



A Study on Blue Collar Employees Engagement in the Organisation

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ABSTRACT:

The concept of Employee Engagement is getting more and more acceptance and recognition. Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. It is a positive attitude held by the employees towards the organization and its values.

Employee engagement is defined as the degree to which an employee feels a sense of attachment to the organization, satisfied with their jobs, feel valued, and experience collaboration and trust. The end result is a high performing company where people are flourishing and productivity is increased and sustained. Employee engagement determinants are the factors which contribute in the process of engagement to happen in organization. Engaging a huge workforce has also become important for the manufacturing.

Nowadays, it is globally recognized that managing human resources is the basic job of management. Further, human resource management / human resources development have also now accepted it as the most spectacular aspects of management in India. Today the employees of the organizations are looking for a more engaging job, better work environment, not only challenging job but also satisfaction of higher order needs such as autonomy, participation, corporate status, etc.

This study has been carried out to study the perception of Employee Engagement in Top and Middle level functionaries in the organization. It carries out to study the various factors i.e health & safety, security and safety, work environment, training and development, Job Satisfaction, Recognition and appreciation and communication and feedback. The study focuses on how employee engagement is an antecedent of job involvement and what should company do to make the employees engaged.

INTRODUCTION:

BLUE COLLAR WORKERS DEFINITION:

Blue collar workers is a term which refers to working class people who perform any form of manual labor as opposed to 'white collar jobs,' which are mostly office based. Blue-collar workers are usually paid by the hour or by the project.

Blue collar workers are mostly active in industries such as warehousing, oil fields, firefighting, construction, manufacturing, sanitation, custodial work and technical installations. Blue collar jobs are highly specialized and require someone to be skilled in performing a certain task, but generally, do not require formal education.

The term "blue-collar" refers to a type of service where jobs are often manually labored, waged, or salaried. In most cases, blue-collar workers do not require any formal education or skills. A lot of these jobs are building or maintaining something physically.

It involves the following However, this job role has evolved. It is now normal to find workers in this position who are formally educated and highly skilled in performing a specific task. We can find many of them in aeronautics, filmmaking, and electronics. They might not need a four-year college diploma, but most of them demand skilled employees with special training.

Advantages and Disadvantages of Being a Blue-Collar Worker:

- Many people are unaware of the advantages of working in a blue-collar workplace. Some of them are-
- They can take time off anytime they wish and live a better life.
- These jobs involve a physically active lifestyle that promotes overall wellness.
- Their work will not be limited to a single location or team. You will be up and moving all the time.

- They can expect your life to be relatively stress-free.
- They can get low-cost job training. They can go to training or technical colleges that are often fully funded by the government.
- However, there are also some disadvantages of being a blue-collar worker. They are-When it comes to making decisions, there is a lack of power and authority. The work routine will be repetitious.
- Their work might lead to physical exhaustion while dealing with various working conditions.
- They are expected to do several things that put their lives in danger. Whether we like it or not, many people have a negative attitude toward them. So they will have to deal with social prejudice and an unwanted stigma.

Tips to Engage Your Blue-Collar Workers:

- Recognition!
- Promote learning and development.
- Don't underestimate the effects of their work on their health.
- Listen to them
- Treat them the right way.
- Future of Blue-Collar Workers:
- Automation poses a threat to these workers as most of their work involves manual labor and relatively unskilled individuals.
- But as per research, these jobs aren't going obsolete. In reality, the market is rapidly growing. Here are a few trends employers should look out for in the coming years-
- To improve the productivity of your staff, you must tech-enabled them. Machine learning and computer technology skills are also in demand.
- Improve your blue-collar workers' digital literacy too.
- Help them to be creative, innovative, and to play with data and analytics. Look forward to their analytical insights and judgments.
- Come together to improve on the other most significant performance skills. It might be teamwork, collaboration, and social skills.
- They believe the future of these jobs will involve humans and robots collaborating. Assisting them in learning robotics will improve their abilities.

REVIEW OF LITERATURE:

Prashant Das et al., (2017) believed that due to the consequent increase in the competition and requirement of appropriate pay in developing countries like India, people are trying their best to attain a position that is respectable as well as sufficient for their living. They reveal that employee engagement, cognitive flexibility and pay satisfaction are potential determinants of turnover intentions and have relevant importance in retaining best employees in the organization despite such cut-throat competition. This paper is useful in understanding the reasons causing increasing employee turnover as well as the procedures in retaining the best employees in order to improve the graph of production and encourage a sense of loyalty for the organization.

RESEARCH METHODOLOGY:

Significance of the study:

Employee's engagement is a means to an end-the end goal being organizational effectiveness; Not all engagement drivers are necessarily the drivers for organizational results. In fact, some of the engagement drivers, when overdone, can actually become counterproductive.

Objective of the Employee Engagement:

- To study the level of employee engagement of blue-collar employee.
- To identify the areas to improve employee engagement level of blue-collar employee.
- To provide them a better work experience.
- To study the influence of work life balance of blue-collar employee.
- To study the compensation factors on the work life balance of the blue-collar employees

THEORITICAL DEFINITIONS:

Level of employee engagement: The level of employee engagement is the extent or the state where employee feels emotionally and intellectually committed to the organization or a group.

Engagement: It is the energy, passion, fire & emotional commitment that the employees have towards their work and the employer.

Employee: An employee is someone who gets paid to work for a person or company. Workers don't need to work full time to be considered employees—they simply need to be paid to work by an employer (the person or business that pays them).

Research Design: The research design is exploratory and descriptive in nature emphasizing on the employees' beliefs towards different variable in the organization. Such a design would help in giving an overall picture. It would further give an indication as to what is the current state of organizational culture and provide suggestion for improvement and opportunity for further research and development.

Universe of the Study: The universe for this study is the blue-collar employees working in different departments (units).

Sampling Method: The simple random sampling method is used in research.

Sample Size: The sample size is taken from the total universe of the organization. The sample size is 53 employees.

Tools for data collection: The tool used for data collection is questionnaire. The tool works as a questionnaire where people were ready to fill it on their own at their own convenience but within the time limit set by the organization

FINDING:

- As per the data the employees are strongly agree that training is helpful in their work life balance.
- Employees are neutral for a good recommendation of the company. Employees are agree that their job provides enough opportunities.
- Company gives enough opportunities to their employees in socialize with their colleagues.
- According to the survey in the company 27(51%) are agree that company recognize their employee for good job.
- According to the survey in the company 29(55%) are neutral that company recognize their employee for good monetary and non-monetary schemes.
- In the company 29(55%) are agree that company encourage new ideas of the employees.

SUGGESTIONS:

- Learning opportunities are good at individual level but learning opportunities should be increased at inter departmental level so that employees interact with each other and hence to increase effective cooperation between departments. .
- The employees should be given some more job security so that they will remain for long time in the organization and will never leave the organization. .
- Only few employees have a view that they have good future career opportunity in the organization which needs to be checked which is also affecting attrition rate of the company.
- Communicating with employees regularly helps ensure everyone understand the business objectives and goals, as well as their place in achieving it. But with ever changing technology and new ways to communicate being developed every day, businesses must ensure that they are reaching their people in a way that suits them.

CONCLUSION:

The study has been in a positive nature where majority of the respondents have agreed to the questionnaire and from which the study has various conclusions. The organization provides the support employee need to develop ideas that will help make it more successful. It was also found that organization provides workspace privacy to the employee which is very much necessary for in the organization. It was also found that organization strongly supports the training and development of its employees. The study indicates that employees have positive views that organization is structured in a way that helps employees achieve their goals as well as they have positive work - balance life they are doing some productive work in professional life as well as in their personal life also. It can be concluded that in the time of covid-19 pandemic the organization has given covid-19 insurance to the employees and also all the employees and co-workers are very cooperative with each other & employees get enough opportunity for their personal growth in the organization. The organization provides them appropriate training and development which is helpful for employees in day to day life majority of employees that their job provides them real sense of personal achievement and also employees get chance socialize with colleagues in the organization. The study also indicates that organization give nonmonetary rewards to employees if any employee performs well in the organization it will help them to

retain that employee for long term and also organization has good recognition monetary & non-monetary reward system. The study indicates that company encourage everyone's efforts. The study also indicates that the employees agree that the organization delivers on the promises it makes to its employees. It can also be found that the employees believe work related stress is manageable for them. It can also be drawn that employees appreciate the way the organization manages performance which identify strengths and improvement areas.

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TABLE SHOWING IF THE WORK AREA IS CLEAN

Table 6. Graph showing the cleanliness of your work area.		
Responses	Frequency	Percentage
Strongly Agree	4	8
Agree	36	68
Neutral	5	9
Disagree	5	9
Strongly Disagree	3	6
Total	53	100

