

**A STUDY ON EMPLOYEE ENGAGEMENT WITH REFERENCE TO
INDUTCH COMPOSITES TECHNOLOGY PVT. LTD.,**

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Commerce

By

SAI ARCHANAA P

(41740033)



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**

APRIL - 2024



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SAI ARCHANAA P (41740033)** who carried out the Project entitled "**A Study on Employee Engagement with Reference to Indutch Composites Technology Pvt. Ltd.,**" under my supervision from January 2024 to March 2024.

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Submitted for Viva Voce Examination held on _____

Internal Examiner

External Examiner

ICP/HR & ADMIN/2024

24th April 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. SAI ARCHANAA P** (Reg. No.41740033) is pursuing **Bachelor of Commerce - General** in "**Sathyabama Institute of Science and Technology**" has completed his Project at our Mappedu plant from January 2024 to March 2024.

During the tenure her conduct was good and we wish her all the best in her future endeavors.

for **Indutch Composite Technology Pvt. Ltd.**

R. Murugan
Manager – HR & Admin.



DECLARATION

I **Sai Archanaa P** hereby declare that the Project Report entitled **A STUDY ON EMPLOYEE ENGAGEMENT WITH REFERENCE TO INDUTCH COMPOSITES TECHNOLOGY PVT.LTD**, done by me under the guidance of **DR. Joyce R**, (Internal) and Mr. Johnson J (External) at INDUTCH COMPOSITES TECHNOLOGY PVT.LTD., SF1B,2ND FLOOR SUBHAM SQUARE, KARAMBAKKAM 1st MAIN ROAD,PORUR,CHENNAI- 600116.. is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce.

DATE:

SAI ARCHANAA.P

PLACE:

SIGNATURE OF THE CANDIDATE

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I am pleased to acknowledge my sincere thanks to the Board of Management of Sathyabama institute of science and technology for their encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr.**Bhuvaneswari G, Dean**, School of **Management Studies** and Dr.**Palani A.**, Head of the Department for providing me necessary support during the progressive reviews.

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ABSTRACT

Employee Engagement refers to employee's involvement in work and his commitment to the vision, mission and goals of the organizations. Both employer and employee have an active role to play in cultivating engagement. The present research proposes to identify the determinants and outcomes of employee engagement strategies in Manufacturing sector. On the basis of secondary research, five determinants – job role, organizational support, rewards & recognition, training & development and leadership & planning, and three outcomes – organizational commitment, organizational citizenship behavior and employee satisfaction have been taken as variables of employee engagement in the study. Questionnaire on determinants and outcomes of employee engagement and data was analyzed. Findings indicate that job role, rewards & recognition and leadership & planning are strong determinants of employee engagement and further, employee engagement results in organizational citizenship behavior, employee commitment and employee satisfaction.

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CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION ON THE STUDY

Employee engagement is a human resources concept that describes the level of enthusiasm and dedication a worker feel toward their job. Engage employee care about their work and about the performance of the company and feel that their efforts make a difference. An engaged employee is in it for more than a paycheck and may consider their well-being linked to their performance, and thus instrumental to their company's success. Its clear links to job satisfaction and employee morale.

Communication is a critical part of creating and maintaining employee engagement.

Engaged employees are more likely to be productive and higher performing. Employers can encourage employee engagement in many ways, including communicating expectations clearly, offering rewards and promotions for excellent work, keeping employees informed about the company's performance, and providing regular feedback. Engaged employees believe that their work is meaningful, believe that they are appreciated and backed by their supervisors and that they have been entrusted with the success of their company.

The concept of employee engagement is a relatively recent one. Most of the organizations feel that employees work for the pay that is being given to them. But this type of thinking is outdated and faulty. There are several other non-financial factors that affects the employee engagement like advancement, autonomy, civilized treatment, employer commitment, environment, exposure to senior people, praise, support, the feeling of being challenged and trusted, the feeling of working for a reliable organization, the feeling of working on important assignments and the feeling of respect in work-life balance (Woodruffe, 2006).

Most of the major organizations provide tools for assessing the drivers that enhance employee engagement (Bakker & Schaufeli, 2008).

1.1.1 EVOLUTION OF EMPLOYEE ENGAGEMENT AND ITS DEFINITION

Most references relate employee engagement to survey houses and consultancies. It is less taken as an academic construct. The concept is relatively new for HRM and appeared in the literatures for nearly two decades (Rafferty, Maben, West and Robinson, 2005; Melcrum Publishing, 2005; Ellis and Sorensen, 2007).

The construct, employee engagement emanates from two concepts that have won academic recognition and have been the subjects of empirical research: Commitment and Organizational Citizen Behaviour (OCB) (Robinson, Perryman and Hayday, 2004;

Rafferty et al., 2005). Employee engagement has similarities to and overlaps with the above two concepts.

Robinson et al. (2004) state that neither commitment nor OCB reflect sufficiently two aspects of engagement-its two-way nature, and the extent to which engaged employees are expected to have an element of business awareness, even though it appears that engagement overlaps with the two concepts. Rafferty et al (2005) also distinguish employee engagement and the two prior concepts- Commitment and OCB on the ground that engagement clearly demonstrates that it is a two-way mutual process between the employee and the organization.

Endres and Mancheno-Smoak (2008) mentioned employee engagement as a fad and it has also been described as an old wine in new bottles (Little & Little, 2006). There exists some people who see engagement as a fluffy and costly distraction and that it is not practical and a waste of time (Engen, 2008). According to Sanchez (2007), employee engagement is defined as an outcome of how employees perceive their work, leadership of their organizations, the recognition and rewards

they receive, and the communication ethos of the organization. On the other hand, Cook (2008) defined Employee engagement as the term that is personified by the passion and energy employees have to give their best to the organization to serve the customer. It is all about the willingness and ability of the employees to give sustained discretionary effort to help their organization succeed. Shaw (2005) defined employee engagement as intellectual and emotional commitment to an organization.

In addition to this, Stairs et al., (2006) also defined employee engagement as the extent to which the employees thrive at work, are committed to their employer, and are motivated to do their best, for the benefit of themselves and their organization. Truset al., (2009) defined employee engagement as Engagement is about creating opportunities for employees to connect with their colleagues, managers and wider organization. It is also about creating an environment where employees are motivated to want to connect with their work and really care about doing a good job. It is a concept which places flexibility, change and continuous improvement at the heart of what it means to be an employee and an employer in a twenty-first century workplace.

Employee engagement is a positive feeling about the job as well as being ready to put more effort to make sure that the given job is accomplished to the best of the Employee's ability (Galpin et al., 2008).

1.1.2 EMPLOYEE ENGAGEMENT STRATEGIES

So far we have discussed the evolution and definition of employee engagement, the factors that affect it and importance of employee engagement explaining how it is linked to business performance. Now, at this stage any inquisitive reader may ask a question:

So what? Employee engagement strategies listed below answer this question. In order to have engaged employees in any organization, managers need to look at the following ten points. We can call these points "tablets" because it is believed that they will cure employee disengagement diseases. Take these ten tablets:

Start it on day one: Most organizations do have clear new talent acquisition strategies. However, they lack employee retention strategies. Effective recruitment and orientation programs are the first building blocks to be laid on the first day of the new employee.

Managers should be careful in pooling out the potential talent of the new employee through effective recruitment. The newly hired employee should be given both general orientation which is related to the company mission, vision, values, policies and procedures and job-specific orientation such as his/her job duties, and responsibilities, goals and current priorities of the department to which the employee belongs in order to enable him/her to develop realistic job expectations and reduce role conflict that might arise in the future. After the hiring decision is made, the manager has to ensure role-talent fit when placing an employee in a certain position and exert all managerial efforts needed to retain that talent in the organization.

Start it from the top: Employee engagement requires leadership commitment through establishing clear mission, vision and values. Unless the people at the top believe in it, own it, pass it down to managers and employees, and enhance their leadership, employee engagement will never be more than just a “corporate fad” or “another HR thing”. Employee engagement does not need lip-service rather dedicated heart and action-oriented service from top management. It requires “Leading by Being example”.

Enhance employee engagement through two-way communication: Managers should promote two-way communication. Employees are not sets of pots to which you pour out your ideas without giving them a chance to have a say on issues that matter to their job and life. Clear and consistent communication of what is expected of them paves the way for engaged workforce. Involve your people and always show respect to their input. Share power with your employees through participative decision making so that they would feel sense of belongingness thereby increasing their engagement in realizing it.

Give satisfactory opportunities for development and advancement: Encourage independent thinking through giving them more job autonomy so that employees will have a chance to make their own freedom of choosing their own best way of doing their job so long as they are producing the expected result. Manage through results rather than trying to manage all the processes by which that result is achieved.

Ensure that employees have everything they need to do their jobs: Managers are expected to make sure that employees have all the resources such as physical or material, financial and information resources in order to effectively do their job.

Give employee's appropriate training: Help employees update themselves increasing their knowledge and skills through giving appropriate trainings. Generally it is understood that when employees get to know more about their job, their confidence increases there by being able to work without much supervision from their immediate managers which in turn builds their self-efficacy and commitment.

Have strong feedback system: Companies should develop a performance management system which holds managers and employees accountable for the level of engagement they have shown. Conducting regular survey of employee engagement level helps make out factors that make employees engaged. After finalizing the survey, it is advisable to determine all the factors that driving engagement in the organization, then narrow down the list of factors to focus on two or three areas. It is important that organizations begin with a concentration on the factors that will make the most difference to the employees and put energy around improving these areas as it may be difficult to address all factors at once. Managers should be behind such survey results and develop action-oriented plans that are specific, measurable, and accountable and time- bound.

Incentives have a part to play: Managers should work out both financial and nonfinancial benefits for employees who show more engagement in their jobs. Several management theories have indicated that when employees get more pay, recognition and praise, they tend to exert more effort into their job. There should be a clear link between performance and incentives given to the employees.

Build a distinctive corporate culture: Companies should promote a strong work culture in which the goals and values of managers are aligned across all work sections.

Companies that build a culture of mutual respect by keeping success stories alive will not only keep their existing employees engaged but also they baptize the new incoming employees with this contagious spirit of work culture.

Focus on top-performing employees: A study conducted by Watson Wyatt

Worldwide in 2004/05 on HR practices of 50 large USA firm's shows that high performing organizations are focusing on engaging their top-performing employees. According to the finding of the same research, what high-performing firms are doing is what top-performing employees are asking for and this reduces the turnover of high-performing employees and as a result leads to top business performance.

1.1.2 OBJECTIVE OF EMPLOYEE ENGAGEMENT

1. Align Employee with the Organization's Goals and Values:

Every organization has unique sets of goals and values. Aligning employees with **company goals** and values gives them a clear perspective of what the company wants to achieve. Employees thus have a better sense of teamwork and are less likely to leave the organization. They remain more engaged since they have a clear picture of how their efforts will translate into the organization's growth.

2. Employee Productivity:

Productive employees give more than they take. They understand business objectives well by actively participating in almost all organizational affairs, working hard on every task, and contributing to business outcomes. With time employees stop bringing their enthusiasm to their workplace. The monotony of their work or unhealthy work culture may often lead to low employee satisfaction and diminish their passion for work. Even though the reasons can vary from person to person, the repercussions companies face for employee unproductivity are the same.

3. Enhance Employees' Sense of Well-being:

The sense of well-being is psychological. And people experience a good sense of wellbeing when they have better relationships, freedom, personal growth, and a sense of purpose and meaning in life. Employees with a good sense of well-being are engaged and satisfied in their jobs and empower others with their positivity and enthusiasm. Support your employees and always help them in need. Actively listen to them, communicate more to understand their state of mind, and try knowing anything is bothering them or diminishing their well-being.

4. Improve Workplace Conditions that Drive Engagement:

By workplace conditions, I mean the **work environment**, **internal communication**, **teamwork**, respect, and healthy relationships in the workplace. All of these aspects collectively drive productivity and engagement. And this is why it is critical to improving these aspects. Conduct **employee engagement surveys** to get a clear picture and then start working on the area which needs immediate attention. For example, the survey reveals that the employees are not happy about the communication in the organization and often are misinformed, or their opinions and views don't reach the top authorities. In this case, make sure you build a culture or a communication platform that helps address these issues. When you give your employees an excellent working experience and take care of their needs, it helps improve productivity and the organization's overall growth.

5. Understand the Attitudes of Your Employees:

A workplace consists of diverse mindsets, and often, they have their way of completing their tasks. Therefore, it's a manager's job to understand this aspect and delegate work to employees according to their core strengths and interests. Give them flexibility if they need it. If someone asks for flexible work hours to balance their work-life, try considering it.

If working around your employees' attitudes gives you more productivity and employee engagement, then consider it as your best bet.

6. Employee Motivation:

Employee motivation is one of the most substantial aspects of employee engagement. Motivated employees tend to perform better and are more productive in their jobs. Motivated employees feel a sense of commitment to the organization's goals and objectives. They can lead to increased productivity and allow an organization to achieve higher levels of output. In contrast, demotivated employees spent most of the working hours surfing the internet for fun or looking for other job opportunities. Employee motivation can be increased by positive communication in the workplace, acknowledging individual contributions, and rewarding them for the same. Often a hostile work environment also diminishes employee motivation.

Management can, therefore, conduct surveys to know this aspect better and take immediate action to resolve the issue.

1.2. INDUSTRY PROFILE:

Infrastructure

To manufacture a superior quality range of Wind Energy Blade FRP Mold, Composite Parts, FRP Boat and Marine Application, we have established sophisticated infrastructure. This set-up is established in an extensive area of 15000 sq. feet and we are also planning to have a 25000 sq. feet area shop floor at Savli.

Research and Development

We invest a noticeable amount of our capital on research & development activities. The main objective of our research experts is constant product enhancement, inventing costs effective production techniques and innovative product development. Our R&D professionals conduct extensive market surveys and scout the market to collect data regarding latest demands & trends. As per their research and surveys, they provide important important data to our production staff. Then, their data and suggestions are incorporated in the manufacturing process inorderto produce a superior quality range of Wind Energy Blade FRP Mould, Composite Parts, FRP Boat and Marine Application.

ABOUT US

Indutch Composites Technology Private Limited was founded in 2010 at Vadodara by Shri Binayak S Rath and Shri P L Sathinarayanan. Indutch is a leading manufacturer of highly-engineered composite Patterns, Molds & Component for Original Equipment Manufacturer (OEM) customers in Wind Energy, Mass Transportation, and Industrial Equipment. Indutch distinguishes itself in the marketplace by its proven competitive advantages in Product Excellence, Process Innovation, Speed to Market, and Superior Customer Service.

Indutch is headquartered in Vadodara, Gujarat, India. The ISO 9001:2008 certified company has more than 1300+ employees and over 150,000 square feet of total manufacturing capacity, located at GIDC Vadodara, Gujarat, India. More than 300 of our employees have an average of more than 5-year Composites tooling manufacturing experience in Design, Manufacturing, etc.

Indutch has earned our customers' respect and long-term loyalty by better understanding and meeting their comprehensive needs, particularly related to

tooling design, the total cost of manufacture, product quality, process innovation, on-time delivery, continuous improvement, and the provision of value-added services.

We at Indutch believe we are among the best at what we do. We believe we effectively meet or exceed ALL of our customer's requirements, which most often prove to require more than a simple cost-down outsourcing initiative. We hope that you, as a potential customer, appreciate these attributes of strength and that you will soon become another one of the many great companies that have entrusted their brands, and their critical product quality and time-sensitive component delivery need to Indutch.

Manufactured in a sophisticated infrastructure, these products are extensively demanded in varied industry segments such as Rail Coach Manufacturing, Wind Energy and FRP Boat Manufacturing. With advanced CAD/CAM facility, we are capable of manufacturing a customized range of products as per exact requirements of clients. Our total quality management system has also earned us prestigious ISO 9001 certification. Owing to our quality conscious approach, we are serving to leading wind energy blade manufacturing clients from all over India and abroad. Also, we have established ourselves in the markets of East Europe, East Asia and North America.

Under the leadership of our highly skilled and experienced Director Mr. Sathyanarayanan, attainment of goals and objectives is simpler and highly efficient in nature. His impeccable managerial skills, ability to foresee market changes and make commendable decisions, has smoothened our path to success. In addition to this, he provides regular benefits and perks to the employees, for providing maximum satisfaction.

Factsheet

Basic Information
Nature of Business

Manufacturer

Additional Business

ExporterTraderServiceProviderSupplier

Company CEO

Sathyanarayanan

Registered Address

Plot No. 187/P/1B-1, Waghodia Industrial, Estate,
PipaliyaWaghodia Road, Next To Munjal Auto,,
Vadodara- 391760, Gujarat, India

Total Number of Employees 1001 to 2000 People

Year of Establishment

2010

Legal Status of Firm

Limited Company (Ltd./Pvt.Ltd.)

Annual Turnover

Rs. 50 - 100 Crore

1.3. COMPAY PROFILE:



Company overview

Indutch Composites Technology Private Limited was founded in 2010 at Vadodara by **Shri Binayak S Rath** and **Shri P L Sathinarayanan**. Indutch is a leading manufacturer of highly-engineered composite Patterns, Molds & Component for Original Equipment Manufacturer (OEM) customers in Wind Energy, Mass Transportation, and Industrial Equipment. Indutch distinguishes itself in the marketplace by its proven competitive advantages in **Product Excellence, Process Innovation, Speed to Market, and Superior Customer Service.**

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Expertise

Our Team is having rich experience from 5 - 20 years in the areas of Design, Engineering, and Manufacturing of various composite products in wind energy, railways, marine, industrial and architectural applications.

Our manufacturing facilities situated in Vadodara with capacity of 1, 50,000 sq/feet area.

Our vision

Indutch Composites Technology Pvt. Ltd aims to be The Global player in Wind turbine Rotor Blade, nacelle cover/spinner Tooling, Manufacturing & Services for Indian and Global Wind energy organizations in next and 5 years.

In addition to wind energy, Indutch aims to be an active player (nearly 20 % of its capacity) in Automobile, Mass transit, and Defense for Composites Tooling and Process Design, Tooling, Manufacturing & support services.

Our mission

Indutch Composites Technology Pvt Ltd will

- Establish global tie-ups to improve exports apart from its present Indian market.
- Ensure products are of International quality standard.
- Retain key personals and enhance their skills from time to time through better exposure to the latest technology and will attract new customers by establishing state of the art factory and infrastructure

What are the products have been manufactured in Indutch Company?

Wind Energy



With rapid advancements in composite technologies and design techniques, the rotor diameters of wind turbines are setting record lengths each passing year. These mega-sized wind turbines present unique challenges to blade manufacturers because of their increased sizes. Thus, the composites industry as a whole is striving to reduce the weights of these blades without compromising their durability, strength, and stiffness while decreasing the cost of production for optimum efficiency of the blades through their life-cycles. Indutch composites understand these pain points very well as wind energy veterans lead the company and have invested heavily in the right technologies and the right people to solve these problems in the most effective way. Indutch Composites has become India's leading turnkey blade manufacturer over the last ten years with a track record of manufacturing blades for leading wind power companies worldwide by offering competitive prices and short lead times.

Indutch Composites offers turnkey solutions right from design, production, supply, and maintenance of the wind turbine blades. Indutch Composites has now stepped into manufacturing master plugs and molds for wind turbine blades after acquiring one of the biggest 5-axis CNC machines in the Asia region. Indutch Composites values R&D as the key to continued success in the wind energy business and has partnered with academic institutions

to fund and transfer technology from academia to industry to better existing manufacturing processes.

1.1 Aerospace



Composites find their most sophisticated applications in the aerospace industry. The high strength to weight, stiffness to weight ratios and the high fatigue resistance of composites become critical criteria in aerospace performance. The military successfully first used composites in radomes, secondary structures and internal components of aircraft which made way for composites into civilian applications. Composites find their most important usage in the space satellites because they have short lead times from design to manufacturing and can withstand extreme environmental conditions in the space like thermal cycling and damage in a high vacuum from micro-meteoroid impacts.

Indutch composites specialize in glass reinforced polymer composites (GRP) for thermal insulation applications in aircraft and carbon fiber reinforced polymer composites (CFRP) for space applications. Indutch composites can manufacture fairings, manipulator arms, antennae reflectors, solar array panels, optical platforms and benches for aerospace applications. Indutch composites are increasing its market share consistently in the Indian aerospace sector having completed projects for the defense research and development organization (DRDO) of India in the past. Indutch Composites only uses aerospace qualified materials. Which gives the client

the benefits of having peak mechanical performance while adhering to the highest fire, smoke, toxicity and heat release regulations.

Indutch Composites makes seats, floor panels, ceiling panels, overhead compartments, lavatories, air ducts, wardrobes, track and belly fairings, landing doors, partitions, cabin linings, trailing edges and brackets, bars, galleys, plenums, flaps, winglets, and fins for aircraft according to client needs.

research beyond the business plan

Client Prospecting

We also ensure that the whole team is included in the process and that no one is left out during the turnaround. The most crucial part is ensuring some degree of financial stability during the turnaround.

Web Site Research

Grant & Funding Research

Business plan market

A strong business plan requires going beyond intuition and experience, and supporting your idea with fact-based market research. Investors need to have confidence in your understanding of the market, so don't let yourself down by skimping on research. We have access to fee-based, subscriber-only resources such as:

- **Don James/Semplice** – Article and News research
- **High Voltage Business** – Company and Industry Research
- **Goovers** – Company and Industry Research
- **IRI Space** – Industry Research
- **Lexos-Nexos** – Company, Industry, Market Research
- **Plombett** – Industry Research
- **Pronounce** – market analysis report “slices”

1.2 Marine



Composites have been a mainstay in marine applications since the 1960s because they helped reducing failure in different international sailing conditions. Composites were first used to make radomes and mass structures, but now, they are being used to make propellers, hatch covers, bearings, exhausts and topside structures of the watercraft. glass-fiber composites (GRP) became mainstream due to their marine applications. Vessels made from glass fibers benefit from having environmental resistance, ability to mold seamless, complex shaped structures, meeting natural frequency requirements, tailoring the right strength, excellent strength to weight and stiffness to weight ratios, superior durability, and easy repairability.

Indutch composites can make composite production boats, superyachts, commercial and military watercrafts using hand-lay GRP, resin-infusion, thermoplastics. Racing yachts are a niche, which employs more composites than any other marine application as their stiffness to weight ratio determines the maximum speed they can sail with against the resistance due to the impact of the waves. Indutch composites can make boat hulls, frames, masts, keels, poles, booms, winch drums and shafting from carbon fiber reinforced epoxy composites cored with honeycomb or foam. Indutch Composites has the right technical know-how and experience in delivering solutions to improve quality, cut costs, achieve higher performance and an overall more efficient production through advanced

structural engineering, custom tooling fabrication, and rapid prototyping. Indutch composites can make composite production boats, superyachts, commercial and military watercrafts using hand-lay GRP, resin-infusion, thermoplastics. Racing yachts are a niche, which employs more composites than any other marine application as their stiffness to weight ratio determines the maximum speed they can sail with against the resistance due to the impact of the waves. Indutch composites can make boat hulls, frames, masts, keels, poles, booms, winch drums and shafting from carbon fiber reinforced epoxy composites cored with honeycomb or foam. Indutch Composites has the right technical know-how and experience in delivering solutions to improve quality, cut costs, achieve higher performance and an overall more efficient production through advanced structural engineering, custom tooling fabrication, and rapid prototyping.

1.3 Mass Transit and Automotive



Composites are the driving force behind why the new generation of trains are more efficient, safe, fast and comfortable compared to their previous generations. The rail industry is rapidly adopting fiber reinforced polymers every year for carriage interiors because the installation of fully modular composite interiors does not disturb the existing carriage structure. Benefits from lighter carriages are improved acceleration, top speed, and braking times which result in the consumption of less

energy. Indutch Composites has completed projects for several of the metro rail projects across India and specializes in Fiber-reinforced polymer (FRP) applications like trackbeds, gantries, vehicle modules, interiors, lineside furniture and platform systems for high-speed rail systems. Interiors made from composites are stronger, more durable and easy to clean which results in a longer lifespan and lower maintenance costs for the carriage. Indutch composites design philosophy for mass transit interiors is giving passenger comfort and safety the utmost importance. Indutch Composites designs interiors in such a way that passengers have the most ergonomic seats with the best in class individual space and leg room. Indutch composites designs adhere to the strictest fire, smoke and toxicity standards while offering excellent noise and pressure insulation during fast motion.

Composites are becoming the mainstay in the automotive industry because of how they reduce cost and weight while increasing recyclability over traditional injection molded and steel automotive parts. Thermoplastic composite materials have transformed the automotive industry because of their zero-solvent emissions, reduced production steps and material scrap, improved worker safety, and recyclability. Thermoplastic composites have also consistently outperformed steel in crash testing scenarios by absorbing nearly eight times the energy steel absorbs. Indutch composites can supply body panels made from carbon fiber composites for sports cars, hatchbacks, sports utility vehicles, buses and trucks of various makes.

NEED FOR THE STUDY:

- The purpose of the research is to increase the level of employee engagement.
- This study will help to increase the satisfaction of the employee.
- This study also acts as a step stone towards the improvement of a better “Employee Engagement Strategy”.
- Study helps to improve the overall organizational effectiveness.

SCOPE FOR THE STUDY

- This study helps to analyze how employees are engaged in the work.
- It enables us to know the satisfaction of employees.
- This research helps to know the factors of employee engagement and effective employee engagement strategy.
- Employee engagement shows the degree of how much an employee is involved, empowered, motivated and committed towards his job and organization.

1.6 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- To assess the level of employee engagement with reference to company.

SECONDARY OBJECTIVES:

- To identify the satisfaction of the employees in the organization.
- The research also aims to give factors measuring employee engagement and suggestions to make effective employee engagement strategies.

1.7 LIMITATIONS OF THE STUDY

- The data given by the respondents may be personally biased
- Area of the study is confined to the employee in Chennai only.
- The information is collected from an average of 110 employees only and the study is limited to IT sector.

CHAPTER 2

REVIEW OF LITERATURE

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 (2015) 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.

M.Jabeen and Dr. Lalitha Balakrishnan (2014) explained that human resource Management has undergone a paradigm shift in its approach towards Human Capital. All organizations are now vying with each other to attract, recruit and retain their competent workforce. Such talented employees have proven to be the force behind successful organizations. Various strategies and methods to manage the talent pool have been studied and adopted by HR managers. This paper attempts to explain what constitutes the Employee Engagement, certain drivers or factors 14 that will help in having an engaged work force include: Two-way Communication, make available all resources, Appropriate training, Benefits linked to engagement, and Strong feedback mechanism. Highly engaged employees create a substantive contribution to their organization and may possibly envisage organizational achievement, however the reverse holds true yet. Disengaged employees are often a serious problem for the organization.

NP Myilswamy, Dr.R.Gayatri (2014) 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.

Dr.Samuelobinomokayo& Maureen Jerotich kipyegon (2014) According to their study Employee Engagement as highly influenced by personal growth and development, performance management, Remuneration, recreation facilities. They identified remuneration is the highest contributor of Employee Engagement and Recreation facilities has least impact on employee engagement Johnson (2011) 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.

(Swathi.S, 2013): 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.

Amirtha Gowri and Mariammal (2012) have stated that organizations have to give their employees the freedom to make their work exciting and an environment having an engaged work life. With an increase in responsibilities at home and a wish to excel in their careers, employees often get distracted from their work which needs to be taken care of. Employees are the assets of the organization and if they are not given a space where by they can make a perfect blend of both work and fun, the best performance from them may be difficult. Thus an organization should realize the importance of employees, more than any other variable, as try to engage them to the utmost possible level intriguing suitable measures.

Siddhanta & Roy (2012) explored implications for theory, further research and practices by synthesizing modern 'Employee Engagement' activities being practiced by the corporate with the review of findings from previous researches/ surveys.

Singh & Shukla (2012) tried to find out what variables are significant to create an engaged workforce. The study was exploratory in nature and the data has been collected from a tin manufacturing organization.

(Bijaya Kumar Sundaray, 2011) 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.

Bhatla (2011) focused on the need for such employees and how their presence can improve the progress and work efficiency of the organization as a whole. Also focused on the challenges faced by the HR managers to improve employee engagement for an organization's survival.

Ram & Gantasala (2011) investigated the antecedents and consequences of employee engagement in Jordanian industry.

Sundaray (2011) writes that attention to engagement strategies will increase organizational efficiency and effectiveness in higher profits, productivity, customer satisfaction, quality, employee retention, and increased adaptability.

Susi & Jawaharrani (2011) examined some of the literature on Employee engagement, explore work-place culture & work-life balance policies & practices followed in industries in order to promote employee engagement in their organizations to increase their employees' productivity and retain them. Work-Life balance is a key driver of employees' satisfaction.

Alarcon and Edwards (2010) in their study, 'The development of the Wright Work Engagement Scale' explored engagement as a predictor of job satisfaction and turnover intentions controlling burnout. A survey was administered to 227 students employed at least part time. Sequential regression was performed to explore whether engagement predicted job satisfaction and turnover intentions controlling for burnout. Results indicated that engagement was a significant predictor of job satisfaction and turnover intentions controlling burnout. The current study is the first study to explore engagement's role in predicting job satisfaction and turnover intentions controlling more traditional predictors. The study addresses concerns about the importance of the engagement construct in the literature.

Markos and Sridevi (2010) have stated that employee engagement is a strong predictor of positive organizational performance and clearly shows the two-way relationship between employer and employee compared to the three earlier constructs: employee commitment, job satisfaction, and organizational citizenship behavior. Employees who are engaged are emotionally attached to their organization and are highly involved in their job with a great deal of enthusiasm for the success of their employer, often going that extra mile beyond the contractual employment agreement. Osborne and Hammoud.

Rabiya Jidda and Srirasthra (2010) on Employee Engagement and the changing Economy discuss the employee engagement initiatives in the changing economic environment. The employee's decision to leave a workplace is often outside the employer's control. This situation, however only serves to increase the need for employers to work harder at employee engagement. Most organizations today realize that a "satisfied employee" is

not necessarily the “best” employee in terms of loyalty 101 and productivity. It is only an engaged employee who is intellectually and emotionally bound to the organization, feels passionately about its goals and is committed towards its values who can be termed thus. He goes the extra mile beyond the basic job responsibility and it is associated with the actions that drive the business. Moreover, in times of diminishing loyalty, employee engagement is a powerful retention strategy. The fact that it has a strong impact on the bottom line adds to its significance.

Sweetman & Luthans (2010) 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.

Chitra Krishnan (2009) has opined out that Employee Engagement in an organization is to maximize its profits and gains by primary motive influencing employee theft. It is important to retain the skilled and dexterous employees in the organization, special focus would be given to the various employee engagement activities that influences each organization so that the performance of the employees keep on increasing even at the time of slump. The author has also stated that to listen to employees as employee engagement is a continuous process to identify problem areas, to plan and take action towards improvement.

Rama Devi, (2009) Success of any organisation in the globalised economy can be achieved by building a talent-rich organisation that attracts, retains and engages employees. Engaged employees are willing and able to contribute to the success of the company and are, therefore, real assets to an organisation.

Robertson-Smith and Markwick (2009) throw light on what engagement is and reveal that it is an important yet complex challenge, and there remains a great deal of scope for discussing the various approaches. (2009) discussed

the current state of knowledge about engagement at work through a review of the literature. This review highlighted the four lines of engagement research and focuses on the determinants and consequences of engagement at work.

Kular et al. (2008) explored five key areas: What does 'employee engagement' mean? How can engagement be managed? What are the consequences of engagement for organizations?; How does engagement relate to other individual characteristics?; How is engagement related to employee voice and representation.

Fernandez (2007) 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.

Lockwood (2007), states that employee engagement is a key business driver for organizational success. High levels of employee engagement within an organization lead to retention of talent, foster customer loyalty and enhances organizational performance. It is also a key connect to customer satisfaction, company reputation and overall stakeholder value. Employee engagement can be influenced by many factors such as workplace culture, organizational communication and managerial styles, to trust and respect, and leadership and company reputation.

(Mc. Bain 2006), According to him employee engagement is a modern concept, which defines employees' commitment, job satisfaction and involvement.

Robinson(,2006): 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.

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 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.

Wellins, Bernthal and Phelps (2005) also define engagement as "the extent to which people enjoy and believe in what they do and feel valued for doing it" and divide into three aspects: enjoyment, belief and value. Enjoyment means people tend to be more satisfied in what they do if they are in the jobs that match their interest and skills; belief means people feel more engaged if they feel their contribution to the job is meaningful; and value comes from the recognition and reward for their contribution.

Harter, Schmidt, & Hayes, (2002) Engagement occurs when employees know what to expect, have the resources to complete their work, participate in opportunities for growth and feedback, and feel that they contribute significantly to the organization.

Cropanzano and Wright (2001) have proposed that engagement lead to both qualities in individual outcomes as well as growth and productivity of organizations. Engaged employees are likely to be more attached to their organizations and will have a lower tendency to leave their organizations. Engaged employees are likely to be more attached to their organizations and will have a lower tendency to leave their organization. Recent research has

shown that engaged employees often experience positive emotions and this may be the reason why they are more productive. Happy people are more sensitive to opportunities at work, most outgoing and helpful to others, and more confident and optimistic.

Kahn, (1990) Engagement as the harnessing of organizational members" selves to their work roles. In engagement, people employ and express themselves physically, cognitively, and emotionally during role performances.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN:

Descriptive research design is also called as explanatory design. This is the one that simply describe such as demographic characteristics. The descriptive research design can use a wide variety of research methods to investigate one or more variable. It can answer what, where and how questions, but not why questions.

3.2 SOURCES OF DATA:

➤ PRIMARY DATA:

Primary data is the original data collected by the researcher first hand. It is collector for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources of collecting primary data are questionnaire, observation, interview, etc.,.

I have collecting primary data through issuing of questionnaire as google forms to the employees of Indutch Composites Technology Pvt. Ltd.,

➤ SECONDARY DATA:

This data is the information which is already available in published or unpublished form. It is also used for collecting historical data. The various sources of secondary data are books, journals, magazines, statistical data sources data etc. The secondary source used for this study is company profile, scope, need, review of literature.

3.3 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was designed to know the employee engagement and satisfaction level in the organization.

3.4 SAMPLE SIZE:

It refers to the number of participants or observations included in a study. Sample size chosen for the survey is 102 employees of Indutch Composites Technology Pvt. Ltd.,

3.5 SAMPLE TECHNIQUE:

Sample technique is the process of selecting a sample population from the target population is called the sampling method. There are two types of sampling techniques are probability sampling and non – probability sampling.

I have chosen simple random sampling method in my study. Which means a type of a probability sampling in which the researcher randomly selects a subset of participants from a population. It has an equal chance of being selected.

3.6 PERIOD OF STUDY:

The period of study is January 2024 to march 2024.

CHAPTER 4

ANALYSIS OF DATA AND INTERPRETATION

TABLE SHOWS THAT GENDER OF RESPONDENTS

Table 4.1

GENDER	NO.OF RESPONDENT	PERCENTAGE
Male	69	67.67
Female	33	32.35
Total	102	100

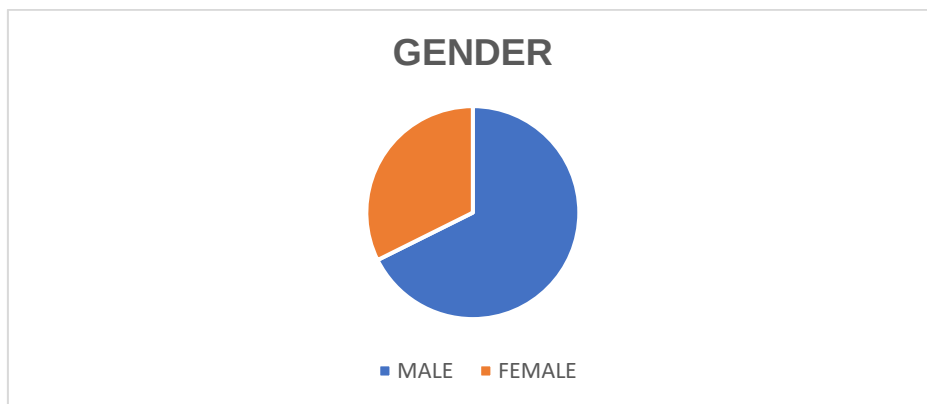


Fig No.4.1 Shows That Gender Of The Respondent

INTERPRETATION: Table 4.1 and figure 4.1 shows that **67.65%** of respondents were male and **32.35%** were female.

INTERFERENCE: Majority **67.65%** of the respondents of the organization are male.

TABLE SHOWS THAT AGE OF THE RESPONDENT

TABLE 4.2

AGE	NO.OF RESPONDENT	PERCENTAGE
20 – 27 Years	56	54.9
28 – 35 Years	30	29.41
36 – 42 Years	12	11.76
Above 50 Years	6	5.88
Total	102	100

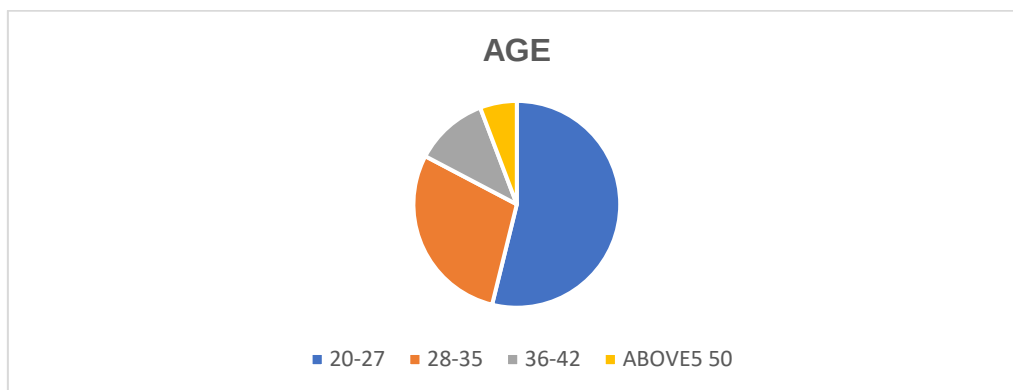


Fig No.4.2 Shows That Age Of The Respondents

INTERPRETATION: Table 4.2 and figure 4.2 shows that **54.9%** were in the age of 20 – 27, **29.41%** were in the age of 28 – 35, **11.76%** were in the age of 36 – 42 and **5.88%** were in the age of above 50 years.

INTERFERENCE: Majority **54.9%** of the respondents age range is 20 – 27 years.

TABLE SHOWS THAT EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

TABLE 4.3

EDUCATION QUALIFICATION	NO.OF RESPONDENT	PERCENTAGE
UG	72	70.59
PG	25	24.51
OTHERS	5	4.9
TOTAL	102	100

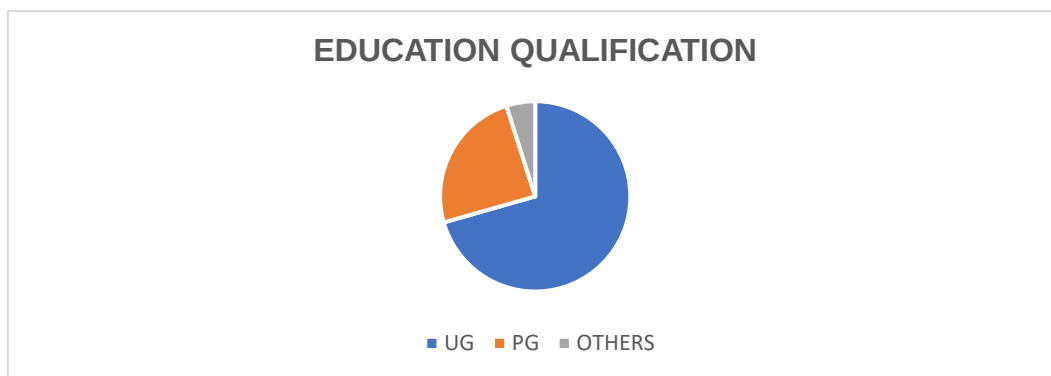


Fig No. 4.3 Shows That Education qualification of the respondents

INTERPRETATION: Table 4.3 and figures 4.3 shows that the Education Qualification of the respondents are **70.59%** were undergraduate, **24.51%** were post graduate, **4.9%** were others.

INTERFERENCE: Majority **70.59%** of the respondents are UG degree holders.

TABLE SHOWS THAT MONTHLY INCOME OF THE RESPONDENTS

TABLE 4.4

MONTHLY INCOME	NO.OF RESPONDENT	PERCENTAGE
10,000 – 20,000	18	17.65
20,000 –30,000	57	55.88
30,000 – 40,000	14	16.89
40,000 – 50,000	7	6.886
Above 50,000	6	5.88
Total	102	100

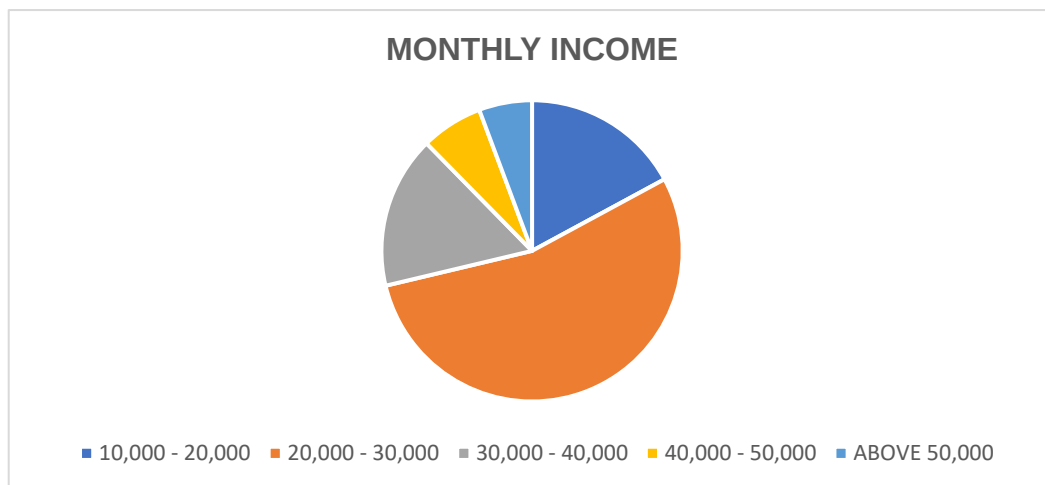


Fig No. 4.4 Shows That Monthly Income Of The Respondents

INTERPRETATION: Table 4.4 and figure 4.4 shows the monthly income of the respondents are **17.65%** were the income is 10,000 – 20,000, **55.88%** were the income is 20,000 – 30,000, **16.89%** were the income is 30,000 – 40,000, **6.86%** were the income is 40,000 – 50,000 and **5.88%** were the income is above 50,000.

INTERFERENCE: Majority **55.88%** are the respondents getting the monthly income in the range of 20,000 – 30,000.

TABLE SHOWS THAT YEAR OF EXPERIENCE IN THE ORGANIZATION BY THE RESPONDENTS

TABLE 4.5

PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
0 – 5 Years	67	58.45
6 – 10 Years	23	22.55
Above 10 years	13	12.75
Total	102	100

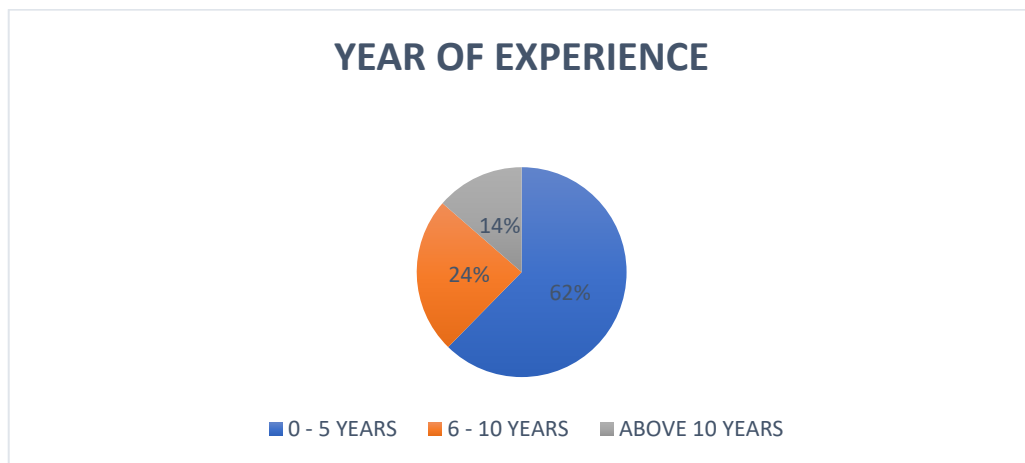


Fig No.4.5 Shows That Year Of Experience Of The Respondents

INTERPRETATION: Table 4.5 and figure 4.5 shows that year of experience of the respondents in the organization are **58.45%** were have the experience for 0 – 5 years, **22.55%** were 6 – 10 years, **12.75%** were above 10 years of experience.

INTERFERENCE: Majority **58.45%** of the respondents are has their working experience for 0 – 5 years.

TABLE SHOWS THAT DO THE RESPONDENTS FULFILLED BY THEIR WORK

TABLE 4.6

PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	12	11.76
SATISFIED	71	69.61
NEUTRAL	9	8.82
DIS SATISFIED	6	5.88
HIGHLY DISSATISFIED	4	3.92
TOTAL	102	100

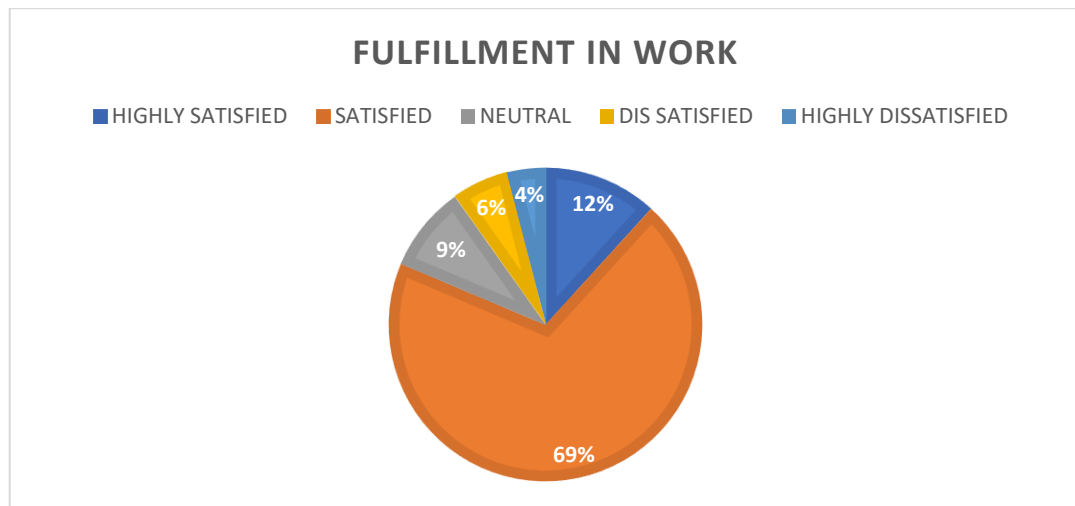


Fig No.4.6 Shows That Respondents Fulfillment in work

INTERPRETATION: Table 4.6 and figure 4.6 shows that the respondents are fulfilled by their work are **11.76%** were highly satisfied, **69.61%** were satisfied, **8.82%** were neutral, **5.88%** were dissatisfied and **3.92%** were highly dissatisfied.

INTERFERENCE: Majority **69.61%** of the respondents are satisfied in their fulfilled by their work.

TABLE SHOWS THAT THEIR ROLE IS MEANINGFUL WITHIN THE ORGANIZATION

TABLE 4.7

PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	11	11.76
SATISFIED	12	15.94
NEUTRAL	69	67.65
DIS SATISFIED	8	7.84
HIGHLY DISSATISFIED	2	1.96
TOTAL	102	100

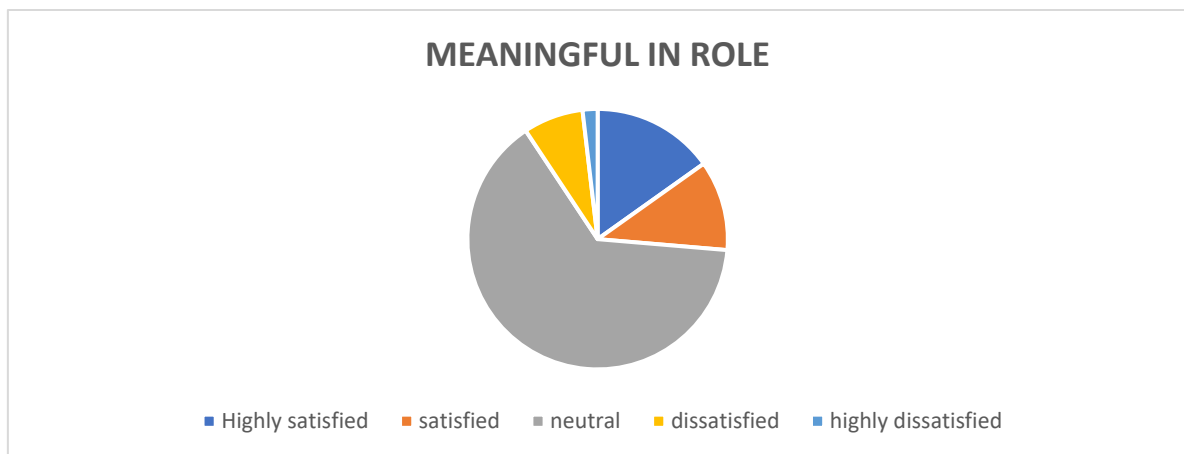


Fig No.4.7 Shows That Their Role Meaningful WithinTheOrganization

INTERPRETATION: Table 4.7 and figure 4.7 shows that the respondents their role is meaningful within the organization are **11.76%** were highly satisfied, **15.94%** were satisfied, **67.65%** were neutral, **7.84%** were dissatisfied and **1.96%** were highly dissatisfied.

INTERFERENCE: Majority **67.65%** of the respondents are neutral about their role is meaningful within the organization

TABLE SHOWS THAT ROLE CONTRIBUTES TO THE ORGANIZATION OVERALL VISION AND MISSION

TABLE 4.8

PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	9	8.82
SATISFIED	22	21.57
NEUTRAL	40	39.22
DIS SATISFIED	4	3.92
HIGHLY DISSATISFIED	2	1.96
TOTAL	102	100

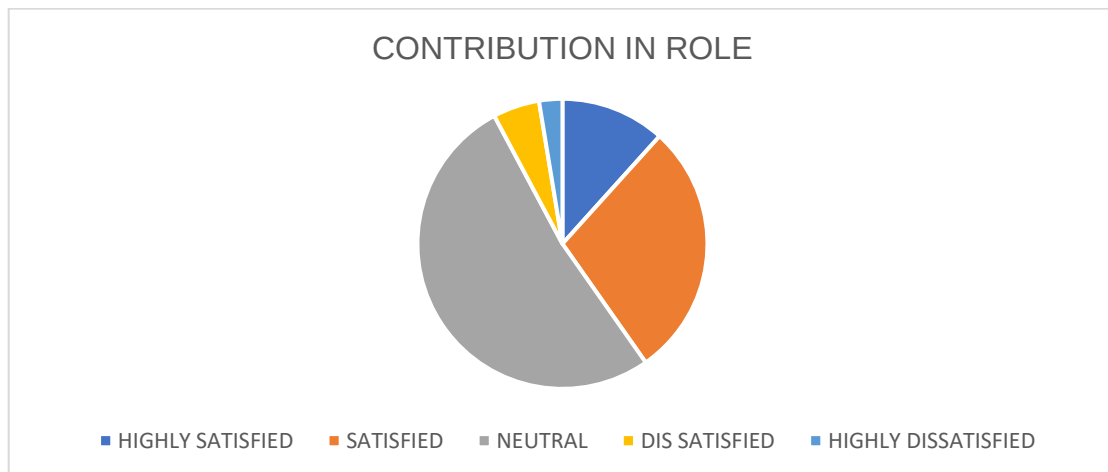


Fig No. 4.8 Shows That Role Contributes ToThe Organization Overall Vision and Values

INTERPRETATION: Table 4.8 and figure 4.8 show that their role contributes to the organization overall vision and mission are **8.82%** were highly satisfied, **21.57%** were satisfied, **39.22%** were neutral, **3.92%** were dissatisfied and **1.96%** were highly dissatisfied.

INTERFERENCE: Majority **39.22%** of the respondents are neutral about their role contributes to the organization overall vision and mission.

TABLE SHOWS THAT OTHERS RECOGNIZE YOURS PEERS FOR THEIR ACCOMPLISHMENTS OF THE RESPONDENTS

TABLE 4.9

PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	7	6.86
SATISFIED	53	51.96
NEUTRAL	37	36.27
DIS SATISFIED	5	4.9
HIGHLY DISSATISFIED	0	0
TOTAL	102	100

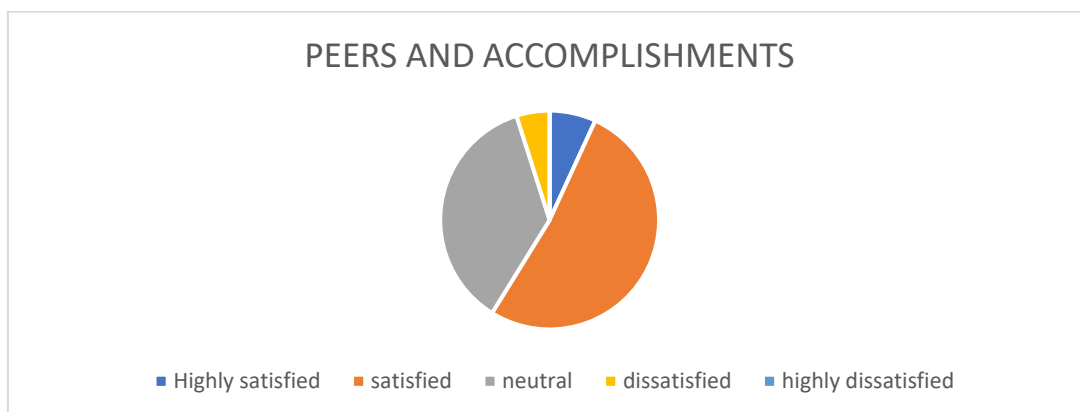


Fig No. 4.9 Shows That Others Recognize Yours Peers For Their Accomplishments At Work

INTERPRETATION: Table 4.9 and figure 4.9 show that their role contributes to the organization overall vision and mission are **6.86%** were highly satisfied, **51.96%** were satisfied, **36.27%** were neutral, **4.9%** were dissatisfied and **0%** were highly dissatisfied.

INTERFERENCE: Majority **51.96%** of the respondents were satisfied for been recognize their peers for accomplishments.

TABLE SHOWS THAT THE RESPONDENTS FEEL VALUED AND APPRECIATED AT WORK

TABLE 4.10

PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	7	6.86
SATISFIED	71	69.61
NEUTRAL	15	14.71
DIS SATISFIED	5	4.9
HIGHLY DISSATISFIED	4	3.92
TOTAL	102	100

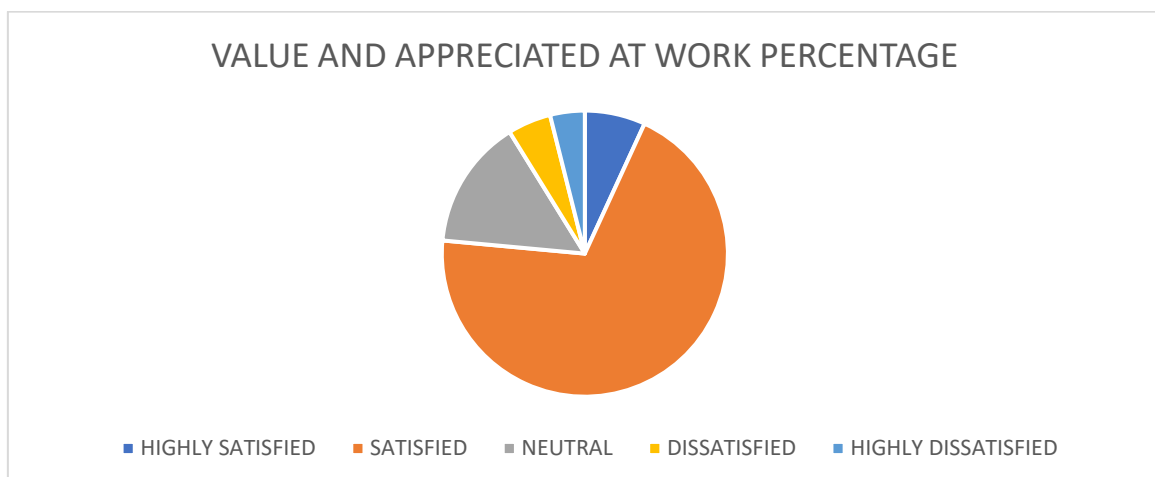


Fig No. 4.10 Shows That Respondents Feel Valued And Appreciated At Work

INTERPRETATION: Table 4.10 and figure 4.10 show that respondents are feel valued and appreciated at work are **6.86%** were highly satisfied, **69.61%** were satisfied, **14.71%** were neutral, **4.9%** were dissatisfied and **3.92%** were highly dissatisfied.

INTERFERENCE: Majority **69.61%** of the respondents are satisfied about value and appreciated at work.

TABLE SHOWS THAT RESPONDENTS ARE SATISFIED WITH THEIR CURRENT COMPENSATION AND BENEFITS

TABLE 4.11

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	8	7.84
SATISFIED	65	63.73
NEUTRAL	17	16.67
DIS SATISFIED	8	7.84
HIGHLY DISSATISFIED	4	3.92
TOTAL	102	100

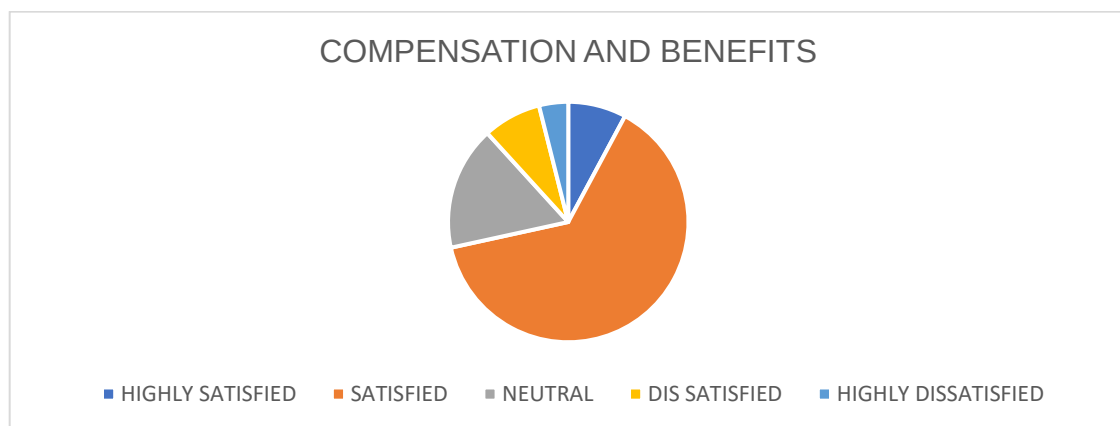


Fig No.4.11 Shows That Respondents Are Satisfied With Their Current compensation and Benefits

INTERPRETATIONS: Table 4.11 and figures 4.11 shows that respondents are satisfied with their current compensation and benefits are **7.84%** were highly satisfied, **63.73%** were satisfied, **16.67%** were neutral, **7.84%** were dissatisfied and **3.92%** were highly dissatisfied.

INTERFERENCE: Majority **63.73%** of the respondents are satisfied with their current compensation and benefits.

TABLE SHOWS THAT ORGANISATION CULTURE FOSTER A COMFORTABLE, SUPPORTIVE ENVIRONMENT WORK

TABLE 4.12

PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	70	68.63
SATISFIED	10	9.8
NEUTRAL	11	10.78
DIS SATISFIED	5	4.9
HIGHLY DISSATISFIED	6	5.88
TOTAL	102	100

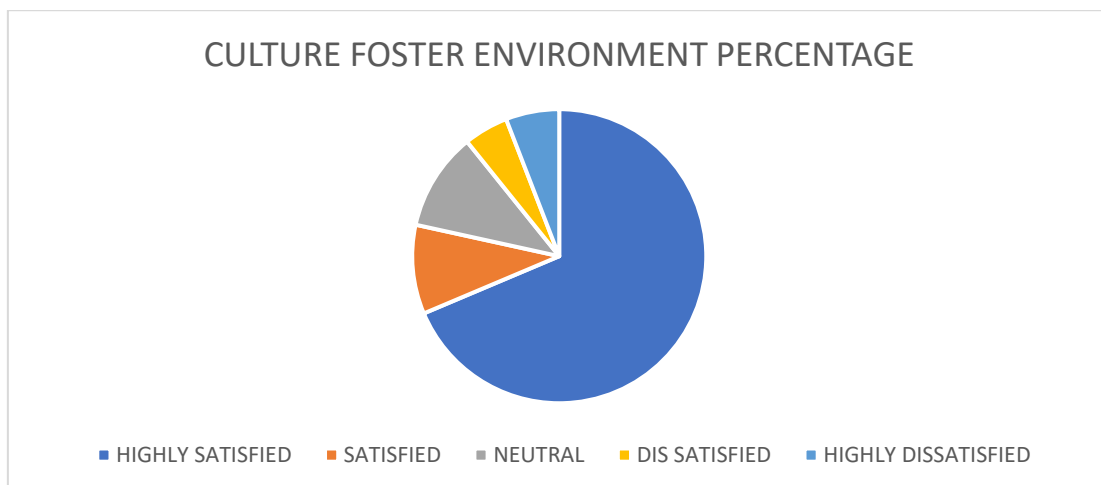


Fig No. 4.12 Shows That Organization Culture Foster A Comfortable, Supportive Work Environment

INTERPRETATIONS: Table 4.12 and figure 4.12 shows that the respondents regarding their organization culture foster and supportive work environment are **68.63%** were highly satisfied, **9.8%** were satisfied, **10.78%** were neutral, **4.9%** were dissatisfied and **5.88%** were highly dissatisfied.

INTERFERENCE: Majority **68.63%** of the respondents highly satisfied regarding their organization culture foster and supportive work environment.

TABLE SHOWS THAT JOB GIVESTHEM THE FLEXIBILITY TO MEET THE NEEDS OF YOUR PERSONAL LIFE

TABLE 4.13

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	10	9.8
SATISFIED	72	70.59
NEUTRAL	8	7.84
DIS SATISFIED	7	6.86
HIGHLY DISSATISFIED	5	4.9
TOTAL	102	100

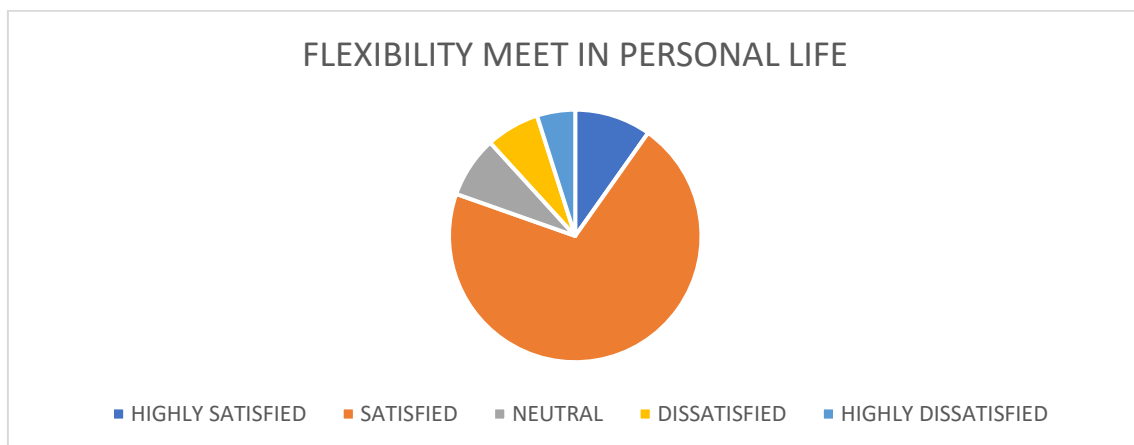


Fig No. 4.13 Shows That Job Gives Them TheFlexibility To Meet The Needs Of Their Personal Life

INTERPRETATIONS: Table 4.13 and figures 4.13 show that respondent job gives them the flexibility to meet the needs of their personal life are **9.8%** were highly satisfied, **70.59%** were satisfied, **7.84%** were neutral, **6.86%** were dissatisfied and **4.9%** were highly dissatisfied.

INTERFERENCE: Majority **70.59%** of the respondents are satisfied on the flexibility to meet the needs of their personal life by the job.

TABLE SHOWS THAT DO THE ORGANIZATION HAVE MATERIALS AND EQUIPMENT NEED TO DO THEIR JOB

TABLE 4.14

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	8	7.84
SATISFIED	9	8.82
NEUTRAL	68	66.67
DIS SATISFIED	12	11.76
HIGHLY DISSATISFIED	5	4.9
TOTAL	102	100

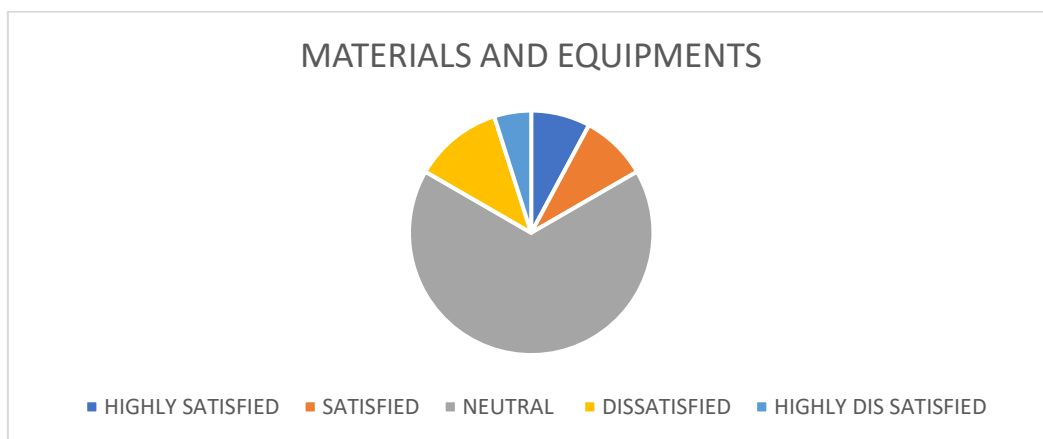


Fig No. 4.14 Shows That Respondents Have Sufficient Materials And Equipment Need To Do Their Job

INTERPRETATIONS: Table 4.14 and figure 4.14 show that respondent have their needed material and equipment for their job in the organization are **7.84%** were highly satisfied, **8.82%** were satisfied, **66.67%** were neutral, **11.76%** were dissatisfied and **4.9%** were highly dissatisfied.

INTERFERENCE: Majority **66.67%** of the respondents are neutral on their needed materials and equipment for their job.

TABLE SHOWS THAT RESPONDENTS ARE ENJOY WORKING WITH THEIR TEAM

TABLE 4.15

PARTICULAR	NO. OF RESPONDENT	PERCENATGE
HIGHLY SATISFIED	6	5.88
SATISFIED	10	9.8
NEUTRAL	66	64.71
DIS SATISFIED	14	13.73
HIGHLY DISSATISFIED	6	5.88
TOTAL	102	100

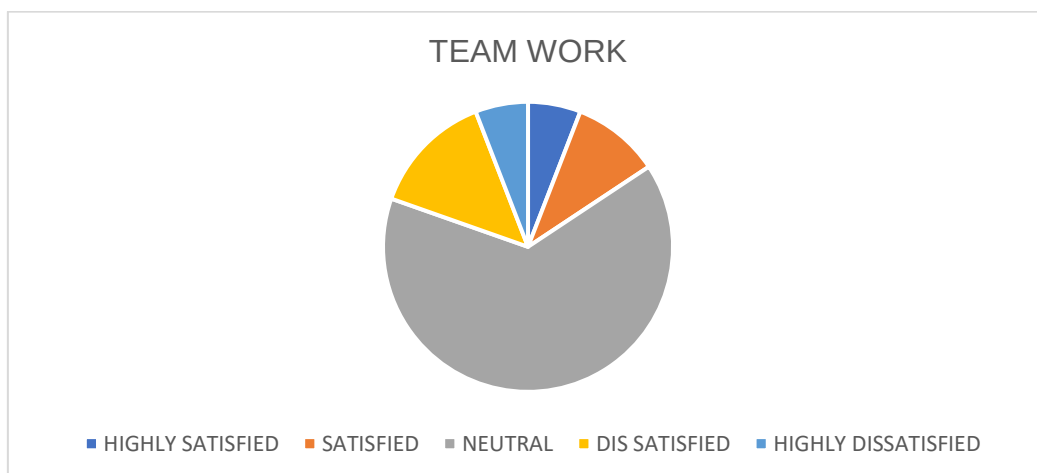


Fig No.4.15 Shows That Respondents Are Enjoy Working With Their Team

INTERPRETATIONS: Table 4.15 and figure 4.15 show that respondents enjoy working with their team are **5.88%** were highly satisfied, **9.8%** were satisfied, **64.71%** were neutral, **13.73%** were dissatisfied and **5.88%** were highly dissatisfied.

INTERFERENCE: Majority **64.71%** of the respondents are neutral about working with their team.

TABLE SHOWS THAT DOES ORGANIZATION VISION AND VALUES INSPIRE THEM

TABLE 4.16

PARTICULAR	NO. OF RESPONDENT	PERCETAGE
HIGHLY SATISFIED	15	14.71
SATISFIED	25	24.51
NEUTRAL	55	53.92
DIS SATISFIED	4	3.92
HIGHLY DISSATISFIED	3	2.94
TOTAL	102	100

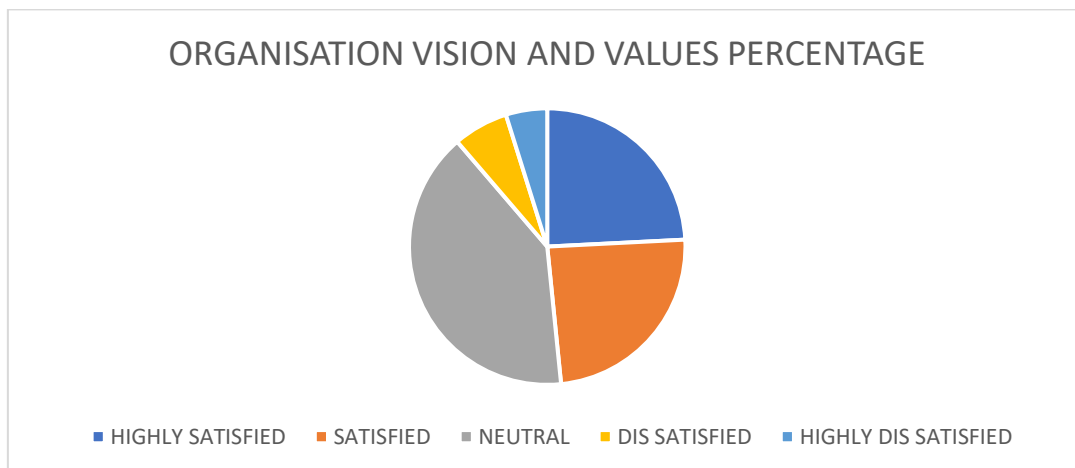


Fig No. 4.16 Shows That Organization Vision AndValues Inspire The Respondents

INTERPRETATIONS: Table 4.16 and figure 4.16 shows that respondent's organization vision and values inspire them are **14.71%** were highly satisfied, **24.51%** were satisfied, **53.92%** were neutral, **3.92%** were dissatisfied and **2.94%** were highly dissatisfied.

INTERFERENCE: Majority **53.92%** of the respondents are neutral about the organization vision and values inspire them.

TABLE SHOWS THAT DOES THE COMPANY CARE ABOUT EMPLOYEES WELL BEING

TABLE 4.17

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	12	11.76
SATISFIED	72	70.59
NEUTRAL	13	12.75
DIS SATISFIED	5	4.9
HIGHLY DISSATISFIED	0	0
TOTAL	102	100

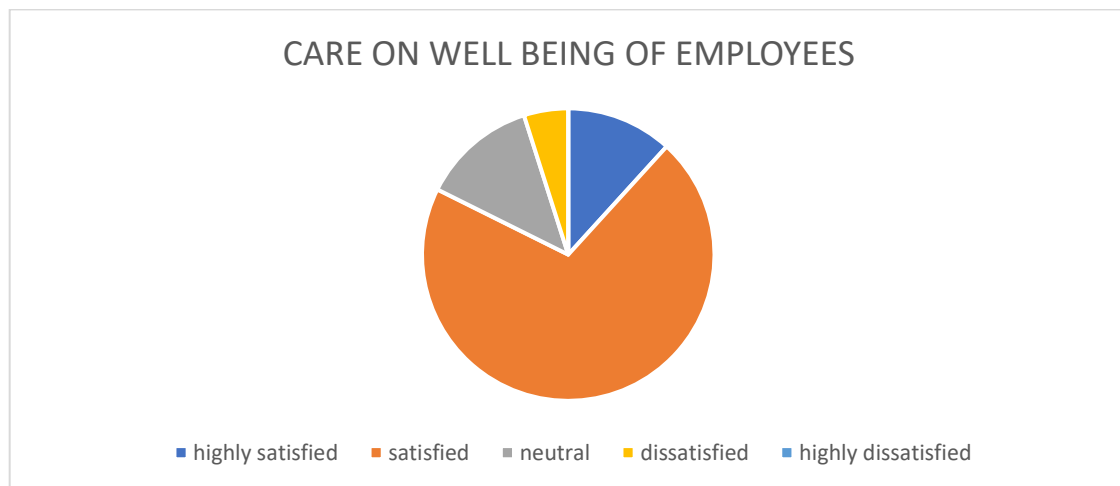


Fig No.4.17 Shows That Company Cares About Well Being Of The Respondents

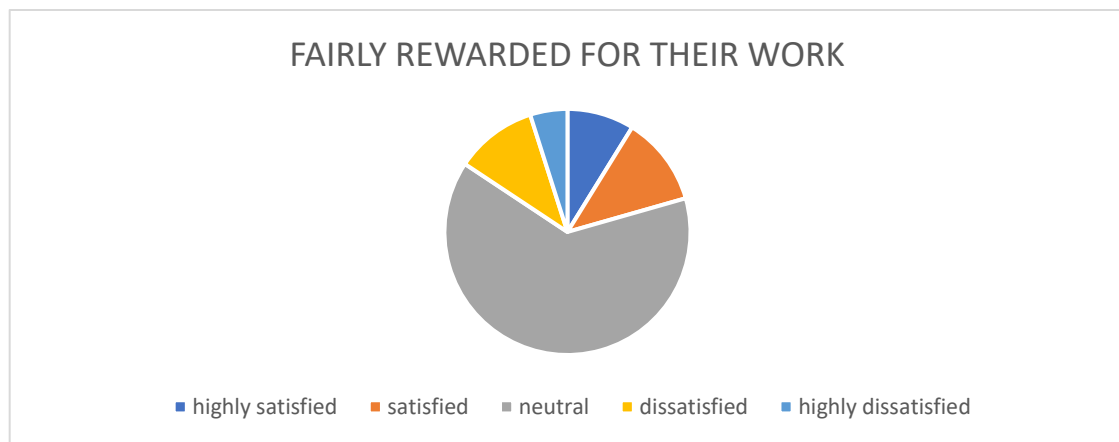
INTERPRETATIONS: Table 4.17 and figure 4.17 shows that respondents well being is cared in the company are **11.76%** were highly satisfied, **70.59%** were satisfied, **12.75%** were neutral, **4.9%** were dissatisfied and **0%** were highly dissatisfied.

INTERFERENCE: Majority **70.59%** of the respondents are satisfied about the well being is cared by the company.

TABLE SHOWS THAT DOES THE COMPANY FAIRLY REWARDED FOR THE EMPLOYEE CONTRIBUTIONS IN JOB

TABLE 4.18

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	9	8.82
SATISFIED	12	11.76
NEUTRAL	65	63.73
DIS SATISFIED	11	10.78
HIGHLY DISSATISFIED	5	4.9
TOTAL	102	100

**Fig No. 4.18 Shows That Respondents Are Fairly Rewarded For Their Work**

INTERPRETATIONS: Table 4.18 and figure 4.18 shows that respondent are fairly rewarded for their work are **8.82%** were highly satisfied, **11.76%** were satisfied, **63.73%** were neutral, **10.78%** were dissatisfied and **4.9%** were highly dissatisfied.

INTERFERENCE: Majority **63.73%** of the respondents are neutral about the respondents are fairly rewarded for their work.

CHAPTER 5

FINDINGS OF STUDY

- Majority **67.65%** of the respondents of the organization are male.
- Majority **54.9%** of the respondents age range is 20 – 27 years.
- Majority **70.59%** of the respondents are UG degree holders.
- Majority **55.88%** are the respondents getting the monthly income in the range of 20,000 – 30,000.
- Majority **58.45%** of the respondents are has their working experience for 0 – 5 years.
- Majority **69.61%** of the respondents are satisfied in their fulfilled by their work.
- Majority **67.65%** of the respondents are neutral about their role is meaningful within the organization.
- Majority **39.22%** of the respondents are neutral about their role contributes to the organization overall vision and mission.
- Majority **51.96%** of the respondents were satisfied for been recognize their peers for accomplishments.
- Majority **69.61%** of the respondents are satisfied about value and appreciated at work.
- Majority **63.73%** of the respondents are satisfied with their current compensation and benefits.
- Majority **68.63%** of the respondents highly satisfied regarding their organization culture foster and supportive work environment.
- Majority **70.59%** of the respondents are satisfied on the flexibility to meet the needs of their personal life by the job.
- Majority **66.67%** of the respondents are neutral on their needed materials and equipment for their job.
- Majority **64.71%** of the respondents are neutral about working with their team.
- Majority **54.92%** of the respondents are neutral about the organization vision and values inspire them.
- Majority **70.59%** of the respondents are satisfied about the well being is cared by the company.

- Majority **63.73%** of the respondents are neutral about the respondents are fairly rewarded for their work.

CHAPTER 6

SUGGESTION AND CONCLUSION

6.1 SUGGESTION OF THE STUDY

- Work Environment is an important parameter to understand the employee's satisfaction while working in an organization.
- Among the various benefits available to the employees in the organization, the respondents felt that there is a need to improve certain benefits. This has to be improved.
- According to the survey the organization should leave the employee to work in team and need to have more motivation.
- The vision and values of the organization makes sure that it inspire the employees in their job.
- There should have all the needed materials and equipment for all kinds of works takes place in the organization.
- The organization may take necessary action to increase the interest among employees at all levels.
- The organization may provide various opportunities within department and providing promotions and recognitions for the deserved at reasonable intervals. Overall satisfaction among the workers way of increased awareness.

6.2CONCLUSION OF THE STUDY

As we said earlier, employee engagement is the most critical factor in the process of enhancing the business performance. An engaged employees is someone who understands the role in the business strategy, has a strong emotional connection and commitment for the organization, is more involved and strives for success and learning new things and is also a good team person etc. engagement improves competitiveness and the combination of management and employees can do wonders for the organization.

Appreciation, respect or value at work and a personal touch of management would surely motivate employees to engage with full commitment.

Open communication, networking with employees, recognition of their efforts, rewards, opportunities, talent management, empowerment and feedback enhances the belief of an employee to say in the organization. Employees basically are the real representatives and brand bearers of any organization. Their strength and belief in the organization do create value for the organization.

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ANNEXURE

QUESTIONNAIRE

1. Name of the respondents

2. Age

- A) 20 – 28 years
- B) 28 – 36 years
- C) 37 – 42 years
- D) 43 – 50 years
- E) Above 50 years

3. Gender

- A) Male
- B) Female

4. Educational Qualification

- A) Diploma
- B) UG
- C) PG
- D) Others

5. Monthly Income

- A) 20,000 – 30,000
- B) 30,000 – 40,000
- C) 40,000 – 50,000
- D) Above 50,000

6. Number of year experience in the organization
- A) 0 – 5 years
 - B) 6 – 10 years
 - C) Above 10 years
7. Do you fulfilled by your work
- A) Highly satisfied
 - B) Satisfied
 - C) Neutral
 - D) Dissatisfied
 - E) Highly dissatisfied
8. Do you feel that your role is meaningful within the organization
- A) Highly satisfied
 - B) Satisfied
 - C) Neutral
 - D) Dissatisfied
 - E) Highly dissatisfied
9. Do you understand how your role contribute to the organization's overall vision and mission?
- A) Highly satisfied
 - B) Satisfied
 - C) Neutral
 - D) Dissatisfied
 - E) Highly dissatisfied
10. Do others recognize your peer for their accomplishments in the organization
- A) Highly satisfied
 - B) Satisfied
 - C) Neutral
 - D) Dissatisfied
 - E) Highly dissatisfied

11. Do you feel valued and appreciated at work?

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied

12. Are you satisfied with your current compensation and benefits?

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly dissatisfied

13. Do you have the materials and equipment you need to do your job?

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly dissatisfied

14. Do your job give you the flexibility to meet the needs of your personal life?

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly dissatisfied

15. Do you enjoy working with your team work?

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly dissatisfied

16. Does organization vision and values inspire you?

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly dissatisfied

17. Does the company care about employee wellbeing?

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly dissatisfied

18. Does the company fairly rewardedfor your contributions

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly dissatisfied

19. Do you have the information you need to do your job?

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly dissatisfied

20. Do you think your opinions count at work?

- A) Highly satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Highly dissatisfied