

IMPACT FACTOR ON EFFECTIVENESS OF EMPLOYEE COUNSELING AT PRIVATE ENGINEERING COLLEGE FACULTIES IN KRISHNAGIRI DISTRICT

R.Murugesan

Assistant Professor in Department of MBA, P.S.V. College of Engineering & Technology, Krishnagiri Tamilnadu.

N. Yogambal

Assistant Professor in Department of MBA, P.S.V. College of Engineering & Technology, Krishnagiri, Tamilnadu.

ABSTRACT

The study was carried out in private engineering college faculties in Krishnagiri district during the month of June-July 2014 and it was undertaken to study the effectiveness of employee counseling at private engineering college faculties the study was conducted through questionnaires. The questionnaire was prepared according to the private engineering college faculties requirements. Fifty faculties were selected for the study. the study aims at analyzing the effectiveness of employee counseling, how counseling works in to private engineering college faculties what extent the employees are satisfied with the counseling and if any additional features need to be enhanced to improve employee satisfaction.

CHAPTER –I

INTRODUCTION

1.1. EMPLOYEE COUNSELING

Employee counseling can be explained as providing help and support to the employees to face and sail through the difficult times in life. At many points of time in life or career people come across some problems either in their work or personal life when it starts influencing and affecting their performance and, increasing the stress levels of the individual. Counseling is guiding, consoling, advising and sharing and helping to resolve their problems whenever the need arises. Employee counseling gives individuals a valuable opportunity to work through problems and stresses in a strictly confidential and supportive atmosphere. Counseling provides access to several basic forms of help giving information, direct action, teaching and coaching, advocacy, and providing feedback and advice. Counseling involves the individual employee meeting with a psychological adviser, usually on a one-on-one basis. It is not uncommon for the individual employee and counselor to meet once or twice a week for several weeks. However, the number and frequency of meetings required will depend upon the nature of the perceived difficulty and the nature of the intervention needed. The focus of counseling sessions is to encourage discussion of personal and work-related difficulties. This is often followed by the adoption of an active problem-solving approach to tackle the problems at hand.

THE SPECIFIC AIMS OF EMPLOYEE COUNSELING ARE TO

1. Explore and find the key sources of difficulty.
2. Review the individual's current strategies and styles of coping.
3. Implement methods of dealing with the perceived problem, thereby alleviating the issue. Often, this step may involve also improving interpersonal relations at work and or improving personal performance.
4. Evaluate the effectiveness of the chosen strategies.

NEED OF COUNSELING AT WORKPLACE

Apart from their personal problems, there are various reasons which can create stress for the employees at the workplace like unrealistic targets or work-load, constant pressure to meet the deadlines, career problems, responsibility and accountability, conflicts or bad inter-personal relations with superiors and subordinates, problems in adjusting to the organizational culture. Counseling helps the employees to share and look at his problems from a new perspective, help himself and to face and deal with the problems in a better way. Counseling at workplace is a way of the organization to care about its employees.

INGREDIENTS OF COUNSELING

Counseling of staff is becoming an essential function of the managers. The organization can either take the help of experienced employees or expert, professional counselor to take up the counseling activities. Increasing complexities in the lives of the employees need to address various aspects like:

- **Performance counseling:** Ideally, the need for employee counseling arises when the employee shows signs of declining performance, being stressed in office-hours, bad decision-making etc. In such situations, counseling is one of the best ways to deal with them. It should cover all the aspects related to the employee performance like the targets, employee's responsibilities, problems faced, employee aspirations, inter-personal relationships at the workplace, etc.
- **Personal and Family Wellbeing:** Families and friends are an important and inseparable part of the employee's life. Many a times, employees carry the baggage of personal problems to their workplaces, which in turn affects their performance adversely. Therefore, the counselor needs to strike a comfort level with the employees and, counseling sessions involving their families can help to resolve their problems and getting them back to work- all fresh and enthusiastic.
- **Other Problems:** Other problems can range from work-life balance to health problems. Counseling helps to identify the problem and help him / her to deal with the situation in a better way.

Thus counseling can go a long way in helping the employees to have better control over their lives, take their decisions wisely and better charge of their responsibilities, reduce the level of stress and anxiety. Counseling of employees can have desirable consequences for the institution. It helps the educational institution when the employees know that the college cares for them, and build a sense of commitment with it. It can prove to be of significant help to modify the behavior of the employees and more so to re-enforce the desired behavior and improve and increase the employee productivity.

If employees are to function at an optimum level of well-being and competence, it is vital that they feel supported and valued. Organizational systems are sometimes quick to make demands and 'hinder' but occasionally slow to 'help.' Employee counseling can be a vehicle to provide help in an effective, practical way. It is through such help that individuals are motivated to understand and realize their own career potential, thus maximizing the chances of functioning in the best interests of the organization.

The latest trend catching up in the corporate HR across the world is 'Employee Counseling at Workplace'. In the world of ever increasing complexity and the stress in the lives, especially the. Workplaces of the employees, employee counseling has emerged as the latest HR tool to attract and retain its best employees and also to increase the quality of the workforce.

In today's fast-paced corporate world, there is virtually no organization free of stress or stress-free employees. The employees can be stressed, depressed, suffering from too much anxiety arising out of various workplace related issues like managing deadlines, meeting targets, lack of time to fulfill personal and family commitments, or bereaved and disturbed due to some personal problem etc.

Organizations have realized the importance of having a stress-free yet motivated and capable. Workforce. Therefore, many companies have integrated the counseling services in their organizations and making it a part of their culture. Organizations are offering the service of employee counseling to its employees.

CHAPTER –II

2.1. OBJECTIVES OF THE STUDY

1. The primary objective of the study is to determine the effectiveness of employee counseling at private engineering college faculties.
2. To study how the counseling works in private engineering college faculties.
3. To understand to what extent the employees are satisfied with the counseling.

4. To study what are the employee expectations and additional features that needs to be enhanced in employee counseling.

2.2. SCOPE OF THE STUDY

The study helps to determine the effectiveness of the counseling process in the company. The study also provides inputs to the management for developing the ongoing counseling process. It aids the management to gain a deep insight into what improvements should be made to motivate employees to understand and realize their own career potential, thus maximizing the chances of functioning in the best interests of the organization. Counseling can go a long way in helping the employees to have better control over their lives, take their decisions wisely and better charge of their responsibilities; reduce the level of stress and anxiety.

2.3. LIMITATIONS OF THE STUDY

- a. Of the 600 officers, 100 employees were initially selected for the study, but it was reduced to 50 employees because of the following reasons.
- b. As, employee counseling was a newly added feature by the HRD, though most of the employees were aware of the counseling process, they had not registered with any of the counseling sites and hence they were not applicable to fill up the questionnaires.
- c. Secondly, the employees were of the opinion that they didn't face any severe issues at workplace, hence didn't feel needed to take the help of the counselors.
- d. And thirdly, they felt that counseling was never necessitated.
- e. Due to all these reasons, only 50 respondents could be selected for the study and the other 50 had to be rejected.
- f. Due to the busy work schedule of the employees, chances are there that responses to the questionnaires may be with lack of full concentration.
- g. Insufficient time and non-availability of employees lead to inadequate focus in all sections of the departments.

2.4. RESEARCH METHODOLOGY

Research methodology is a systematic way of solving the problem. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that may result in an economy in procedure. It stands for advance planning for collection of the relevant data and the techniques to be used in analysis, keeping in view the objective of the research and availability of time as the researcher is analyzing the past data and predicts the future trend, it is naturally of analytical type.

PERIOD OF STUDY

The period of the study entitled as "A Study on Employees effectiveness of employee counseling at private engineering college faculties done from 6th july 2014 to 31st july 2014 for a period of two months.

SAMPLE SIZE

Of the 600 officers, 100 employees were initially selected for the study, but it was reduced to 50 employees because of the following reasons, As, employee counseling was a newly added feature by the HRD, most of the employees were unaware of the counseling process in private engineering college faculties, and hence they were not applicable to fill up the questionnaires.

Secondly, the employees were of the opinion that they didn't face any severe issues at workplace, hence didn't feel needed to take the help of the counselors. And thirdly, they felt that counseling was never necessitated. Due to all these reasons, only 50 respondents could be selected for the study.

DATA COLLECTION

Both primary and secondary data has been used for the study.

PRIMARY DATA

Primary data are obtained by a study specifically designed to fulfill the data needs at hand. Such data are original in character and are generated in large number of surveys conducted monthly or quarterly or annually by government as also individual institutions and research bodies. In this study, the established research instrument, questionnaire, was used for collecting the primary data. The methodology of this study consists of both primary and secondary data. These data collected from the respondents were through questionnaires. The primary data were collected from the respondents; the secondary data were collected from the books

SECONDARY DATA

Data, which are not originally collected but rather obtained from published or unpublished sources, are secondary data. Before collection of primary data, it is desirable that one should go through all the available existing literature and learn what is already available in general, in which area the specific problem falls, and obtain all information that gives lead and lessons. In this project work, the secondary data sources are private engineering college faculties.

2.5. REVIEW OF LITERATURE

The studies on employee counseling conducted by a number of researchers have been identified that employee counseling provides help and support to the employees to face and sail through the difficult times in life. Only in the recent years have some studies started gaining proper attention from the academicians and practicing managers in the present study, a brief review of the studies on employee counseling program me has been given below

1. **Private engineering college faculties counseling: a Selected Review of the Literature** reviews the literature on counseling in business and industry. It summarizes what is known about (a) the extent to which personal and career counseling services exist within industry and (b) the effectiveness of various counseling programs in dealing with specific employee problems or concerns. The review is divided into three major sections. The first describes various programs and research involving counseling for personal problems. This is followed by a summary of efforts by industry to provide various forms of career counseling and guidance.
2. **Private engineering college faculty Development Counseling** focused on the counseling service provided by a major national N-1 organization. The main aim was identification of managerial mechanisms that might be instituted to facilitate the development of workplace counsellingship comprised of three main studies which utilized both quantitative and qualitative methods. Over a period of eight months, corresponding quantitative data were collected after each new counseling session from six hundred and ninety-four clients and forty-six counselors.
3. **Private engineering college faculties counseling psychology and employee assistance programs: Previous obstacles and potential contributions**, discusses various reasons why counseling psychologists have not become involved with EAPs. It also presents some ways that counseling psychologists may contribute to these programs and it highlights the similarities in the philosophies and the activities of EAP and counseling psychology practitioners and scientists. Additionally, some suggestions for how to prepare counseling psychologists for entrance into the EAP profession are offered. Finally, a brief research agenda designed to guide counseling psychologists who are interested in the study of EAP related variables is presented.
4. **Private engineering college faculties Effective counseling for the First-line Health Care Manager**, Emphasis Counseling is an important supervisory skill applied for a number of purposes. Although the need for counseling is as constant as any need facing the manager, a number of commonly encountered barriers often prevent effective counseling. In most instances, counseling is a necessary step preceding disciplinary action, and it is always an important step in improving employee performance. Although the

manager may not come to the job with expertise in counseling, counseling can nevertheless be learned through practice and the conscientious application of a few simple guidelines.

CHAPTER –III

ANALYSIS AND INTERPRETATIONS OF PERSONAL DATA

3.1 AGE GROUP

Age group	No. of respondents	Percentage
20-30	8	16%
30-40	13	26%
40-50	14	28%
Above 50	15	30%
Total	50	100

Interpretation: Out of 50 employees surveyed 16% were in the age group of 20-30, 26% were in the age group of 30-40, 28% were in the age group of 40-50 and 30 % were above 50.

3.2 GENDER

Gender	No. of respondents	Percentage
Male	43	86%
Female	7	14%
Total	50	100

Interpretation: Out of 50 employee's surveys, 86% were males and 14% were females.

3.3 DEPARTMENT

Department	No. of respondents	Percentage
Technical	35	70%
Non Technical	15	30%
Total	50	100

Interpretation: Out of 50 employees surveyed 70% were from the technical department and 30% were from the Non-Technical department.

3.4 YEAR OF SERVICE

Years of Service	No. of respondents	Percentage
0-10	10	20%
10-20	20	40%
20-30	12	24%
30 and Above	8	16%
Total	50	100

Interpretation: Out of 50 employees surveyed 20% had 0-10 years of experience, 40% had 10-20 years of experience 24% had 20-30 years of experience and 16% had above 30 years of experience.

3.5 AWARENESS OF THE COUNSELING PROCESS

Attributes	No. of respondents	Percentage
Yes	50	100%
No	0	0%
Total	50	100

Interpretation: Out of 50 employees surveyed 100% of the respondents were aware of the counseling process.

3.5 WAS THE COUNSELING SESSION HELPFUL TO YOU?

Attributes	No. of respondents	Percentage
Yes	45	90%
No	5	10%
Total	50	100

Interpretation: Out of 50 employees surveyed 90% said yes and 10% said no.

3.6 ADVICE RECEIVED USEFUL TO YOU.

Attributes	No. of respondents	Percentage
Yes	39	78%
No	11	22%
Total	50	100

Interpretation: Out of 50 employees surveyed 78% said yes and 22% said no.

3.7 WOULD YOU LIKE AN ADDITIONAL COUNSELING SESSION?

Attributes	No. of respondents	Percentage
Yes	39	78%
No	11	22%
Total	50	100

Interpretation: Out of 50 employees surveyed 78% said yes and 22% said no.

3.8 THE COUNSELLORS CREATE A SAFE ATMOSPHERE IN WHICH I CAN EXPLORE MY CONCERNS.

Attributes	No. of respondents	Percentage
Strongly Agree	7	14%
Agree	36	72%
Neutral.	7	14%
Disagree	0	0%
Strongly Disagree	0	0%
Total	50	100

Interpretation: Out of 50 employees surveyed 14% strongly agreed to the statement, 72% agreed with the statement, 14% were neutral and no employees disagreed or strongly disagreed to the statement.

3.9 MY WORK PERFORMANCE HAS IMPROVED AFTER COUNSELING.

Attributes	No. of respondents	Percentage
Strongly Agree	7	14%
Agree	29	58%
Neutral.	13	26%
Disagree	1	2%
Strongly Disagree	0	0%
Total	50	100

Interpretation: Out of 50 employees surveyed 14% strongly agreed to the statement, 58% agreed with the statement, 26% were neutral 2% disagreed and 0% strongly disagreed to the statement.

3.10 COUNSELING HELPS ME TO COPE BETTER WITH MY EMOTIONS.

Attributes	No. of respondents	Percentage
Strongly Agree	6	12%
Agree	24	48%
Neutral.	18	36%

Disagree	2	4%
Strongly Disagree	0	0%
Total	50	100

Interpretation: Out of 50 employees surveyed 12% strongly agreed to the statement, 48% agreed with the statement, 36% were neutral 4% disagreed and 0% strongly disagreed to the statement.

3.11 I FEEL I AM BENEFITTING FROM ENGAGING IN COUNSELING.

Attributes	No. of respondents	Percentage
Strongly Agree	6	12%
Agree	29	58%
Neutral.	13	26%
Disagree	1	2%
Strongly Disagree	1	2%
Total	50	100

Interpretation: Out of 50 employees surveyed 12% strongly agreed to the statement, 58% agreed with the statement, 26% were neutral 2% disagreed and 2% strongly disagreed to the statement.

3.12 OVERALL I AM SATISFIED WITH THE EXPERIENCE OF COUNSELING.

Attributes	No. of respondents	Percentage
Strongly Agree	11	22%
Agree	29	58%
Neutral.	10	20%
Disagree	0	0%
Strongly Disagree	0	0%
Total	50	100

Interpretation: Out of 50 employees surveyed 22% strongly agreed to the statement, 58% agreed with the statement, 20% were neutral and no employees disagreed or strongly disagreed to the statement.

3.13 I TAKE INITIATIVE IN CREATING AWARENESS TO MY CO-WORKERS REGARDING COUNSELING.

Attributes	No. of respondents	Percentage
Strongly Agree	11	22%
Agree	29	58%
Neutral.	10	20%
Disagree	0	0%
Strongly Disagree	0	0%
Total	50	100

Interpretation: Out of 50 employees surveyed 22% strongly agreed to the statement, 58% agreed with the statement, 20% were neutral and no employees disagreed or strongly disagreed to the statement.

CHAPTER -IV

FINDINGS, SUGGESTION AND CONCLUSION

4.1 FINDINGS

1. Of the 600 officers, 100 employees were initially selected for the study, but it was reduced to 50 employees because of the following reasons.
2. As, employee counseling was a newly added feature by the HRD, most of the employees were unaware of the counseling process and hence they were not applicable to fill up the questionnaires.
3. Secondly, the employees were of the opinion that they didn't face any severe issues at workplace, hence didn't feel needed to take the help of the counselors.
4. And thirdly, they felt that counseling was never necessitated.

5. Due to all these reasons, only 50 respondents could be selected for the study and the other 50 had to be rejected.
6. As 50% of the respondents showed a positive attitude towards counseling programmes, it was clear that the results were indicative that the employees understood the importance of counseling and how it could have benefitted them as employees in the organization.
7. The positive attitude of the employees indicated that they valued the services of the counseling programs. This is also indicative that the employees were open to the counseling services being offered.
8. The employees who had registered with the counselors were satisfied with the on-going counseling process and found that the advice they received and the sessions useful to their credit.
9. As the responses of the counselors to the crisis need were prompt, it was found that the employees would like to undergo an additional counseling session.
10. After attending the counseling sessions, majority of the employees agreed that their work performance had improved and they took initiative in creating awareness to their co-workers regarding counseling.
11. Employees who are satisfied, motivated and happy with their jobs are more productive. Effective counseling programs are therefore beneficial both to the organization and the employees.

4.2. SUGGESTION

No successful organization will ever be free from stress among its employees. Organization should be able to deal with stress on individuals at all levels. Here the role of counseling comes in, where people can talk and attempt to solve their personal and work related worries. Need for employee counseling arises due to various causes in addition to stress. Counseling is a process of helping an individual to help himself. So private engineering college faculties should take care that their employees are not being stressed in their work. Counseling is discussion of an employee's problem that usually has an emotional content to it, in order to help the employee cope with the situation better. Counseling seeks to improve employee's mental health. People feel comfortable about themselves and about other people and are able to meet the demands of life when they are in good mental. At private engineering college faculties should also think of improving their employee's mental health.

4.3 CONCLUSION

Counseling can go a long way in helping the employees to have better control over their lives, take their decisions wisely and better charge of their responsibilities; reduce the level of stress and anxiety. Counseling of employees can have desirable consequences for the organization. It helps the organization when the employees know that the organization cares for them, and build a sense of commitment with it. It can prove to be of significant help to modify the behavior of the employees and more so to re-enforce the desired behavior and improve and increase the employee productivity. HR strategies must be relaxed and should be designed with proper understanding of their expectations and unique preference that demonstrates proactive strategy.