

A STUDY ON EMPLOYEE ENGAGEMENT STRATEGY IN BIZDOM SOLUTIONS

Submitted in the partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

BY

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **NITHYA KALYANI ALIAS NITHISHA B**, reg no: **41410217** who carried out the project entitled "**A Study on Employee Engagement Strategy in Bizdom Solution**" under my supervision from January 2023 to March 2023.

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PROJECT COMPLETION LETTER



TO WHOMSOEVER IT MAY CONCERN

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We wish to confirm that **Ms.NITHYA KALYANI ALIAS NITHISHA B (Reg Num: 41410217)**, who has completed first year MBA in Sathyabama Institute Of Science And Technology, Chennai, has successfully completed the HR project in our concern titled **"A STUDY ON EMPLOYEE ENGAGEMENT STRATEGY IN BIZDOM SOLUTIONS"** from January to March.

During this lecture with us, the student's conduct and behavior Was observed to be good.

We wish success in all future endeavors.

For Bizdom Solutions,

For **BIZDOM SOLUTIONS PVT LTD**

M. Karthik
KARTHIK RENGANATH

Authorised Signatory / Proprietor
Authorised Signatory

Bizdom Solutions Pvt Ltd #, 46, RGM COMPLEX,OMR, RAJIVGANDHI SALAI,

KARAPAKKAM -600097. 8754577109, 7299922119.TIN:33546322109

DECLARATION

I **NITHYA KALYANI ALIAS NITHISHA B (41410217)** hereby declare that the Project Report entitled “**A Study on Employee Engagement Strategy in Bizdom Solutions**“ done by me under the guidance of **DR. JAINAB ZAREENA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:05.05.2023

PLACE: Chennai

A handwritten signature in black ink, appearing to read 'Nithya', with a horizontal line underneath.

NITHYA KALYANI ALIAS NITHISHA B

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I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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NITHYA KALYANI ALIAS NITHISHA B

ABSTRACT

Employee engagement is becoming valuable as the success comes from within the organization when transforming into the digital age and the modern world. It is crucial to take into consideration the level of engagement as competitive advantage and value proposition when talking about a successful and efficient organization. Employee engagement strategy 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. The organization must work to develop and nurture engagement, which requires a two way relationship between employer and employee.' Thus the Employee engagement is a barometer that determines the association of a person with the organization. The driving factors of engagement are classified into responsibilities

The research is divided into two main parts: the theoretical framework and empirical findings. The theoretical framework includes information about employee engagement, motivation and influence on the organization. The empirical part comprises an analysis of two case companies and a comparison of them as a summary. The outcome of this thesis is meant to help the case companies better understand the situation, the possible driving and hindering factors at the level of engagement. The driving factors of engagement are classified into achievement, recognition for achievement, work itself, responsibilities and growth or advancement.

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CHAPTER 1 INTRODUCTION

1.1 INTRODUCCION

Employee engagement strategies 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. In engagement, people employ and express themselves physically, cognitively, and emotionally during role performances.

To identify the areas in which your organization needs to improve and the next step is to develop a strategy. Employees are recognized as assets to be utilized to their thorough, with no extent for own decision making. Because of these attitudes in the employment relationship, the attentiveness of the employee is interior to that of the employer. That's where an employee engagement strategy comes into play. This is a plan detailing how the company will keep employees to be engaged and a way for companies to be deliberate about getting people engaged and to document those efforts explicitly.

Employee performance helps an organization get better results hence customer satisfaction and increased profits. Moreover, it aligns an individual goal to the objectives of the organization and urges them to maintain corporate core values, empowers desires to be characterized and concurred as far as part obligations and accountabilities what they are relied upon to do; aptitudes which they are required to have; and practices' which they are relied upon to have; gives chances to them to distinguish their own particular objectives and build up their abilities and skills

1.2 INDUSTRY PROFILE

The information technology industry in India INFORMATION TECHNOLOGY services, consulting and outsourcing. The share of the IT-BPM sector in the GDP of India is 7.4% in FY 2022. The IT and BPM industries' revenue is estimated at \$230 billion in FY 2022. The domestic revenue of the IT industry is estimated at \$49 billion, and export revenue is estimated at \$181 billion in FY 2022. The IT-BPM sector overall employs 5 million people as of March 2022.

The Indian IT-BPM industry has the highest employee attrition rate. In recent years the industry has been witnessing skyrocketing resignations cutting across hierarchy. As a global outsourcing hub, the Indian IT industry benefits from lower cost of living and the consequent cheaper labour. As IT-BPM sector evolves, many are concerned that Artificial Intelligence (AI) will drive significant automation and destroy jobs in the coming years.

The Task Force could act quickly because it built upon the experience and frustrations of state governments, central government agencies, universities, and the software industry. Much of what it proposed was also consistent with the thinking and recommendations of international bodies like the (WTO), International Telecommunication Union (ITU), and World Bank. In addition, the Task Force incorporated the experiences of Singapore and other nations, which implemented similar programs. It was less a task of invention than of sparking action on a consensus that had already evolved within the networking community and government.

Worldwide IT spending is projected to reach about \$5 trillion in 2023, an increase of 5.1% from 2022, according to Gartner. Demand for IT in 2023 is expected to be strong as enterprises push forward with digital business initiatives. Digital technology

initiatives will remain a priority for the industry, driven by the changing work landscape to accommodate complex hybrid work for employees.

The US information technology (IT) services industry includes about 145,000 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about \$445 billion.

As innovative digital applications permeate sector after sector, India is now prepared for the next phase of growth in its IT revolution. India is viewed by the rest of the world as having one of the largest Internet user bases and the cheapest Internet rates, with 76 crore citizens now having access to the internet.

The current emphasis is on the production of significant economic value and citizen empowerment, thanks to a solid foundation of digital infrastructure and enhanced digital access provided by the Digital India Program. India is one of the countries with the quickest pace of digital adoption. This was accomplished through a mix of government action, commercial innovation and investment, and new digital applications that are already improving and permeating a variety of activities and different forms of work, thus having a positive impact on the daily lives of citizens. India's rankings improved six places to the 40th position in the 2022 edition of the Global Innovation Index (GII).

COMPETITIVE LANDSCAPE

Demand for IT services is driven by rapid technological advances, but spending depends on the health of the economy. The profitability of companies depends on technical expertise, innovative services, and effective marketing. Large companies have advantages in broad service offerings and global reach, which give them the ability to provide outsourcing services to big corporate customers. Small companies can compete effectively by specializing in market niches or by partnering with larger companies that want to broaden their mix of services. The US industry is fragmented: the 50 largest companies.

National-level IT Policy Initiatives

Across several developing economies such as India, Brazil, China, and South Korea, the state policy of protection and promotional intervention has helped build technological capabilities, including those in the IT sector (Heeks 2004). In an analysis of the nature of state intervention in the Indian IT sector, Parthasarathy (2004b) has identified three phases—rigid policy restrictions (prior to 1984), eased restrictions (1984–90), and proactive promotion of the IT industry (post 1990). Policies for the Indian IT industry in the post-reform period have been congruous with the obvious global shift in development policy thinking from state intervention towards market-oriented policies (Harindranath and Liebenau 1995).

In India, the state has assumed the role of a facilitator and active promoter of the IT industry through initiation of several policies directly and indirectly concerning the sector and its various facets.⁴ In addition to the IT Act of 2000 (Ministry of Law, Justice and Company Affairs 2000) and the IT (Amendment) Act of 2008 (Ministry of Law and Justice 2009), it is possible to identify policies, at least since the mid-1980s, which directly or indirectly helped the growth of the IT industry (Table 1). These policies, *inter alia*, simplified procedures and reduced the number of documents and formalities required in foreign trade.

1.3 COMPANY PROFILE

BizDom Solution Private Limited is an information technology and Software development company that provides business consulting, information technology and outsourcing services. The Company is engaged in providing information technology, business consulting, and outsourcing services.

BIZDOM SOLUTIONS PRIVATE LIMITED is a TAMIL NADU based PRIVATE LTD. Company registered at dated 19-NOV-2018 on Ministry of Corporate Affairs(MCA), The Corporate Identification Number (CIN) of BIZDOM SOLUTIONS PRIVATE LIMITED It has been classified as COMPANY LIMITED BY SHARES and is registered under Registrar of Companies CHENNAI India. It aspires to serve in COMPUTER and RELATED ACTIVITIES activities across the India.

Its Annual General Meeting (AGM) was lastly conducted on and as per the records of Ministry of Corporate Affairs (MCA), its balance sheet was last filed on.

Build around the core values of Delivery, Quality and Creativity, Bizdom Technologies is a product design and engineering firm. Our primary focus is creating managed solutions and products that leverage high performance computing, big data and analytics.

Bizdom solutions also enables food businesses to maintain detailed and recipe-based inventory control and receive real-time alerts for changes across multiple locations. Provides a dashboard to capture and centralize data across all branches of the business and keep track of revenue/bank transfers directly from it. Biz1book lets users create custom reports on expired stock, food costing, type of orders, dispatch, fuel bills, incentives and more.

Allows businesses to automate and manage purchase orders among vendors and place or repeat orders directly from the system. It allows businesses to handle the production and mass production of food items across all outlets.

Customer Satisfaction

Our future depends on us serving as customer advocates and increasing our customers' success. We are proactive, hard driving and easy to work with. We offer expert knowledge and practical solutions. We deliver on our promises.

HISTORY

In 1885, Warren Johnson inspired the future, launching an industry focused on energy efficiency and a company poised to explore new ideas and enter new fields. This foundation has ignited the customer-focused innovation of thousands of employees for 125 years. Today, with this same principle, our employees continue to make essential contributions to the modern world in which we live, work and travel. They enable the ongoing success of Johnson Controls, a notion that founder Warren Johnson would surely appreciate.

Vision

- To be a globally respected corporation that provides best-of-breed business solutions, leveraging technology, delivered by best-in-class people
- Its vision is to provide a best business solution by indulging best talented people and eventually to become a reputed and respected in business.

Mission

To achieve our objectives in an environment of fairness, honesty, and courtesy towards our clients, employees, vendors and society at large. It focuses on maintaining fairness, honesty and courtesy towards their clients, employees, vendors and society in their path of achieving their objective. .

1.4 STATEMENT OF THE PROBLEM

Employee engagement is relied upon to directly affect enhanced employment execution. This is predictable with May, Gilson, and Harter (2004) and Kahn's (1992) models of mental nearness and Macey et al., (2008) model of the worker engagement esteem chain. A basic part of any association is to give a situation that lifts the capability the of the individual employee which can provide a better platform for formulating effective organizational strategies. Even though KEMRI-Wellcome Trust Research Programme has provided a better-working environment that includes spacious office, well ventilated, high standard furniture and other welfare amenities, the employee performance isn't still at par with the organizational investment. Moreover, its policies for the provision of support and motivation to the staff with the aim of improving the performance are yet to enhance performance. Several studies related to employee engagement have been conducted globally, which link high levels of employee engagement to increased profitability and productivity (Gallup, 2010). In Kenya, similar studies have been conducted which explored key factors of employee engagement (Ndugo, 2010), positive correlation between employee engagement and commitment (Wachira, 2013) and factors contributing to employee engagement level (Mutunga, 2009). These studies indicate that engaged employees perform better because they are proactive, set higher goals, are intrinsically motivated, show pro-social behavior and are healthy. However, none of these studies have been conducted in a medical research setting to explore the relationship between employee engagement strategies and employee performance; considering the nature and context of work undertaken in a not-for-profit arena. This study, therefore, aims at bridging the existing knowledge gap by answering the 8 question; what is the relationship between employee engagement strategies and employee performance at BIZDOM SOLUTIONS.

1.5 OBJECTIVES OF THE STUDY:

The following are the objectives of the study undergone at Bizdom Solutions

PRIMARY OBJECTIVES:

To study about what motivates employees to have a passion for their job and give their best of their technique at Bizdom Solutions.

SECONDARY OBJECTIVE:

- To identify the influence of organizational inputs on the Engagement.
- To identify Ways to enhance Employee Engagement in the organizations.
- To examine the effort of engagement on individual outcomes.
- To identify the ambience offered by the organized to engage employees productivity.
- To establish how employee involvement influences employee performance

1.6 NEED OF THE STUDY

Employee Engagement. Further not a single study was conducted to assess the employee engagement levels in government sector particularly in local government agencies which have direct interface with the public

Engaging employees is critical for retaining top talent and is an important piece of the employee satisfaction puzzle, as disengaged employees are more likely to leave their jobs. The strategies to understand what the employees unique working styles are and let them work independently, and just be around should they need guidance. Don't stifle them. Help them develop an action plan and encourage them and let them make and learn from their mistakes.

1.7 SCOPE OF THE STUDY:

To effectively implement employee engagement strategies that strengthen employee morale, sense of autonomy and responsibility in decisions that impact work life and encourage positive employee and employer relationships.

This study helps the researcher to realize the importance of effective employee engagement. This research study examines types and levels of employee engagement and also discusses management ideas that can be utilized to innovate employee job commitment. It helps to provide insights to support future research regarding strategic guidance for organizations that are both providing and using different programs in employee engagement

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE MODEL:

In this Chapter, the researcher has made an attempt to study and understand the concepts of Customer Satisfaction. This attempt includes, understanding the basic concepts of Customer Satisfaction, analysing research studies made by earlier researchers in respect of Customer Satisfaction in online grocery shopping, for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer Satisfaction in respect of big basket online services.

Dr. Mukesh Batra, CEO& Founder, Dr. Batra's Positive Health Clinic Pvt. Ltd (2019): To keep the medical team motivated to perform, our pay packages are fixed at a rate higher than the industry standard, and for those working outside the city, there is always the motivation of a good accommodation.

Kishor Patil, CEO & MD, KPIT Cummins Infosystems Ltd (2018): Employee engagement at KPIT Cummins is about participation of employees and their ability to become intrapreneurs.

Ajai Chowdhry, Founder, HCL, and Chairman & CEO, HCL Infosystem Ltd (2020): Employees' engagement is the most critical part in the running of an organization and we undertake many initiatives to enable that. It was found that what employees think about engagement and based on that feedback, we analyze each input received and take action.

Dr. Wilfried Aulbur, MD and CEO, Mercedes-BENZ India Pvt. Ltd (2016): For me, Employee engagement is about, knowing that you are making a difference, creating

an impact, while having a good time at your job, much time to work, enjoy what you do.

Dr. Mukesh Batra, CEO& Founder, Dr. Batra's Positive Health Clinic Pvt. Ltd (2017): To keep the medical team motivated to perform, our pay packages are fixed at a rate higher than the industry standard, and for those working outside the city, there is always the motivation of a good accommodation .

Ajai Chowdhry, Founder, HCL, and Chairman & CEO, HCL Infosystem Ltd(2019). Employees' engagement is the most critical part in the running of an organization and we undertake many initiatives to enable that. We find out what employees think about engagement and based on that feedback, we analyze each input received and take action.

Bijaya Kumar Sundaray, (2018) This study focuses on various factors which lead to employee engagement and what should company do to make the employees engaged. Proper attention on engagement strategies will increase the organizational effectiveness in terms of higher productivity, profits, quality, customer satisfaction, employee retention and increased adaptability.

Vipul Saxena & Rachana Srivastava, (2020) This study proves that Employee engagement is the level of involvement and commitment an employee has towards his/her organization and its values. It is a measure of an employee's positive or negative attitude towards their job, colleagues and organization which influences their willingness to learn and perform at work. Employee engagement has a direct impact on the employee's productivity, loyalty, commitment and less attrition.

Nadia Nazir & Shazia zamir, (2021) The objectives of study were to determine the relationship between organizational culture and employee's performance, the findings indicates that there is positive relationship between employee's performance and organizational culture and also indicate that there is no significant difference in responses between gender of employees regarding organizational culture and employee performance.

Parent, J. D., & Lovelace, K. J. (2020) This paper suggests that, through a supportive organizational culture, human adaptability to change can be increased. Culture is influenced largely by its management and its leaders. There is much evidence that the idea of positive psychology can be used to enhance employee engagement and change an organization's culture. Positive psychology can translate into benefits for companies, management and workers alike.

Anjum Tanwar, (2017) This study indicates that, Employee engagement is a relationship between the employee and the enterprise, an engaged employee is the one who is entirely engrossed in and ardent in their job, and so take constructive action to further the reputation and objectives of the organizations. The construct employee engagement is built on the foundation of concepts like organization citizenship behavior, employee commitment, and job satisfaction.

T.Suhasini and Dr.K.Kalpana, (2018) The study reveals that Employee Engagement is a comprehensive task and cannot be accomplished by the effective training programs also. Organizations can improve engagement by opportunity thinking, enhancing employee decision making, and commitment. Employee engagement results in reduced turnover intentions and increased innovative work related behavior.

V.Siva Kumar (2017) This study describes that the high level of employee Engagement increases the growth of the organization and acts as a retention strategy. From this study it is observed that employee engagement in private banks is not satisfactory.

NP Myilswamy, Dr.R.Gayatri (2018) According to their research "A study on Employee Engagement: Role of Employee Engagement in organizational Effectiveness", it is concluded that the level of Engagement determines employees productivity and their intention to stay in the organization. Employee Engagement drives organizational effectiveness by improving loyalty, retention, safety, productivity and profitability. And the employees who are highly involved in work are more engaged.

Johnson (2019) asserts that if applied correctly the engagement data can well act as a warning system for the organization, the study reports a negative correlation between the specific instances of work place deviations and levels of EE within the organization.

Sweetman & Luthans, (2020) defined From the psychological perspective, engagement is a state-like phenomenon which is portrayed as an affective-cognitive state-like condition. It is not a temporary state such as mood nor as relatively non-malleable as fixed characteristics such as personality traits.. It is deemed quite stable.

Fernandez, (2017) displays the dissimilarity between job satisfaction, the well-known construct in management, and engagement competing that employee satisfaction is not the same as employee engagement and since managers cannot depend on employee satisfaction to retain the best and the brightest; employee engagement becomes a critical concept.

Towers Perrin (2017) investigated and reported that those organizations with more engaged employees subsequently increased their operating income by 19% and earnings per share (EPS) by 28% annually.

Saks ,(2016) argues that organizational commitment additionally differs from engagement in this it refers to a person's perspective and attachment towards their organization, whilst it could be argued that engagement is not simply an attitude, it is the degree to that a personal is focused to their work and absorbed within the performance of their role. In addition, while OCB involves voluntary and informal behavior that can help co-workers and the organization, the focus of engagement is one's formal role performance rather than purely extra-role and voluntary behavior.

Mc. Bain (2019) According to him employee engagement is a modern concept, which defines employees' commitment, job satisfaction and involvement.

Robinson ,(2021) According to him employee engagement can be attained through designing an organizational environment where positive emotions such as involvement and pride are encouraged, subsequently organizational performance improves, employee turnover reduces.

Mahendru et.al, (2018) defined Employee engagement is the extent to which people enjoy and believe in what they do, and feel valued by doing it. It is the degree of commitment towards the job that an individual performs and until however long the individual remains with the organization as the results of their commitment.
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Stockley, (2018) defined 'engagement' as an extent that the employee believes in the mission, purpose and values of the organization and reveals their commitment through their actions as an employee and their attitude towards the organization and the customers.

Robinson et al. (2017) defined employee engagement is a positive attitude believed by the employees towards the organization and its values. An engaged employee is responsive towards business environment, and works with colleagues to improve performance within the job for the advantage of the organization. The organization must place effort to develop and encourage engagement, which requires a two-way relationship between employer and employee."

Madhura Bedarkar, Deepika Pandita, (2020) conducted a study on "Drivers of employee Engagement impacting Employee Performance. The study predicted three drivers of Employee Engagement; they are leadership, communication and work life balance.

Swathi.S, (2019) According to the study on effective Employee Engagement factors it was observed that no single factor or specific type of factor will be suiting the person or the industry. The factor keeps on changing on time to time and industry to industry.

Dr. Wilfried Aulbur, MD and CEO, Mercedes-BENZ India Pvt. Ltd (2020). For me, Employee engagement is about, knowing that you are making a difference, creating an impact, while having a good time at your job, much time to work, enjoy

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CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the employee engagement strategy in Bizdom Solutions.

3.2 RESEARCH DESIGN:

Descriptive Research Design Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3. SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4 SOURCES OF DATA

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external. In data collection, there are 2 types 22

Primary Data

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

Secondary Data

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website

3.5. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about Employee's satisfaction.

- Basic Introduction
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scaling Questions
- Suggestion Question

3.6 SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types probability sampling and non-probability sampling. In this research, only nonprobability sampling is used.

Sampling design : Probability sampling

Sampling technique : Convenience sampling

Sample unit : Employees working

Sample size : 150 respondents

PERCENTAGE ANALYSIS Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.7 PERIOD OF STUDY The period of study is to determine the research process carried out for 3 months.

3.8 PROFILE AREA OF THE STUDY This study was carried out in Employee Retention Strategies and the employees of this industry are the target people of the study.

3.9 HYPOTHESIS

HYPOTHESIS-1

Ho - : There is no significant difference between employee engagement and employee performance and satisfaction

H1 - There is a significant difference between employee engagement and employee performance and satisfaction.

3.10. TOOLS FOR ANALYSIS:

3.10.1 Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.10.2 HYPOTHESIS ANALYTICAL TOOLS

- CHI SQUARE
- ONE WAY ANOVA
- T-TEST

CHI SQUARE

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

ANOVA

Developed by Ronald Fisher, ANOVA stands for Analysis of Variance. One-Way Analysis of Variance tells you if there are any statistical differences between the means of three or more independent groups.

T-TEST

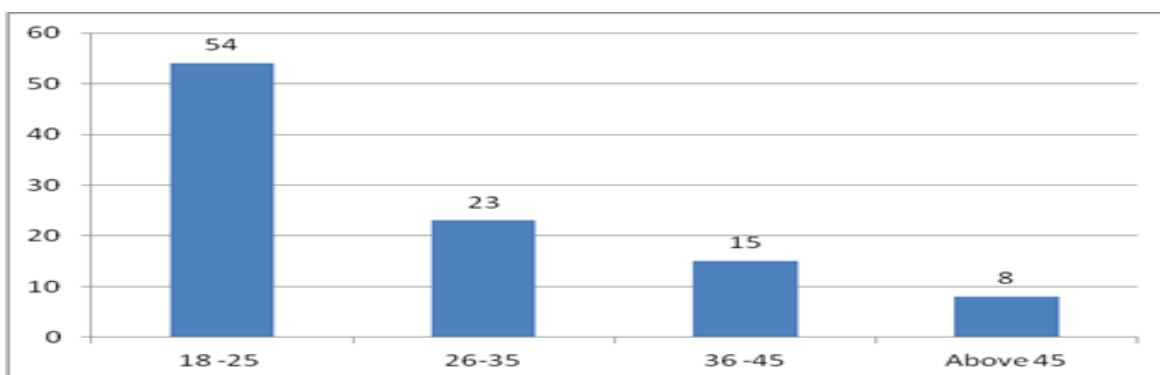
T-test requires three fundamental data values including the difference between the mean values from each data set, the standard deviation of each group, and the number of data values. T-tests can be dependent or independent.

CHAPTER 4: DATA ANALYSIS

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Table indicating Age of the respondents

Experience(yrs)	No of Respondents	Percentage of Respondents
18 -25	43	
26-35	35	23
36 -45	27	15
Above 45	25	8
Total	150	100

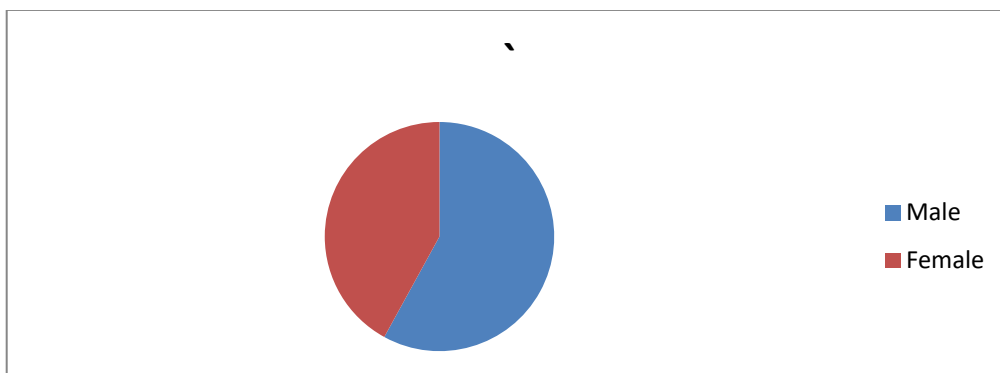


INTERPRETATION

Majority of the respondents (54%) are between 18 to 25 years old and 23% of the respondents are between 26 to 35 years old.

4.1.2 Table indicating gender of the respondents

Gender	No of Respondents	Percentage of Respondents
Male	64	58
Female	56	42
Total	150.00	100.00

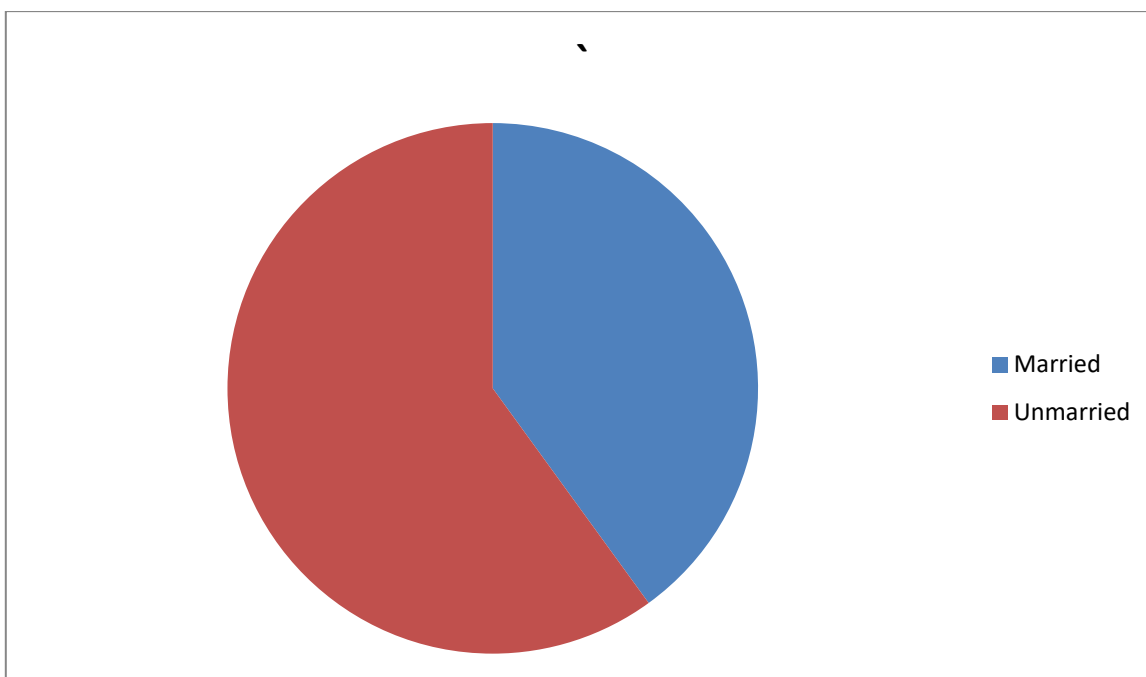


INTERPRETATION

From the above table it is found that 58% of the respondents are Male and 42% of the respondents are Female

4.1.3 Table indicating Marital Status of the respondents

S.No	Marital Status	No. of Respondents	Percentage
1	Married	65	40
2	Unmarried	85	60
	Total	150	100

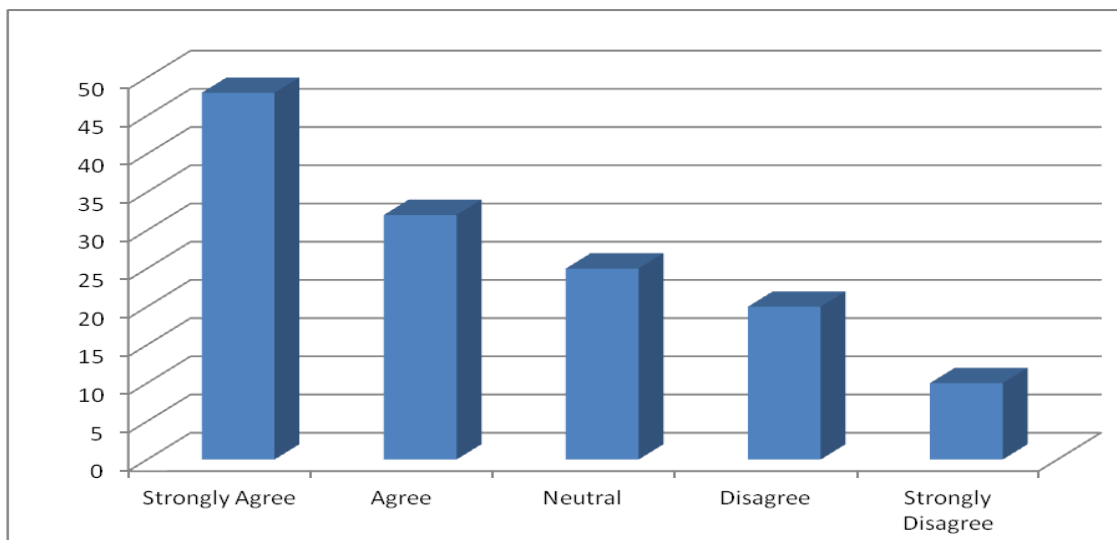


INTERPRETATION:

Above table shows that 40% of the employees were married category and 60% of employees were unmarried.

4.1.4 Table indicating they are satisfied with the information given by the supervisor

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	58	30
Agree	32	31
Neutral	27	24
Disagree	19	19
Strongly Disagree	11	16
Total	150.00	100.00

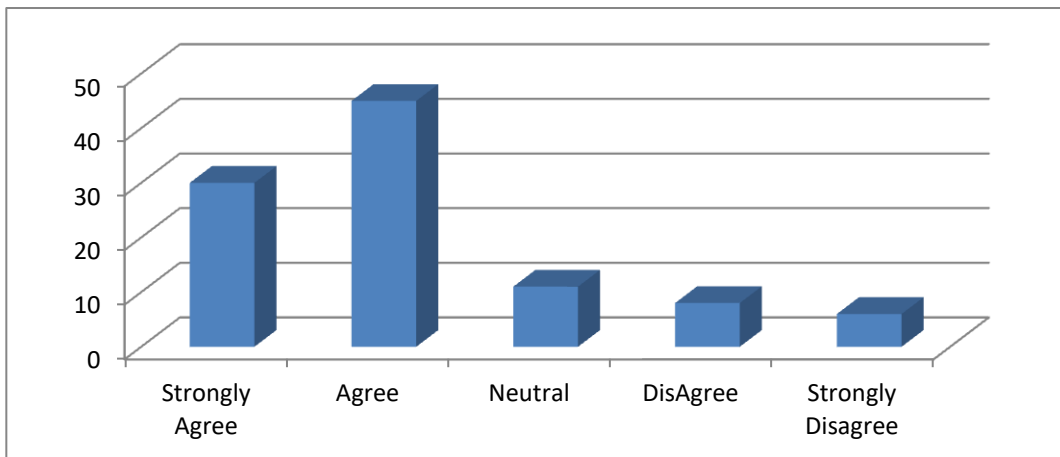


INTERPRETATION

Majorities (35%) of the respondents strongly agree that the information are given properly and 31% of the respondents agree that agree that the information given

4.1.5 Table indicating the old employees are considered for less vacancy

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	32	30
Agree	58	31
Neutral	27	14
Disagree	19	11
Strongly Disagree	11	19
Total	150.00	100.00

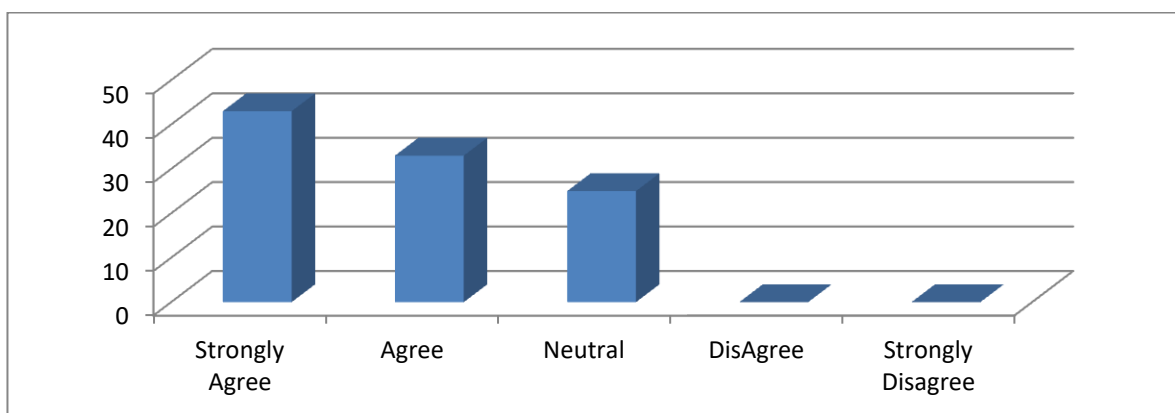


INTERPRETATION

From the above table (35%) of the respondents strongly agree that the old employees are considered for less vacancy and 31% of the respondents agree that the old employees are considered for less vacancy.

4.1.6 Table indicating my work unit is able to recruit people with the right skills

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	64	43
Agree	42	33
Neutral	30	20
Disagree	11	0
Strongly Disagree	5	0
Total	150.00	100.00

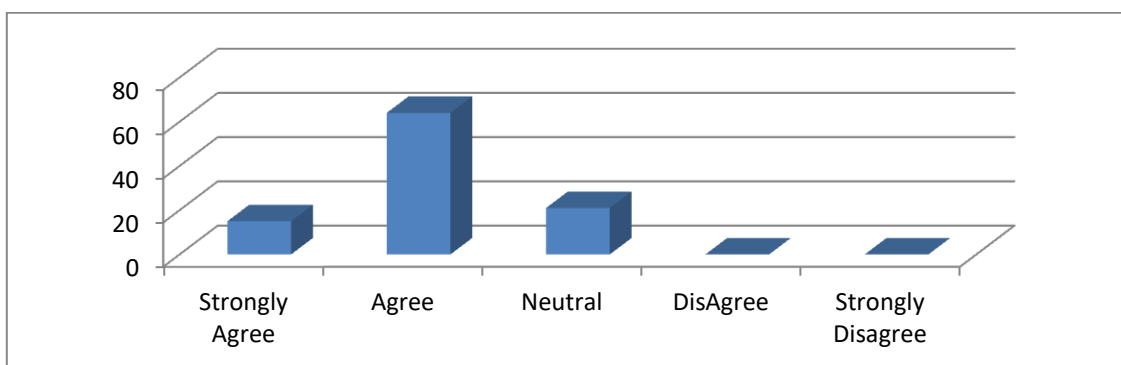


INTERPRETATION

From the above table (58%) of the respondents agree work unit is able to recruit people with the right skills and 45% of the respondents agree that work unit is able to recruit people with the right skills

4.1.7 Table indicating Expectation of employees at work

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	58	40
Agree	42	30
Neutral	37	14
Disagree	29	6
Strongly Disagree	21	19
Total	150.00	100.00

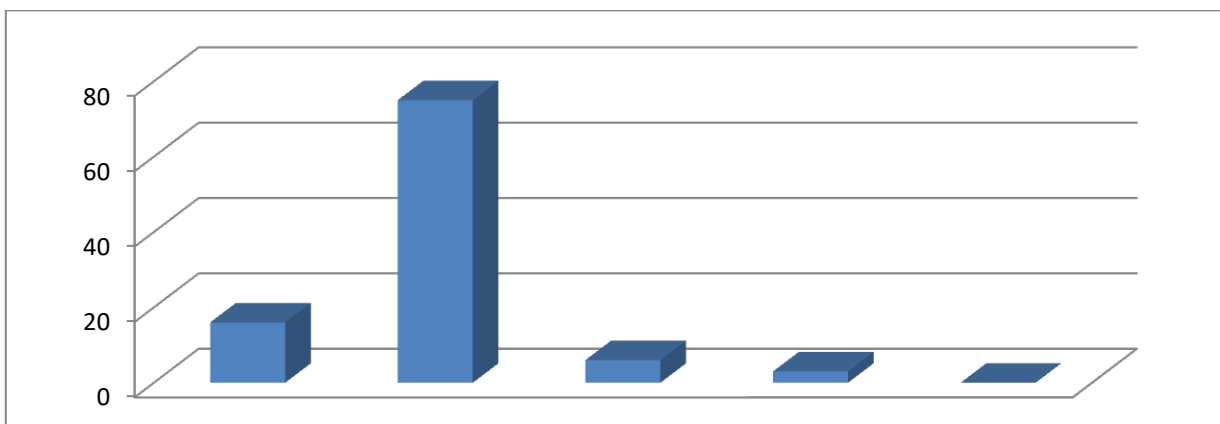


INTERPRETATION

Above table shows that 40% employees strongly agree, 30% employees were agree, 20% of employees were slightly dissatisfied and 10% of employees were strongly disagree from expectation of employees at work.

4..1.8 Opportunity to do the work best every day

Particulars	No Of Respondents	Percentage of Respondents
Strongly Satisfied	72	60
Satisfied	52	30
Average	37	34
Dissatisfied	29	10
Highly Dissatisfied	21	2
Total	150.00	100.00

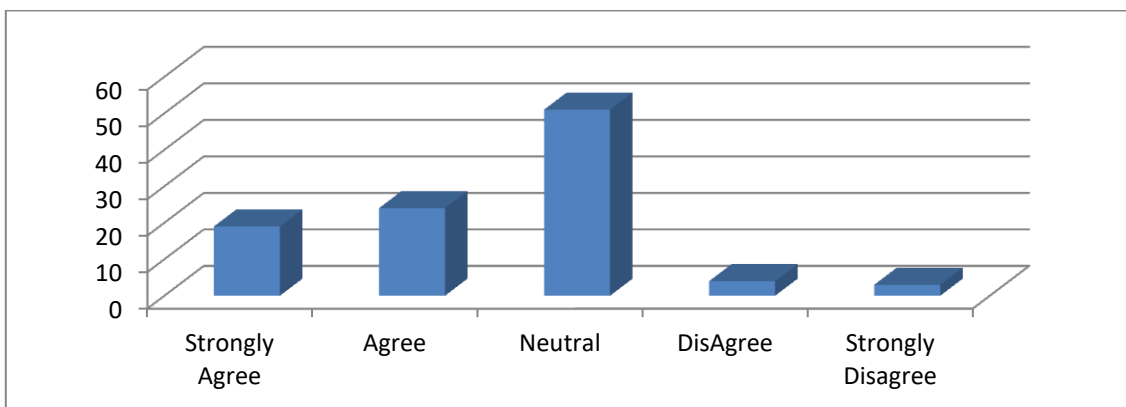


INTERPRETATION:

Above table shows that 60% employees are strongly satisfied, 30% employees are agree and 10% of were disagree from opportunity to do the work best every day.

4.1.9 Table indicating Received recognition praise for doing good work

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	21	70
Agree	32	11
Neutral	50	34
Disagree	5	26
Strongly Disagree	21	19
Total	150.00	100.00

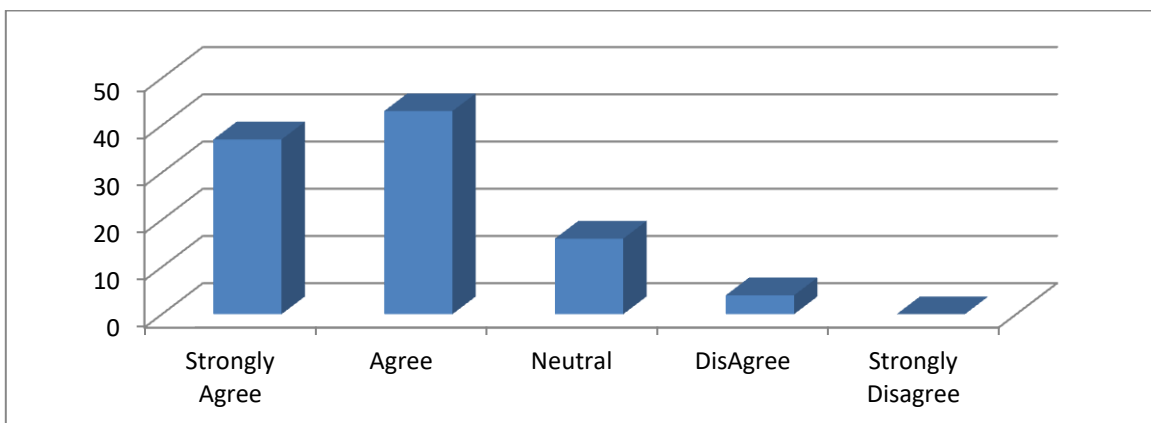


INTERPRETATION

Above table shows that 70% of employees are strongly agree, 20% employees agree and 10% of employees were slightly dissatisfied from received recognition praise for doing good work

4.1.10 Table indicating Creativity and innovations are rewarded

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	41	60
Agree	50	31
Neutral	37	14
Disagree	29	5
Strongly Disagree	0	0
Total	150.00	100.00

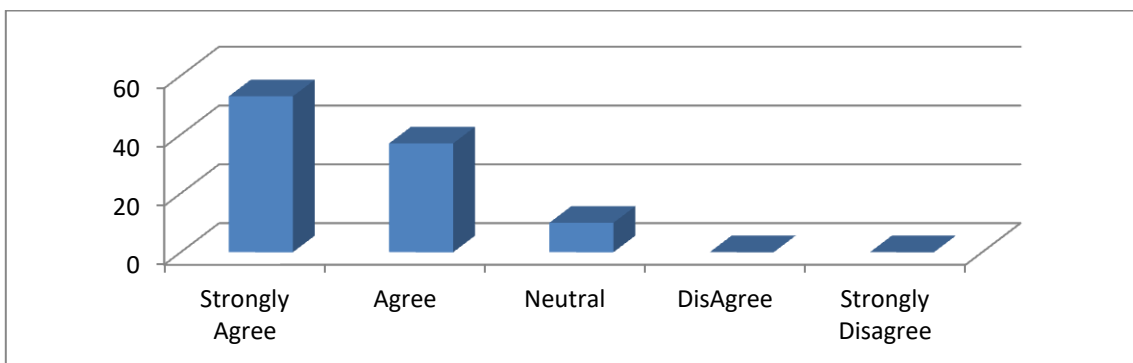


INTERPRETATION

Above table shows that 60% of employees are strongly agree, 30% employees are agree and 10% employees are dissagree from getting rewarded

4.1.11 Table indicating Someone at work who encourage your development

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	58	40
Agree	32	35
Neutral	37	25
Disagree	5	0
Strongly Disagree	0	0
Total	150.00	100.00

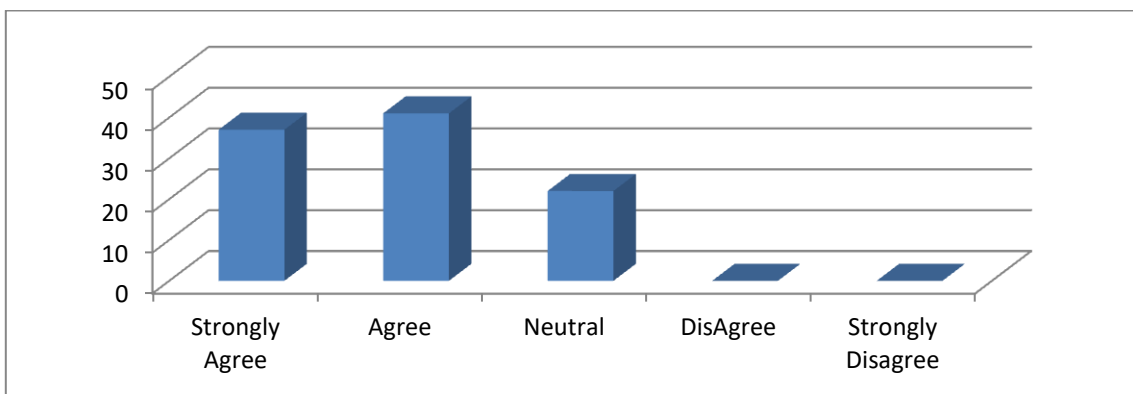


INTERPRETATION

Above table shows that 42% of employees are strongly agree, 25% employees are agree and 10% of employees are disagree from someone at work who encourages your development

4.1.12 Table indicating At work do your opinions seem to count

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	45	40
Agree	62	52
Neutral	37	34
Disagree	29	1
Strongly Disagree	21	0
Total	150.00	100.00

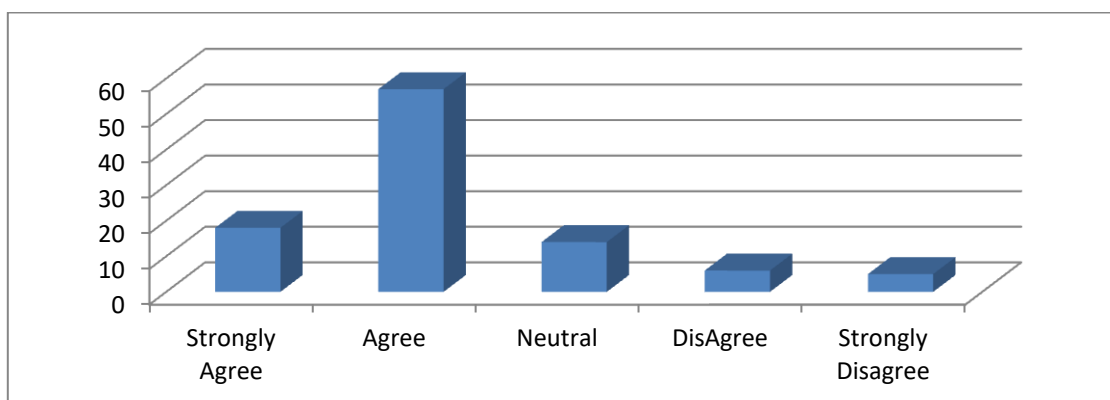


INTERPRETATION

Above table shows that 40% of employees are strongly agree, 30% employees are agree, 20% of employees disagree and 10% employees are dissatisfied from at work do your opinions seem to count.

4.1.13 Table indicating my training needs are assessed within my work unit

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	30	25
Agree	58	40
Neutral	37	15
Disagree	29	10
Strongly Disagree	21	8
Total	150.00	100.00

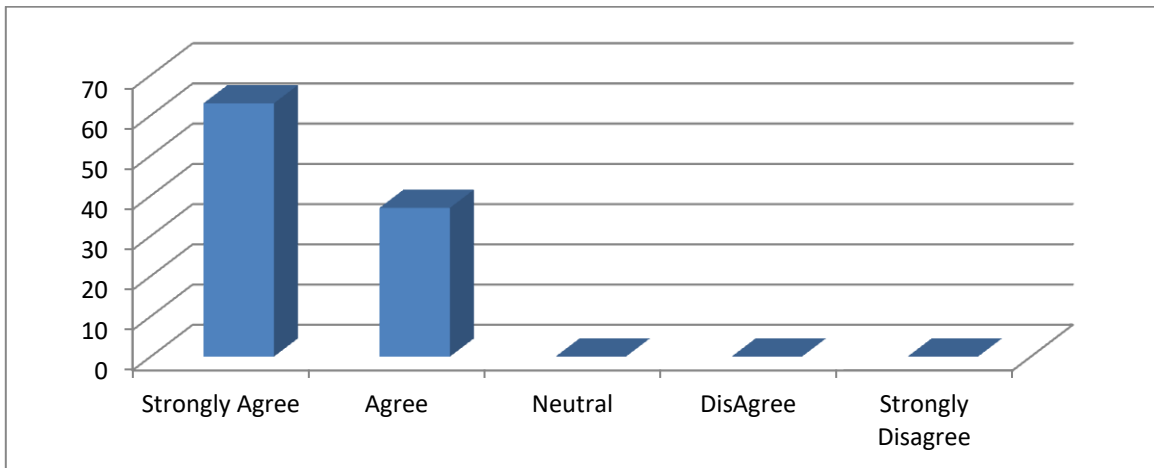


INTERPRETATION

Above table shows that 40% of employees agree, 30% employees are strongly agree, 20% of employees disagree and 10% employees are dissatisfied from at work do your opinions seem to count.

4.1.14 Table indicating the purpose of your company make you feel your job is important.

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	68	60
Agree	42	30
Neutral	9	5
Disagree	7	2
Strongly Disagree	1	0
Total	150.00	100.00

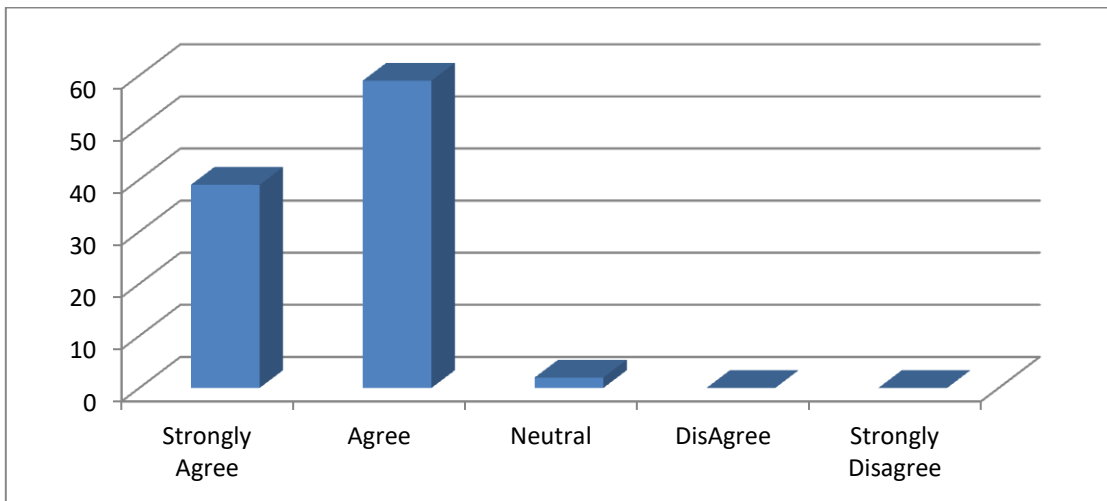


INTERPRETATION

Above table shows that 60% of employees are strongly agree 30% employees agree and 10% of employees are disagree from the purpose of your company make you feel your job is important.

4.1.15 Table indicating Employees committed to doing quality work

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	78	42
Agree	65	58
Neutral	7	0
Disagree	2	0
Strongly Disagree	0	0
Total	150.00	100.00

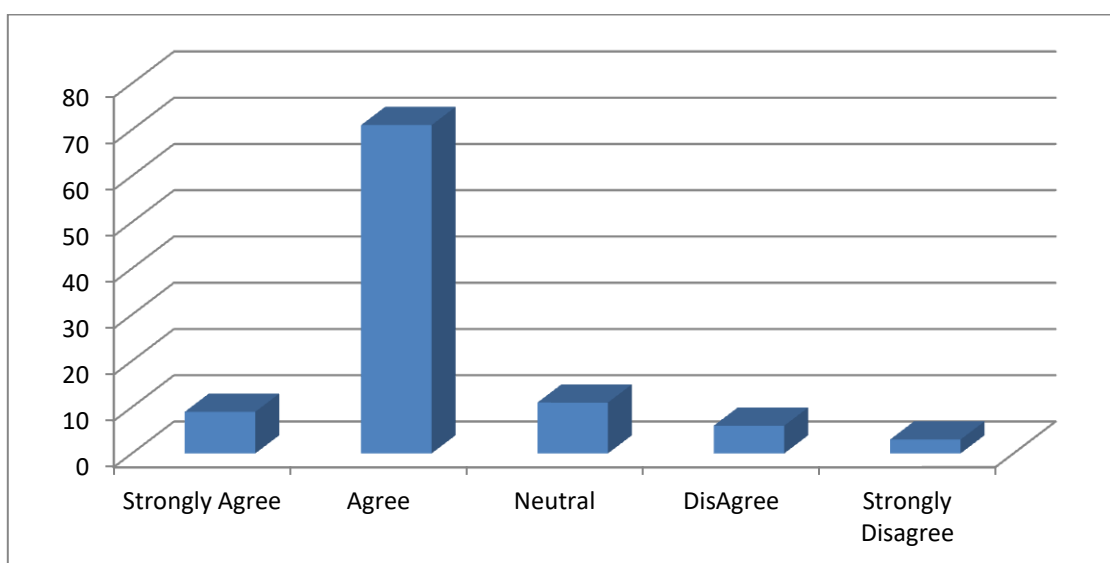


INTERPRETATION

Above table shows that 58% of employees are strongly agree, 42% employees are agree, 20% of employees are disagree and 10% employees are dissatisfied from employees committed to doing quality work.

4.1.16 Table indicating Employee had opportunities at work to learn and grow

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	78	70
Agree	30	15
Neutral	47	20
Disagree	19	5
Strongly Disagree	5	2
Total	150.00	100.00

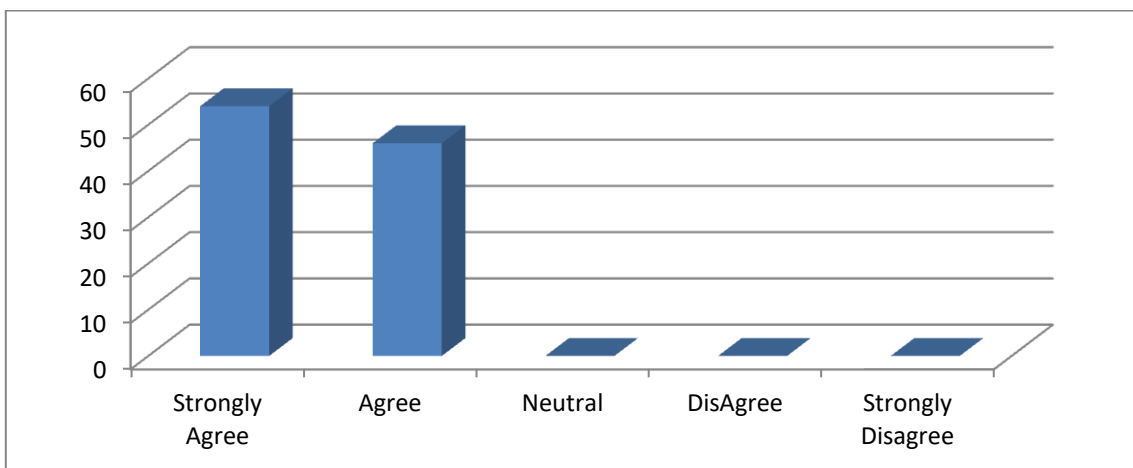


INTERPRETATION

Above table shows that 70% employees are strongly agree, 20% employees are strongly agree and 10% of employees are slightly dissatisfied from employee had opportunities at work to learn and grow.

4.1.17 Table indicating Extent to which you are engaged in your job makes you

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	60	60
Agree	58	40
Neutral	17	0
Disagree	29	0
Strongly Disagree	21	0
Total	150.00	100.00

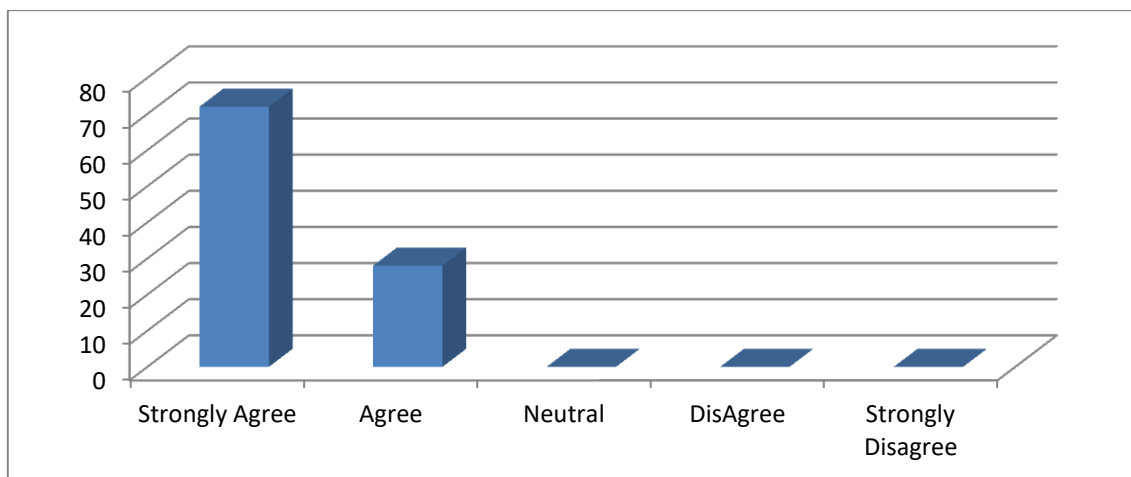


INTERPRETATION

Above table shows that 60% employees are strongly satisfied, 40% employees are satisfied, 10% of employees are slightly dissatisfied and 10% employees are dissatisfied from extent to which you are engaged in your job makes you.

4.1.18 Table indicating feel comfortable giving feedback to your supervisor?

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	84	60
Agree	69	31
Neutral	37	0
Disagree	29	0
Strongly Disagree	21	0
Total	150.00	100.00



INTERPRETATION

Above table shows that 60% employees strongly agree, 30% employees are agree, 10% of employees are disagree and 10% employees are dissatisfied from extent to which you are engaged in your job makes you.

Chi Square:

Chi-square is the sum of the squared difference between observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is no significant association between experience and employees suggestions considered by superior.

Alternate hypothesis (H1):

There is a significant association between experience and employees suggestions considered by superior.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Experience * Training Opportunities	110	100.0%	0	.0%	110	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	214.765 ^a	16	.000
Likelihood Ratio	166.038	16	.000
Linear-by-Linear Association	88.526	1	.000
N of Valid Cases	110		

a. 19 cells (76.0%) have expected count less than 5.

The minimum expected count is .25.

Interpretation

Since p value 0.000 is less than 0.05. We accept the alternate hypothesis and reject the null hypothesis. Hence there is significant difference between age of the respondents and the source of funding for doing business

ONE WAY ANOVA

Null hypothesis (Ho):

There is no significant association between age of the employees and their career growth and opportunities..

Alternate hypothesis (H1):

There is a significant association between age of the employees and their career growth and opportunities.

Descriptives

NEW EMPLOYEE ORGANIZATION

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Strongly agree	9	2.00	.000	.000	2.00	2.00	2	2
Agree	59	2.00	.000	.000	2.00	2.00	2	2
Neutral	33	2.82	.392	.068	2.68	2.96	2	3
Disagree	9	3.56	.527	.176	3.15	3.96	3	4
Total	110	2.37	.572	.055	2.26	2.48	2	4

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	122.784	4	30.696	176.404	.000
Within Groups	18.271	105	.174		
Total	141.055	109			

INTERPRETATION:

Since p value (0.046) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis.

T-Test

Null hypothesis (Ho):

There is a significance difference between gender and duration of the induction program was sufficient.

Alternate hypothesis

There is no significance difference between gender and duration of the induction program was sufficient.

Group Statistics

	SUFFICIENT DURATION	N	Mean	Std. Deviation	Std. Error Mean
Do you get the quality for your work?	Strongly Agree	6	1.00	.000	.000
	Agree	60	1.03	.181	.023

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Do you get the quality for your work?	Equal variances assumed	.861	.357	-.448	64	.656	-.033	.074	-.182	.115
	Equal variances not assumed			-1.426	59.000	.159	-.033	.023	-.080	.013

INFERENCE:

In Levene's Test for Equality of Variances significance value is 0.357 which is greater than or equal to 0.05. it means that the variability in the two conditions is about the same $0.656 > 0.05$ so there is statistically no significant difference between two conditions.

CHAPTER 5

FINDINGS,SUGGESTIONS AND CONCLUSION

5.1.MAJORITY FINDINGS (copy the inference from each table)

- Majority 54% of the respondents are between 18 to 25 years old.
- Majority 58% of the respondents strongly agree that agree that finding the information are given properly
- Majority 40% of the respondents strongly agree that agree that finding the old employees are considered for less vacancy
- Majority 35% of the respondents agree that agree that finding the information are given properly
- Majority 35% of the respondents agree that agree that finding Promotions in my work unit are based on merit
- Majority 42% of the respondents agree that agree that finding employees in my work unit share job knowledge with each other.
- Majority 47% of the respondents agree that agree that finding Recognition in my work unit depends on how well employees perform
- Majority 58% of the respondents agree that agree that finding Creativity and innovation are rewarded
- Majority 46% of the respondents agree that agree that work unit has prepared employees for potential security threats
- Majority 42% of the respondents agree that agree that talents are used well in the workplace
- Majority 38% of the respondents agree that agree that training needs are assessed within my work unit

- Majority 40% of the respondents agree that they have a feeling of personal empowerment with respect
- Majority 52% of the respondents agree that agree that a real opportunity to improve my skills
- Majority 46% of the respondents agree that agree that work gives a feeling of personal accomplishment

5.2 SUGGESTIONS & RECOMMENDATIONS

Supervisors and Managers should meet at regular intervals with the employees to discuss about the improvement in the company, at work place and in their living of standard, family problems etc. Gap between managers and the employees should be reduced by raising the level of engagement. For example: by conducting extra co-curricular activities like social and cultural programs. Very few employees feel that their ideas or work aren't being recognized / appreciated. So they can be encouraged by giving importance to their ideas. Create good and healthy environment at work place by increasing interactions, credibility, confidence etc. Some of the employees find their job boring and monotonous. Encourage them to take part in the job rotation, job enrichment and other activities being carried out in the organization. Conduct more of employee engagement activities like mentorship programs, collaborations, cross trainings, fun work day etc.

5.3. LIMITATIONS OF STUDY

- Though the research was done in a systematic and planned manner, there were a few hurdles that could not be overcome. These constituted the limitations of the research in the employee engagement strategy.
- Care was taken that the below limitations did not affect the research results as much.
- Time constraint was the biggest limitation. The project had to be completed within 3 months and hence the sample size had to be less. .
- Validity of information obtained from employees could not be verified.

5.4. CONCLUSION

Based on tools like chi square, anova and t-test the analysis has been taken. According to the analysis of data on employee engagement activities, it is concluded that there is a significant relationship between employee engagement and employee performance and satisfaction. Thus Employee engagement is the emotional attachments or feelings of employees towards the organizational vision. It is the measure to analyse the needs and satisfied level of employees inside the organization. In current scenario, employee engagement concept is one of the significant mandatory measure in the HR policies of each and every organization, further it will give positive outcomes to the organization.

In this company the engagement level of employee is good. 78% of the employees are well engaged with their job nature; work environment and with organization. Thus the need for employee engagement in this organization was found. This study focused on various dimensions of employee engagement like personal factors, organizational factors & Environmental factors. The Organizational factor influences more in this organization towards employees. If the organization follows all the above dimensions 100% of employee engagement will be achieved soon. Thus employee engagement is the driving and important factor in the organization.

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ANNEXURE – I QUESTIONNAIRE

1.Name :

2.Designation :

3.Age

18 -25 Yrs 26-35 Yrs 36 -45 Yrs Above 45 Yrs

4.Gender:

Male Female

5.Educational Qualification:

Below +2 +2 UG (A&S) PG (A&S)

6.Years of Experience:

0 – 2 Yrs 3 – 5 Yrs 6 – 8 Yrs Above 8 Yrs

Are you satisfied with the information given by the supervisor?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

.Were the old employees are considered for less vacancy?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

Does your work unit is able to recruit people with the right skills

- a) Strongly Agree,

- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

.Has anyone at the company asked about and expressed support for your career goals?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

12.Do you feel empowered at work?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

13.Do you feel comfortable contributing ideas and opinions in our workplace?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

14.When something unexpected comes up in your work, do you usually know whom to ask for help?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

15. Employees committed to doing quality work?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

16. When you are in any problem relating to work, do you trust your managers to listen?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

17. Do you feel comfortable giving feedback to your supervisor?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

18. Do you feel like coworkers give each other respect here?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

19. Do you think your manager values your opinions?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

20. Are you often stressed with deadlines and workloads?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

21. Do you think that the company's wellness policies and fitness initiatives are enough?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

22. Do you receive enough recognition?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

23. Are you recognized fairly for your contribution to team efforts?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree

24. Does your supervisor, or someone at work, seem to care about you as a person?

- a) Strongly Agree,
- b) Agree,
- c) Partially Agree,
- d) Disagree,
- e) Strongly Disagree.

ANNEXURE II - RESEARCH ARTICLE

A STUDY ON EMPLOYEE ENGAGEMENT STRATEGY IN BIZDOM SOLUTIONS

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ABSTRACT

Employee engagement is becoming valuable as the success comes from within the organization when transforming into the digital age and the modern world. It is crucial to take into consideration the level of engagement as competitive advantage and value proposition when talking about a successful and efficient organization. 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. The organization must work to develop and nurture engagement, which requires a two way relationship between employer and employee.' Thus the Employee engagement is a barometer that determines the association of a person with the organization. The driving factors of engagement are classified into responsibilities

KEYWORDS: Employee Engagement, work environment, image of the organization, decision making

INTRODUCTION

Employee engagement strategies 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. In engagement, people employ and express themselves physically, cognitively, and emotionally during role performances.

To identify the areas in which your organization needs to improve and the next step is to develop a strategy. Employees are recognized as assets to be utilized to their thorough, with no extent for own decision making. Because of these attitudes in the employment relationship, the attentiveness of the employee is interior to that of the employer. That's where an employee engagement strategy comes into play.

OBJECTIVES

- To identify the influence of organizational inputs on the Engagement.
- To identify Ways to enhance Employee Engagement in the organizations.
- To examine the effort of engagement on individual outcomes.
- To identify the ambience offered by the organized to engage employees productivity.

REVIEW OF LITERATURE

Dr. Mukesh Batra, CEO& Founder, Dr. Batra's Positive Health Clinic Pvt. Ltd (2019): To keep the medical team motivated to perform, our pay packages are fixed at a rate higher than the industry standard, and for those working outside the city, there is always the motivation of a good accommodation. **Kishor Patil, CEO & MD, KPIT Cummins Infosystems Ltd (2018):** Employee engagement at KPIT Cummins is about participation of employees and their ability to become intrapreneurs. **Ajai Chowdhry, Founder, HCL, and Chairman & CEO, HCL Infosystem Ltd (2020):** Employees' engagement is the most critical part in the running of an organization and we undertake many initiatives to enable that. It was found that what employees think about engagement and based on that feedback, we analyze each input received and take action. **Dr. Wilfried Aulbur, MD and CEO, Mercedes-BENZ India Pvt. Ltd (2015):** For me, Employee engagement is about, knowing that you are making a difference, creating an impact, while having a good time at your job, much time to work, enjoy what you do. **Dr. Mukesh Batra, CEO& Founder, Dr. Batra's Positive Health Clinic Pvt. Ltd (2015):** To keep the medical team motivated to perform, our pay packages are fixed at a rate higher than the industry standard, and for those working outside the city, there is always the motivation of a good accommodation. **Ajai Chowdhry, Founder, HCL, and Chairman & CEO, HCL Infosystem Ltd(2019).** Employees' engagement is the most critical part in the running of an organization and we undertake many initiatives to enable that. We find out what employees think about engagement and based on that feedback, we analyze each input received and take action.

RESEARCH DESIGN

The study is descriptive in nature. This research is basically fact finding with adequate interpretation using simple analysis of data and by developing thinking and elaborating of patterns and obtaining tentative generalizations as hypothesis.

SOURCES OF DATA:

- Primary Data – Questionnaire given to 150 respondents
- Secondary Data - Websites and, Published reports & Review of literature from published articles

HYPOTHESIS:

Ho - : There is no significant difference between employee engagement and employee performance and satisfaction

H1 - There is a significant difference between employee engagement and employee performance and satisfaction.

PERCENTAGE ANALYSIS: Research questions are always answered with a descriptive statistic generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

INTERPRETATION:

From the above table it is interpreted that 22.4% respondents strongly disagree, 53.6% respondents disagree, 24.0% respondents are neutral. From the above table it is interpreted that 22.4% respondents strongly disagree, 53.6% respondents disagree, 24.0% respondents are neutral. From the above table it is interpreted that 20.0% respondents are strongly disagree, 56.0% respondents disagree, 24.0% respondents are neutral. From the above table it is interpreted that 21.6% respondents are strongly disagree, 48.8% respondents disagree, 29.6% respondents are neutral. From the above table it is interpreted that 28.0% respondents are strongly disagree, 47.2% respondents disagree, 24.8% respondents are neutral.

STATISTICAL ANALYSIS

CHI SQUARE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	214.765 ^a	16	.000
Likelihood Ratio	166.038	16	.000
Linear-by-Linear Association	88.526	1	.000
N of Valid Cases	110		

b. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .25.

INTERPRETATION

Since the calculated value is greater than the tabulated value, we reject the null hypothesis and hence there is a significant difference between the management monitor and approve the write-offs of obsolete and inactive inventories and often do departments compare quantities received against receiving reports.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	122.784	4	30.696	176.404	.000
Within Groups	18.271	105	.174		
Total	141.055	109			

INTERPRETATION:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is a significance difference between the first-hand information on the Job vacancy was seen from ATM Recruitment Consultancy Job Portal and the Interview environment was comfortable.

FINDINGS

- Most of the respondents are between 18 to 25 years old.
- Most of the respondents strongly agree that agree that finding the information are given properly
- Most of the respondents strongly agree that agree that finding the old employees are considered for less vacancy
- Most of the respondents agree that agree that finding the information are given properly
- Most of the respondents agree that agree that finding Promotions in my work unit are based on merit
- Most of the respondents agree that agree that finding employees in my work unit share job knowledge with each other.
- Most of the respondents agree that agree that finding Recognition in my work unit depends on how well employees perform
- Most of the respondents agree that agree that finding Creativity and innovation are rewarded
- Most of the respondents agree that agree that work unit has prepared employees for potential security threats
- Most of the respondents agree that agree that talents are used well in the workplace
- Most of the respondents agree that agree that training needs are assessed within my work unit
- Most of the respondents agree that they have a feeling of personal empowerment with respect
- Most of the respondents agree that agree that a real opportunity to improve my skills
- Most of the respondents agree that agree that work gives a feeling of personal accomplishment

SUGGESTIONS AND RECOMMENDATIONS

Supervisors and Managers should meet at regular intervals with the employees to discuss about the improvement in the company, at work place and in their living of standard, family problems etc. Gap between managers and the employees should be reduced by raising the level of engagement. For example: by conducting extra co-curricular activities like social and cultural programs. Very few employees feel that their ideas or work aren't being recognized / appreciated. So they can be encouraged by giving importance to their ideas. Create good and healthy environment at work place by increasing interactions, credibility, confidence etc. Some of the employees find their job boring and monotonous. Encourage them to take part in the job rotation, job enrichment and other activities being carried out in the organization.

LIMITATIONS OF THE STUDY

- Though the research was done in a systematic and planned manner, there were a few hurdles that could not be overcome. These constituted the limitations of the research.
- Care was taken that the below limitations did not affect the research results as much.
- Time constraint was the biggest limitations. The project had to be completed within 3 months and hence the sample size had to be less.
- One problem that every interviewer faces is the non-willingness of respondents to fill up the questionnaire.
- Validity of information obtained from employees could not be verified.

CONCLUSION

In this company the engagement level of employee is good. 78% of the employees are well engaged with their job nature; work environment and with organization. Thus the need for employee engagement in this organization was found. This study focused on various dimensions of employee engagement like personal factors, organizational factors & Environmental factors. The Organizational factor influences more in this organization towards employees. If the organization follows all the above dimensions 100% of employee engagement will be achieved soon. Thus employee engagement is the driving and important factor in the organization.

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