* 1. **INTRODUCTION**

Team Thai established in 1984.It is a multiform business entity based in Kerala, engaged in the manufacturing and marketing of FMCG, food products, building materials and successfully operating over venture like mining& processing, logistics, and plantation. The company aims at innovating and launching brands that meet multiple consumer needs. Team Thai is passionate about creating affordable and high quality products for the consumers in the personal care market.

Employee engagement strategies is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. It is a positive attitude held by the employees towards the organization and its values. In engagement, people employ and express themselves physically, cognitively, and emotionally during role performances.

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

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

* 1. **SIGNIFICANCE OF THE STUDY**

The research problem focused on identifying and evaluating the most effective employee engagement strategies within diverse organizational contexts, determining the impact of these strategies on workforce performance and organizational success, and providing recommendations on how to adapt these strategies to modern work place dynamics. The goal is to offer actionable insights for leaders and HR professionals to develop more effective and sustainable employee engagement programs.

* 1. **SCOPE OF THE STUDY**

To effectively implement employee engagement strategies that strengthen employee morale, sense of autonomy and responsibility in decisions that impact work life and encourage positive employee and employer relationships. This study helps the researcher to realize the importance of effective employee engagement. This research study examines types and levels of employee engagement and also discusses management ideas that can be utilized to innovate employee job commitment. It helps to provide insights to support future research regarding strategic guidance for organizations that are both providing and using different programs in employee engagement.

**1.4 OBJECTIVES OF THE STUDY**

* To study the employee engagement practices currently used in the company.
* To find out the satisfaction levels of the employees with the current system.
* To identify the influence of organizational input on the engagement.
* To identify the factors for employee engagement or disengagement.
* To asses the impact of demographic profile of the employees on their engagement.

**1.5 THEORETICAL ASPECTS OF THE STUDY**

A theoretical framework in the context of employee engagement strategies provides the foundational concepts, principles, and models that guide the analysis and interpretation of employee engagement related data and phenomena. It helps researchers and analysts structure their thinking and investigations. Here is a theoretical framework for employee engagement strategies.

Employee engagement has gained significant attention in organizational behavior and human resource management research. Theories related to motivation, leadership, and organizational behavior provide a foundation for understanding employee engagement strategies. Below are key theoretical frameworks that shape the study and practice of employee engagement.

1. **Maslow’s Hierarchy of Needs (1943)**

Maslow’s theory suggests that individuals are motivated by a hierarchy of needs, from basic physiological needs to self-actualization. Applying this to employee engagement, organizations can engage employees by addressing their different needs:

Basic Needs: Adequate compensation, job security, and safe working conditions.

Psychological Needs: Sense of belonging, recognition, and opportunities for growth.

Self-Actualization: Providing opportunities for employees to achieve their full potential through leadership roles, innovation, and personal development.

Effective engagement strategies must address these different needs to foster a holistic sense of employee fulfillment and motivation.

1. **Herzberg’s Two-Factor Theory (1959)**

Herzberg’s Two-Factor Theory divides workplace factors into two categories:

Hygiene Factors: Elements like salary, job security, and working conditions. These do not lead to higher engagement but can cause dissatisfaction if absent.

Motivators: Factors such as recognition, achievement, responsibility, and personal growth. These lead to increased job satisfaction and engagement when present. In terms of engagement strategies, hygiene factors must be adequately managed to prevent dissatisfaction, while motivators are essential for driving engagement.

1. **Self-Determination Theory (Deci & Ryan, 1985)**

Self-Determination Theory (SDT) emphasizes that individuals have three innate psychological needs: autonomy, competence, and relatedness. Meeting these needs leads to higher motivation and engagement. Applying this to employee engagement:

Autonomy: Allowing employees more control over how they perform their work (e.g., flexible schedules or project ownership).

Competence: Offering opportunities for skill development and mastery.

Relatedness: Fostering a sense of connection with coworkers and the organization.

Engagement strategies grounded in SDT focus on empowering employees, enhancing their skills, and creating a supportive social environment.

1. **Social Exchange Theory (Blau, 1964)**

Social Exchange Theory (SET) posits that relationships between individuals are based on reciprocal exchanges. In an organizational setting, when employees feel valued and supported by the organization, they are more likely to reciprocate with higher levels of engagement. Employers offering support, recognition, and growth opportunities create a positive exchange, leading to increased commitment and performance. SET suggests that engagement strategies should focus on creating mutual value for both employees and organizations through recognition programs, career development, and supportive leadership.

1. **Job Demands-Resources (JD-R) Model (Demerouti et al., 2001)**

The JD-R model views employee engagement as a balance between job demands (workload, stress) and job resources (support, recognition). High demands without sufficient resources lead to burnout, while adequate resources enhance engagement. According to the JD-R model, engagement strategies should:

Reduce job demands: Minimize excessive workloads, stress, and role ambiguity.

Increase job resources: Provide employees with support, feedback, opportunities for development, and autonomy.

Engagement strategies that maintain a balance between demands and resources help sustain long-term employee engagement.

1. **Kahn’s Psychological Conditions of Engagement (1990)**

William Kahn’s model identifies three psychological conditions that influence employee engagement:

Meaningfulness: Employees need to feel that their work is meaningful and contributes to organizational success.

Safety: Employees need to feel psychologically safe and confident that their contributions are valued without fear of negative consequences.

Availability: Employees need to feel they have the physical and emotional resources to engage fully in their roles. Engagement strategies should create environments where employees feel valued, supported, and confident in their ability to perform effectively.

1. **Transformational Leadership Theory (Bass, 1985)**

Transformational leadership, which emphasizes inspiring and motivating employees through vision, support, and empowerment, is strongly linked to employee engagement. Transformational leaders focus on:

Vision and Inspiration: Communicating a compelling organizational vision.

Individualized Consideration: Providing personalized support and development opportunities.

Intellectual Stimulation: Encouraging innovation and creative problem-solving.

Organizations that promote transformational leadership styles often see higher levels of employee engagement, as employees feel more motivated and connected to their work.

**APPLICATION OF THEORETICAL FRAMEWORKS TO EMPLOYEE ENGAGEMENT STARTEGIES**

**Recognition and Reward Programs** (Herzberg’s Theory, Social Exchange Theory): These programs address motivators like achievement and recognition, reinforcing the reciprocal nature of engagement. Employees who feel appreciated are more likely to invest effort in their work.

**Professional Development** Opportunities (Maslow’s Hierarchy, Self-Determination Theory): Offering training and career growth paths allows employees to achieve self-actualization, fulfilling their needs for competence and personal growth.

**Flexible Work Arrangements** (Self-Determination Theory, JD-R Model): Flexibility enhances autonomy, reducing job demands while providing resources that support work-life balance.

**Leadership Development and Support** (Transformational Leadership, Kahn’s Conditions): Engaged leaders create meaningful work environments, ensuring employees feel valued, supported, and inspired to contribute fully to organizational goals.

**Team Collaboration and Social Support** (Social Exchange Theory, Kahn’s Conditions): Strategies that foster teamwork and social connections fulfill the need for relatedness, enhancing engagement and organizational commitment.

**ADVANTAGES OF EMPLOYEE ENGAGEMENT STRATEGIES**

Employee engagement strategies offers several advantages for businesses and organizations across various industries. These advantages helps to improve productivity, employee retention, job satisfaction, customer satisfaction, innovation and creativity, stronger organizational commitment, better team collaboration, and lower absenteeism.

**Increased Productivity**: Engaged employees are more motivated and committed to their tasks, leading to higher productivity levels. They tend to go beyond basic job requirements, resulting in enhanced efficiency and innovation.

**Improved Employee Retention**: Employees who feel valued and engaged are more likely to stay with the company long-term, reducing turnover rates. Retaining experienced staff saves the organization recruitment and training costs and preserves institutional knowledge.

**Higher Job Satisfaction**: Engagement strategies that address employees' needs for recognition, development, and support lead to greater job satisfaction. Satisfied employees are more likely to have positive attitudes towards their roles, increasing morale across the organization.

**Enhanced Customer Satisfaction**: Engaged employees often deliver better customer service as they are more motivated to meet customer needs and exceed expectations. This contributes to stronger customer loyalty and a better company reputation.

**Increased Innovation and Creativity**: When employees are engaged, they are more likely to contribute creative ideas and innovative solutions. They take ownership of their work, fostering a culture of continuous improvement and adaptation.

**Stronger Organizational Commitment**: Engaged employees develop a strong emotional connection to the organization, aligning with its goals and values. This commitment fosters loyalty and dedication, making employees more willing to contribute to the organization’s long-term success.

**Better Team Collaboration**: Employees who feel engaged are more likely to collaborate with their peers and communicate effectively. This leads to better teamwork, increased trust among colleagues, and improved performance on group tasks.

**Lower Absenteeism**: Engaged employees are more likely to have lower absenteeism rates as they are motivated and excited about their work. This results in more consistent performance and fewer disruptions due to absenteeism.

**Enhanced Organizational Culture**: Effective engagement strategies contribute to building a positive and inclusive organizational culture. A culture where employees feel respected, supported, and valued promotes overall well-being and performance.

**Improved Profitability**: All the above benefits, such as increased productivity, reduced turnover, and higher customer satisfaction, ultimately contribute to better financial performance. Engaged employees contribute directly to a company’s bottom line by driving profitability and growth.

**DISADVANTAGES OF EMPLOYEE ENGAGEMENT STRATEGIES**

While employee engagement strategies offer many benefits, there are potential disadvantages or challenges that organizations may face in their implementation.

**High Implementation Costs**: Developing and executing engagement strategies, such as recognition programs, professional development, or wellness initiatives, can be costly. Organizations may need to invest in training, technology, or consultancy services, which can strain budgets, especially for small businesses.

**Inconsistent Results**: Engagement strategies may not work uniformly across all employees or departments. What motivates and engages one group may not resonate with another, leading to inconsistent results. Some employees may remain disengaged despite various efforts, which can result in a waste of resources.

**Overemphasis on Engagement Metrics**: A strong focus on tracking employee engagement through surveys or assessments may shift attention away from other critical business metrics, such as operational efficiency or profitability. Organizations may become overly fixated on engagement scores rather than addressing core issues.

**Risk of Burnout**: Over-engagement can lead to burnout in some employees. Highly engaged workers may push themselves too hard, taking on extra responsibilities or working long hours, which can eventually lead to fatigue, stress, and diminished well-being.

**Unrealistic Expectations**: Engaged employees may develop higher expectations from the organization, such as greater rewards, recognition, or promotions. If the company cannot meet these expectations, employees may feel dissatisfied or disengaged, undermining the benefits of the original strategy.

**Cultural Misalignment**: Engagement strategies that do not align with an organization's culture may be perceived as inauthentic. Employees may become skeptical of initiatives that seem forced or disconnected from the organization’s true values, leading to distrust and cynicism.

**Resistance to Change**: Implementing new engagement strategies may be met with resistance from both employees and management. Some employees may be hesitant to adopt new practices, while managers may resist due to concerns over increased workload or changes in management style.

**Over-reliance on Leaders**: Many engagement strategies depend heavily on the role of leaders and managers in fostering engagement. If leaders are not adequately trained, motivated, or aligned with the engagement goals, the strategies may fail, creating further disengagement among employees.

**Potential for Favoritism**: Engagement strategies like recognition programs may unintentionally create perceptions of favoritism. If only certain employees are consistently recognized or rewarded, it can cause resentment and disengagement among others who feel overlooked.

**Short-term Engagement**: Some engagement strategies may provide only temporary boosts in motivation. For example, one-time incentives or events may increase engagement for a short period but fail to sustain long-term involvement and commitment from employees.

**FEATURES OF EMPLOYEE ENGAGEMENT STRATEGIES**

**Clear Communication Channels**: Establishing open and transparent lines of communication helps ensure that employees understand organizational goals, their roles, and the value of their contributions. Effective communication fosters trust and alignment between employees and management

**Recognition and Rewards Systems**: Implementing systems for acknowledging and rewarding employees' achievements and contributions can enhance motivation and engagement. These can include formal recognition programs, performance bonuses, and public acknowledgment**.**

**Opportunities for Professional Development**: Offering continuous learning and career development opportunities helps employees grow their skills and advance their careers. This can include training programs, workshops, mentoring, and tuition assistance.

**Work-Life Balance Initiatives**: Providing flexible work arrangements, such as remote work options, flexible hours, or paid time off, helps employees manage their work-life balance, reducing stress and enhancing overall engagement.

**Supportive Leadership**: Effective engagement strategies involve leaders who are approachable, supportive, and capable of providing regular feedback. Leaders should actively work to motivate and inspire their teams, fostering a positive work environment.

**Employee Feedback Mechanisms**: Implementing regular feedback systems, such as surveys or focus groups, allows employees to voice their opinions and concerns. This feedback can be used to make improvements and demonstrate that employee input is valued.

**Inclusive Culture and Diversity Initiatives**: Creating an inclusive and diverse workplace where all employees feel respected and valued is essential for engagement. This includes promoting equity, celebrating diversity, and addressing any biases or discrimination.

**Goal Alignment**: Ensuring that employees' individual goals and performance metrics are aligned with organizational objectives helps create a sense of purpose and direction. Clear and achievable goals contribute to a stronger sense of engagement.

**Employee Wellness Programs**: Offering wellness programs that address physical, mental, and emotional health can improve overall well-being and engagement. These programs might include health screenings, counseling services, fitness classes, or stress management workshops.

**Team Building Activities**: Regular team-building events and activities strengthen relationships among team members, improve collaboration, and create a more cohesive work environment. These can range from social events to collaborative projects.

**Autonomy and Empowerment**: Providing employees with autonomy and the ability to make decisions about their work fosters a sense of ownership and responsibility. Empowered employees are more likely to be engaged and motivated.

**Career Pathing**: Offering clear career paths and advancement opportunities helps employees see their potential for growth within the organization. This feature includes mapping out possible career trajectories and providing the necessary support to achieve them.

**Consistent and Fair Treatment**: Ensuring that all employees are treated consistently and fairly in terms of opportunities, recognition, and rewards helps build trust and prevents feelings of favoritism or inequity.

**Job Enrichment:** Designing roles that include varied tasks, opportunities for skill development, and a degree of autonomy can enhance job satisfaction and engagement. Job enrichment focuses on making work more fulfilling and engaging.

**Effective Onboarding**: A comprehensive and engaging onboarding process helps new employees feel welcomed and integrated into the organization. This includes providing clear information about the company, culture, and expectations, as well as facilitating connections with team members.

**Understanding Employee Engagement**

At its core, employee engagement transcends job satisfaction. While job satisfaction pertains to how content employees are with their roles, engagement delves deeper into their emotional connection to the organization. An engaged employee is not only satisfied but also motivated to contribute meaningfully, often going above and beyond their defined job responsibilities. This commitment stems from a sense of purpose, trust in leadership, opportunities for growth, and a feeling of being valued.

Research has consistently shown that organizations with higher employee engagement levels tend to outperform their competitors in metrics such as profitability, customer satisfaction, and employee retention. These outcomes underline the importance of crafting and implementing robust employee engagement strategies tailored to the unique needs of an organization.

**Importance of Employee Engagement Strategies**

Employee engagement strategies serve as structured initiatives designed to foster an environment where employees feel valued, motivated, and connected to their workplace. These strategies are essential for several reasons:

1. **Enhanced Productivity:** Engaged employees are more likely to be proactive and focused, leading to increased efficiency and output.
2. **Improved Retention Rates:** High engagement reduces turnover rates, saving organizations the significant costs associated with recruitment and training.
3. **Stronger Organizational Culture:** Engagement initiatives contribute to building a positive and inclusive workplace culture that attracts top talent.
4. **Increased Innovation:** When employees feel engaged, they are more likely to contribute innovative ideas and solutions, driving organizational growth and adaptability.
5. **Better Customer Satisfaction:** Employees who are engaged often deliver superior customer experiences, fostering brand loyalty and reputation.

**Key Components of Effective Engagement Strategies**

Successful employee engagement strategies are multifaceted and must address various aspects of the employee experience. Some of the key components include:

1. **Communication:** Transparent and open communication builds trust and ensures employees feel informed and valued. Regular updates, feedback sessions, and town halls are effective communication tools.
2. **Recognition and Rewards:** Acknowledging employees’ contributions through awards, bonuses, or even verbal praise fosters a sense of appreciation and motivates further engagement.
3. **Career Development:** Providing opportunities for skill enhancement, training programs, and career progression demonstrates an organization’s investment in its employees’ future.
4. **Work-Life Balance:** Flexible working hours, remote work options, and wellness initiatives help employees maintain a healthy work-life balance, contributing to their overall well-being.
5. **Leadership Involvement:** Leaders who actively engage with employees, seek their input, and model organizational values play a crucial role in fostering a culture of engagement.

**Challenges in Employee Engagement**

Despite its importance, fostering employee engagement is not without challenges. Organizations often face hurdles such as:

1. **Diverse Workforce:** Addressing the unique needs of a multigenerational and multicultural workforce requires tailored engagement strategies.
2. **Resistance to Change:** Employees may resist new initiatives or changes in organizational culture, hindering engagement efforts.
3. **Lack of Resources:** Limited budgets or inadequate training for managers can impede the implementation of engagement programs.
4. **Measurement Difficulties:** Quantifying engagement levels and determining the effectiveness of strategies can be complex and resource-intensive.

**Strategies for Overcoming Challenges**

To address these challenges, organizations can adopt several approaches:

1. **Customization:** Tailor engagement initiatives to cater to the specific needs and preferences of different employee groups.
2. **Empowerment:** Involve employees in decision-making processes and encourage autonomy to foster a sense of ownership.
3. **Continuous Feedback:** Use surveys, focus groups, and one-on-one meetings to gather feedback and adjust strategies accordingly.
4. **Leverage Technology:** Employ digital tools and platforms to enhance communication, recognition, and collaboration.
5. **Training Leaders:** Equip managers with the skills and knowledge to effectively engage and motivate their teams.

**EMPLOYEE ENGAGEMENT OBJECTIVES**

Now that you know about employee engagement, and its importance and effectiveness, let's look into this, What are the objectives of employee engagement so that you can plan engagement strategies accordingly, to make sure you're giving your employees what they, and what the company, needs to grow.

**1. Increased Productivity**

This goes without saying: the more engaged your employees are, the better their productivity levels.

The more connected and attached your employees will feel to their work, the better will their productivity be, thus improving the overall productivity of the workplace.

**‍2. Better Employee Retention**

With proper employee engagement, more and more employees would feel a sense of personal attachment and commitment toward their work, thus drastically lowering the employee turnover rate.

**3. Attracting Quality Employees**

By creating a culture of employee engagement and a healthy work environment, you can attract better, more talented recruits to your company and give them employee satisfaction, which would reflect in the overall better performance of the company.

**4. Goal Alignment**

Your organization probably has principles and values that shape its culture and objectives, which employees work towards.

One of the primary objectives of employee engagement is to assist employees in understanding how their roles contribute to the attainment of those objectives.

**5. Improved Employee Health And Wellness**

An engaged employee is not only more productive and focused, but also less stressed about work. Stress is a productivity-killer and is detrimental to your employees’ health - both physical and mental.

The relation between employee health and employee engagement is circular - better health improves engagement and vice versa.

**6. Better Teamwork**

If all, or at least most, your employees are engaged and motivated, they would function well not only as individuals but as a team.

There will be smoother internal communication among employees and even employee-employer, thus enforcing a sense of camaraderie among them. This will help your company to run more smoothly, like a well-oiled machine.

**7. Higher Sense Of Belonging**

With greater engagement, your employees are more like to feel heard, acknowledged, and appreciated for their hard work.

Your employees feel that their efforts have a larger impact on the growth of the company, and thus would participate more in the workplace.

**8. Improved Presentism**

Absenteeism is a silent factor that negatively impacts productivity and growth. Multiple and frequent leaves of absence disrupt company growth.

However, employee engagement encourages presentism, so that your employees are not only physically, but mentally, too, much more present in their work.

9. Increased customer satisfaction

Regardless of what company you might be in, customer or client satisfaction must always be your key goal.

If your employees are more engaged, they could be of better assistance to your customers, thus keeping your customer happier and more satisfied.

This means better reviews, and retaining more customers to your company.

**10. Increased Performance And Better Growth**

Perhaps the most important objective of employee engagement is the overall growth of your company, which is only possible through the collective efforts of your employees, and better performances from their end.

**LEVELS OF EMPLOYEE ENGAGEMENT**

Employee engagement measures how employee feel about their organization. Based on their perceptions of their workplace, employees are categorized into four main groups.

**Highly engaged employees**

Highly engaged employees hold very favorable opinions of their place of work. When employees feel connected to their teams, love their jobs, and have positive feelings about your organization, they're going to want to stay and put in extra effort to help the organization succeed. These "brand advocates" speak highly of their company to family and friends. They encourage other employees around them to do their best.

**Moderately engaged employees**

Moderately engaged employees see their organization in a moderately favorable light. They like their company but see opportunities for improvement. These employees are less likely to ask for more responsibilities and may underperform. There is something about the organization or their job that holds them back from full engagement.

**Barely engaged employees**

Barely engaged employees feel indifferent toward their place of employment. They usually lack motivation for their position and will only do as much as they can to get by—sometimes less. Barely engaged employees may be researching other jobs and are a high turnover risk.

**Disengaged employees**

Disengaged employees have a negative opinion of their place of work. They are disconnected from the mission, goals, and future of the organization. They lack commitment to their position and responsibilities. It’s important to understand how to handle disengaged employees so that their negative perceptions don’t impact the productivity of employees around them.

**HOW TO IMPROVE EMPLOYEE ENGAGEMENT**

You understand the importance of employee engagement, but actually doing something about it can seem like a daunting task. It helps to have a solid plan in place. That’s where employee engagement programs come in.

The key is to first evaluate your employees’ engagement level, then address the gaps in your strategy. Consider measuring employee engagement by conducting an employee engagement survey, which will help you quickly assess just how engaged your workforce is and identify areas for improvement. Lean on managers and department heads for their input. Raw data is great, but real people will be able to provide context to the numbers.

Because your staff is composed of diverse individuals, it’s important to vary your approach to engage employees across all levels, departments and backgrounds. Consider working some of the below employee engagement ideas and initiatives into your strategy to improve your team engagement. Remember to set up checkpoints or follow-up surveys so you can gather feedback on your progress.

**Model Your Core Values and Emphasize Your Mission**

Employees are more engaged when there’s a goal they can get behind and a purpose to inspire them. Your core values and mission statement are the foundation of your company culture, which plays a large role in how engaged your employees are. It’s important that leaders — including and especially those at the very highest levels of the organization — embody and model the values and mission of the company.

**Concentrate on Engaging Management**

Your managers’ levels of engagement directly affect their teams. Employees report that 75 percent of great managers are passionate about the work they do. That kind of positive attitude is contagious. While your workforce engagement strategy should account for the individual needs of every employee, focusing on middle management is an effective way to influence the whole organization.

**Prioritize Feedback**

Productive amounts of feedback — meaning just the right amount — correlates with positive manager reviews. Even managers who give their direct reports too much feedback are rated higher by their team than those who don’t provide enough. The gist? Employees crave feedback, and it influences their level of engagement. Encourage middle management to establish regular check-ins or review sessions with their team. While it may be tempting to implement a schedule for feedback, keep in mind that every team is different and frequent touch points may feel unnatural to some.

**Button Up Your Onboarding Process**

You’ll never disengage an employee faster than in their first few weeks on the job. By providing new hires with effective onboarding, you let them know they have a place in your company. Take the time to explain the nuances of the team, the goals and values of the company as well as their position’s purpose. This not only sets them up for success in the role but also conveys their value to the organization’s mission.

**Offer Professional Development Opportunities**

Regardless of which industry you serve, the market will constantly evolve. Professional development is key to staying up to date and relevant. Not only that, but contributing — financially or otherwise — to your employee’s individual growth shows that you value them, in addition to their work. Some companies even offer mentorship programs to further engage employees who want to develop professionally.

**Recognize Top Performers and Reward Achievements**

Engaged employees will go out of their way to go the extra mile. However, they still want to know that leadership sees and appreciates their efforts. Take time to acknowledge your employees and allow them to do the same to their peers. Since feedback is a top priority among employees, encourage managers to make positive recognition part of their day-to-day. Additionally, consider engaging your HR department to implement an incentive program.

Employee engagement is an integral part of an organization’s success and there’s not a one-size-fits-all model. Your employee engagement strategy should be based on your core values, mission and employees’ goals. Get in the habit of conducting pulse surveys to gauge workforce engagement and areas of discontentment. As your organization grows and evolves, your employee engagement strategy should too.

**Plan Company Outings**

The level of employee engagement in your workplace has a lot to do with how your employees relate to one another. Offer opportunities for them to connect on things outside of work and foster personal relationships. You don’t have to go far or break the bank to do so — plan an optional on-site happy hour, game night or potluck dinner. Make sure to provide some variety in your events to promote inclusivity.

**1.6 RESEARCH METHODOLOGY**

**Research process**

Research can be defined as something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge.

**Type of Research**

Exploratory research is a type of research conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design.

**SAMPLE SELECTION METHOD CHOICE**

**Sample**

A sample refers to a subset of individuals selected from a larger population for the purpose of conducting research. Total number of respondents from the population is 120.

**Sampling procedure**

The sampling procedure outlines the method used to select participants from the target population, ensuring that the sample represents the population accurately. In this study followed convenience sampling is a type of non-probability sampling in which people are sampled simply because they are “convenient” sources of data for the study.

**Data Collection Method**

The data collection method refers to the process and tools used to gather information from the sample, such as surveys, interviews, or observations. The type of research adopted by the investigator is primary as well as secondary research. Primary research involves studying the facts and figures collected by the researcher himself/herself; exclusively for the purpose of a particular study. Secondary research involves the usage of data facts that has been collected by someone else.

**Primary Data**

Primary data is the data collected by a person from first-hand sources, using methods like surveys, interviews, or experiments.

**Secondary Data**

Apart from documents and discussions, the investigator has also collected the relevant information from the websites and books pertaining to the problem stated in the study. These sources are very useful in understanding the problem and in carrying out the research in a systematic manner.

**TOOLS USED FOR DATA COLLECTION**

In the present study the researcher has used both primary and secondary data as the base. Primary research involves studying the facts and figures that have been collected by the researcher, exclusively for the purpose of the study. Secondary data is the data already collected by someone.

**Questionnaire**

Questionnaire is the instrument used to collect information about a person’s past or his private behavior since inherently such behavior is beyond the pale of observation. A questionnaire consists of number of questions printed in a definite order or a form.

**TOOLS USED FOR DATA ANALYSIS**

Simple percentage analysis and statistical tools are used.

**Percentage Analysis**

Percentage analysis is used for the analysis of primary data collected. Percentage is special kind of ratios that express the relationship of one variable in comparison to another percentage.

**Chi-Square test**

The chi-square test is a statistical test used to determine whether there is a significant association between two categorical variables or to assess hoe well a theoretical distribution fits observed data. It is often applied in hypothesis testing to see if the observed outcomes align with expected outcomes under the null hypothesis.

Chi-square is the sum of squared difference between Observed(O) and Expected(E) data (or the deviation, d) by the expected data in all possible categories.

**1.7 CHAPTER SCHEME**

This study has been divided into five chapters which are detailed below:

* CHAPTER 1: INTRODUCTION

Which includes statement of research problem, objectives and scope of the study, research methodology, chapter scheme and limitations of the study.

* CHAPTER 2: REVIEW OF LITERATURE

Which contains earlier researchers done on Employee Engagement. This also includes the theoretical background of the study.

* CHAPTER 3: PROFILE OF THE COMPANY

This chapter deals with industry profile and company profile.

* CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

Logical presentation of the results of the study presented in tables, graphs and figures, along with necessary interpretations.

* CHAPTER 5: FINDINGS RECOMMENDATIONS AND CONCLUSION

This chapter contains the findings, recommendations and conclusions of the study.

* ANNEXURES
* BIBLIOGRAPHY
  1. **LIMITATIONS OF THE STUDY**
* Through the research was done in a systematic and planned manner, there were a few hurdles that could not be overcome. These constituted the limitation of the research.
* One problem that faces is the non-willingness of respondents to fill up the questionnaire.
* Validity of information obtained from employees could not be verified.

**2.1 REVIEW OF LITERATURE MODEL**

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

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

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

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

**Dr. Wilfried Aulbur, MD and CEO, Mercedes- BENZ India Pvt. Ltd (2016):** For me, Employee engagement is about, knowing that you are making a difference, creating 21 an impact, while having a good time at your job, much time to work, enjoy what you do.

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

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

**Bijaya Kumar Sundaray, conducted a study titled “Employee Engagement: A Driver of Organizational Effectiveness” (2018)** This study focuses on various factors which lead to employee engagement and what should company do to make the employees engaged. Proper attention on engagement strategies will increase the organizational effectiveness in terms of higher productivity, profits, quality, customer satisfaction, employee retention and increased adaptability.

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

**Nadia Nazir & Shazia Zamir, conducted a study titled “ Impact of Organizational Culture on Employee’s Performance” (2021)** .The objectives of study were to determine the relationship between organizational culture and employee’s performance, the findings indicates that there is positive relationship between employee’s performance and organizational culture and also indicate that there is no significant difference in responses between gender of employees regarding organizational culture and employee performance.

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

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

**T. Suhasini and Dr. K. Kalpana,** conducted a study titled “A Study on Employee Engagement Driving Factors and Their Impact Over Employee Satisfaction: An Empirical Evidence From Indian IT Industry” (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, conducted a study titled “An Empirical Study on Employee Engagement in Private Sector Banks” (2017).** This study describes that the high level of employee engagement increases the growth of the organization and acts as a retention strategy. From this study it is observed that employee engagement in private banks is not satisfactory.

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

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

**Sweetman & Luthans, conducted research on “Psychological Capital” (2020),** defined from the psychological perspective, engagement is a state-like phenomenon which is portrayed as an affective-cognitive state-like condition. It is not a temporary state such as mood nor as relatively nonmalleable as fixed characteristics such as personality traits. It is deemed quite stable.

**Fernandez, conducted a study titled “Managing Successful Organizational Change in the Public Sector” (2017).** It displays the dissimilarity between job satisfaction, the well-known construct in management, and engagement competing that employee satisfaction is not the same as employee engagement and since managers cannot depend on employee satisfaction to retain the best and the brightest; employee engagement becomes a critical concept.

**Towers Perrin (2017)** investigated and reported that those organizations with more engaged employees subsequently increased their operating income by 19% and earnings per share (EPS) by 28% annually. This study is widely known as “Global Workforce Study”.

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

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

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

**Mahendru et.al, (2018)** defined Employee engagement is the extent to which people enjoy and believe in what they do, and feel valued by doing it. It is the degree of commitment towards the hub that an individual performs and until however long the individual remains with the organization as the results of their commitment.

**Stockley, (2018)** defined ‘engagement’ as an extent that the employee believes in the mission, purpose and values of the organization and reveals their commitment through their actions as an employee and their attitude towards the organization and the customers.

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

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

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

**3.1 PROFILE OF THE INDUSTRY**

Fast-Moving Consumer Goods (FMCG), or Consumer Packaged Goods (CPG), are products sold quickly and at a relatively low cost. The FMCG industry is characterized by high-volume sales, quick inventory turnover, and various products catering to consumer needs. These goods include essential everyday items such as food and beverages, toiletries, cleaning supplies, and other low-cost household items.

**IMPORTANCE OF FMCG IN THE ECONOMY**

The FMCG industry is a vital component of the global economy, contributing significantly to a country's Gross Domestic Product (GDP) and job creation. As a primary driver of consumer spending, FMCG plays an essential role in various aspects of the economy, such as the retail and distribution sectors, generating demand for a range of products and services. Here are some of how the FMCG industry contributes to the economy:

**1. Economic Growth and Employment**

The FMCG sector is a primary source of employment, providing millions of jobs across the supply chain, including manufacturing, distribution, retail, and marketing, as a labor-intensive sector. This industry contributes to economic growth by creating direct and indirect employment opportunities, helping to reduce unemployment rates and boost overall productivity.

**2. Driving Retail and Distribution Growth**

FMCG products' play a crucial role in the growth of the retail and distribution sectors, generating a steady demand for various products. The high volume and quick turnover

encourage retailers and distributors to invest in infrastructure, technology, and workforce development, further supporting economic growth

3. Tax Revenues for Governments The FMCG sector generates significant government tax revenues through sales, value-added, and corporate taxes. These revenues are essential for funding public services, infrastructure projects, and social programs, contributing to economic development and stability.

**4. Supporting Ancillary Industries**

The FMCG industry has strong linkages with various ancillary sectors such as packaging, advertising, logistics, and transportation. The growth and success of these industries are often dependent on the performance of the FMCG sector, creating a multiplier effect on the economy.

In the global scenario, FMCG Market size was valued at USD 107.46 Billion in 2022 and is poised to grow from USD 111.39 Billion in 2023 to USD 148.51 Billion by 2031, at a CAGR of 3.66% during the forecast period (2024-2031).

In India, the FMCG industry is the fourth largest sector in the economy. Household and personal care products accounts for 50% of the sales in the industry, healthcare accounts for 31-32% and food and beverage accounts for the remaining 18-19%.

Kerala is a major market for FMCG goods due to its highly urbanized populace. FMCG is India's fourth-largest industry, accounting for more than half of all FMCG sales. The Fast Moving Consumer Goods (FMCG) industry has been very active over the last decade.

**Rural and Urban Trends**

The FMCG industry in India is divided into the demographics of rural and urban India. The urban market contributes 60% of the consumption revenue of the FMCG market in India. In 2017, this sector recorded a market size of $ 29.4 bn. While urban areas have spearheaded the growth of the FMCG industry in India, semi-urban and rural segments are growing at a rate that cannot be ignored. Semi-urban and rural segments contribute over 40% of the overall revenues of the FMCG sector in India. FMCG companies in India have witnessed higher growth in rural areas compared to urban ones. And with 12.2% of the world’s population living in the villages of India, the Indian rural FMCG market cannot be ignored by investors. Dabur, one of the top FMCG companies in India, generates over 45% of its domestic revenue through the sale of packaged consumer goods in rural India. Hindustan Unilever, another name that has consistently dominated the list of top FMCG companies in India, earns over 35% of its revenue from rural areas. Rural India accounts for more than 40% of consumption in major FMCG categories such as personal care, fabric care, and hot beverages. In urban areas, home and personal care category- including skin care, household care, and feminine hygiene- will continue to grow at attractive rates. Within the foods segment, it is estimated that processed foods, bakery, and dairy are long-term growth categories in both rural and urban areas.

**Demographic Support**

An FMCG industry overview indicated that India’s demographic profile plays a major role in the growth of this sector. Not only is India’s demographic young, but this segment is also characterised by increased urbanisation and higher expenditure. Urban development initiatives by the government, as well as the increasing middle class of India, has led to an increase in the number of attractive markets in the country. Ernst & Young’s research on the cities of India highlights the emergence of 30 ‘new wave’ cities such as Jaipur and Surat. Consumption in these cities is growing at a faster rate than that of many of India’s metros. India’s young population is also characterised by a high degree of technological awareness. Growing penetration of smartphones and better internet connectivity in India has led to a burgeoning E-Commerce sector, which has, in turn, helped formalise large sections of the unorganised retail sector. The E-Commerce segment is projected to contribute 11% of overall Indian FMCG companies’ sales in 2030. The online FMCG market is projected to reach $ 45 bn in 2020. This has been a major catalyst in the development of the FMCG sector in rural India.

**FMCG Market in India**

The FMCG sector is one of the largest sectors of the Indian economy. According to an FMCG industry overview, revenues of the FMCG sector reached $ 52.75 bn in FY18, and are estimated to reach $ 103.7 bn in 2020. As consumption in India grows at an unprecedented rate, the FMCG industry remains a key sector for investors. Acknowledging these trends in the FMCG industry profile, the Government of India has undertaken various initiatives to promote the sector. For instance, 100% FDI is permitted in SBRT and cash-and-carry models of retail, and the minimum capitalisation for foreign FMCG companies to invest in India is $ 100 mn. Even the implementation of GST in India has had far-reaching consequences for the sector, as the highest selling FMCG products such as soap, toothpaste and hair oil now come under the 18% tax bracket (as opposed to the previous 24%)

**Investments in FMCG Industry in India**

Favourable demand drivers such as rising income levels and growing urbanisation, among others, have recently encouraged major and diverse investments in the FMCG sector. While top FMCG companies are expanding their capacity to feed the growing domestic demand, homegrown brands have ventured into international markets. Some of these include:

Patanjali- Their success has encouraged the brand to look at the international stage, with plans to set up a 100% export-oriented manufacturing unit in Milan SEZ, Nagpur

RP-Sanjiv Goenka Group- They have created a venture capital fund of $ 14.74 mn to invest in FMCG startups. This move was made taking into account the capital appreciation in the FMCG sector

**3.2 PROFILE OF THE COMPANY**

Name of the company: TEAM THAI

Established in: 1984

Address: Near Cyber Park, Calicut

Email id: info@teamthai.in

Phone no: +91 4956618800

Business: Manufacturing, Exporting, etc.

Chairman: P C Thahir

**TEAM THAI**

Team Thai was founded in 1984, by Dr. P C Thahir. Thai group is a steadily growing group of companies. Thai group’s CMO stepped into the business world with a startup for the distribution of cement in Wayanad district, Kerala. The group has its footprint across different business lines such as consumer products, manufacturing, exports, logistics, hospitality, trading etc. In earlier, Team Thai products have a strong market presence and they are widely recognized in the country. However, cement business has been contributing to the major portion of the company’s turnover since it’s inception and has become the core reason for the success helping the company to achieve this portion in the market.

**DIVISIONS**

The main divisions of Team Thai are,

1.FMCG division-1996

2.Transportation & Logistics-1992

3.Plantation-1995

4.Other divisions:

• EON

• Thai Impex Hardware

• Thai Impex Hardware

• ICL

• Ashique Exports

BRANDS

• Dr. Wash

• Vi Wash

• IVA

• Sun Plus

• Dr. Care

• Dr. White

• Sparkle

• Super Wash

• Victor Malabar

• Lexus

• ORCHID

• Roz

**VISION**

The vision of Team Thai is to ascend as a global leader across diversified business sectors. The company strive to set industry benchmarks in quality, innovation, and customer satisfaction. The ultimate aim is to create enduring value for our stakeholders while making a positive impact on the communities the company serve.

**MISSION**

The mission of the company is to uphold a standard of excellence in every product and service, always meeting or exceeding both industry standards and customer expectations. The company committed to continuous innovation, investing in research and development to stay ahead of industry trends and customer needs. At the core of business is a customer-centric approach, focused on building long-lasting relationships by understanding and exceeding customer expectations. The company is dedicated to responsible and sustainable growth, ensuring the well-being of employees, the environment, and the communities they impact. The company aims to expand its market presence both domestically and internationally, leveraging its diversified portfolio to venture into new markets and sectors.

**Overview of Team Thai:**

**Automobile Sector:**

Team Thai is known for its automobile dealerships, representing major global brands.

They provide services like sales, servicing, and spare parts, ensuring customer satisfaction.

**Consumer Goods:**

Team Thai manufactures and markets a wide range of consumer goods, including beverages, packaged foods, and household items.

**Construction and Real Estate:**

The company is involved in construction projects and real estate development, delivering high-quality residential and commercial properties.

**Logistics and Warehousing:**

Team Thai has a robust logistics and warehousing infrastructure to support its operations across Kerala and neighboring states.

**Philanthropic Initiatives:**

The company actively engages in corporate social responsibility (CSR) activities, focusing on education, healthcare, and community development.

**Workforce and Culture:**

Team Thai is reputed for its employee-friendly policies and focus on talent development.

It fosters a culture of innovation and excellence in service delivery.

If you’re looking for specific information about the company, such as its departments, a detailed study, or an introduction for a project, feel free to ask!

**Key Areas of Operation**

**Dealerships and Partnerships:**

Team Thai has established partnerships with renowned automobile manufacturers, offering a diverse portfolio of vehicles including passenger cars, commercial vehicles, and two-wheelers.

The company represents brands known for innovation, reliability, and customer-centricity.

**Sales:**

The automobile sector of Team Thai offers a wide range of vehicles tailored to various customer needs.

From premium cars to budget-friendly options, the company ensures an extensive selection.

**Service and Maintenance:**

Equipped with state-of-the-art service centers, Team Thai provides high-quality maintenance and repair services.

Certified professionals and genuine spare parts are integral to ensuring customer satisfaction and vehicle longevity.

**Spare Parts:**

The company ensures the availability of genuine spare parts to maintain vehicle performance and reliability.

This division supports seamless operations for service centers and retail customers.

**Used Car Division:**

Team Thai has ventured into the pre-owned car market, offering quality-assured used vehicles.

This initiative caters to budget-conscious customers while ensuring transparency and reliability.

**Customer Support:**

A dedicated customer service team handles inquiries, complaints, and post-sale requirements, emphasizing customer satisfaction.

**Market Presence**

**Regional Reach:**

Team Thai has a strong foothold in Kerala, with strategically located showrooms and service centers.

The company’s extensive network covers urban and semi-urban areas, making it accessible to a wide audience.

**Customer Base:**

It serves diverse customer segments, including individual buyers, corporate clients, and fleet operators.

**Competitive Advantages**

**Brand Association:**

Collaboration with leading automobile manufacturers enhances the company’s credibility and appeal in the market.

**End-to-End Solutions:**

From sales to after-sales services, Team Thai provides a seamless ownership experience.

**Customer-Centric Approach:**

Focus on customer satisfaction through personalized services, loyalty programs, and quality assurance.

**Technological Integration:**

Modern CRM tools, online service booking, and digital platforms improve efficiency and accessibility.

**Challenges and Opportunities**

**Challenges:**

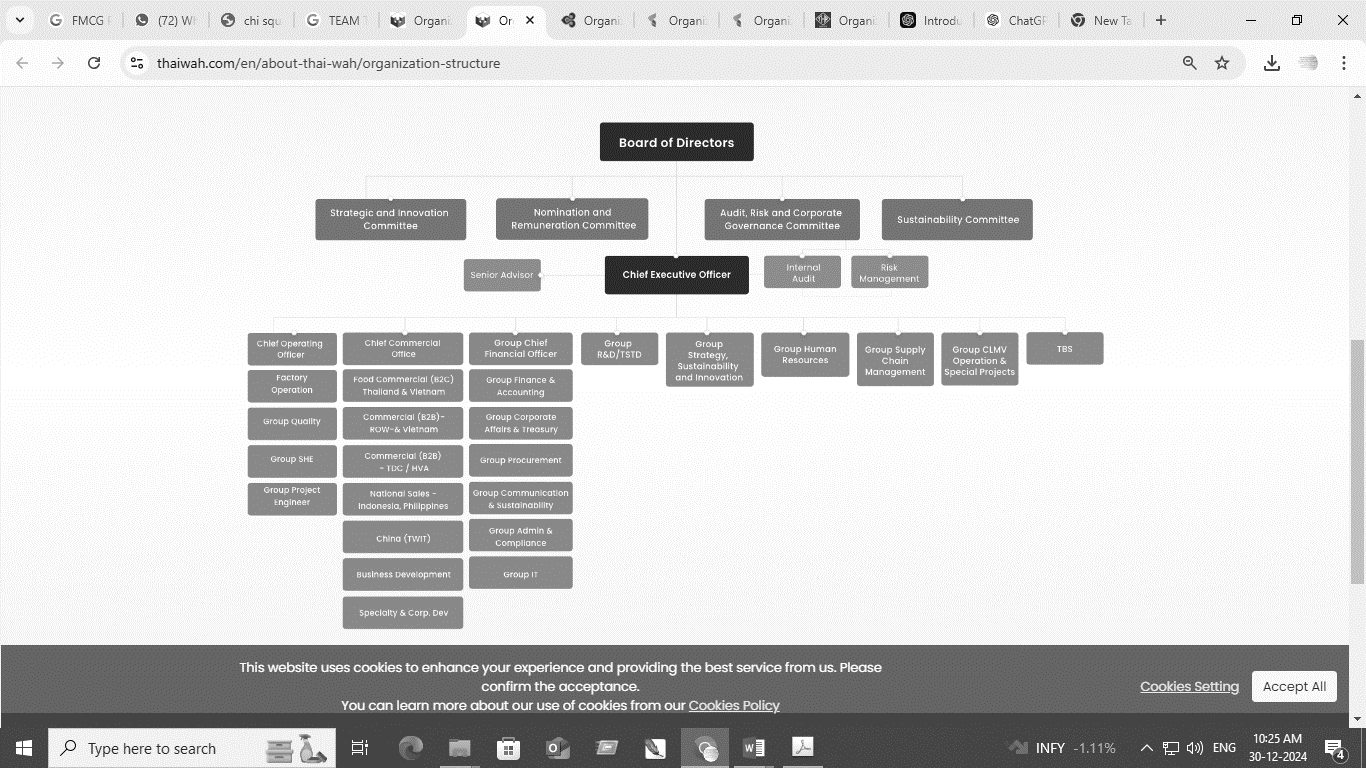
* Intense competition in the automobile dealership market.
* Fluctuating fuel prices and the shift toward electric vehicles (EVs).
* Rising customer expectations for high-tech features and after-sales service.

**Opportunities:**

* Expansion into the EV market through partnerships with electric vehicle manufacturers.
* Leveraging digital transformation for enhanced customer engagement.
* Strengthening used car and vehicle financing divisions to cater to evolving consumer demands.

**ORGANIZATIONAL STRUCTURE**

Team Thai has emerged as one of the most notable corporate entities of Kerala with a diverse business portfolio – from soap and detergent manufacturing, to building materials to mining and processing, food products to logistics and plantations. The modern business scenario is one of constant flux; the economic situation is dynamic, and every day, there are new developments in technology. Therefore, there is a pressing need to engage in research frequently, and continuously upgrade products and services to keep up with the competition, and to ensure quality that will satisfy the demands of consumers. Our objective is to provide high quality products at reasonable prices so that a larger number of people will be able to afford superior products. We also ensure that we offer a wide choice in all varieties so that everyone goes back happy. We ensure utmost quality control in our production units, and where products are sourced from other vendors, we ensure that they can be trusted with the quality and safety. Our customers are individuals, families, corporate houses, the hospitality industry, institutions, and more. With our diligence, dedication to excellence and care for the customer, we have succeeded in spreading our wings to conquer new horizons; today our diverse business interests spread throughout South India have established us as a formidable presence in this region. PC Thahir established Team Thai in 1984, as a cement marketing trading firm. In the next decade, the business interests included various other activities to finally incorporate FMCG as well. The marketing expertise we garnered over the years benefited us greatly. Spurred by the tremendous success we enjoyed initially, we delved into the manufacture of consumer perishables.



**Source: Primary Data**

**DEPARTMENT ANALYSIS**

**1.HR Department**

The analysis was mainly based on questionnaire which I have prepared on the reference of my studies. The survey was much useful and helped me in making up new ideas. The HR (Human Resources) department is a crucial function within an organization responsible for managing the human capital and ensuring the well-being of employees. It plays a vital role in recruiting, developing, and retaining a skilled and motivated workforce. Here are some key points about the HR department:

• Recruitment and Selection.

• Employee Onboarding

• Training and Development

• Performance Management.

• Employee Relations

• Compensation and Benefits

• Employee Engagement and Well-being

• HR Policies and Compliance

The HR department plays a critical role in managing the organization's most valuable asset, its people. It supports the organization's overall goals by recruiting, developing, and retaining a talented workforce. By creating a positive work environment, promoting employee growth and well-being, and ensuring compliance with regulations, the HR department contributes to the success and sustainability of the organization. the HR department is not just about recruitment and selection. They play major role in the employee period in his/ her organizational period.

Within the organization

• The HR department manages the attraction of employe and the retention of the employee.

• Performance management is mainly done with the help OCD method which helps employees to attain goals in the organization.

• They research and give upon various aspects and points out problem which has to be cleared within the company

**Marketing department**

The analysis was mainly based on questionnaire which I have prepared on the reference of my studies. The survey was much useful and helped me in making up new ideas. The marketing department plays a crucial role in promoting and selling products or services offered by a company. It is responsible for identifying and understanding customer needs, developing effective marketing strategies, and implementing campaigns to reach the target audience.

• Market Research

• Marketing Strategy

• Branding and Communication

• Advertising and Promotions

• Digital Marketing

• Sales Support

• Customer Relationship Management (CRM)

• Performance Measurement

Overall, the marketing department plays a vital role in driving business growth by effectively promoting products or services, building brand awareness, and establishing strong customer relationships. It is a dynamic and ever-evolving field that adapts to new technologies and changing consumer behavior to stay ahead in the competitive marketplace.

Within the organization

* + Adaptation of changing trends are been made frequently.
  + Special campaigns are been done to improve the market value of each products.
  + Mainly two types of strategies are been used
  + Meetings are been conducted with an analytical report to identify the
  + Problems and ways to overcome the problems.
  + With the growing recognition and acceptance of team thai products in the country, they began to expand their market techniques.
  + Catering to the needs of the expatriates was the first priority.
  + This is a growing market expected to contribute greatly to the business of the company.

**Logistics department**

The analysis was mainly based on questionnaire which I have prepared on the reference of my studies. The survey was much useful and helped me in making up new ideas.

The logistics department is an essential part of an organization that manages the flow of goods, services, and information from the point of origin to the point of consumption. It plays a crucial role in ensuring the smooth and efficient movement of products, raw materials, and resources throughout the supply chain.

• Supply Chain Management.

• Inventory Management.

• Warehousing and Storage

• Transportation and Distribution

• Logistics Planning and Optimization

• Reverse Logistics

• Information Systems and Technology

• Risk Management

The logistics department plays a critical role in ensuring the timely delivery of goods, reducing costs, and improving customer satisfaction. It requires effective coordination, strong communication, and the ability to adapt to changing market conditions and customer demands. By optimizing logistics processes, the department contributes to the overall success and competitiveness of the organization.

Within the organization

* + The logistics division of Team Thai began operations in 1992 under the name Aghin Roadways (ARS).
  + It has been emerged as a service provider for many leading firms.
  + With a fleet of well-maintained vehicles, well-trained and experienced drivers and dedicated support staff, ARS has become trusted delivery partner for a number of leading cement and salt manufacturers of the country.
  + Our widespread network allows us to deliver without delays and interruptions and that makes businesses rely on us to get their goods delivered every single time.
  + The presence of ARS is being marked in every state in the country with exponential growth in number of locations as well as the quantity and quality of our fleet.
  + They only deal with freight forwarding, which makes them less risk bearers.

**Sales department**

The sales department is a crucial part of an organization responsible for generating revenue by selling products or services to customers. It plays a key role in building and maintaining customer relationships, meeting sales targets, and contributing to the company's overall growth.

• Sales Strategy and Planning

• Prospecting and Lead Generation

• Customer Relationship Management (CRM

• Sales Presentations and Demonstrations

• Negotiation and Closing

• Sales Support and Training

• Sales Performance Measurement

• Collaboration with Marketing and other Departments

The sales department plays a critical role in driving revenue and growth for an organization. It requires effective communication, strong interpersonal skills, resilience, and the ability to build and maintain relationships with customers. By successfully identifying and fulfilling customer needs, the sales department contributes to the overall success and profitability of the company

Within the organization

* + Sales department is headed by different business heads of different branches.
  + All sales distribution is done according to the taken decision at every morning meeting.
  + The study is conducted in each day which improve productive sales in the organization
  + Mainly the organization deals with FMCG
  + The FMCG consist of
  + Food products
  + Nonfood products
  + Special rewards are been provided for productive sales.

**4.1 AGE WISE CLASSIFICATION**

**Table 4.1**

**Age wise classification**

|  |  |  |
| --- | --- | --- |
| **AGE** | **NO. OF RESPONDENCE** | **PERCENTAGE** |
| 18-25 | 12 | 10 |
| 26-35 | 108 | 90 |
| 36-45 | 0 | 0 |
| Above 45 | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.1**

**Age wise classification**

**INTERPRETATION**

Above table and chart shows that 10 per cent of the respondents are from the age group of 18 to 25 years. 90 per cent of the respondents are from the age group of 26 to 35 years. It means most of the respondents are from the age group of 26-35.

**4.2 GENDER WISE CLASSIFICATION**

**Table 4.2**

**Gender wise classification**

|  |  |  |
| --- | --- | --- |
| **GENDER** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Male | 24 | 20 |
| Female | 96 | 80 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.2**

**Gender wise classification**

**INTERPRETATION**

Above table and chart shows that 20 per cent of the respondents are male and 80 per cent of the respondents are female. It means most of the respondents are female.

**4.3 JOB LEVEL**

**Table 4.3**

**Job level**

|  |  |  |
| --- | --- | --- |
| **JOB** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Entry level | 24 | 20 |
| Mid-level | 60 | 50 |
| Senior level | 0 | 0 |
| Manager | 12 | 10 |
| Executive | 24 | 20 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.3**

**Job level**

**INTERPRETATION**

Above table and chart shows that 20 per cent of the respondents are from entry level employees.50 per cent of the respondents are from mid-level employees.10 per cent of the respondents are managers.20 per cent of the respondents are executives. It means most of the respondents are mid-level employees.

**4.4 SALARY**

**Table 4.4**

**Salary**

|  |  |  |
| --- | --- | --- |
| **SALARY** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Below 10000 | 24 | 20 |
| 10000-20000 | 60 | 50 |
| 20000-30000 | 0 | 0 |
| 30000-40000 | 12 | 10 |
| Above 40000 | 24 | 20 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.4**

**Salary**

**INTERPRETATION**

Above table and chart shows that 50 per cent of the respondents have 10000-20000 rupees as salary.20 per cent of the respondents have above 40000 as salary and 20 per cent of the respondents have 10000 rupees as salary.10 per cent of the respondents have 20000-30000 rupees as salary. It means most of the respondents have 10000-20000 rupees as salary.

**4.5 WORK EXPERIENCE**

**Table 4.5**

**Work experience**

|  |  |  |
| --- | --- | --- |
| **YEARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| 0-2 years | 72 | 60 |
| 2-4 years | 36 | 30 |
| 4-6 years | 12 | 10 |
| Above 6 years | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.5**

**Work experience**

**INTERPRETATION**

Above table and chart shows that 60 per cent of the respondents have 0 to 2 years work experience.30 per cent of the respondents have 2 to 4 years work experience.10 per cent of the respondents have 4 to 6 years work experience. It means most of the respondents have 0 to 2 years work experience.

**4.6 EMPLOYEE SATISFACTION WITH CURRENT SYSTEM**

**Table 4.6**

**Employee satisfaction with current system**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very satisfied | 12 | 10 |
| Satisfied | 96 | 80 |
| Neutral | 12 | 10 |
| Dissatisfied | 0 | 0 |
| Very dissatisfied | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.6**

**Employee satisfaction with current system**

**INTERPRETATION**

Above table and chart shows that 10 per cent of the respondents are very satisfied with the current system.80 per cent of the respondents are satisfied with the current system and 10 per cent of the respondents have neutral opinion. It means most of the respondents are satisfied with the current system.

**4.7 MOST USEFUL FEATURE OF THE CURRENT SYSTEM**

**Table 4.7**

**Most useful feature of the current system**

|  |  |  |
| --- | --- | --- |
| **FEATURES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| User-friendly interface | 60 | 50 |
| Task automation | 36 | 30 |
| Integrated communication tool | 0 | 0 |
| Mobile apps for on the going access | 12 | 10 |
| Data encryption | 12 | 10 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.7**

**Most useful feature of the current system**

**INTERPRETATION**

Above table and chart shows that 50 per cent of the respondents opined that user-friendly interface is the most useful feature of the current system.30 per cent of the respondents opined that task automation is the most useful feature.10 per cent of the respondents opined that mobile apps for on the going access is the most useful feature and 10 per cent of the respondents opine that data encryption is the most useful feature of the current system. It means most of the respondents are opined user-friendly interface is the most useful feature of the current system.

**4.8 EMPLOYEE ENGAGEMENT TOOLS USED IN THE COMPANY**

**Table 4.8**

**Employee engagement tools used in the company**

|  |  |  |
| --- | --- | --- |
| **TOOLS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Recognition and rewards | 45 | 37.5 |
| Employee wellness programs | 15 | 12.5 |
| Employee feedback and surveys | 45 | 37.5 |
| Employee experience platform | 0 | 0 |
| Internal communication | 15 | 12.5 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.8**

**Employee engagement tools used in the company**

**INTERPRETATION**

Above table and chart shows that 37.5 per cent of the respondents opined that recognition and rewards is used in the company for employee engagement.12.5 per cent of the respondents opined that employee wellness programs are used in the company and 12.5 per cent of the respondents opined that internal communication is used in the company for employee engagement.37.5per cent of the respondents opined that employee feedback and surveys are used in the company for employee engagement. It means the company focuses on recognition and rewards and employee feedback and surveys as engagement tools.

**4.9 EFFECTIVENESS OF PROVIDING TOOLS AND RESOURCES BY THE ORGANISATION**

**Table 4.9**

**Effectiveness of providing tools and resources by the organization**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very effective | 0 | 0 |
| Effective | 84 | 70 |
| Neutral | 36 | 30 |
| Ineffective | 0 | 0 |
| Very ineffective | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.9**

**Effectiveness of providing tools and resources by the organization**

**INTERPRETATION**

Above table and chart shows that 70 per cent of the respondents opined that the organization provide tools and resources effectively.30 per cent of the respondents opined neutral. It means most of the respondents are opined the organization provides tools and resources effectively.

**4.10 FEELING VALUED AND SUPPORTED BY THE ORGANISATION IN THE WORK**

**Table 4.10**

**Feeling valued and supported by the organization in the work**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENS** | **PERCENTAGE** |
| 1 | 24 | 20 |
| 2 | 24 | 20 |
| 3 | 48 | 40 |
| 4 | 24 | 20 |
| 5 | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.10**

**Feeling valued and supported by the organization in the work**

**INTERPRETATION**

Above table and chart shows that 20 per cent of the respondents rated 1 for feeling valued and supported by the organization in the work.20 per cent of the respondents rated 2 for feeling valued and supported by the organization.40 per cent of the respondents rated 3 and 20 per cent of the respondents rated 4 for feeling valued and supported by the organization in the work. It means a significant portion of respondents neither feel strongly positive nor negative about being valued and supported.

**4.11 MOTIVATION TO FULLY ENGAGEMENT IN THE WORK**

**Table 4.11**

**Motivation to fully engagement in the work**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Communication | 48 | 40 |
| Recognition | 24 | 20 |
| Career development opportunities | 24 | 20 |
| Work-life balance | 24 | 20 |
| Employee feedback | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.11**

**Motivation to fully engagement in the work**

**INTERPRETATION**

Above table and chart shows that 40 per cent of the respondents are motivated to fully engaged in the work by communication.20 per cent of the respondents are motivated by recognition to fully engagement.20 per cent of the respondents are motivated by career development opportunities and 20 per cent of the respondents are motivated by work life balance to fully engaged in the work. It means most of the respondents are motivated to fully engaged in the work by communication.

**4.12 FACTORS TO FEELING DISENGAGED AT WORK**

**Table 4.12**

**Factors to feeling disengaged at work**

|  |  |  |
| --- | --- | --- |
| **FACTORS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Lack of recognition and appreciation | 36 | 30 |
| Work load | 60 | 50 |
| Poor leadership | 0 | 0 |
| Unclear expectations and goals | 12 | 10 |
| Toxic work environment | 12 | 10 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.12**

**Factors to feeling disengaged at work**

**INTERPRETATION**

Above table and chart shows that 50 per cent of the respondents are disengaged by work load.30 per cent of the respondents are opined lack of recognition and appreciation is the reason for disengaged at work.10 per cent of the respondents opined unclear expectations and goals and 10 per cent of respondents are opined toxic work environment are the factors to feeling disengaged at work. It means most of the respondents are disengaged by work load.

**4.13 CONDUCT EMPLOYEE ENGAGEMENT SURVEYS OR GATHER FEEDBACK BY THE COMPANY**

**Table 4.13**

**Conduct employee engagement surveys or gather feedback by the company**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDNETS** | **PERCENTAGE** |
| Regularly | 24 | 20 |
| Occasionally | 84 | 70 |
| Rarely | 12 | 10 |
| Never | 0 | 0 |
| Not sure | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.13**

**Conduct employee engagement surveys or gather feedback by the company**

**INTERPRETATION**

Above table and chart shows that 20 per cent of the respondents are opined conduct employee engagement surveys or gather feedback regularly.70 per cent of the respondents opined conduct surveys by the company occasionally.10 per cent of the respondents opined conduct surveys or gather feedback by the company rarely. It means most of the respondents are opined the surveys conducted by the company occasionally.

**4.14 EFFECTIVENESS OF THE CURRENT EMPLOYEE ENGAGEMENT STRATEGIES**

**Table 4.14**

**Effectiveness of the current employee engagement strategies**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDETS** | **PERCENTAGE** |
| Very effective | 24 | 20 |
| Effective | 48 | 40 |
| Neutral | 48 | 40 |
| Ineffective | 0 | 0 |
| Very ineffective | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.14**

**Effectiveness of the current employee engagement strategies**

**INTERPRETATION**

Above table and chart shows that 20 per cent of the respondents opined current employee engagement strategies are very effective.40 per cent of the respondents opined current employee engagement strategies are effective and 40 per cent of the respondents opined neutral. It means the current employee engagement strategies are working well for significant portion of respondents.

**4.15 PARTICIPATION ON COMPANY SPONSORED ENGAGEMENT ACTIVITIES**

**Table 4.15**

**Participation on company sponsored engagement activities**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDNETS** | **PERCENTAGE** |
| Always | 0 | 0 |
| Often | 72 | 60 |
| Sometimes | 36 | 30 |
| Rarely | 0 | 0 |
| Never | 12 | 10 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.15**

**Participation on company sponsored engagement activities**

**INTERPRETATION**

Above table and chart shows that 60 per cent of the respondents participate in company sponsored engagement activities oftenly.30 per cent of the respondents sometimes participate in engagement activities.10 per cent of the respondents never participate in company sponsored engagement activities. It means most of the respondents are often participate in company sponsored engagement activities.

**4.16 EVALUATING THE ALIGNMENT BETWEEN COMPANY’S RECOGNITION PROGRAM AND MOTIVATION**

**Table 4.16**

**Evaluating the alignment between company’s recognition program and motivation**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Excellent | 12 | 10 |
| Good | 84 | 70 |
| Neutral | 24 | 20 |
| Poor | 0 | 0 |
| Poor | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.16**

**Evaluating the alignment between company’s recognition program and motivation**

**INTERPRETATION**

Above table and chart shows that 70 per cent of the respondents opined good alignment between recognition program and motivation.20 per cent of the respondents are opined neutral and 10 per cent of the respondents opined excellent alignment between recognition program and motivation in the company. It means most of the respondents are opined good alignment between recognition program and motivation.

**4.17 CURRENT SYSTEM MEET THE NEEDS OF EMPLOYEES**

**Table 4.17**

**Current system meets the needs of the employees**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Strongly agree | 12 | 10 |
| Agree | 84 | 70 |
| Neutral | 24 | 20 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.17**

**Current system meets the needs of the employees**

**INTERPRETATION**

Above table and chart shows that 70 per cent of the respondents are agree that current system meets the needs of employees.20 per cent of the respondents are opined neutral and 10 per cent of the respondents opined strongly agree that current system meets the needs of the employees. It means most of the respondents are agree with current system meets the needs of the employees.

**4.18 RECEIVE CONSTRUCTIVE FEEDBACK FROM THE MANAGER**

**Table 4.18**

**Receive constructive feedback from the manager**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Always | 60 | 50 |
| Often | 24 | 20 |
| Sometimes | 24 | 20 |
| Rarely | 12 | 10 |
| Never | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.18**

**Receive constructive feedback from the manager**

**INTERPRETATION**

Above table and chart shows that 50 per cent of the respondents opined always receive constructive feedback from the manager.20 per cent of the respondents opined often receive constructive feedback.20 per cent of the respondents opined sometimes and 10 per cent of the respondents opined rarely receive constructive feedback from the manager. It means most of the respondents opined they are always received constructive feedback from the manager.

**4.19 IMPACT OF COMMUNICATION FROM MANAGEMENT ON LEVEL OF ENGAGEMENT**

**Table 4.19**

**Impact of communication from management on level of engagement**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Excellent | 12 | 10 |
| Good | 84 | 70 |
| Neutral | 24 | 20 |
| Poor | 0 | 0 |
| Very poor | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.19**

**Impact of communication from management on level of engagement**

**INTERPRETATION**

Above table and chart shows that 70 per cent of the respondents opined the communication from the management good impact on the level of engagement.20 per cent of the respondents opined neutral and 10 per cent of the respondents opined excellent impact on the level of engagement by communication from the management. It means most the respondents opined that communication from the management have good impact on the level of engagement.

**4.20 FEELING EMPOWERED AT WORK**

**Table 4.20**

**Feeling empowered at work**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENCE** | **PERCENTAGE** |
| Strongly agree | 24 | 20 |
| Agree | 60 | 50 |
| Neutral | 24 | 20 |
| Disagree | 12 | 10 |
| Strongly disagree | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.20**

**Feeling empowered at work**

**INTERPRETATION**

Above table and chart shows that 50 per cent of the respondents opined they are agreed with feeling empowered at work.20 per cent of the respondents opined with strongly agree and 20 per cent of the respondents opined neutrally agree with feeling empowered at work.10 per cent of the respondents opined they are disagreed with feeling empowered at work. It means most of the respondents are agreed with feeling empowered at work.

**4.21 STRESSED WITH DEADLINES AND WORK LOADS**

**Table 4.21**

**Stressed with deadlines and work loads**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENCE** | **PERCENTAGE** |
| Strongly agree | 0 | 0 |
| Agree | 12 | 10 |
| Neutral | 72 | 60 |
| Disagree | 36 | 30 |
| Strongly disagree | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.21**

**Stressed with deadlines and work loads**

**INTERPRETATION**

Above table and chart shows that 60 per cent of the respondence opined they are neutrally agreed that stressed with deadlines and workloads.30 per cent of the respondents opined disagree and 10 per cent of the respondents are opined agree that they are stressed with deadlines and workloads. It means majority of the respondents seem indifferent or unaffected by stress from deadlines and workloads.

**4.22 FAIRLY RECOGNISED FOR CONTRIBUTIONS TO TEAM EFFORTS**

**Table 4.22**

**Fairly recognized for contributions to the team work**

|  |  |  |
| --- | --- | --- |
| **RESPONCES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Strongly agree | 12 | 10 |
| Agree | 48 | 40 |
| Neutral | 36 | 30 |
| Disagree | 12 | 10 |
| Strongly disagree | 12 | 10 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.22**

**Fairly recognized for contributions to the team efforts**

**INTERPRETATION**

Above table and chart shows 40 per cent of the respondents are opined they are agreed with fairly recognized for contributions to the team efforts.30 per cent of the respondents neutrally agree with fairly recognized for contributions to the team efforts.10 per cent of the respondents are disagreed and remaining 10 per cent of the respondents are strongly disagreed with fairly recognized for contributions to the team efforts. It means most of the respondents feel positively about being recognized for their contributions.

**4.23 COMPANY MAKES AN EFFORT TO BUILD TEAM WORK**

**Table 4.23**

**Company makes an effort to build team work**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Strongly agree | 36 | 30 |
| Agree | 24 | 20 |
| Neutral | 48 | 40 |
| Disagree | 12 | 10 |
| Strongly disagree | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.23**

**Company makes an effort to build team work**

**INTERPRETATION**

Above table and chart shows that 40 per cent of the respondents opined neutrally agree that company makes effort to build team work.30 per cent of the respondents are opined strongly agree and 20 per cent of the respondents opined agree that company makes effort to build team work.10 per cent of the respondents are opined disagree that company makes effort to build team work. It means most of the respondents are neutrally agree and this suggests that there might be areas where the company can improve its efforts in building team work.

**4.24 FEELING COMFORTABLE GIVIMG FEEDBACK TO SUPERVISOR**

**Table 4.24**

**Feeling comfortable giving feedback to supervisor**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Strongly agree | 12 | 10 |
| Agree | 24 | 20 |
| Neutral | 60 | 50 |
| Disagree | 12 | 10 |
| Strongly disagree | 12 | 10 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.24**

**Feeling comfortable giving feedback to supervisor**

**INTERPRETATION**

Above table and chart shows that 50 per cent of the respondents are opined neutrally agree that feeling comfortable giving feedback to supervisor.20 per cent of the respondents opined agree and 10 per cent of the respondents opined strongly agree that feeling comfortable giving feedback to supervisor.10 per cent of the respondents are opined disagree and remaining 10 per cent of the respondents are opined strongly disagree that feeling comfortable giving feedback to supervisor. It means most of the respondents are unsure about their comfort level in giving feedback.

**4.25 FEELING COMFORTABLE CONTRIBUTING IDEAS AND OPINIONS IN THE WORK PLACE**

**Table 4.25**

**Feeling comfortable contributing ideas and opinions in the work place**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Strongly agree | 24 | 20 |
| Agree | 48 | 40 |
| Neutral | 36 | 30 |
| Disagree | 12 | 10 |
| Strongly disagree | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.25**

**Feeling comfortable contributing ideas and opinions in the workplace**

**INTERPRETATION**

Above table and chart shows that 40 per cent of the respondents are opined agree that feeling comfortable contributing ideas and opinions in the work place.30 per cent of the respondents are opined neutrally agree that feeling comfortable contributing ideas and opinions in the work place.20 per cent of the respondents opined strongly agree and 10 per cent of the respondents are opined disagree that feeling comfortable contributing ideas and opinions in the work place. It means most of the respondents are feel moderately comfortable in contributing ideas and opinions in the work place.

**4.26 SATISFACTION WITH SPEED AND RESPONSIVENESS OF THE SYSTEM**

**Table 4.26**

**Satisfaction with speed and responsiveness of the system**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very satisfied | 0 | 0 |
| Satisfied | 36 | 30 |
| Neutral | 72 | 60 |
| Dissatisfied | 12 | 10 |
| Very dissatisfied | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.26**

**Satisfaction with speed and responsiveness of the system**

**INTERPRETATION**

Above table and chart shows that 60 per cent of the respondents are neutrally satisfied with speed and responsiveness of the system.30 per cent of the respondents are satisfied and 10 per cent of the respondents are dissatisfied with the speed and responsiveness of the system. It means majority of the respondents are unsure about the system’s performance in terms of speed and responsiveness.

**4.27 MAINTAIN A HEALTHY BALANCE BETWEEN WORK AND PERSONAL LIFE**

**Table 4.27**

**Maintain a healthy balance between work and personal life**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Always | 12 | 10 |
| Often | 72 | 60 |
| Sometimes | 0 | 0 |
| Rarely | 24 | 20 |
| Never | 12 | 10 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.27**

**Maintain a healthy balance between work and personal life**

**INTERPRETATION**

Above table and chart shows that 60 per cent of the respondents are often maintain healthy balance between work and personal life.20 per cent of the respondents rarely and 10 per cent of the respondents are always maintain healthy balance between work and personal life. Remaining 10 per cent of the respondents never maintain healthy balance between work and personal life. It means majority of the respondents are able to manage their professional and personal commitments effectively.

**4.28 COMPANY FOSTERS CULTURE OF INNOVATION AND EXPERIMENTATION**

**Table 4.28**

**Company fosters culture of innovation and experimentation**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Strongly agree | 12 | 10 |
| Agree | 60 | 50 |
| Neutral | 36 | 30 |
| Disagree | 12 | 10 |
| Strongly disagree | 0 | 0 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.28**

**Company fosters culture of innovation and experimentation**

**INTERPRETATION**

Above table and chart shows that 50 per cent of the respondents are agree that company fosters a culture of innovation and experimentation.30 per cent of the respondents are opined neutral and 10 per cent of the respondents are strongly agree that company fosters a culture of innovation and experimentation. Remaining 10 per cent of the respondents disagree that company fosters a culture of innovation and experimentation. It means there is a moderate level of perceived support for innovation and experimentation within the organization.

**4.29 SATISFACTION WITH THE OPPORTUNITIES FOR CONTINUOUS LEARNING OFFERD BY THE COMPANY**

**Table 4.29**

**Satisfaction with the opportunities for continuous learning offered by the company**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO. OF RESPONDNETS** | **PERCENTAGE** |
| Very satisfied | 12 | 10 |
| Satisfied | 36 | 30 |
| Neutral | 36 | 30 |
| Dissatisfied | 24 | 20 |
| Very dissatisfied | 12 | 10 |
| **TOTAL** | **120** | **100** |

Source: Primary data

**Figure 4.29**

**Satisfaction with the opportunities for continuous learning offered by the company**

**INTERPRETATION**

Above table and chart shows that 30 per cent of the respondents are satisfied and 30 per cent of the respondents are neutrally satisfied with opportunities for continuous learning offered by the company.20 per cent of the respondents are dissatisfied with opportunities for continuous learning.10 per cent of the respondents very satisfied and remaining 10 per cent of the respondents are very dissatisfied with opportunities for continuous learning offered by the company. It means the respondents are moderately satisfied with the opportunities for continuous learning offered by the company.

**4.30 TESTING OF HYPOTHESIS**

**CHI-SQUARE TEST-I**

Chi-square is the sum of squared difference between Observed(O) and Expected(E) data (or the deviation, d) by the expected data in all possible categories.

**HYPOTHESIS**

H0: There is no significant association between job level and employee satisfaction with the current system.

H1: There is significant association between job level and employee satisfaction with the current system.

**Table of Observed Value**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Job level** | **Employee satisfaction with the current system** | | | | | **Total** |
| **Always** | **Often** | **Sometimes** | **Rarely** | **Never** |
| Entry level | 3 | 18 | 3 | 0 | 0 | **24** |
| Mid-level | 3 | 54 | 3 | 0 | 0 | **60** |
| Senior level | 0 | 0 | 0 | 0 | 0 | **0** |
| Manager | 3 | 6 | 3 | 0 | 0 | **12** |
| Executive | 3 | 18 | 3 | 0 | 0 | **24** |
| **Total** | **12** | **96** | **12** | **0** | **0** | **120** |

**Table of Expected Value**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job level** | **Employee satisfaction with the current system** | | | | |
| **Always** | **Often** | **Sometimes** | **Rarely** | **Never** |
| Entry level | 2.4 | 19.2 | 2.4 | 0 | 0 |
| Mid-level | 6 | 48 | 6 | 0 | 0 |
| Senior level | 0 | 0 | 0 | 0 | 0 |
| Manager | 1.2 | 9.6 | 1.2 | 0 | 0 |
| Executive | 2.4 | 19.2 | 2.4 | 0 | 0 |

**CALCULATION OF X2 (CHI-SQUARE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Observed Value(O)** | **Expected Value(E)** | **O-E** | **(O-E)2** | **(O-E)2/E** |
| 3 | 2.4 | 0.6 | 0.36 | 0.15 |
| 18 | 19.2 | 1.2 | 1.44 | 0.075 |
| 3 | 2.4 | 0.6 | 0.36 | 0.15 |
| 3 | 6 | -3 | 9 | 1.5 |
| 54 | 4 | 6 | 36 | 0.75 |
| 3 | 6 | -3 | 9 | 1.5 |
| 3 | 1.2 | 1.8 | 3.24 | 2.7 |
| 6 | 9.6 | -3.6 | 12.96 | 1.35 |
| 3 | 1.2 | 1.8 | 3.24 | 2.7 |
| 3 | 2.4 | 0.6 | 0.36 | 0.15 |
| 18 | 19.2 | 1.2 | 1.44 | 0.075 |
| 3 | 2.4 | 0.6 | 0.36 | 0.15 |

X2 calculated value = 11.25

Degree of freedom (DOF) = (Column-1) \*(Raw-1)

= (5-1) \*(5-1)

= 4\*4

= 16

Level of significance 5%=0.05 X2 Tabular value=26.296

X2 Calculated=11.25

**INTERPRETATION**

Since the tabular value (26.296) is greater than calculated value (11.25) we accept the null hypothesis (H0) that there is no significant association between job level of employees and employee satisfaction with the current system.

**CHI-SQUARE TEST-II**

H0: There is no significant association between motivation to fully engaged in work and maintain healthy balance between work and personal life.

H1: There is significant association between motivation to fully engaged in work and maintain healthy balance between work and personal life.

**Table of Observed Value**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Motivation to fully engaged in work** | **Maintain healthy balance between work and personal life** | | | | | |
| **Always** | **Often** | **Sometimes** | **Rarely** | **Never** | **Total** |
| Communication | 5 | 25 | 0 | 15 | 3 | **48** |
| Recognition | 3 | 15 | 0 | 3 | 3 | **24** |
| Career development opportunities | 2 | 16 | 0 | 3 | 3 | **24** |
| Work life balance | 2 | 16 | 0 | 3 | 3 | **24** |
| Employee feedback | 0 | 0 | 0 | 0 | 0 | **0** |
| **Total** | **12** | **72** | **0** | **24** | **12** | **120** |

**Table of Expected Value**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Motivation to fully engaged in work** | **Maintain healthy balance between work and personal life** | | | | |
| **Always** | **Often** | **Sometimes** | **Rarely** | **Never** |
| Communication | 4.8 | 28.8 | 0 | 9.6 | 4 |
| Recognition | 2.4 | 14.4 | 0 | 4.8 | 2 |
| Career development opportunities | 2.4 | 14.4 | 0 | 4.8 | 2 |
| Work life balance | 2.4 | 14.4 | 0 | 4.8 | 2 |
| Employee feedback | 0 | 0 | 0 | 0 | 0 |

**CALCULATION OF X2 (Chi-square)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Observed Value(O)** | **Expected Value (E)** | **O-E** | **(O-E)2** | **(O-E)2/E** |
| 5 | 4.8 | 0.2 | 0.04 | 0.008 |
| 25 | 28.8 | -3.8 | 14.44 | 0.5 |
| 15 | 9.6 | 5.4 | 29.16 | 3.03 |
| 3 | 4 | -1 | 1 | 0.25 |
| 3 | 2.4 | 0.6 | 0.36 | 0.15 |
| 15 | 14.4 | 0.6 | 0.36 | 0.025 |
| 3 | 4.8 | -1.8 | 3.24 | 0.675 |
| 3 | 2 | 1 | 1 | 0.5 |
| 2 | 2.4 | -0.4 | 0.16 | 0.06 |
| 16 | 14.4 | 1.6 | 2.56 | 0.17 |
| 3 | 4.8 | -1.8 | 3.24 | 0.67 |
| 3 | 2 | 1 | 1 | 0.5 |
| 2 | 2.4 | -0.4 | 0.16 | 0.06 |
| 16 | 14.4 | 1.6 | 2.56 | 0.17 |
| 3 | 4.8 | -1.8 | 3.24 | 0.67 |
| 3 | 2 | 1 | 1 | 0.5 |

X2 Calculated=7.938

Degree of freedom (DOF)=(Column-1) \* (Raw-1)

= (5-1) \*(5-1)

=4\*4

=16

Level of significance 5%=0.05 X2 Tabular value=26.296

X2 Calculated=7.938

INTERPRETATION

Since the tabular value (26.296) is greater than calculated value (7.938) we accept the null hypothesis(H0) that there is no significant association between motivation to fully engaged in work and maintain healthy balance between work and personal life.

**5.1 FINDINGS**

* + 90 per cent of the respondents are from the age group of 26-35 years.
  + 80 per cent of the respondents are females.
  + 50 per cent of the respondents are mid-level employees.
  + 60 per cent of the respondents have 0-2years work experience.
  + 50 per cent of the respondents have Rs.10000-20000 as salary per month.
  + 80 per cent of the respondents are satisfied with their current system.
  + 50 per cent of the respondents find user-friendly interface is the most useful feature of their current system.
  + The company focuses on recognition and rewards and employee feedback and surveys as employee engagement tools.
  + 70 per cent of the respondents are opined the organization provides tools and resources effectively to perform their job well.
  + 40 per cent of the respondents rated neither feel strongly positive nor negative about being valued and supported by the organization in their job.
  + 40 per cent of the respondents opined communication motivates them to fully engaged in their work.
  + 50 per cent of the respondents opined feeling disengaged at work due to work load.
  + 70 per cent of the respondents opined the company conduct employee engagement surveys or gather feedback occasionally.
  + The current employee engagement strategies are working well for significant portion of the respondents.
  + 60 per cent of the respondents are often participate company sponsored engagement activities.
  + 70 per cent of the respondents opined good alignment between company’s recognition program and motivation.
  + 70 per cent of the respondents are agree with the current system meet their needs.
  + 50 per cent of the respondents opined they are always receive constructive feedback from the manager.
  + 70 per cent of the respondents opined that the communication from the management makes good impact on their level engagement.
  + 40 per cent of the respondents are neutrally agree that company makes an effort to build team work.
  + 50 per cent of the respondents are unsure about their comfort level in giving feedback to the supervisor.
  + 40 per cent of the respondents are feel moderately comfortable in contributing ideas and opinions in the work place.
  + 60 per cent of the respondents are unsure about the system’s performance in terms of speed and responsiveness.
  + 60 per cent of the respondents are able to manage their professional and personal commitments effectively.
  + There is a moderate level of perceived support for innovation and experimentation within the organization.
  + 30 per cent of the respondents are moderately satisfied with the opportunities for continuous learning offered by the company.
  + 50 per cent of the respondents are agreed with feeling empowered at work.
  + 60 per cent of the respondents seem indifferent or unaffected by stress from deadlines and workloads.
  + 40 per cent of respondents feel positively about being recognized for their contributions.

**5.2 RECOMMENDATIONS**

* + Supervisors and Managers should meet at regular intervals with the employees to discuss about the improvement in the company.
  + Gap between managers and the employees should be reduced by raising the level of engagement.
  + Conduct tour facilities to the employees.
  + Conduct more engagement games at work place.
  + Conduct more informal employee engagement programs.
  + Regularly conduct employee engagement surveys.
  + Regularly gather feedback.
  + Promote more team activities.
  + Create a proper work flow in the organization.
  + Encourage the ideas of employees and appreciate them.
  + Create good and healthy environment at work place by increasing interactions, credibility, confidence etc.
  + Encourage job rotation, job enrichment and other activities being carried out in the organization.
  + Conduct more of employee engagement activities like mentorship programs, collaborations, cross trainings, fun work day, etc.
  + Enhance recognition programs.
  + Increase communication of engagement strategies.
  + Provide career development opportunities to employees.
  + Reduce work load of employees.

**5.3 CONCLUSION**

The implementation of effective employee engagement strategies is critical for fostering a motivated, productive, and a loyal workforce. Through the interaction of communication, recognition, career development, and well-being initiatives, organizations can create a supportive and empowering environment that enhances employee satisfaction and performance.

This report has demonstrated that engagement is not a one-time effort but a continuous process that requires regular assessment and adaptation to meet evolving employee needs and organizational goals. By aligning engagement strategies with the company’s mission and values, businesses can reduce turnover, improve employee morale, and ultimately achieve sustainable success.

Future efforts should focus on maintaining flexibility in engagement approaches, utilizing feedback system for continuous improvement, and leveraging technology to enhance communication and collaboration.

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**WEBSITES**

* https://www.teamthai.in/
* https://www.googlescholar.com/
* https://www.emerald.com/
* https://www.qarmainspect.com/

**QUESTIONNAIRE**

Name:

Age:

18-25

26-35

36-45

Above 45

Gender:

Male

Female

1. Job level:

Entry level

Mid-level

Senior level

Manager

Executive

2. Salary:

Below 10000

10000-20000

20000-30000

30000-40000

Above 40000

3. Experience:

0-2 years

2-4 years

4-6 years

Above 6 years

4. How satisfied are you with the current system?

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

5. Which features of the current system do you find most useful?

User-friendly interface

Task automation

Integrated communication tool

Mobile apps for on the going access

Data encryption

6. What are the tools used in the company?

Recognition and rewards

Employee wellness programs

Employee feedback and surveys

Employee experience platform

Internal communication

7. How effective is the organization in providing the tools and resources you need to perform yours job well?

Very effective

Effective

Neutral

Ineffective

Very ineffective

8. To what extend do you feel valued and supported by the organization in your work?

1

2

3

4

5

9. What motivates you to be fully engaged in your work?

Communication

Recognition

Career development opportunities

Work-life balance

Employee feedback

10. Can you describe any specific factors that contribute to your feeling disengaged at work?

Lack of recognition and appreciation

Work load

Poor leadership

Unclear expectations and goals

Toxic work environment

11. How frequently does the company conduct employee engagement surveys or gather feedback?

Regularly

Occasionally

Rarely

Never

Not sure

12. How effective the current employee engagement strategies?

Very effective

Effective

Neutral

Ineffective

Very ineffective

13. How often do you participate company sponsored engagement activities?

Always

Often

Sometimes

Rarely

Never

14. How well does the company’s recognition program align with what motivates you?

Excellent

Good

Neutral

Poor

Very poor

15. How well does the current system meet your needs?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

16. How often do you receive constructive feedback from your manager?

Always

Often

Sometimes

Rarely

Never

17. How does the communication from your management impact your level of engagement?

Excellent

Good

Neutral

Poor

Very poor

18. Does your company make an effort to build team work?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

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

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

20. Do you feel comfortable contributing ideas and opinions in your work place?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

21. How satisfied are you with the speed and responsiveness of the system?

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

22. Are you able to maintain a healthy balance between your work and personal life?

Always

Often

Sometimes

Rarely

Never

23. Does the company foster a culture of innovation and experimentation?

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

24. How satisfied are you with the opportunities for continuous learning offered by the company?

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

25. What new practices or initiatives do you believe would enhance employee engagement in the company?

26. Any suggestions to improve current employee engagement program.