees who come up with innovative ideas to improve product quality, manufacturing efficiency, or sustainability in the coco substrates production.



## CONCLUSION

In conclusion, employee engagement plays a pivotal role in cultivating a motivated, productive, and innovative workforce, particularly in specialized and niche industries like the coco substrates sector. When companies implement initiatives focused on employee development, sustainability, recognition, and fostering a culture of collaboration, they lay the foundation for a positive and supportive work environment.

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