

A STUDY OF SIGNIFICANCE ON EMPLOYEE ENGAGEMENT FOR EMPLOYEE RETENTION IN CONSERVE SOLUTION

Submitted in partial fulfilment 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

JANUARY 2023 TO MARCH 2023.



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SARANYA G** who carried out the project entitled "**A Study of Significance on Employee engagement For Employee Retention in Conserve Solution**" under my supervision from JANUARY 2023 TO MARCH 2023.

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DECLARATION

I **SARANYA G (41410277)** hereby declare that the Project Report entitled “**A Study of Significance on Employee engagement For Employee Retention in Conserve Solution**” done by me under the guidance of **Dr. John Paul M** is submitted in partial full fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

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ACKNOWLEDGEMENT

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.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive review

I would like to express my sincere and deep sense of gratitude to my Project Guide

Dr. John Paul M for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

SARANYA G

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ABSTRACT

The other objective is to analyse the critical factor which can affect the level of retention & engagement of employees with the help of literature review. For the current article the researchers reviewed 30 relevant research papers/ literature comprising employee retention& engagement concepts and practices amply. The findings of the study like good training & development, compensation structures, autonomy, quality of work life, work polices and arrangements will lead the managers and management to a new dimension with holistic approach in the field of employee retention & engagement. Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. Employee Engagement is the buzz word term for employee communication. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts organizations in many ways. HR practitioners believe that the engagement challenge has a lot to do with how employee feels about the about work experience and how he or she is treated in the organization. Engagement differs from job in as it is concerned more with how the individual employees his/her self during the performance of his / her job. The aim of this paper is to present the importance, effect of employee engagement in the manufacturing sector, examined from a mid-size company's point of view, where they are manufacturing sheet metal press components. The study has been carried out in a company located near Chennai (July 2011) on a convenience sample of 118 respondents through the distribution of structured Questionnaires to employees of the company. The study has found the satisfactory level of the employees regarding various factors related to their commitment towards their company.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

A Study explores employee engagement as a motivating, dedicating feeling to accomplish a task efficiently. The study describes employee engagement as” long lasting, positively and motivational Approach of employees that results in high level of work involvement with passion and dedication Employee Engagement as individual cognitive state and his positive behaviour and emotions that Lead him to work in tandem with organization goals. Employee retention concluded that for retaining Good talented work force the organization has to create a positive environment for conducive Working. A study stated that organization treats them as an Assets. Most of the previous studies agreed upon that good retention strategies leads to greater time span in the organization and also motivates them to do their job dedicatedly A study stated in his study that one of the most critical challenges now a days international firms are facing is attrition of good employees. The research study concluded that employee engagement threw leadership becomes a critical tool to face the competition and enhance the chance of the growth and serve an indicator of the good will of the firm. A study concluded extracted that HRM practices like effective leadership, communication, value profiles must be integrated with strategic goal that can drives good financial condition of employee which leads to retention of employees. Renowned article, “Strategies for survival in the war of talent” that was result from a survey in of 330 companies with in 50 countries the concluded that employee leaves the job because the boss is not supportive and biasness from boss in lying there. The result of research in way that the leader and their leadership styles variations influence their personal status and their work experiences. That led them to leave the organizations. Employees who are engaged are more likely to stay with their organisation, reducing overall turnover and the costs

associated with it. They feel a stronger bond to their organisation's mission and purpose, making them more effective brand ambassadors. The term employee engagement relates to the level of an employee's commitment and connection to an organization. Employee engagement has emerged as a critical driver of business success in today's competitive marketplace. High levels of engagement promote retention of talent, foster customer loyalty and improve organizational performance and stakeholder value. Some experts define engagement in terms of employees' feelings and behaviour. Engaged employees might report feeling focused and intensely involved in the work they do. They are enthusiastic and have a sense of urgency. Engaged behaviour is persistent, proactive and adaptive in ways that expand the job roles as necessary. Engaged employees go beyond job descriptions in, for example, service delivery or innovation.

1.1.1.1 SIGNIFICANCE OF EMPLOYEE ENGAGEMENT

Employee engagement is so important to all organizations because having effective strategies in-place helps create a better work culture, reduce staff turnover, increase productivity, build better work and customer relationships, and impact company profits. Yet, it makes employees happier and turns them into your best advocates. For those working every day, being engaged with their job, company, and colleagues plays a critical role in their overall satisfaction and experience. Employees become more energized and efficient, and they go beyond what's expected of them. Naturally, this influences their own mental health at work and can positively influence those around them, such as colleagues and customers. Employee engagement improves work culture, reduces turnover, increases productivity, builds better work and customer relationships, and affects profits. High employee engagement also turns workers into your best advocates.

1.1.2 IMPROVED EMPLOYEE LOYALTY

By focusing on employee engagement, you help ensure employees stick around longer. This keeps employee retention high and minimizes employee turnover costs. Low engagement and disinterest can cause employees to jump ship quickly and often and just because your employees are not looking for a new job, doesn't mean they won't accept a better offer either. If they care about their work, team members, and company, they'll be more invested and committed to staying.

1.1.3 INCREASED PRODUCTIVITY

Engaged employees work harder because they like what they do and believe in their value to the company. Makes sense, right? If you are interested in something and feel a connection to what you are doing, it is much more likely you'll do it well and be invested. In the modern workplace, overall productivity increases by 20-25% when employees are engaged. Yet, this can also quickly be lost due to overworked and stressed employees.

1.1.4 CUSTOMER SERVICE

Customer service and client success as crucial pieces to any successful business. After all, most businesses rely on growing and maintaining customers. Employee engagement improves the customer service people receive from your company, which is good for retaining customers, securing upsells, and getting customer referrals. When employees are happy and engaged, they're more likely to care about customers and go above and beyond to ensure customers and clients have a great experience.

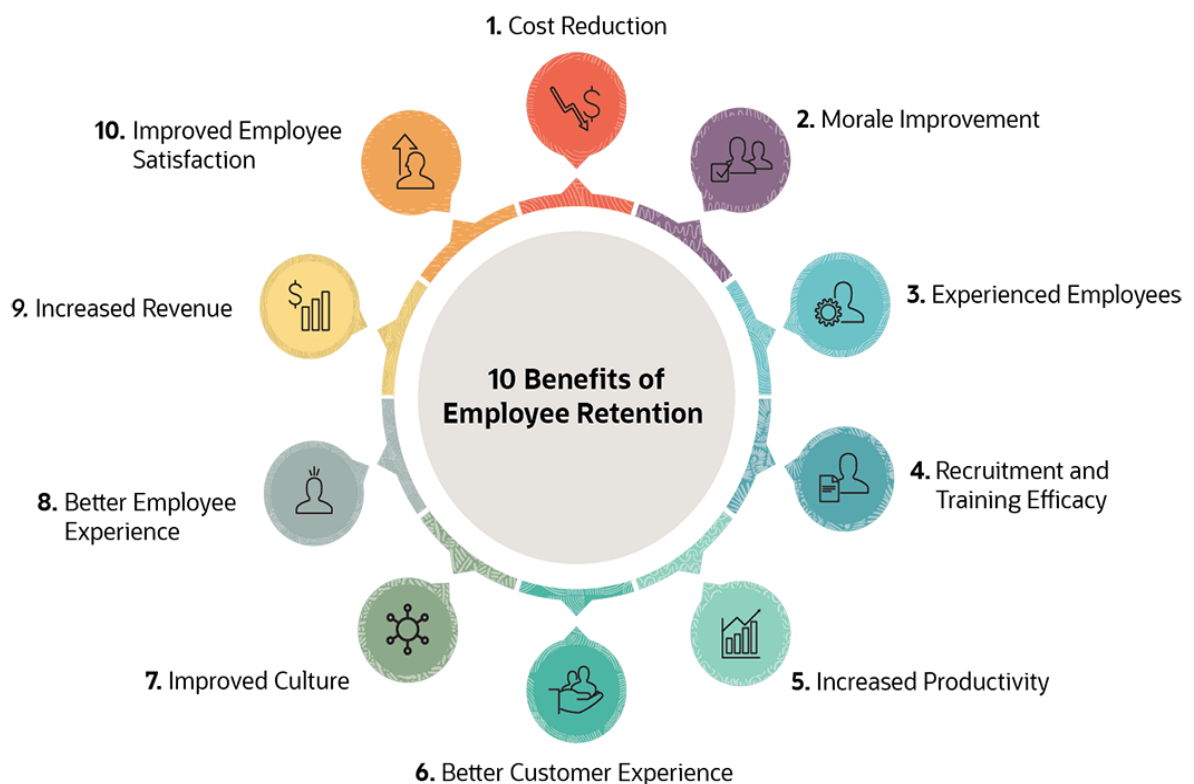
1.1.5 MORE PROFITABILITY

Highly engaged organizations see an average of 20% higher sales than those that are disengaged. But if you're retaining employees, increasing productivity, boosting customer service, it makes complete sense that your sales and profits increase too.

1.1.6 HIGHER EMPLOYEE SATISFACTION AND HAPPINESS

Employees need to feel satisfied in their work; otherwise, interest and enthusiasm will slip away. When employee engagement is high, employees feel satisfied with their contributions and impact. They have a connection to their performance and the company they work for. This also leads to overall happiness, which is good for company morale, productivity, etc.

1.1.7 BENEFITS OF EMPLOYEE RETENTION



Building a financially sound organization includes developing structures that keep your best employees around. Companies that do so reap significant rewards, including better corporate performance, higher productivity, better work quality, greater employee satisfaction and better customer experience. It must be noted that a high turnover indicates that a company is losing a high percentage of employees as compared to the number of employees who have been hired already. It is also an indication of not doing proper job selection and not creating an environment which helps employees to stay within the organization for a longer period of time.

1.2 COMPANY PROFILE

Conserve is the result of our passion towards Built Environment. The sole purpose of Conserve is to support the Building and Process Plant sectors with its Engineering and Sustainable abilities. We are driven by Engineering Excellence, People centric approach, Ethics and Innovation. Conserve aims to establish long term and continuous relations based on its respected and strong enterprise image. Our importance to humanity is more than any financial values.

a) MISSION

Our mission is to provide practically achievable, creative & cost-effective engineering solutions that meet our client's requirements.

b) VISION

To be a global leader in Engineering and Sustainability Industry sectors by providing optimized and extraordinary results to our clients. To build satisfying career for our people. Provide Innovative solutions to change the market trend.

1.2 INDUSTRY PROFILE

A) ENGINEERING SECTOR

Engineering sector's major strength lies in the consulting engineering and geoscience industry. Several large engineering contractors in Alberta provide engineering, procurement, and construction services (EPC), particularly to industrial process plant projects. The engineering sector supports oil and gas production facilities who work in concert with our competitive petroleum equipment packagers.

THESE REPORTS EXAMINE IN DETAIL HOW ENGINEERING:

- Contributes 3% of all U.S. jobs
- Employs or supports 24% of the 1.7 million engineers working across every sector of the economy
- Generated \$40 billion in personal property taxes, \$12.7 billion in sales taxes and \$11.8 billion in property tax
- Is responsible for 2.8% of GDP
- Multiplies economic activity. Each additional \$1 in Engineering and Architectural revenue contributes \$1.55 to GDP.

B) CONSTRUCTION SECTOR

Construction sector is made up of both general and specialty contracting firms and tradespeople. Construction service providers are engaged in industrial, commercial, institutional, and residential construction and also handle infrastructure, renovation, and repair projects, as well as providing

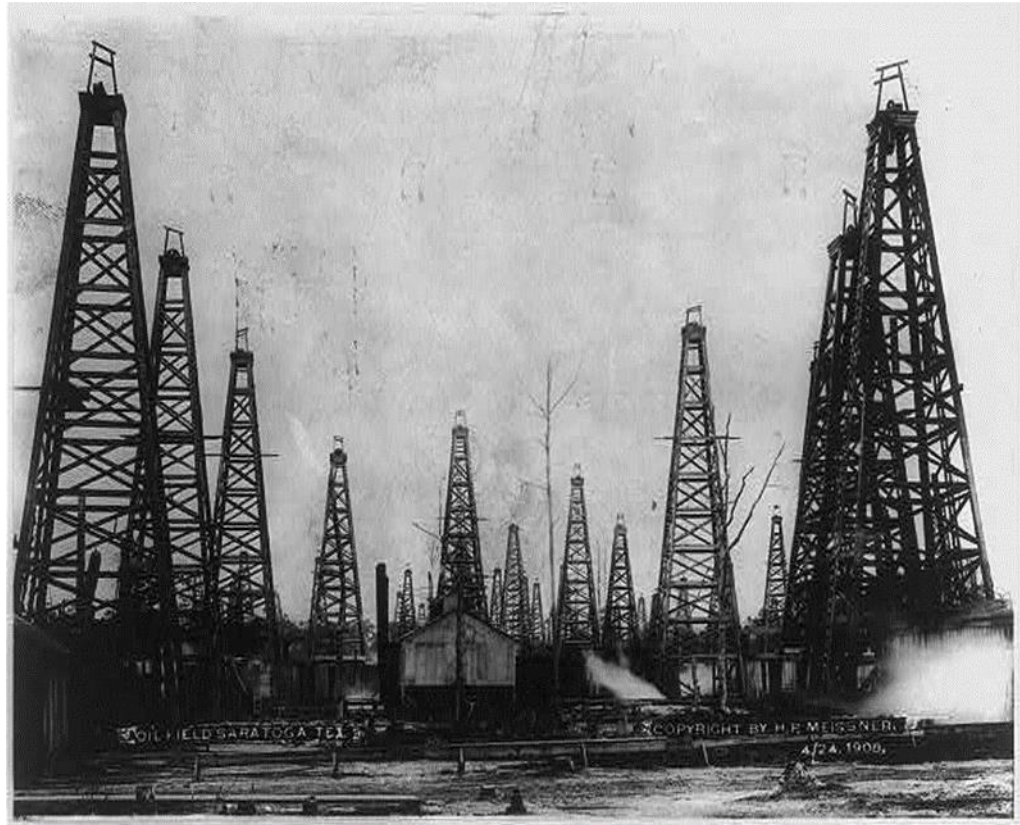
maintenance services. The global architectural services market was valued at USD 359.98 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 4.8% from 2023 to 2030. The demand for services can be attributed to the increasing construction activities across the globe.

- 1) **Cities Driving Growth** - Urban population to contribute 75% of GDP (63% present) and 68 cities will have a population of more than 1 mm.
- 2) The construction industry market in India works across 250 sub-sectors with linkages across sectors.
- 3) The Real Estate Industry in India is expected to reach \$1 Tn by 2030 and will contribute 13% to India's GDP
- 4) **Residential-** By 2030, more than 40% of the population is expected to live in urban India (33% today), creating a demand for 25 Mn additional mid-end and affordable units.
- 5) Under NIP, India has an investment budget of \$1.4 Tn on infrastructure 24% on renewable energy, 19% on roads & highways, 16% on urban infrastructure, and 13% on railways

C) OIL AND GAS

Oil and natural gas are major industries in the energy market and play an influential role in the global economy as the world's primary fuel sources. The processes and systems involved in producing and distributing oil and gas are highly complex, capital-intensive, and require state-of-the-art technology. The industry is often divided into three segments:

- Up Stream, the business of oil and gas exploration and production;
- Mid -Stream, transportation and storage; and
- Down Stream, which includes refining and marketing.



Oil Field, Saratoga, Texas. 1908

Historically, natural gas has been linked to oil, mainly because of the production process or upstream side of the business. For much of the history of the industry, natural gas was viewed as a nuisance and even today is flared in large quantities in some parts of the world, including the United States. Natural gas has taken on a more prominent role in the world's energy supply as a consequence of shale gas development in the United States, as mentioned above, and its lower greenhouse gas emissions when combusted when compared to oil and coal.

D) ARCHITECTURE, CONSTRUCTION AND ENGINEERING

The Architecture, Engineering and Construction (AEC) industry is under pressure to improve building performance, reliability and comfort while reducing operational costs and project timescales. As traditional design processes fail to address these challenges, the simulation-based generative design concept is a viable solution. Our technology enables architects, structural and civil engineers to evaluate the impact of their design decisions with fewer iterations. In particular, they can run multiple requirement-led simulations and optimize project-wide build parameters to expedite the best design solution.

The AEC industry has much to gain from simulation and modelling, where the concept of generative design is a highly beneficial solution. This frees architects and engineers from many manual tasks and gives them a broader range of possibilities to explore. Learn how our solutions help automate 3D modelling, optimize build geometries and gain comprehensive insights into the impact of their design choices on building performance.

E) ENERGY AND UTILITIES

1) CURRENT POSITION OF ENERGY AND UTILITY INDUSTRY

New technological and ecological trends are driving the digital transformation of the power and utility sector. Businesses are obliged to try a proactive approach as the demand for clean energy and decarbonisation policies are increasing. The energy and utility sector must overcome

bottlenecks and try to achieve significant cost savings to achieve their market goals.

The advent of new and advanced technologies and digital transformation has compelled the power and utility sector to redefine themselves and survive in the world of revolution, and stay competitive in the market. An utterly digital solution is necessary to survive the evolving challenges and succeed in the industry by improving productivity. The Energy and Utility industry must strive to develop actionable insights and energy efficiency in their own operations, while also establishing safe and protective environment today and in the future.

2) CHALLENGE FACED BY ENERGY AND UTILITY INDUSTRY

DIGITAL TRANSFORMATION

In recent years, digital transformation has been influencing the utility business more than in other industries. As a result of digital adoption and swift technological change, utility providers are being forced to redefine how they operate, the services they offer, and their current business models.

Customers today are more inclined in using online channels and they demand a seamless and personalized experience with precise data on their rates and consumption. It is critical for businesses to devise their own effective customer-centric strategy, digitizing processes and innovative technologies to adapt to customer needs. To adopt the strategic shift to digital transformation, the utility industries have already started to employ technologies to facilitate Omni channel communication with their customers.

CLIMATE AND WEATHER EVENTS

The unprecedented climate and weather events in 2021 as driven towards the utility resiliency strategies in 2022. Resiliency planning is significant for electric utilities as extreme climate disruptions can both have a substantial impact on electricity supply and demand.

“According to a report by Deloitte, 51 percent of survey respondents stated that weather events as impacted electricity delivery reliability in their territory more than usual in the last year, while 38 percent stated that the impact has stayed the same.”

Utilities are anticipated to be strategically preparing for the uncertain future in 2022. Employing energy sustainability initiatives will result in significant financial benefits. In order to ensure higher sustainability and increased energy savings, utilities should embrace digitization strategies that facilitate the design, deployment, and operation of new sustainable technologies, in which customers play a pivotal role.

E) INFRASTRUCTURE OF OIL AND GAS

Oil & Gas Infrastructure Market size surpassed around USD 620 billion in 2021 and is projected to grow at over 6% CAGR from 2022 to 2030. Oil & gas infrastructure incorporates a stack of resources including pipelines, refineries, drilling platforms, terminals, storage facilities, and processing plants in oil & gas sector.

One of India's eight core businesses is the oil and gas industry, which has a significant impact on all other major economic sectors. Rapid economic growth is leading to greater outputs, which in turn is increasing the demand of oil for production and transportation. According to the IEA (India Energy Outlook 2021), primary energy demand is expected to nearly double to 1,123 million tonnes of oil equivalent, as the country's gross domestic product (GDP) is expected to increase to US\$ 8.6 trillion by 2040.

India retained its spot as the third-largest consumer of oil in the world, as of 2021. India's consumption of petrol products stood at 204.23 MMT in FY22, while crude oil production stood at 29.7 MMT. Assam, Gujarat and Rajasthan account for more than 96% of oil production in India. India has about 10,420 kms of crude pipeline network, with a capacity of 147.9 MMTPA.

India has 23 refineries - 18 are in the public sector, two in the joint sector and three in the private sector. India's state refineries have upgraded their facilities to comply with a new government requirement to produce oil products with the equivalent of Euro VI emission standards. India's total installed provisional refinery capacity stands at 249.21 MMT, making it the second-largest refiner in Asia. Private companies own about 35% of the total refining capacity.

India is one of the largest exporters of refinery products due to the presence of various refineries. In terms of trade, exports of petroleum products from India reached 62.7 MMT in FY22. The value of these exported crude oil and petroleum products stood at US\$ 44.41 billion. In FY22, crude oil imports stood at 4.24 MBPD, which was worth US\$ 120.4 billion.

1.4 OBJECTIVES

PRIMARY OBJECTIVES:

- To identify the significance on employee engagement for employee retention in conserve solutions.

SECONDARY OBJECTIVES:

- To analyse the various factors of how the employees connecting and keeping productive in an organization.
- To identify the goals of various employee expectations and to improve employee morale.
- To identify the best strategies used for employee retention.

1.5 NEED FOR THE STUDY

- 1) To study the effective strategies in-place helps create a better work culture, reduce staff turnover, increase productivity, build better work and customer relationships, and impact company profits.
- 2) To study about the employee's expectation, recognition, encouragement, environment, feedback and development.
- 3) To study the relationships between colleagues don't only lead to improved business outcomes; they also make employees happier and more engaged, showcasing another reason why employee retention is important.
- 4) To study the employed techniques by the management to help the employees stay with the organization for a longer period of time.

1.6 SCOPE OF THE STUDY

- 1) It helps to promote the employee engagement within the organization.
- 2) It keeps productive and talented workers and reducing turnover by fostering a positive work atmosphere to promote engagement, showing appreciation to employees, providing competitive pay and benefits, and encouraging a healthy work-life balance.
- 3) It will help to reduce the attrition and to increase the productivity and profit.
- 4) It will examine and focus on how to make the employee more engaged and committed towards the organizational growth.
- 5) It is used to focus on managing the people work for an organization.
 - Appreciation for the work done.
 - Ample opportunities to grow.
 - A friendly and cooperative environment.
 - A feeling that the organization is second home to the employee.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Terence et al., (2001) - stated that there are so many reasons for an employee to leave voluntarily. Some may be personal and some may be influenced by organizational factors. Personal reasons such as family situation, career growth and attractive job offers etc. Organization factors includes lack of promotional opportunities, unfair treatment among employees and mismatch between personal values and organizational values etc., Overall turnover is a great problem for both organization and individual.

Maqsood Haier et al. (2005) - undergone research in Telecom sector and conversed that the competition to hunt and retain talents is tougher all the time and discussed that employee's effective human resource practices show a positive and direct relationship in retaining employees. Further, it is analysed that culture and compensation have a positive impact; training & development has a negative impact over employee retention.

Abeysekera (2007)- In a study evaluated the HR practices like realistic information about job, job analysis, work life balance and career opportunities, supervisor support and compensation and their impact on employee intentions to leave which resulted that compensation and job analysis have positive impact on employee turnover.

Taylor (2010) -while explaining turnover stated that pull and push factors are to be considered. Positive attraction towards alternative job opportunity is pull factors, in which employees are searching for alternative job opportunities even if they are happy and satisfied. In this circumstance, it is highly essential that employer/management must understand the real value of their employees and identify the reasons for searching or what they are expecting in the current job and this would help to retain the talents. The next important factor is push factors, in which some dissatisfied circumstances are prevailing in the current organization which makes the employee to leave for refining work life. There are several attributes for pull and push factors that need to be identified and focussed more.

Cardy and Lengnick-Hall (2011) - conducted a study on retention of employees, which emphasizes more on customer-oriented approach. Employee equity model is the method followed in this research. This study explores more regarding employees' values rather than external factors which have effects on the employees whether to stay or to leave. In other words, this study was concentrated towards internal factors which makes the employees to stay or leave.

Chitra Devi and Latha (2011) -Conducted research on employee retention in company sector. The main aim of the research is to identify why employees are migrating one from companies to another i.e. reasons for migration and to analyse the retention benefits. Discriminate analysis tool was used and resulted that the sector has to focus on compensation, job satisfaction and job security as these were some of the important tools used for retention of employees in organizations.

Tripathi et al. (2011) - attempted to analyse the problems faced by the professional institutions i.e. Private and government institutions and the factors to overcome the difficulties faced by them. Analysis with respect to private and government institutions for Level of job satisfaction, tenure of working, working environment, working hours, job switches and its reasons, faculty loyalty and tenure of service and retention tools were suggested in this study. Pay Dissatisfaction, lack of career growth opportunities, uncomfortable work environment, unsecured job, Loyalty are the factors which determine an attitude in faculties concerning their institutions.

Sadaf Zahra et al. (2013) - conducted a study in Pakistani Universities and found that compensation, support of the supervisor and work-life policies are some of the key factors in turnover intention and employees consider these a lot when compared to recognition and rewards. It is concluded that less flexibility and heavy work load affects family life. Apart from these motivation, competitive pay, supervisory support, leadership, programs for career development would reduce intention to leave.

Priyanka and Dubey S K (2016) - In their study performed exploratory factor analysis using principal component technique. They have identified employee turnover intentions through eight factors such as i. quality of management practices, ii. Low salary, iii. No career growth opportunity, iv. Lack of support from the peer, supervisors and family members, v. little learning opportunities, vi. Poor working environment i.e. no workplace safety, vii. Communication and viii. Insecurity in job.

Ashton and Morton, (2005) - Organizations in the world are moving forward into a boundary-less environment. Having the right talent in pivotal roles at the right time is of strategic importance, making a difference to revenues, innovation and organization effectiveness.

Macey and Schneider, (2008) May et al., (2004) -The organizations, which are not able to provide a good treatment for their employees, will lose their talented people. In this situation engaged employees may be a key to competitive advantage. Because, engaged employees have high levels of energy, are enthusiastic about their work and they are often fully immersed in their job so that time flies.

Mone and London (2010) - defined employee engagement is “a condition of employee who feels involved, committed, passionate, and empowered and demonstrates those feelings in work behaviour”. It is thus the level of commitment and involvement an employee has towards their organization and its values. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee. Thus, employee engagement is a barometer that determines the association of a person with the organization.

Maslach et al. (2001) - six areas of work-life lead to either burnout or engagement: workload, control, rewards and recognition, community and social support, perceived fairness and values. They argue that job engagement is associated with a sustainable workload, feelings of choice and control, appropriate recognition and reward, a supportive work community, fairness and justice, and meaningful and valued work.

Penna (2007) - presents a hierarchical model of engagement. This model indicates that staff seeking to find "meaning" at work. Penna defines "meaning" as fulfilment from the job Fulfilment comes from the employee being valued and appreciated, having a sense of belonging to the organization, and feeling as though they are making a contribution, and is matching with the underlying theoretical framework of Robinson. Penna states that the organization becomes more attractive to new potential employees and becomes more engaging to its existing staff.

Robinson (2006)- employee engagement can be achieved through the creation of an organizational environment where positive emotions such as involvement and pride are encouraged, resulting in improved organizational performance, lower employee turnover and better health.

Bijaya Kumar Sundaray (2011) - focused 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.

Robinson et al. (2004) - stated that this can be a useful pointer to organizations towards those aspects of working life that re-quire serious attention if engagement levels are to be maintained or improved.

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. Organisations can improve engagement by opportunity thinking, enhancing employee decision making, and commitment. Employee engagement results in reduced turnover intentions and increased innovative work-related behaviour.

Saks (2006)- 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 behaviour 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 behaviour.

Kahn (1990)- as the "harnessing of organizational members' selves to their work roles". Kahn recognized three antecedents of employee engagement: psychological meaningfulness (measured by job enrichment, work role fit and co-worker relations), psychological safety (measured by supervisor relations, co-worker relations and co-worker norms) and psychological availability (Measured by resources, work role security and outside activities).

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH 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.

A Research methodology means in what way the research is going to be carried out. Many authors investigate the term of research methodology and its importance for the conduction of a study. The research methodology is a scientific approach, which is adopted for conducting research. Describe the methodology as the procedure of research techniques. The authors say that the research methodology is the logic of scientific investigation. When developing research methodology, we should also know that there is a significant difference between the terms of research method and research methodology.

3.2 RESEARCH DESIGN

Research design is closely related to the main problem of the research. In the research design there are mainly six types. In these research paper descriptive research design can be used. In the descriptive research design, it means that describe the facts and figures of topic without influencing it. The purpose of the descriptive research design is to be to know the broad outline related to the topic. The descriptive research design is related to theoretical study about the topic. Descriptive research design helps the research to collect the data from both qualitative as well as quantitative. Descriptive research design helps the researcher to grow the information.

3.2.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research is a study designed to depict the participants in an accurate way. More simply but, descriptive research is all about describing people who take part in a study. The design of research can be either qualitative, quantitative, or mixed.

3.3 SAMPLING TECHNIQUES

3.3.1 CONVENIENCE SAMPLING METHOD

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

3.4 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

PRIMARY DATA- This study was accumulated through review and responses an assembled through google forms.

SECONDARY DATA- Websites and online journals, published reports and reviews of literature from published articles.

3.5 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections.

First part was designed to know the general information about employees and the second part contained the respondent's opinions about the impact of SCM.

- Basic introduction
- Personal details
- Research related questions

3.6 SAMPLE SIZE

The sample size of the research is 150 respondents.

3.7 PERIOD OF STUDY

The period for the study is three months.

3.8 LOCATION AND TARGETED PEOPLE OF STUDY

The location of the study is Chennai and the target people is Employees of Conserve solutions.

3.9 HYPOTHESIS TESTING

H0 -- There is no significance relationship between employee engagement for employee retention at Conserve solution.

H1 – There is a significance relationship between employee engagement for employee retention at Conserve solution.

3.10 TOOLS FOR ANALYSIS

3.10.1 PERCENTAGE ANALYSIS

The percentage analysis is given in the form of tables and charts. 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 (SPSS)

- Chi square
- One-way ANOVA
- correlation

CHAPTER-4

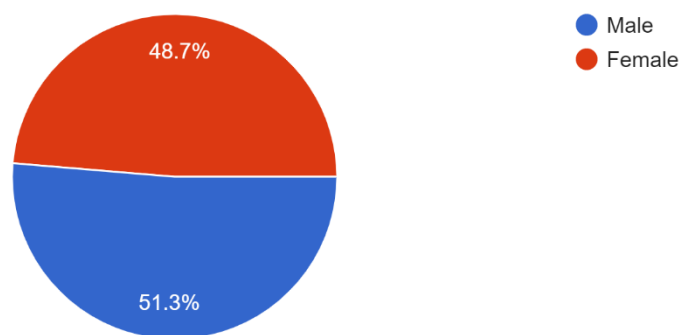
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 This table indicating the gender of the respondents

Gender of the Respondents	No of Respondents	Percentage (%)
Male	77	51.3%
Female	73	48.7%
TOTAL	150	100

Gender
150 responses



INTERPRETATION

From the above table it is interpreted as 48.7% of the respondents are female and 51.3% of the respondents are male.

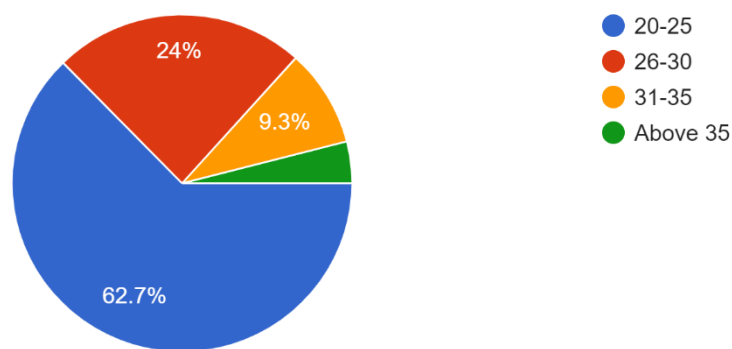
INFERENCE

Majority of the respondents 51.3% are Male.

Table 4.1.2 This table indicating the age of the respondents

Age of the Respondents	No of Respondents	Percentage (%)
20-25	94	62.7%
26-30	36	24%
31-35	14	9.3%
Above 30	6	4%
TOTAL	150	100

Age
150 responses



INTERPRETATION

From the above table it is interpreted as 62.7% of the respondents are aged between 20-25, 24% are between 26-30, 9.3% are between 31-35, 4% are between 30 and above.

INFERENCE

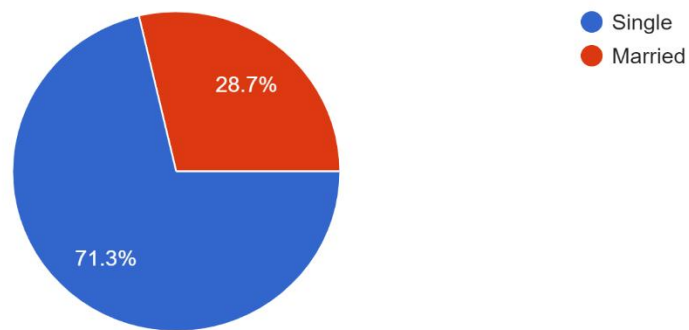
Majority of the respondents 62.7% are aged between 20-25.

Table 4.1.3 This table indicating the marital status of the respondents

	No of respondents	Percentage (%)
Single	107	71.3%
Married	43	28.7%
TOTAL	150	100

Marital Status

150 responses



INTERPRETATION

From the above table it is interpreted as 71.3% of the respondents are Single and 28.7% of the respondents are married.

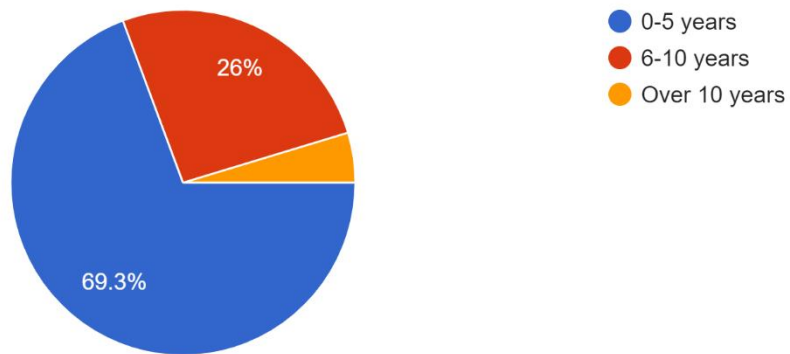
INFERENCE

Majority of the respondents 71.3% are Single.

Table 4.1.4 This table indicating the experience of the respondents

Experience of the respondents	No of respondents	Percentage (%)
0-5 years	104	69.3%
6-10 years	39	26%
Over 10 years	7	4.7%
TOTAL	150	100

Experience
150 responses



INTERPRETATION

From the above table it is interpreted as 69.3% of the respondents are between 0-5 years, 26% are between 6-10 years, 4.7% are between 10 and above years.

INFERENCE

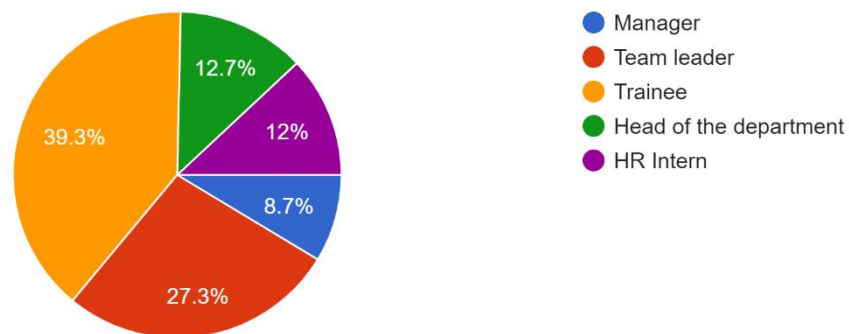
Majority of the respondents 69.3% are experience between 0-5 years.

Table 4.1.5 This table indicating the current job role in Conserve solution.

Job Role	No of Respondents	Percentage (%)
Manager	13	8.7%
Team Leader	41	27.3%
Trainee	59	39.3%
Head of the Department	19	12.7%
HR Intern	18	12%
TOTAL	150	100

What is your current job role in Conserve solution?

150 responses



INTERPRETATION

From the above table it is interpreted as 8.7% of the respondents are manager, 27.3% are Team Leader, 39.3% are Trainee, 12.7% are Head of the Department, and 12% are HR Intern.

INFERENCE

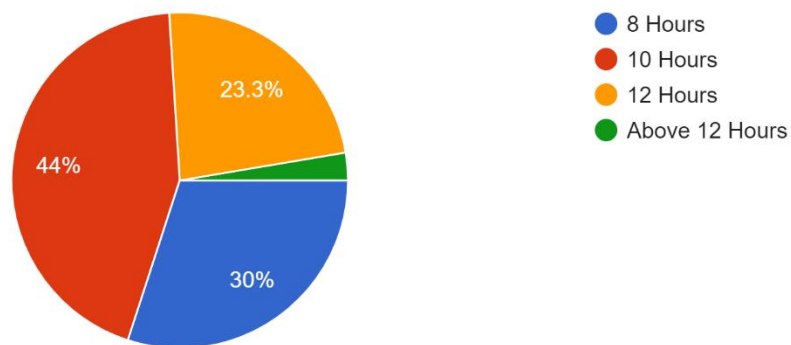
Majority of the respondents 39.3% are chosen as trainee for the current job role in Conserve Solution.

Table 4.1.6 This table indicating the total working hour in a day.

Working hour in a day	No of respondents	Percentage (%)
8 hours	45	30%
10 hours	66	44%
12 hours	35	23.3%
Above 12 hours	4	2.7%
TOTAL	150	100

What is your total working hour in a day?

150 responses



INTERPRETATION

From the above table it is interpreted as 30% of the respondents are working for 8 hours, 44% are 10 hours, 23.3% are 12 hours, and 2.7% are above 12 hours.

INFERENCE

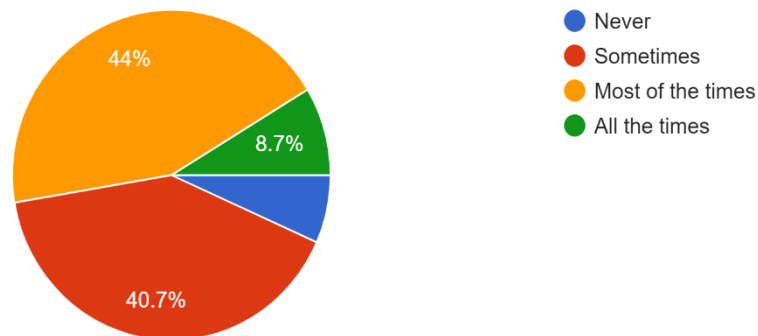
Majority of the respondents 44% are working for 10 hours in a day.

Table 4.1.7 This table indicating the employee retention helps the development of the organization.

	No of respondents	Percentage (%)
Never	10	6.7%
Sometimes	61	40.7%
Most of the times	66	44%
All the times	13	8.7%
TOTAL	150	100

Do you think that employee retention helps the development of organization?

150 responses



INTERPRETATION

From the above table it is interpreted as 6.7% of the respondents says never to the given statement, 40.7% says sometimes, 44% says most of the times, and 8.7% says all the times.

INFERENCE

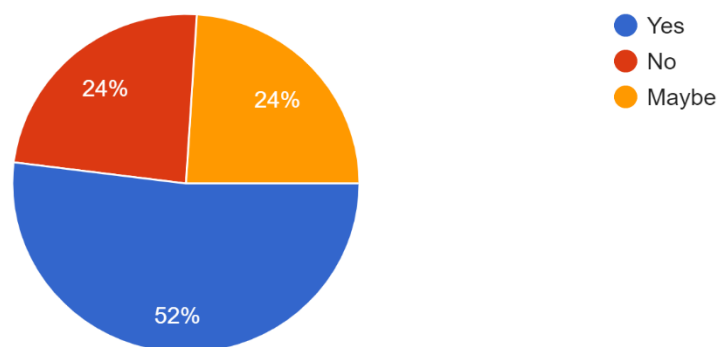
Majority of the respondents 44% says most of the times to the given statement.

Table 4.1.8 This table indicating the employee further career plans in this organization.

	No of respondents	Percentage (%)
Yes	78	52%
No	36	24%
Maybe	36	24%
TOTAL	150	100

Would you like to plan your further career in this organization?

150 responses



INTERPRETATION

From the above table it is interpreted as 52% of the respondents says yes to the given statement, 24% says No and 24% says maybe.

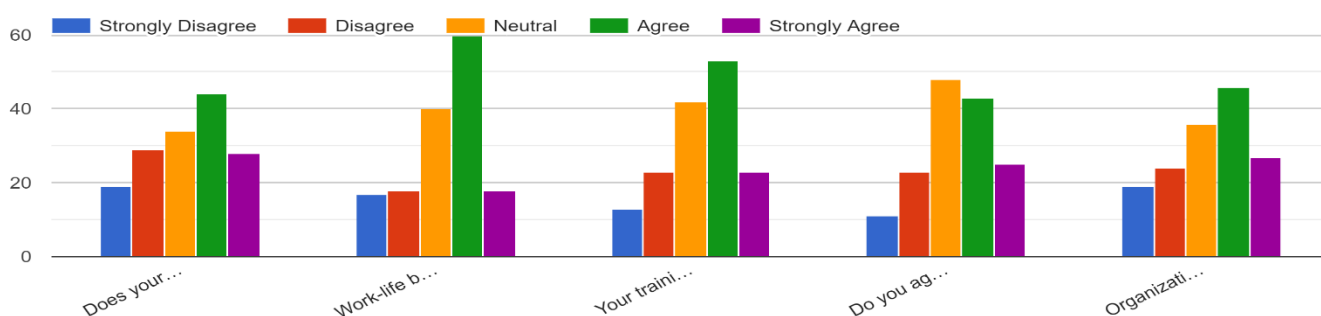
INFERENCE

Majority of the respondents 52% says yes to the given statement.

Table 4.1.9 This table indicating the respondent statement for employee retention.

	Strongly disagree	disagree	Neutral	Agree	Strongly Agree	TOTAL
Does your management come forward to support when you are facing with critical situation	19	29	34	44	28	150
Work-life balance is supported by this organization	17	18	40	60	18	150
Your training program is always linked with your career development/growth.	13	23	42	53	23	150
Do you agree that employee retention is plays a vital role in the result of productivity?	11	23	48	43	25	150
Organization treating you in a respectful way.	19	24	36	46	27	150

According to you mark, which each of the following statements you agree in your organization?



INTERPRETATION

From the above table it is interpreted as:

- Does your management come forward to support when you are facing with critical situation- 19 respondents strongly disagreed, 29 disagreed, 34 neutral, 44 agreed, 28 strongly agreed to this statement.
- Work-life balance is supported by this organization- 17 strongly disagreed, 18 disagreed, 40 neutral, 60 agreed, 18 strongly agreed to this statement.

- Your training program is always linked with your career development/ growth. - 13 strongly disagreed, 23 disagreed, 42 neutral, 53 agreed, 23 strongly agreed to this statement.
- Do you agree that employee retention is plays a vital role in the result of productivity? – 11 strongly disagreed, 23 disagreed, 48 neutral, 43 agreed, 25 strongly agreed to this statement.
- Organization treating you in a respectful way – 19 strongly disagreed, 24 disagreed, 36 neutral, 46 agreed, 27 strongly agreed to this statement.

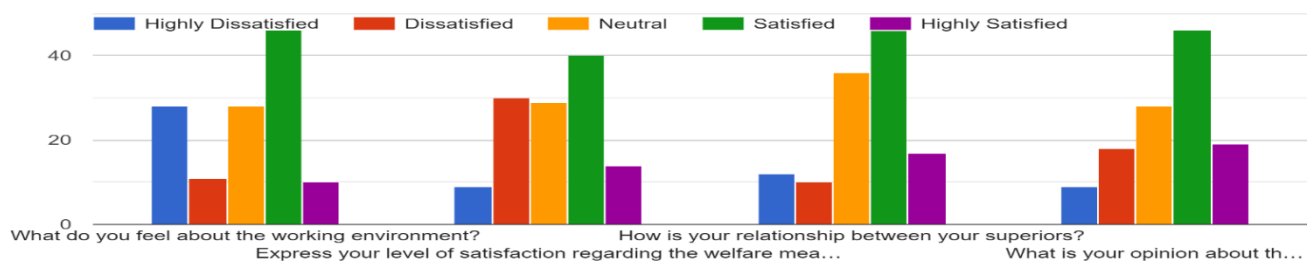
INFERENCE

- Majority of the respondents 44% agreed to the management come forward to support when you are facing with the critical situation.
- Majority of the respondents 60% agreed to the work-life balance is supported by this organization.
- Majority of the respondents 53% agreed to the training program is always linked with your career development/ growth.
- Majority of the respondents 48% responds neutral to the employee retention is plays a vital role in the result of productivity.
- Majority of the respondents 46% agreed to the organization treating you in a respectful way.

Table 4.1.10 This table indicating the employee satisfaction over employee retention.

	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
What do you feel about the working environment?	31	17	36	53	16	150
Express your level of satisfaction regarding the welfare measures provided by the company.	14	37	32	49	20	150
How is your relationship between your superiors?	14	14	45	53	25	150
What is your opinion about the company rules and regulation?	9	23	35	55	28	150

According to you mark, which each of the following statements you satisfy in your organization?



INTERPRETATION

From the above table it is interpreted as:

- What do you feel about the working environment? – 31 respondents highly dissatisfied, 17 dissatisfied, 36 says neutral, 53 satisfied, 16 highly satisfied to this statement.
- Express your level of satisfaction regarding the welfare measures provided by the company- 14 respondents highly dissatisfied, 37 dissatisfied, 32 says neutral, 49 satisfied, 20 highly satisfied to this statement.

- How is your relationship between your superiors? – 14 respondents highly dissatisfied, 14 dissatisfied, 45 says neutral, 53 satisfied, 25 highly satisfied to this statement.
- What is your opinion about the company rules and regulation? – 9 respondents highly dissatisfied, 23 dissatisfied, 35 says neutral, 55 satisfied, 28 highly satisfied to this statement.

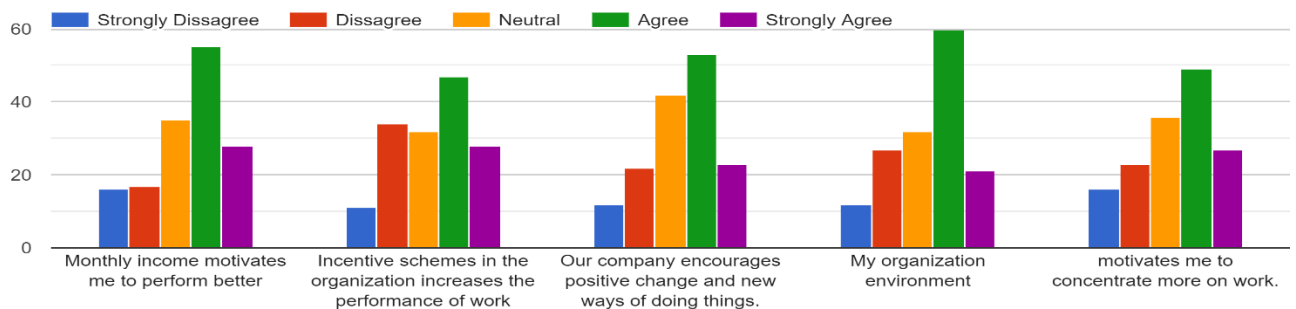
INFERENCE

- Majority of the respondents 53% satisfied about the working environment.
- Majority of the respondents 49% satisfied by expressing their level of satisfaction regarding the welfare measures provided by the company.
- Majority of the respondents 53% satisfied in their relationship between their superiors.
- Majority of the respondents 55% satisfied in their opinion about the company rules and regulation.

4.1.11 This Table indicating the performance of employee engagement

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Monthly income motivates me to perform better	16	17	35	55	28	150
Incentive schemes in the organization increases the performance of work	11	34	32	47	28	150
Our company encourages positive change and new ways of doing things	12	22	42	53	23	150
My organization environment	12	27	32	60	21	150
Motivates me to concentrate more on work.	16	23	36	49	27	150

According to you mark, which each of the following statement you should performs in employee engagement?



INTERPRETATION

From the above table it is interpreted as:

- Monthly income motivates me to perform better- 16 respondents strongly disagreed, 17 disagreed, 35 says neutral, 55 agreed, 28 strongly agreed to this statement.
- Incentive schemes in the organization increases the performance of work- 11 strongly disagreed, 34 disagreed, 32 says neutral, 47 agreed, 28 strongly agreed.

- Our company encourages positive change and new ways of doing things- 12 strongly disagreed, 22 disagreed, 42 says neutral, 53 agreed, 23 strongly agreed.
- My organization environment – 12 strongly disagreed, 27 disagreed, 32 says neutral, 60 agreed, 21 strongly agreed.
- Motivates me to concentrate more on work- 16 strongly disagreed, 23 disagreed, 36 says neutral, 49 agreed, 27 strongly agreed.

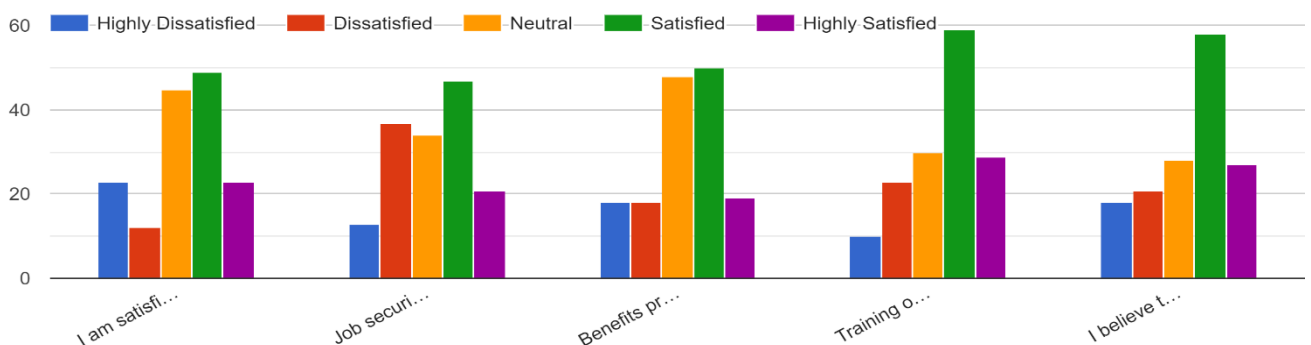
INFERENCE

- Majority of the respondents 55% agreed to the monthly income motivates them to perform better.
- Majority of the respondents 47% agreed to the incentive schemes in the organization increases the performance of work.
- Majority of the respondents 53% agreed to the company encourages positive change and new ways of doing things.
- Majority of the respondents 60% agreed to the statement of the organization of the environment.
- Majority of the respondents 49% agreed to the company motivates them to concentrate more on work.

4.1.12 This table indicating the job satisfaction in an organization

	Highly Disagree	Disagree	Neutral	Agree	Highly Agree	Total
I am satisfied with the work environment of the organization	23	12	45	49	23	150
Job security is provided to induce me to perform well.	13	37	34	47	21	150
Benefits provided by the company are fair and reasonable.	18	18	48	50	19	150
Training opportunity given here improves my skills and performance.	10	23	30	59	29	150
I believe that top leaders of our company are making the right decisions for the success of the company.	18	21	28	58	27	150

According to you mark, which each of the following statements performs job satisfaction in an organization?



INTERPRETATION

From the above table it is interpreted as:

- I am satisfied with the work environment of the organization- 23 highly disagreed, 12 disagreed, 45 says neutral, 49 agreed, 23 highly agreed to this statement.
- Job security is provided to induce me to perform well – 13 highly disagreed, 37 disagreed, 34 says neutral, 47 agreed, 21 highly disagreed.

- Benefits provided by the company are fair and reasonable – 18 highly disagreed, 18 disagreed, 48 says neutral, 50 agreed, 19 highly agreed.
- Training opportunity given here improves my skills and performance – 10 highly disagreed, 23 disagreed, 30 says neutral, 59 agreed, 29 highly agreed.
- I believe that top leaders of our company are making the right decisions for the success of the company – 18 highly disagreed, 21 disagreed, 28 says neutral, 58 agreed, 27 says highly disagreed.

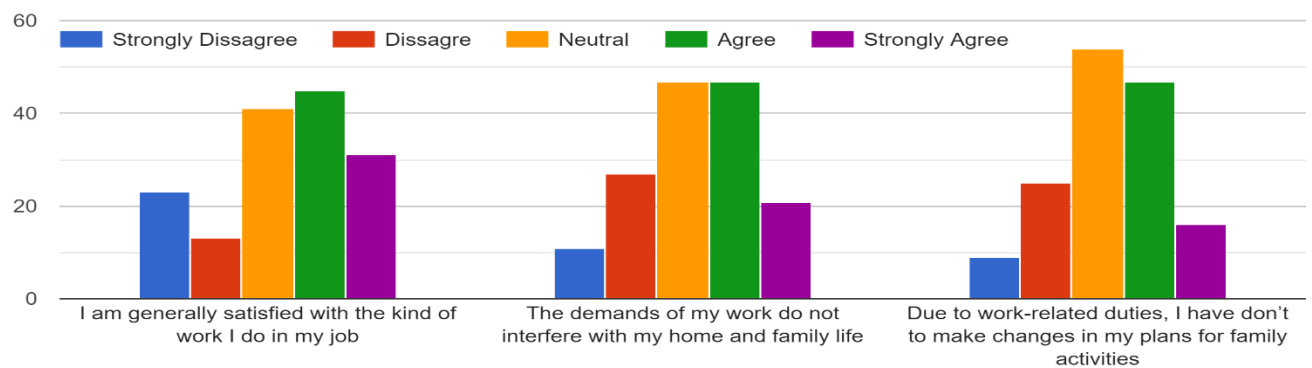
INFERENCE

- Majority of the respondents 49% agreed to the work environment of the environment.
- Majority of the respondents 47% agreed to the job security provided them to perform well.
- Majority of the respondents 50% agreed to the benefits provided by the company are fair and reasonable.
- Majority of the respondents 59% agreed to the training opportunity given in the company improved their skills and performance.
- Majority of the respondents 58% agreed to the top leaders of the company are making the right decision for the success of the company.

4.1.13 This table indicating the work life balance in Conserve solution.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
I am generally satisfied with the kind of work I do in my job	23	13	41	45	31	150
The demands of my work do not interfere with my home and family life	11	27	47	47	21	150
Due to work-related duties, I have don't to make changes in my plans for family activities	9	25	54	47	16	150

According to you mark, which of the following statement agree to the work life balance in conserve solution?



INTERPRETATION

From the above table it is interpreted as:

- I am generally satisfied with the kind of work I do in my job- 23 strongly disagreed, 13 disagreed, 41 says neutral, 45 agreed, 31 strongly agreed.
- The demands of my work do not interfere with my home and family life- 11 strongly disagreed, 27 disagreed, 47 says neutral, 47 agreed, 21 strongly agreed.

- Due to work-related duties, I have don't to make changes in my plans for family activities- 9 strongly disagreed, 25 disagreed, 54 says neutral, 47 agreed, 16 strongly agreed.

INFERENCE

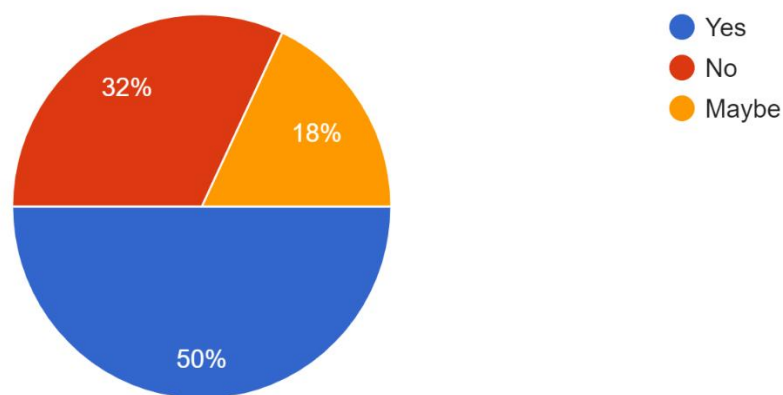
- Majority of the respondents 45% agreed to the work satisfaction in their job.
- Majority of the respondents 47% both agreed and says neutral to the demands of their work that do not interfere with their family life
- Majority of the respondents 54% says neutral to the work related duties they don't have to make changes in their plans for family.

4.1.14 This table indicating whether the employee continue in the same organization or not?

	No of respondents	Percentage%
Yes	75	50%
No	48	32%
Maybe	27	18%
Total	150	100

Are you willing to continue in the same organization?

150 responses



INTERPRETATION

From the above table it is interpreted as 50% says yes, 32 % says No and 18% of the respondents says maybe.

INFERENCE

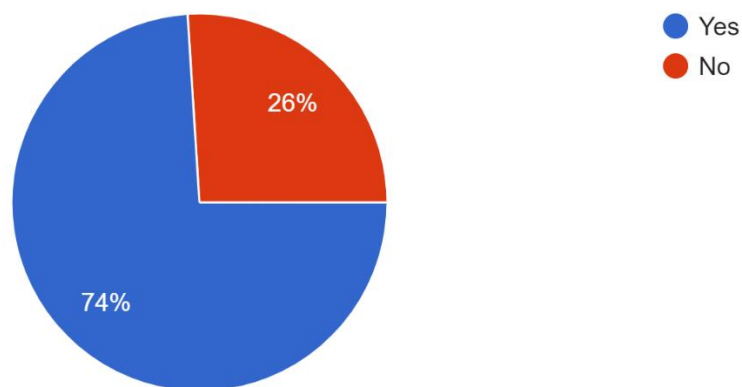
Majority of the respondents 50% says yes to the given statement.

4.1.15 This table indicating the organization consider employees ideas and opinion.

	No of respondents	Percentage%
Yes	111	74%
No	39	26%
Total	150	100

Does the organization consider your ideas and opinions?

150 responses



INTERPRETATION

From the above table it is interpreted as 74% respondents says yes to the given statement and 26% says no to the given statement.

INFERENCE

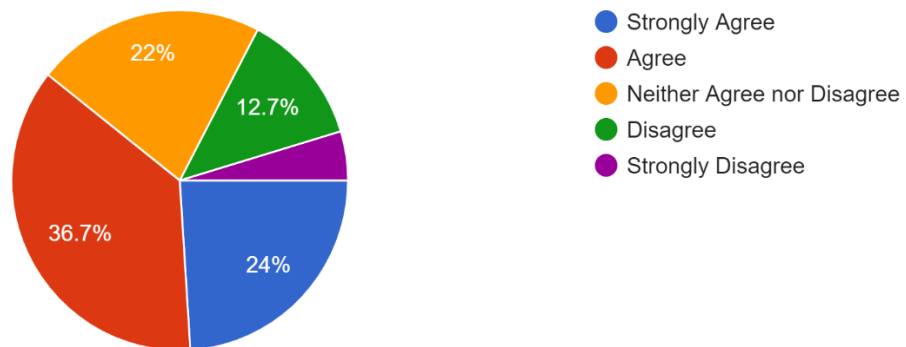
Majority of the respondents 74% respondents says yes to the given statement.

4.1.16 This table indicating the Employee Engagement towards work and organization leads to Employee Retention in the same organization.

	No of respondents	Percentage%
Strongly Agree	36	24%
Agree	55	36.7%
Neither Agree nor Disagree	33	22%
Disagree	19	12.7%
Strongly Disagree	7	4.7%
Total	150	100

What is your level of agreement towards the following statement? "Employee Engagement towards work and organization leads to Employee Retention in the same organization"

150 responses



INTERPRETATION

From the above table it is interpreted as 24% respondents strongly agreed to this given statement, 36.7% agreed, 22% neither agreed nor disagreed, 12.7% disagreed, and 4.7% strongly disagreed.

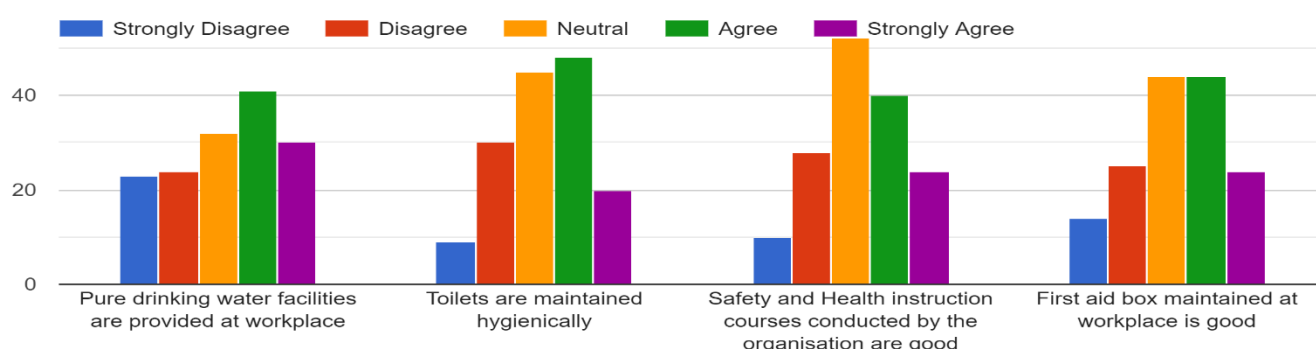
INFERENCE

Majority of the respondents 36.7% agreed to the employee engagement towards work and organization leads to employee retention in the organization.

4.1.17 This table indicating the following statement you agree in your organization? (Health and safety measures).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Pure drinking water facilities are provided at workplace	23	24	32	41	30	150
Toilets are maintained hygienically	9	30	45	48	20	150
Safety and Health instruction courses conducted by the organisation are good	10	28	52	40	24	150
First aid box maintained at workplace is good	14	25	44	44	24	150

According to you Mark, which each of the following statement you agree in your organization? (Health and safety measures)



INTERPRETATION

From the above table it is interpreted as:

- Pure drinking water facilities are provided at workplace- 23 strongly agreed, 24 disagreed, 32 says neutral, 41 agreed, 30 strongly agreed.
- Toilets are maintained hygienically- 9 strongly disagreed, 30 disagreed, 45 says neutral, 48 agreed, 20 strongly disagreed.

- Safety and Health instruction courses conducted by the organisation are good- 10 strongly disagreed, 28 disagreed, 52 says neutral, 40 agreed, 24 strongly disagreed.
- First aid box maintained at workplace is good- 14 strongly disagreed, 25 disagreed, 44 says neutral, 44 agreed, 24 strongly agreed.

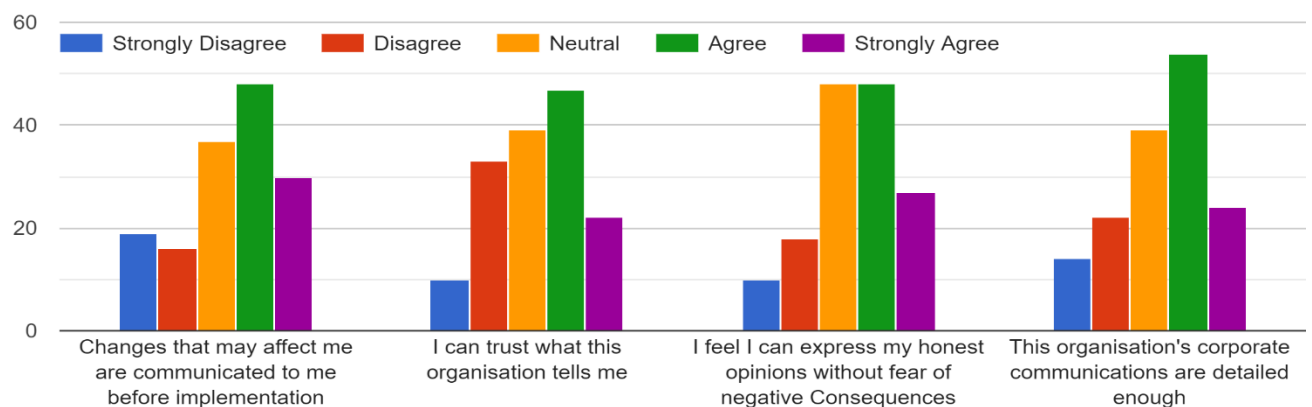
INFERENCE

- Majority of the respondents 41% agreed to the drinking facilities provided at workplace.
- Majority of the respondents 48% agreed to the toilets are maintained hygienically.
- Majority of the respondents 52 % says neutral responds to the safety and health instruction courses conducted in the organization.
- Majority of the respondents 44 % both agreed and says neutral to the first aid box maintenance.

4.1.18 This table indicating the following statement you agree in your organization?
(Communication at work)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Changes that may affect mere communicated to me before implementation	19	16	37	48	30	150
I can trust what this organisation tells me	10	33	39	47	22	150
I feel I can express my honest opinions without fear of negative Consequences	10	18	48	48	27	150
This organisation's corporate communications are detailed enough	14	22	39	54	24	150

According to you Mark, which each of the following statement you agree in your organization?
(Communication at work)



INTERPRETATION

From the above it is interpreted as:

- Changes that may affect mere communicated to me before implementation- 19 strongly disagreed, 16 disagreed, 37 says neutral, 48 agreed, 30 strongly agreed.

- I can trust what this organisation tells me- 10 strongly disagreed, 33 disagreed, 39 says neutral, 47 agreed, 22 strongly agreed.
- I feel I can express my honest opinions without fear of negative Consequences- 10 strongly disagreed, 18 disagreed, 48 says neutral, 48 agreed, 27 strongly agreed.
- This organisation's corporate communications are detailed enough- 14 strongly disagreed, 22 disagreed, 39 says neutral, 54 agreed, 24 strongly agreed.

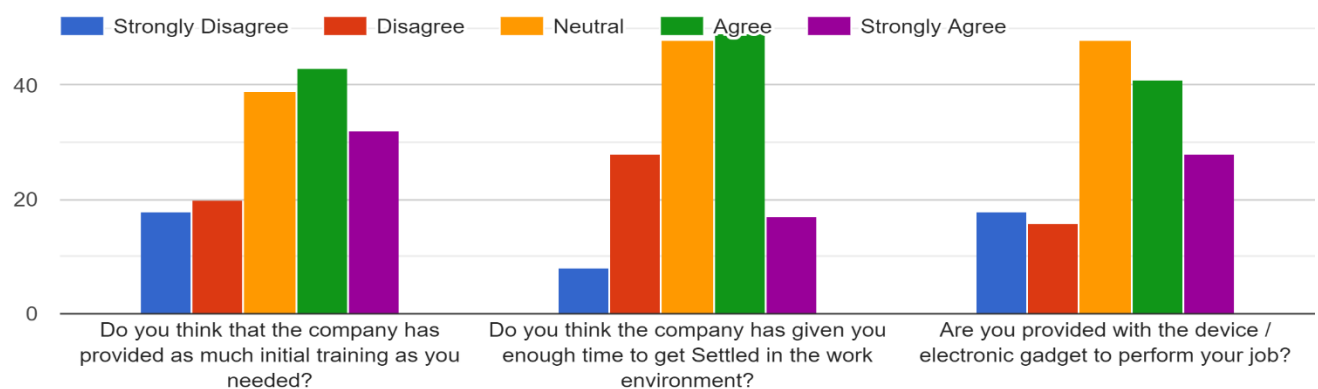
INFERENCE

- Majority of the respondents 48% agreed to the changes that may affect mere communication.
- Majority of the respondents 47% agreed to the organization and trust them.
- Majority of the respondents 48% both agreed and says neutral to the opinions without fear of negative consequences.
- Majority of the respondents 54% agreed to that the organization's corporate communications are detailed enough.

4.1.19 This table indicating the following statement you agree in your organization?
(Training programs at your company).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Do you think that the company has provided as much initial training as you needed?	18	20	39	43	32	150
Do you think the company has given you enough time to get Settled in the work environment?	8	28	48	49	17	150
Empowerment and engagement initiatives are the predictor of employee engagement	18	16	48	41	28	150

According to you Mark, which each of the following statement you agree in your organization?
(Training programs at your company)



INTERPRETATION

From the above table it is interpreted as:

- Do you think that the company has provided as much initial training as you needed?
 - 18 strongly disagreed, 20 disagreed, 39 says neutral, 43 agreed, 32 strongly agreed.

- Do you think the company has given you enough time to get settled in the work environment? - 8 strongly disagreed, 28 disagreed, 48 says neutral, 49 agreed, 17 strongly agreed.
- Empowerment and engagement initiatives are the predictor of employee engagement- 18 strongly disagreed, 16 disagreed, 48 says neutral, 41 agreed, 28 strongly agreed.

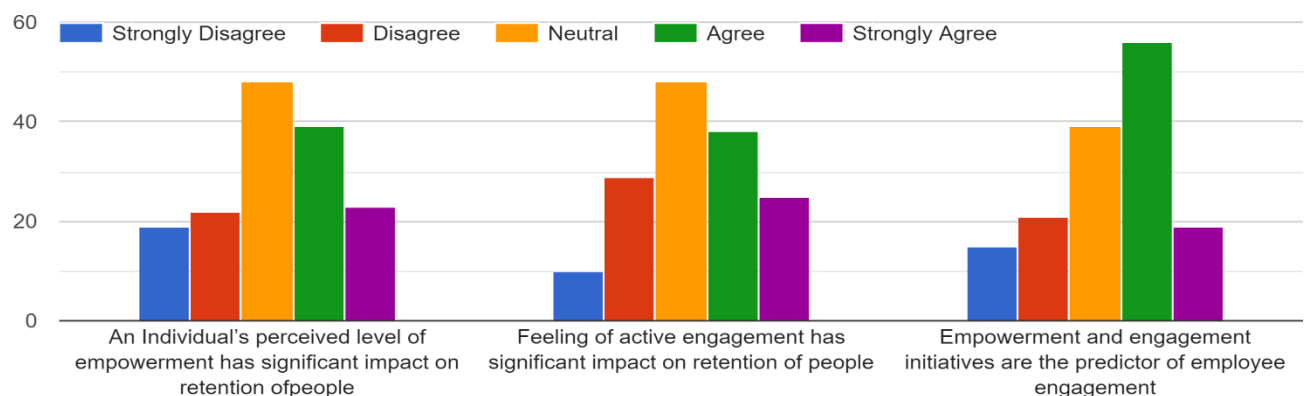
INFERENCE

- Majority of the respondents 43% agreed to the company has provided as much training as they need.
- Majority of the respondents 49% agreed to the company has given enough time to get settled in the work environment.
- Majority of the respondents 48% says neutral respondents to the empowerment and engagement initiatives are the predictor of employee engagement.

4.1.20 This table indicating the following statement you agree in your organization of employee engagement on retention of talents?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
An Individual's perceived level of empowerment has significant impact on retention of people	19	22	48	39	23	150
Feeling of active engagement has significant impact on retention of people	10	29	48	38	25	150
Empowerment and engagement initiatives are the predictor of employee engagement	15	21	39	56	19	150

According to you Mark, which each of the following statement you agree in your organization of employee engagement on retention of talents?



INTERPRETATION

From the above table it is interpreted as:

- An Individual's perceived level of empowerment has significant impact on retention of people- 19 strongly disagreed, 22 disagreed, 48 says neutral, 39 agreed, 23 strongly agreed.

- Feeling of active engagement has significant impact on retention of people- 10 strongly disagreed, 29 disagreed, 48 says neutral, 38 agreed, 25 strongly agreed.
- Empowerment and engagement initiatives are the predictor of employee engagement- 15 strongly disagreed, 21 disagreed, 39 says neutral, 56 agreed, 19 strongly agreed.

INFERENCE

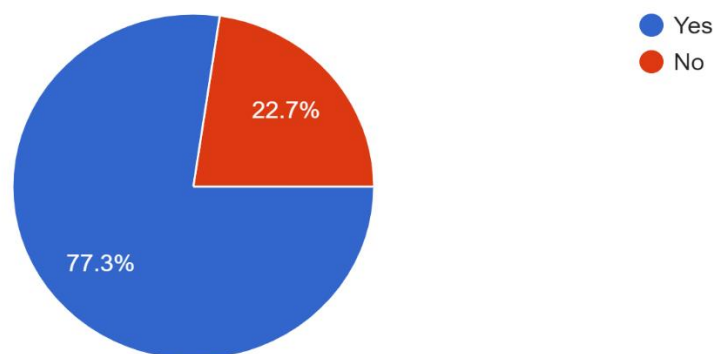
- Majority of the respondents 48% says neutral responds to the significance of the impact on retention of people.
- Majority of the respondents 48% says neutral responds to the feeling of active engagement.
- Majority of the respondents 56% agreed to the empowerment and engagement initiatives are the predictor of employee engagement

4.1.21 This table indicating if employee attended any training programs conducted by the company.

	No of respondents	Percentage%
Yes	116	77.3%
No	34	22.7%
Total	150	100

Have you attended any training programs conducted by your company?

150 responses



INTERPRETATION

From the above table it is interpreted as 77.3% respondents says yes and 22.7% respondents says no to the given statement.

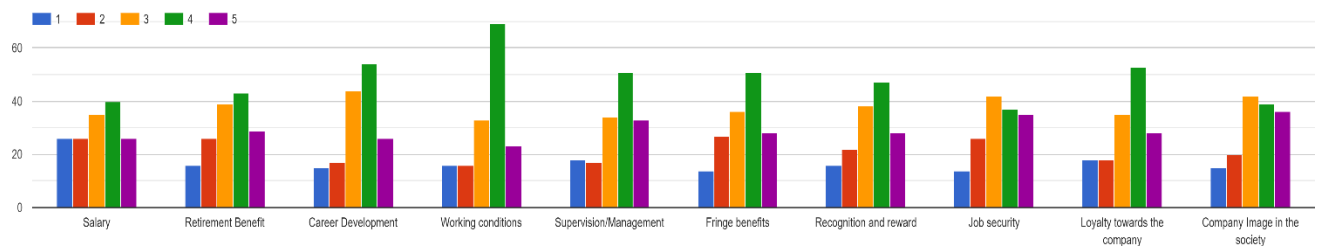
INFERENCE

Majority of the respondents 77.3% says yes to the given statement.

4.1.22 This table indicating the factor that influenced you to remain the organization.

	1	2	3	4	5	Total
Salary	26	26	35	40	26	150
Salary Retirement Benefit	16	26	39	43	29	150
Career Development	15	17	44	54	26	150
Working conditions	16	16	33	69	23	150
Supervision/Management	18	17	34	51	33	150
Fringe benefits	14	27	36	51	28	150
Recognition and reward	16	22	38	47	28	150
Job security	14	26	42	37	35	150
Loyalty towards the company	18	18	35	53	28	150
Company Image in the society	15	20	42	39	36	150

Please rank the following factor that influenced you to remain the organization.



INFERENCE

- Majority of the respondents 26% salary influenced employee to remain the organization.
- Majority of the respondents 43% salary retirement benefit influenced employee to remain the organization.

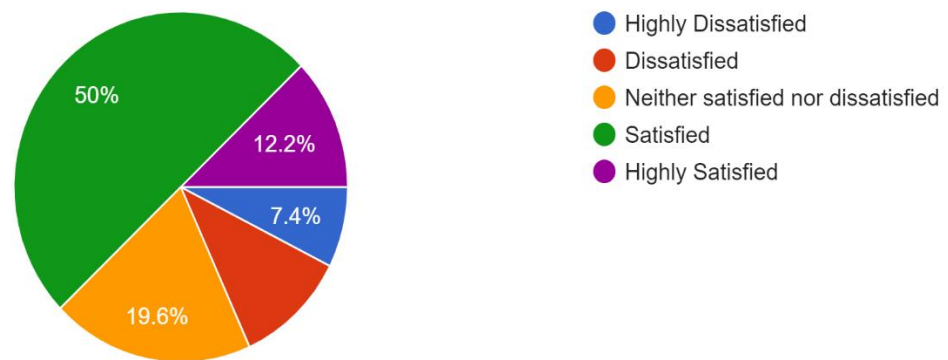
- Majority of the respondents 54% career development influenced employee to remain the organization.
- Majority of the respondents 69% working conditions influenced employee to remain the organization.
- Majority of the respondents 51% supervision/management influenced employee to remain the organization.
- Majority of the respondents 51% fringe benefits influenced employee to remain the organization.
- Majority of the respondents 47% recognition and reward influenced employee to remain the organization.
- Majority of the respondents 42% job security influenced employee to remain the organization.
- Majority of the respondents 53% loyalty towards the company influenced employee to remain the organization.
- Majority of the respondents 42% company image in the society influenced employee to remain the organization.

4.1.23 This table indicating how much employees satisfied with their work.

	No of respondents	Percentage%
Highly Dissatisfied	11	7.4%
Dissatisfied	16	10.8%
Neither satisfied nor dissatisfied	29	19.6%
Satisfied	74	50%
Highly Satisfied	18	12.2%
Total	150	100

All in all, how much are you satisfied with your job here?

148 responses



INTERPRETATION

From the above table it is interpreted as 7.4% respondents highly dissatisfied, 10.8% dissatisfied, 19.6% neither satisfied nor dissatisfied, 50% satisfied, 12.2% highly satisfied to this given statement.

INFERENCE

Majority of the respondents 50% respondents satisfied to the given statement.

4.2 CHI-SQUARE

TABLE 4.2.1

- **Null Hypothesis (H0)** – There is no significance relationship between age and the employee further career in the organization.
- **Alternative Hypothesis (H1)** – There is significance relationship between age and the employee further career in the organization.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Would you like to plan your further career in this organization?	150	100.0%	0	0.0%	150	100.0%

Age * Would you like to plan your further career in this organization? Cross tabulation

			Would you like to plan your further career in this organization?			Total
			Maybe	No	Yes	
Age	20-25	Count	25	14	55	94
		Expected Count	22.6	22.6	48.9	94.0
	26-30	Count	8	15	13	36
		Expected Count	8.6	8.6	18.7	36.0
	31-35	Count	1	7	6	14
		Expected Count	3.4	3.4	7.3	14.0
	Above 35	Count	2	0	4	6
		Expected Count	1.4	1.4	3.1	6.0
	Total	Count	36	36	78	150
		Expected Count	36.0	36.0	78.0	150.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.487 ^a	6	.005
Likelihood Ratio	19.422	6	.004
N of Valid Cases	150		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.44.

INTERPRETATION

From the table 4.2.1 it is known that the p value is .005 is lesser than 0.05, the null hypothesis is accepted and alternative hypothesis is rejected.

INFERENCE

There is no significance relationship between these variables.

4.3 CORRELATION

TABLE 4.3.1

- **Null Hypothesis (H0)** – There is no significant relationship between the career development and Job security to remain in the same organization.
- **Alternative Hypothesis (H1)** – There is significant relationship between the career development and Job security to remain in the same organization.

Correlations

		Please rank the following factor that influenced you to remain the organization. [Career Development]	Please rank the following factor that influenced you to remain the organization. [Job security]
Please rank the following factor that influenced you to remain the organization. [Career Development]	Pearson Correlation	1	.437**
	Sig. (2-tailed)		<.001
	N	144	141
Please rank the following factor that influenced you to remain the organization. [Job security]	Pearson Correlation	.437**	1
	Sig. (2-tailed)	<.001	
	N	141	146

Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

From the above table 4.3.1 it is known that the p value is .437 is greater than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

INFERENCE

There is a significance relationship between these variables.

4.4 ONE-WAY ANOVA

TABLE 4.4.1

- **Null Hypothesis (H0)** – There is no significance between salary and working conditions to remain in the same organization.
- **Alternative Hypothesis (H1)** – There is significance between salary and working conditions to remain in the same organization.

ANOVA

Please rank the following factor that influenced you to remain the organization. [Salary]

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	50.207	4	12.552	9.451	<.001
Within Groups	181.941	137	1.328		
Total	232.148	141			

ANOVA Effect Sizes

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Please rank the following factor that influenced you to remain the organization. [Salary]	Eta-squared	.216	.089	.312
	Epsilon-squared	.193	.063	.292
	Omega-squared Fixed-effect	.192	.062	.290
	Omega-squared Random-effect	.056	.016	.093

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

Homogeneous Subsets

Please rank the following factor that influenced you to remain the organization. [Salary]

Duncan^{a,b}

		Subset for alpha = 0.05		
Please rank the following factor that influenced you to remain the organization. [Working conditions]		1	2	3
	N			
1	14	1.64		
2	12		2.92	
3	29		3.03	
4	67		3.12	
5	20			4.10
Sig.		1.000	.607	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.672.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

INTERPRETATION

From the above table 4.4.1 it is shown that the p value 0.312 is greater than the 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

INFERENCE

There is a significance relationship between the variables.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority of the respondents 51.3% are Male
- Majority of the respondents 62.7% are aged between 20-25.
- Majority of the respondents 71.3% are Single.
- Majority of the respondents 69.3% are experience between 0-5 years.
- Majority of the respondents 39.3% are chosen as trainee for the current job role in Conserve Solution.
- Majority of the respondents 44% are working for 10 hours in a day.
- Majority of the respondents 44% says most of the times to the given statement
- Majority of the respondents 52% says yes to the given statement
- Majority of the respondents 44% agreed to the management come forward to support when you are facing with the critical situation.
- Majority of the respondents 60% agreed to the work-life balance is supported by this organization.
- Majority of the respondents 53% agreed to the training program is always linked with your career development/ growth.
- Majority of the respondents 48% responds neutral to the employee retention is plays a vital role in the result of productivity.
- Majority of the respondents 46% agreed to the organization treating you in a respectful way.

- Majority of the respondents 53% satisfied about the working environment.
- Majority of the respondents 49% satisfied by expressing their level of satisfaction regarding the welfare measures provided by the company.
- Majority of the respondents 53% satisfied in their relationship between their superiors.
- Majority of the respondents 55% satisfied in their opinion about the company rules and regulation.
- Majority of the respondents 55% agreed to the monthly income motivates them to perform better.
- Majority of the respondents 47% agreed to the incentive schemes in the organization increases the performance of work.
- Majority of the respondents 53% agreed to the company encourages positive change and new ways of doing things.
- Majority of the respondents 60% agreed to the statement of the organization of the environment.
- Majority of the respondents 49% agreed to the company motivates them to concentrate more on work.
- Majority of the respondents 49% agreed to the work environment of the environment.
- Majority of the respondents 47% agreed to the job security provided them to perform well.
- Majority of the respondents 50% agreed to the benefits provided by the company are fair and reasonable.
- Majority of the respondents 59% agreed to the training opportunity given in the company improved their skills and performance.

- Majority of the respondents 58% agreed to the top leaders of the company are making the right decision for the success of the company.
- Majority of the respondents 45% agreed to the work satisfaction in their job.
- Majority of the respondents 47% both agreed and says neutral to the demands of their work that do not interfere with their family life
- Majority of the respondents 54% says neutral to the work related duties they don't have to make changes in their plans for family.
- Majority of the respondents 50% says yes to the given statement.
- Majority of the respondents 74% respondents says yes to the given statement.
- Majority of the respondents 36.7% agreed to the employee engagement towards work and organization leads to employee retention in the organization.
- Majority of the respondents 41% agreed to the drinking facilities provided at workplace.
- Majority of the respondents 48% agreed to the toilets are maintained hygienically.
- Majority of the respondents 52 % says neutral responds to the safety and health instruction courses conducted in the organization.
- Majority of the respondents 44 % both agreed and says neutral to the first aid box maintenance.
- Majority of the respondents 48% agreed to the changes that may affect mere communication.
- Majority of the respondents 47% agreed to the organization and trust them.
- Majority of the respondents 48% both agreed and says neutral to the opinions without fear of negative consequences.

- Majority of the respondents 54% agreed to that the organization's corporate communications are detailed enough.
- Majority of the respondents 43% agreed to the company has provided as much training as they need.
- Majority of the respondents 49% agreed to the company has given enough time to get settled in the work environment.
- Majority of the respondents 48% says neutral respondents to the empowerment and engagement initiatives are the predictor of employee engagement.
- Majority of the respondents 48% says neutral responds to the significance of the impact on retention of people.
- Majority of the respondents 48% says neutral responds to the feeling of active engagement.
- Majority of the respondents 56% agreed to the empowerment and engagement initiatives are the predictor of employee engagement
- Majority of the respondents 77.3% says yes to the given statement.
- Majority of the respondents 26% salary influenced employee to remain the organization.
- Majority of the respondents 43% salary retirement benefit influenced employee to remain the organization.
- Majority of the respondents 54% career development influenced employee to remain the organization.
- Majority of the respondents 69% working conditions influenced employee to remain the organization.

- Majority of the respondents 51% supervision/management influenced employee to remain the organization.
- Majority of the respondents 51% fringe benefits influenced employee to remain the organization.
- Majority of the respondents 47% recognition and reward influenced employee to remain the organization.
- Majority of the respondents 42% job security influenced employee to remain the organization.
- Majority of the respondents 53% loyalty towards the company influenced employee to remain the organization.
- Majority of the respondents 42% company image in the society influenced employee to remain the organization.
- Majority of the respondents 50% respondents satisfied to the given statement.

5.2 SUGGESTIONS

Based on present study's analysis and finding, the researcher has suggested following guideline to improve learning, employee engagement, retention and job satisfaction at individual as well as organizational level.

- Organization should improve team building activities to develop trust among employees. They should work in team and support each-other.
- Improve superior subordinate and peer group relation within organization.
- There should be healthy working environment where employee can be more friendly, feeling of home and gain trust on management and subordinates.
- Organization need to provide more conducive environment for employee learning.
- Management should increase employee involvement in its vision by communicating it to all employees. The department Heads' should share their vision to each employees of the organization and help them to link it with individual goal and organization goal.
- Organization should increase employee involvement by sharing strategic information and decision and inviting their suggestions and idea for the same.
- Employees should be trained to connect themselves with the organization and can see the larger side of any event in the organization.
- The organization should give importance to critical enquiry and reflect on it rather than focus on only completing task.
- There is need to develop understanding of interdependence among employees to improve coordination among themselves.
- Employee empowerment is needed to improve to keep employee motivated and increase learning within organization
- Enhancement of learning, coordination and trust: organization should introduce team-based learning scheme, form committee/group who bring encourage employees to come with new idea and implement it as team work such as kaizen, Quality circle which should be coordinated by management and linked with organization as well as employees' KRA.
- Develop systems for sharing learning and information – organization should continuously provide learning not only through training but using other sources.

Meeting should be utilized and keep in a way that people can get learning, linking HRIS with learning module or any effective tool.

- To strengthen Internality within organization should focus and trained employees to work systematically. Organization should strengthen 5s which helps in inculcating systematic working, Self-discipline and controlling own area of work.
- Managing work and employees: It is said that proper listening helps to resolve issues. Issues or concern should be address on certain platform such as during meetings, in the form of suggestion. Management/superior should always encourage employees to participate so that they can share their views.
- Strengthening concept of Self-development - Organization should develop a system where employee get opportunity for self-development such as providing e-source for self-learning, having portal where people can share knowledge as and when they are available and can learn from each other. Implementation of Total Productive Maintenance, Quality circle and kaizen helps in self-development of employees.
- Converting Vision into Action: Organization should convert its vision into action plan. Many organizations have action, but it's not properly communicated. Only converting vision is not enough it should be communicated to employees at all level. Organization vision must be converted into organizations' key performance indicator which further converted into departmental/functional key performance indicator and shared with each employee of the organization so that they can feel their importance, their involvement and contribute towards organization vision.
- Openness for feedback/ information: It is found that employee hesitate for sharing negative information. Organization need to develop an environment where employees can openly share their feedback weather positive or negative. Superior need to strengthen their relationship where subordinate can freely share negative feedback or information.

5.3 CONCLUSION

Human resources are complex and not easy to understand. These are the assets which can make as well as break an organization. Retaining them will help in the long-term growth of an organization and will also add to their goodwill. The study has provided the researcher with some “reality bites.” Respondents were frank enough to accept on an overall basis that things like employee engagement need a practical touch. Too much of theoretical and rhetorical approach needs to be given up and reality needs to be accepted. With the integration of key employee engagement & retention along with the psychological state wellbeing may facilitate a very useful tool for achieving and improving organizations success. The existing studies shows the different aspects of employee engagement and retention. After analysing various research papers a definition of engaged and retained employee came out that an engaged employee is one who is motivated, highly dedicated, ambitious, strive to for an extra edge and always lead by the example to others and align his goals toward organizational goals. The studies concerned with employee engagement revels that factors like level of employee engagement in highly correlated the nature of job, communication ease, leadership styles, and trust level and job autonomy, level of motivation, work involvement, support from organization, performance appraisal, quality of work life, level of involvement in decision making, opportunity to grow are the strongest drivers of employee’s engagement. The various studies on employee retention postulated some aspects of it mainly includes level of training & development facilities, culture of organization , leadership quality, feedbacks, compensation structures determines the tenure of the talented employees certainly affects the tenure of

employees with dedication. In this era of tough competition it is on the card for the HR professionals to apply a mix and match of employee retention & engagement strategies to engage and retain talented workforce for longer period of time. For the future concern an Additional theory/practical approach has to be required to analyse and determines the various employee retain and engagement strategies. The HR strategies & practices analysed in the study suggested and recommended for better competitive edge for the organizations. This study will restoring and pilot further future research and establish the significance HRM of practices and align them strategically for employee engagement & retention. On the other hand, they believe that employee engagement is equally relevant and related to the employer as well. Their say in employee engagement is a must. This means that the employees do recognize the fact that an imbalanced, one-sided approach to the concept is not practically a viable option. What should engage an employee – 3 answers led us to a single conclusion because those 3 answers were – money, money and money! One is that it is an objective and measurable thing. Second is that it has the capability to take into its stride all other aspects. Just like profit as a performance measure has the unique characteristic of assessing efficiency as well as effectiveness, the pay packet has the characteristic of including everything in it. What engages an employee in their current assignment was responded to rather politically! While accepting that things like environment, culture, relationships, challenges etc., are all employee engagement factors, respondents did not shy away from accepting at the same time that it is money that outweighs all these.

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ANNEXURE-I

A STUDY ON SIGNIFICANCE OF EMPLOYEE ENGAGEMENT FOR EMPLOYEE RETENTION AT CONSERVE SOLUTION

1. Name of the respondents

2. Gender of the respondents

- a) Male
- b) Female

3. Age of the respondents

- a) 20-25
- b) 26-30
- c) 31-35
- d) Above 35

4. Marital Status

- a) Single
- b) Married

5. Experience of the respondents

- a) 0-5 years
- b) 6-10 years
- c) Over 10 years

6. What is your current job role in Conserve solution?

- a) Manager
- b) Team Leader
- c) Trainee
- d) Head of the Department
- e) HR Intern

7. What is your total working hour in a day?

- a) 8 hours
- b) 10 hours
- c) 12 hours
- d) Above 12 hours

8. Do you think that employee retention helps the development of organization?

- a) Never
- b) Sometimes
- c) Most of the times
- d) All the times

9. Would you like to plan your further career in this organization?

- a) Yes
- b) No
- c) Maybe

10. According to you mark, which each of the following statements you agree in your organization?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Does your management come forward to support when you are facing with critical situation					
Work-life balance is supported by this organization					
Your training program is always linked with your career development/growth.					
Do you agree that employee retention is plays a vital role in the result of productivity?					
Organization treating you in a respectful way.					

11. According to you mark, which each of the following statement you satisfy in your organization?

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
What do you feel about the working environment?					
Express your level of satisfaction regarding the welfare measures provided by the Company.					
How is your relationship between your superiors?					
What is your opinion about the company rules and regulation?					

12. According to you mark, which of the following statement agree to the work life balance in conserve solution?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am generally satisfied with the kind of work I do in my job					
The demands of my work do not interfere with my home and family life					
Due to work-related duties, I have don't to make changes in my plans for family activities					

13. According to you mark, which each of the following statement you should performs in employee engagement?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Monthly income motivates me to perform better					
Incentive schemes in the organization increases the performance of work					
Our company encourages positive change and new ways of doing things.					
My organization environment					
motivates me to concentrate more on work.					

14. According to you mark, which each of the following statements performs job satisfaction in an organization?

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
I am satisfied with the work environment of the organization					
Job security is provided to induce me to perform well.					
Benefits provided by the company are fair and reasonable.					
Training opportunity given here improves my skills and performance.					
I believe that top leaders of our company are making the right decisions for the success of the company.					

15. Do you agree that you have will continue in the same company for more years?

- a) Yes
- b) No
- c) Maybe

16. Does the organization consider your ideas and opinions?

- a) Yes
- b) No

17. What is your level of agreement towards the following statement? “Employee Engagement towards work and organization leads to Employee Retention in the same organization”.

- a) Strongly Agree
- b) Agree
- c) Neither Agree nor Disagree
- d) Disagree
- e) Strongly Disagree

18. According to you Mark, which each of the following statement you agree in your organization? (Health and safety measures).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Pure drinking water facilities are provided at workplace					
Toilets are maintained hygienically					
Safety and Health instruction courses conducted by the organisation are good					
First aid box maintained at workplace is good					

19. According to you Mark, which each of the following statement you agree in your organization? (Communication at work).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Changes that may affect me are communicated to me before implementation					
I can trust what this organisation tells me					
I feel I can express my honest opinions without fear of negative Consequences					
This organisation's corporate communications are detailed enough					

20. According to you Mark, which each of the following statement you agree in your organization? (Training programs at your company).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Do you think that the company has provided as much initial training as you needed?					
Do you think the company has given you enough time to get Settled in the work environment?					
Are you provided with the device / electronic gadget to perform your job?					

21. Have you attended any training programs conducted by your company?

- a) Yes
- b) No

22. According to you Mark, which each of the following statement you agree in your organization of employee engagement on retention of talents?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
An Individual's perceived level of empowerment has significant impact on retention of people					
Feeling of active engagement has significant impact on retention of people					
Empowerment and engagement initiatives are the predictor of employee engagement					

23. Please rank the following factor that influenced you to remain the organization.

	1	2	3	4	5
Salary					
Retirement Benefit					
Career Development					
Working conditions					
Supervision/Management					
Fringe benefits					
Recognition and reward					
Job security					
Loyalty towards the company					
Company Image in the society					

24. All in all, how much are you satisfied with your job here?

- a) Highly Dissatisfied
- b) Dissatisfied
- c) Neither satisfied nor dissatisfied
- d) Satisfied
- e) Highly Satisfied