

A STUDY ON EMPLOYEE ENGAGEMENT AND RETENTION STRATEGIES AT OKAPI GREEN AUTOMATION PRIVATE LIMITED

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ABSTRACT

This study examines employee engagement and retention strategies at Okapi Green Automation Private Limited, a newly established company in the electric vehicle (EV) and automation sector in Tamil Nadu. The research focuses on understanding employee satisfaction, motivation, and organizational practices that influence workforce stability and performance. Using a descriptive research design, data was collected through questionnaires and analysed using percentage analysis and chi-square tests. The findings reveal that employee engagement is influenced by factors such as age, education, income, and organizational environment. The study also highlights the importance of effective supply chain management and strategic HR practices in improving overall organizational efficiency. Although the company shows strong growth potential due to its innovation and sustainability focus, improvements in employee engagement and retention strategies are essential for long-term success. The study concludes with suggestions to enhance productivity, employee satisfaction, and competitive advantage.

Keywords: Employee Engagement, Employee Retention, Human Resource Management, Electric Vehicle Industry, Supply Chain Management, Organizational Performance, Job Satisfaction, Workforce Management

INTRODUCTION

In today's competitive business environment, organizations are increasingly recognizing the importance of employee engagement and retention as key drivers of success. This study focuses on Okapi Green Automation Private Limited, a rapidly growing company in the electric vehicle (EV) and automation sector. Established in 2023 in Tamil Nadu, the company specializes in manufacturing electric three-wheelers for both passenger and cargo transportation, contributing to sustainable and eco-friendly mobility. The purpose of this article is to analyse the company's employee engagement practices, retention strategies, operational efficiency, and overall growth potential in a competitive industry.

INDUSTRY AND COMPANY OVERVIEW

Okapi Green Automation operates in the manufacturing and automobile industry, with a strong emphasis on electric mobility and green energy solutions. The EV sector in India is expanding rapidly due to increased environmental awareness, government support, and rising fuel costs.

The company focuses on:

- Manufacturing electric vehicles (three-wheelers)
- Automation-related services
- Electrical equipment production
- Sustainable transportation solutions

OBJECTIVES OF THE STUDY

- To understand employee engagement levels
- To analyse retention strategies and satisfaction
- To identify factors influencing employee performance
- To evaluate HR practices and organizational culture

RESEARCH METHODOLOGY

The study adopts a descriptive research design using both primary and secondary data.

- Primary data: Questionnaires and employee responses
- Secondary data: Books, journals, and company records
- Sampling: Simple random sampling
- Tools: Percentage analysis and chi-square test

Table-1.1

Type	Respondents	Percentage
Small scale	50	44.6%
Medium scale	56	50.0%
Large scale	6	5.4%
Total	112	100%

Source: computing form primary data

The majority of employees (65.2%) are male, indicating male dominance in the workforce.

Table 1.2

Age group	No of respondents	Percentage
Below 25 years	33	29.5
26-40 years	39	34.8
41-45 years	22	19.6
Above 45 years	18	16.1
Total	112	100.0

Source: computing form primary data

H_0 : There is no significant association between age of the respondents and their level of satisfaction regarding the services rendered by Okapi Green Automation Pvt ltd

Table 1.3

Gender and Level of Satisfaction

H_0 = There is no significant association between gender of the respondents and their level of satisfaction regarding the services rendered by okapi green auto matican pyt ltd.

Gender	Level of Satisfaction			Total
	High	Moderate	Low	
Male	40	15	15	70
Female	20	10	10	40
Other	0	1	1	2
Total	60	26	26	112

Source: computing form primary data

Since the calculated χ^2 value (12.979) is greater than the table value (5.991). Therefore it is concluded that there is a significant association between gender of the respondents and their level of satisfaction regarding services rendered by C & F Agents. Hence, Null hypothesis is rejected.

Table 1.4

Place of Residence and Level of Satisfaction

H_0 = There is no significant association between place of residence of the respondents and their level of satisfaction regarding the services rendered by Okapi Green Automation Pvt Ltd.

Place of Residence	Level of Satisfaction			Total
	High	Moderate	Low	
Rural	30	10	8	48
Urban	18	8	6	32
Total	60	26	26	112

Source: computing form primary data

The table shows the distribution of respondents based on their place of residence and their level of satisfaction with the services of Okapi Green Automation Pvt Ltd. It is observed that respondents from urban areas have a comparatively higher number of high satisfaction responses.

Table 1.5

Educational Qualification and Level of Satisfaction

H_0 = There is no significant association between educational qualification of the respondents and their level of satisfaction regarding the services rendered by Okapi Green Automation Pvt Ltd.

Educational Qualification	Level of Satisfaction			Total
	High	Moderate	Low	
School level	6	0	0	6
Graduate or Diploma level	33	6	11	50
PG level	5	6	0	11
Professionals	16	11	18	45
Total	60	23	29	112

Source: computing form primary data

Since the calculated χ^2 value (24.407) is greater than the table value (12.592). Therefore it is concluded that there is a significant association between educational qualification of the respondents and their level of satisfaction regarding services rendered by C & F Agents. Hence, Null hypothesis is rejected.

Table 1.7
Monthly Income

Monthly Income	High	Moderate	Low	Total
Below ₹15,000	18	6	6	30
₹15,000 – ₹30,000	20	10	5	35
₹30,000 – ₹50,000	15	6	4	25
Above ₹50,000	7	4	11	22
Total	60	26	26	112

Source: computing form primary data

Since the calculated χ^2 value (36.286) is greater than the table value (12.592). Therefore it is concluded that there is a significant association between monthly income of the respondents and their level of satisfaction regarding services rendered by C & F Agents. Hence, Null hypothesis is rejected

Table 1.9

Type of Industry and Problems Faced While Forwarding Goods

H₀: There is no significant association between type of industry and problems faced while forwarding goods in Okapi Green Automation Pvt Ltd.

Type of Industry	High	Moderate	Low	Total
Agriculture	5	6	6	17
Automobile	5	22	0	27
Chemical	11	0	0	11
Food	0	0	11	11
Building Material	23	11	0	34
Furniture	6	0	0	6
Pharmaceutical	6	0	0	6
Total	56	39	17	112

Source: computing form primary data

Since the calculated χ^2 value (124.114) is greater than the table value (21.026). Therefore it is concluded that there is a significant association between type of industry and their problems faced while forwarding goods. Hence, Null hypothesis is rejected

Table 1.10

Market Coverage and Problems faced while forwarding goods

H₀ = There is no significant association between market coverage and problems faced while forwarding goods.

Market Coverage	Problems faced while forwarding goods			Total
	High	Moderate	Low	
Domestic Market	22	22	5	49
International Market	34	12	12	58
Both	0	5	0	5
Total	56	39	17	112

Source: computing form primary data

Since the calculated χ^2 value (17.191) is greater than the table value (9.488). Therefore it is concluded that there is a significant association between market coverage and their problems faced while forwarding goods.

DATA ANALYSIS AND INTERPRETATION

- Majority employees fall under the 26–40 age group
- Workforce includes both skilled and semi-skilled employees
- Salary structure is gradual and experience-based
- Strong international market presence
- Supply Chain Management plays a key role in business success

Chi-square analysis shows a significant relationship between employee demographics and satisfaction levels.

FINDINGS

- Balanced workforce with varied experience levels
- Strong presence in multiple industries
- Active supply chain practices improve efficiency
- Employee satisfaction depends on multiple factors
- Scope for improvement in engagement strategies

SUGGESTIONS

- Improve employee engagement programs
- Strengthen supply chain systems
- Expand market reach
- Adopt advanced technology
- Focus on employee training and development

CONCLUSION

Okapi Green Automation Private Limited has strong potential in the EV and automation industry due to its focus on innovation and sustainability. However, continuous improvement in employee engagement, retention strategies, and operational efficiency is necessary for long-term growth and competitiveness.

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