

PROJECT REPORT ON
“A STUDY ON EFFECTIVENESS OF EMPLOYEE ENGAGEMENT PRACTICES AND ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO FIRST NEURO HOSPITAL”

Submitted by
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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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Department Of Business Administration

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2022-2023



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Mangalore
29th May 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Eena Adeline Pinto** M.B.A-H.R & Finance (Reg No: 4AL21BA030) student from Alvas Institute of Engineering & Technology, Mijar-Moodbidri has successfully completed her project work on **"A STUDY ON EFFECTIVENESS OF EMPLOYEE ENGAGEMENT PRACTICES AND IT'S IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO FIRST NEURO HOSPITAL"**.

During this period, we found her sincere, hardworking and having good behavior and moral character.

We wish her all success in her future endeavor.

For First Neuro Hospital

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CERTIFICATE

This is to certify that **EENA ADELINE PINTO** bearing USN **4AL21BA030** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON EFFECTIVENESS OF EMPLOYEE ENGAGEMENT PRACTICES AND IT'S IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO FIRST NEURO HOSPITAL"** is prepared by her under the guidance of **Mr. Johnson Fernandes**, Assistant Professor PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I Eena Adeline pinto hereby declare that the project report entitled "A Study of effectiveness of employee engagement practices and its impact on employee retention" with reference to First Neuro Hospital prepared by me under the guidance of Mr. Johnson Fernandes, Assistant professor of Alva's institute of engineering and technology and external assistance by Mr. Kennth prasad, Hr of First Neuro Hospital. I also declare that this project work is towards the partial fulfilment of university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological university, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/Institution.

Place: **MIJAR**

Date **2/09/2023**


Signature of student

ACKNOWLEDGEMENT

I am glad to take this opportunity to thank all those who have supported me to carry on my project work.

I like to convey my deep sense of gratitude to my internal guide Mr. Johnson Fernandes, Assistant professor, PG department of business administration, having guided me on every aspects right from beginning of the project report.

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Thank you

Table of contents

SL.NO	CONTENTS	PAGE NO
Executive summary	Executive summary	
Chapter -1	Introduction	1-12
Chapter -2	Conceptual background and literature review	13-25
Chapter -3	Research design	26-30
Chapter -4	Analysis and Interpretation	31-63
Chapter -5	Findings, conclusion and suggestions	64-67
Bibliography	Books, Articles Names	68-70
Annexures	Relevant to the Project	71-76

List of Tables

SL.NO	Particulars	Page NO
4.1	Gender wise classification of respondents	33
4.2	Age wise classification of respondents	33
4.3	Education qualification of respondents	33
4.4	Experience of the respondents	33
4.5	Area of the respondents	34
4.6	The organization provides growth and development	35
4.7	Clear communication of organizational goals and objectives.	36
4.8	Feel recognized and appreciated for my contributions	37
4.9	Organization encourages team work and collaboration	38
4.1	I have a work life balance	39
4.11	Regular feedback and performance evaluation	40
4.12	Necessary resources and tools to perform the job	41
4.13	Organization supports employee well-being and offers wellness programs	42
4.14	I feel a sense of ownership and pride in my work	43
4.15	I am satisfied with my overall experience at this organization	44
4.16	I Intend to stay with this organization for the long term	45
4.17	I feel value as an employee	46
4.18	Training and development programs are available and accessible	47
4.19	Promotes of culture of trust and transparency	48
4.2	Management shows appreciation and acknowledges employee's contribution	49
4.21	Organisation promotes a sense of belonging and inclusivity	50
4.22	Continue working for this organization in the foreseeable future	51
4.23	I am satisfied with the opportunities for professional growth and advancement in this organization	52
4.24	organization's Employees engagement practices positively influence my decision to stay	53
4.25	I feel valued and appreciated by the organization, which increases my commitment to stay.	54
4.26	I have a well- designed reward system that helps to motivate me to perform better.	55
4.27	The organization has a merit and performance- based reward system.	56
4.28	How likely would you to refer someone to work here.	57
4.29	How effectively do you believe the current employee engagement practices are in your organization	58
4.3	I feel a strong sense of loyalty to the company.	59
4.31	There are opportunities for professional growth and career development within the company.	60

SL.NO	Particulars	Page No
1	Industry profile	2-9
2	Profit and loss account	10-12
4.7	Area of the respondents	33
4.8	The organization provides growth and development	34
4.9	Clear communication of organizational goals and objectives.	35
4.10	Feel recognized and appreciated for my contributions	36
4.11	I have a work life balance	38
4.12	Regular feedback and performance evaluation	39
4.13	Necessary resources and tools to perform the job	40
4.14	Organization supports employee well-being and offers wellness programs	41
4.15	I feel a sense of ownership and pride in my work	42
4.1	I am satisfied with my overall experience at this organization	43
4.17	I Intend to stay with this organization for the long term	44
4.18	I feel value as an employee	45
4.19	Training and development programs are available and accessible	46

Figures/Charts/graphs:

SL.NO	PARTICULARS	PAGE NO
4.5	Area of respondents	33
4.6	The organizations provides growth and development	34
4.7	Clear communication of organization goals and objectives	35
4.8	Feel recognized and appreciated for my contribution	36
4.10	Organization encourages team work and collaboration	37
4.11	I have a work life balance	38
4.12	Regular feedback and performance evaluation	39
4.13	Necessary resources and tools to perform the job	40
4.14	Organizational supports employee well- being and offers wellness programme	41
4.15	I feel a sense of ownership and pride in my work	42

4.16	I am satisfied with my overall experience at this organization	43
4.17	I intend to stay with this organization for the long term	44
4.18	I feel valued as an employee	45
4.19	Training and development programs are available and accessible	46
4.20	Promotes of culture of trust and transparency	47
4.21	Management shows appreciation and acknowledges employee's contribution	48
4.22	Organization promotes a sense of belonging and inclusivity	49
4.23	Continue working for this organization in the foreseeable future	50
4.24	I am satisfied with the opportunities for professional growth and advancement in this organization	51
4.25	Organizations employee's engagement practices positively influence my decision to stay	52
4.26	I feel valued and appreciated by the organization which increases my commitment to stay	53
4.27	I have a well-designed reward system that helps to motivate me to perform better.	54
4.28	The organisation has a merit and performance based reward system.	55
4.29	How effectively do you believe the current employee engagement practices are in your organization	56
4.30	I feel a strong sense of loyalty to the company.	57
4.31	There are opportunities for professional growth and career development within the company.	58

EXECUTIVE SUMMARY

The project report on “A STUDY ON EFFECTIVENESS OF EMPLOYEE ENGAGEMENT PRACTICES AND ITS IMPACT ON EMPLOYEE RETENTION WITH REFERENCE TO “FIRST NEURO HOSPITAL” This project includes industry profile, company profile, Statement of the problem, Objectives of the study, Methodology, analysis and interpretation, findings, suggestion and conclusion.

In essence, effective employee engagement practices can help improve employee retention by creating a workplace where employees feel valued, supported, and motivated to contribute their best efforts.

This study gives the opportunities to identify employee’s engagement practices and how to improve the relationship with employees, and look into factors that are affecting employee engagement practices and employee retention.

This report is divided into five chapters. First chapter is about introduction, industry profile and company profile in which internship was done. Second chapter shows conceptual background and literature review of the topic studied. Third chapter is about research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypothesis and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the people through the questionnaire by using tables and graphs. Fifth chapter is about findings, conclusion and suggestions based on the study.

To collect the data for the study, primary data is gathered through circulating questionnaire to 100 random first neuro hospital employees and secondary data is collected through company websites and internet and books.

Then it contains bibliography which is about the various sources studied.