1. Introduction

Employee engagement has emerged as a critical driver of business success in today's competitive marketplace. Further, employee engagement can be a deciding factor in organizational success. Not only does engagement have the potential to significantly affect employee retention, productivity, and loyalty, it is also a key link to customer satisfaction, company reputation, and overall stakeholder value. Thus, to gain a competitive edge, organizations are turning to HR to set the agenda for employee engagement and commitment. Employee engagement is defined as "the extent to which employees commit to something or someone in their organization, how hard they work and how long they stay as a result of that commitment." Research shows that the connection between an employee’s job and organizational strategy, including understanding how important the job is to the firm’s success, is the most important driver of employee engagement. In fact, employees with the highest levels of commitment perform 20% better and are 87% less likely to leave the organization, which indicates that engagement is linked to organizational performance. Employee engagement is a complex concept, with many issues influencing engagement levels. Consequently, there are many pathways to foster engagement, with no one kit that fits all organizations. While each company may define employee engagement differently, ultimately, the key to effective engagement will be rooted in the flexibility of approach most appropriate for each individual firm.

The Indian Textile Industry counts among the leading textile industries in the world. Apart from providing the basic necessities of life, its role in the country's economic growth is significant. India’s textile industry contributes about 14 per cent to industrial production; 4 per cent to the country's gross domestic product (GDP); 17 per cent to its export earnings; and is a source of direct employment for over 35 million people, which makes it the second largest provider of employment after agriculture. Abundant raw materials, healthy foreign direct investments and a government willing to invest ensures a bright future for India’s textile sector.

2. Review of literature

Artody Wiseto, Aida Vitayala Hubeis and Dadang Sukandar(2016) aimed to analyze the correlation between employee engagement and the performance of PT Bank Mandiri (Persero) Tbk . There are many factors that can be create a sense of belonging is specifically individual, managers, and executives. This study used multiple linear regression to process and analyze data. Data can be obtained from 68 permanent employees in retail risk group of PT Bank Mandiri (Persero) Tbk. Based on the result, factors individual, managers, and executives significantly affect the performance of PT Bank Mandiri (Persero) Tbk.

3. Scope of the study

The scope of the study is restricted only to the employees working in New SPP, Erode.

4. Objectives of the study

Primary Objective

- To study the organizational practices that influence the employee engagement in the organization at New SPP, Erode.

Secondary Objectives

- To analyse the significance of relationship among the engagement practice followed
- To analyse the relationship between various factors influencing employee engagement
- To study the employee engagement practices prevailing in textile companies
- Prioritizing the various factors that need to be worked upon depending on the employee’s work engagement
• To provide practical recommendations to overcome the low employee engagement

5. Limitations of the study
• The scope of study is restricted only to the employees working in New SPP Silk Centre, Erode. Therefore, this finding cannot be applied to other companies.
• The study considers only limited variables. In future, more number of variables can be included.
• The total sample size is 180. Even though the researcher made several efforts to collect data from the respondents, the response of survey was poor.
• This study was conducted in New SPP silk centre. If the same study has been conducted in some other environment of different employee culture, the result might be different.

6. Research Design
Research design stands for advanced planning of methods to be adopted for collecting the relevant data and the techniques to be used in their analysis keeping in view the objective of the research.

7. Framework Analysis
SPSS version 20 is used to analyze the valid responses. A comprehensive data file has been created with variables. The collected data was then edited and consolidated by using simple statistical tools and is presented in the form of tables and figures. For the analysis of data, the simple statistical tools are employed. The statistical tools employed are

1. Percentage analysis
2. T-test

8. Analysis and Interpretation

### Year of experience interpretation

<table>
<thead>
<tr>
<th>Year of Experience</th>
<th>Freq</th>
<th>%</th>
<th>Valid %</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 3 years</td>
<td>32</td>
<td>17.8</td>
<td>17.8</td>
<td>17.8</td>
</tr>
<tr>
<td>3 - 5 years</td>
<td>59</td>
<td>32.8</td>
<td>32.8</td>
<td>50.6</td>
</tr>
<tr>
<td>5 - 10 years</td>
<td>62</td>
<td>34.4</td>
<td>34.4</td>
<td>85</td>
</tr>
<tr>
<td>more than 10 years</td>
<td>27</td>
<td>15</td>
<td>15</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>180</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Out of 180 respondents, Table 1 shows that 17.8% of the employees work less than 3 years, 31.1% of the employees work from 3 – 5 years, 37.8% of the employees work from 5 – 10 years, 13.3% of the employees work more than 10 years. So majority of the employees work from 5 – 10 years.

#### Gender

$H_0$ – There is no significant difference between Gender and Work engagement

$H_1$ – There is significant difference between Gender and Work engagement

### T-Test gender and work engagement of the respondent

<table>
<thead>
<tr>
<th></th>
<th>gender of the respondent</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work engagement</td>
<td>Male</td>
<td>94</td>
<td>3.5569</td>
<td>.315</td>
<td>.032</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>86</td>
<td>3.4316</td>
<td>.36</td>
<td>.039</td>
</tr>
</tbody>
</table>

### Levene’s T-Test gender and work engagement of the respondent

<table>
<thead>
<tr>
<th>Work engagement</th>
<th>Levene’s Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
<td>t</td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>2.392</td>
<td>0.124</td>
<td>2.457</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>2.441</td>
<td>0.1613</td>
<td>0.016</td>
</tr>
</tbody>
</table>

#### Interpretation
Levene’s Test for Equality of variances (Homogeneity) result shows that significant value that is 0.124 which means both the groups are homogeneous group so t-test for equal variance not assumed considered.

Based on the result generated by SPSS, there is significant difference between Gender and Work engagement. P value (2- tailed) is 0.015 and 0.016 this value is less than 0.05. Therefore, $H_1$ is accepted.

#### Designation

**Hypothesis:** Designation with work engagement

$H_0$: There is no significant difference between the Designation and work engagement.

$H_1$: There is a significant difference between the Designation and work engagement.
**Interpretation**

The above result of one-way anova shows that there is a significant difference between Monthly Income and Work engagement. The multiple comparisons show which groups are differed from each other. The Tukey post hoc test is used to conduct post hoc tests on a one-way ANOVA. The table shows that there is a statistically significant difference between Salary 15001-20000 and above 20000 (p=0.023).

**9. Findings**

- It is concluded from the analysis that (37.8%) of the respondents have 5 - 10 years of work experience.
- It is concluded from the analysis that male employees (0.018) contribute more to the work engagement than female employees. Gender has positive significant towards work engagement.
- It is concluded from the analysis that the p-value (0.047) of designation is lesser than 0.05. Therefore, there is significant relationship between the Designation and work engagement. (i.e.) Designation have positive contribution towards work engagement.

**10. Suggestions**

- Management can improve employees’ engagement towards the organization by enhancing the career opportunities, leadership to employees.
- Fair treatment of employees by their superiors improves employee’s engagement in the organization.
- Keeping individuals in the same department, same role for a long period will make them feel stagnated and bored. Therefore, job rotation among different departments and teams should be considered.
- The organization should introduce welfare facilities like provident fund, Employee state insurance (ESI), gratuity, etc., so that employees will be more engaged towards their job before.

**11. Conclusion**

The research was conducted with the objectives to find the most influencing factors of the employee engagement of New SPP employees, and to provide practical recommendations to overcome the high employee turnover, in the light of the finding...
of this study. The research was successful in achieving its objectives, as this study indicated the current level of engagement of the organization and the empirical data collected clearly indicated the factors influencing their employee engagement. Also, based on these findings, practical recommendations can be provided to overcome the high turnover of employees, through effective employee engagement practices.

References