

**A STUDY ON BUILDING A BETTER WORKPLACE -
EMPLOYEE ENGAGEMENT AND RETENTION STRATEGY
AT KIOCL**

Submitted By:
MS. RASHMITHA
USN - 4AL22BA077



Submitted To:
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
In Partial fulfilment of the requirements for the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Internal Guide

Mrs.Amritha K P
Assistant Professor
AIET, Mijar

External Guide

Ms.Madhuri
Deputy Manager
KIOCL, Mangalore



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
Shobhavana Campus, Mijar, Moodubidri

2023 - 24



An ISO 9001:2015
ISO 14001:2015 &
ISO 45001:2018
COMPANY

ಕೆಪಿಎಲ್ ಲಿಮಿಟೆಡ್

(ಭಾರತ ಸರ್ಕಾರದ ಉದ್ಯಮ)
ಪಣಂಬೂರು, ಮಂಗಳೂರು - 575 010
CIN - L13100KA1976GOI002974
ದೂರವಾಣಿ: 0824-2403225
ಫ್ಯಾಕ್ಸ್ : 0824-2407422
ಇ-ಮೇಲ್ : mpers@kioclltd.in
ವೆಬ್‌ಸೈಟ್ : www.kioclltd.in

के आई ओ सी एल लिमिटेड

(भारत सरकार का उद्यम)
पणंबूर, मंगलूर - 575 010
CIN - L13100KA1976GOI002974
टेलिफोन : 0824-2403225
फेक्स : 0824-2407422
ई-मेल : mpers@kioclltd.in
वेबसाइट : www.kioclltd.in

KIOCL LIMITED

(A Government of India Enterprise)
Panambur, MANGALURU - 575 010
CIN - L13100KA1976GOI002974
Telephone : 0824-2403225
Fax : 0824-2407422
E-mail : mpers@kioclltd.in
Website : www.kioclltd.in

No. HR/M/01/MBA/2024

Date: 03.06.2024

CERTIFICATE

This is to certify that **Ms. Rashmitha**, Reg No. 4AL22BA077, II Year MBA Student of Alva's Institute of Engineering and Technology, Moodbidri carried out her project work in our organization on the subject "**A study on building a better workplace – Employee Engagement and retention strategy at KIOCL**" at Human Resource Department, KIOCL Limited, Panambur, Mangalore – 575010 from 21.04.2024 to 31.05.2024.

We found that the student is dedicated and committed to her work. We wish her every success in the future endeavor.

(CHETHAN K SHETTY)
AGM (HR & A)

ಚೆತನ್ ಕುಮಾರ್ ಶೆಟ್ಟಿ / CHETHAN KUMAR SHETTY

ಸಹಾಯಕ ಮಾನವ ಸಂಪನ್ಮೂಲ ನಿರ್ದೇಶಕ (HR & A) / Asst. General Manager (HR & A)

ಕೆ.ಐ.ಓ.ಸಿ.ಎಲ್. ಲಿಮಿಟೆಡ್ / KIOCL Limited

ಪಣಂಬೂರು / Panambur, Mangalore - 575 010

To,

Ms. Rashmitha,
II Year MBA,
Reg No. 4AL22BA077,
Alva's Institute of Engineering and Technology,
Moodbidri

ನೋಂದಾಯಿತ ಕಾರ್ಯಾಲಯ : 2ನೇ ಬ್ಲಾಕ್, ಕೊರಮಂಗಲಾ, ಬೆಂಗಳೂರು - 560 034.

पंजीकृत कार्यालय : II ब्लॉक, कोरमंगला, बेंगलूर - 560 034.

Registered Office : II Block, Koramangala, Bengaluru - 560 034.

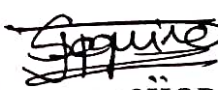
ಪರಿಸರ-ಸಮೃದ್ಧಿ, ಸಮೃದ್ಧ ಪರಿಸ್ಥಿತಿಕೆ - हमारा लक्ष्य हमारे निष्ठा ECOLOGY - OUR MISSION OUR OBSESSION


Date: 09/09/2024

CERTIFICATE

This is to certify that **RASHMITHA** bearing **USN 4AL22BA077**, is a bonafide student of the Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri, for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "**A Study on Building a Better Workplace - Employee Engagement and Retention Strategy at KIOCL**", is prepared by her under the guidance of **Mrs. Amritha Kumar K P**, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.


Signature of Internal Guide


Signature of HOD


Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar. MOODBIDRI - 574 225, D.K

Viva – Voce Examination

HOD
PG Dept. of Business Administration
Alva's Institute of Engg. & Technology
Mijar - 574225

Signature of Internal Examiner
(Name & Affiliation)

Signature of External Examiner
(Name & Affiliation)

DECLARATION

I Rashmitha, hereby declare that this project report entitled **“BUILDING A BETTER WORKPLACE – EMPLOYEE ENAGEMENT AND RETENTION STRATEGY: A STUDY ON KIOCL”** with reference to KIOCL, Mangalore is prepared by me under the guidance of Professor, Amritha K.P, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and Assisted by Ms. Madhuri, Deputy Manager, HR Department, KIOCL. I also declare that this project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Twelve 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.

Date: 20/09/2024

Place: Mijar

Rashmitha

Signature of the student

RASHMITHA

(4AL22BA077)

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide Prof. Amritha.K.P. P, Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning and I would also like to thank my external guide Ms. Maduri, Deputy Manager, HR Department, KIOCL for her valuable insights throughout the completion of the project.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology, Mijar, Moodbidri for his wholehearted support in all our endeavours.

I express my sincere gratitude towards Mr. Chethan Kumar Shetty, AGM, HR&A, HR Department, KIOCL for their continuous support and guidance.

I express my sincere gratitude to HOD of PG department of MBA, Alva's Institute of Engineering and Technology, and to all the teaching and the supporting staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I thank my family and friends for their valuable suggestions, generosity and encouragement.

TABLE OF CONTENTS

Chapter no.	Particulars	Page no.
Chapter - 1	Introduction	
1.1	Introduction about the Project	2
1.2	Industry Profile	3
1.3	Company Profile	4-5
1.3.1	Promoters, Vision, Mission and Quality Policy	5-6
1.3.2	Product and services profile	7-8
1.3.3	Areas of operations	8
1.3.4	Infrastructure facilities	8-9
1.3.5	Competitors information	9
1.3.6	SWOT analysis	9-13
1.3.7	Future Growth & Prospectus	13-14
1.4	Financial Statement	15-19
Chapter - 2	Conceptual background and literature review	
2.1	Theoretical background of the study	21
2.2	Literature Review	22-30
Chapter - 3	Research design	
3.1	Statement of Problem	32
3.2	Need of Study	32
3.3	Objective of Study	32
3.4	Scope of Study	32-33
3.5	Research Methodology	33-
3.6	Limitations of Study	33-34
3.7	Chapter Scheme	34
Chapter - 4	Data analysis and interpretation	
4.1	Analysis and interpretation of data	35
4.1.1	Tables and graphs	35-59
Chapter - 5	Findings, suggestions and conclusion	
5.1	Summary of findings	61
5.2	suggestions	61
5.3	conclusion	61-62
	Bibliography	63
	Annexure	64-69

LIST OF TABLES

Chart no	Particulars	Page no
Table 4.1	Responses regarding satisfaction level of employees with current retention strategies	36-37
Table 4.2	Responses regarding effective retention strategies	37-38
Table 4.3	Responses regarding KIOCL's retention strategy addressing career development needs	38
Table 4.4	Responses regarding recognition of employees for their contribution at work	39
Table 4.5	Responses regarding agreement level of employees in providing sufficient opportunities for career advancements	39-40
Table 4.6	Responses regarding effectiveness of work-life balance initiatives in helping employees to manage their professional and personal life	41
Table 4.7	Responses regarding KIOCL's benefits package which is important to employees	42
Table 4.8	Responses regarding recommendation of KIOCL to a friend or family member	43
Table 4.9	Responses regarding impact of introduction of new retention strategies in decision to stay with KIOCL	44
Table 4.10	Responses regarding seeking input of employees in improving retention strategies	45
Table 4.11	Responses regarding satisfaction level with retention strategies at	46

	KIOCL	
Table 4.12	Response regarding effect of customised retention strategies on overall job satisfaction	47
Table 4.13	Response regarding impact of retention strategies on employee's work-life balance	47-48
Table 4.14	Response regarding contribution of KIOCL's retention strategies towards employees' overall wellbeing	48-49
Table 4.15	Response regarding alignment of customised retention strategies with employees personal and professional goals	50
Table 4.16	Response regarding effectiveness of KIOCL's involvement strategies in fostering sense of belongingness and community in workplace.	52
Table 4.17	Response regarding level of engagement with the work at KIOCL	52
Table 4.18	Response regarding how likely employees are to stay for next 2 years, considering current retention and involvement strategies	52-53
Table 4.19	Response regarding affect of customised retention strategies on perception of organisational sustainability	53-54
Table 4.20	Response regarding overall rating of the effectiveness of KIOCL's retention and involvement strategies in promoting sustainable work Environment	54-55

LIST OF GRAPHS

Chart no	Particulars	Page no
4.1	Responses regarding satisfaction level of employees with current retention strategies	36-37
4.2	Response regarding effective retention strategies	37-38
4.3	Responses regarding KIOCL's retention strategy addressing career development needs	38
4.4	Responses regarding recognition of employees for their contribution at work	39
4.5	Responses regarding agreement level of employees in providing sufficient opportunities for career advancements	39-40
4.6	Responses regarding effectiveness of work-life balance initiatives in helping employees to manage their professional and personal life	41
4.7	Responses regarding KIOCL's benefits package which is important to employees	42
4.8	Responses regarding recommendation of KIOCL to a friend or family member	43
4.9	Responses regarding impact of introduction of new retention strategies in decision to stay with KIOCL	44
4.10	Responses regarding seeking input of employees in improving retention strategies	45
4.11	Responses regarding satisfaction level with retention strategies at KIOCL	46

4.12	Response regarding effect of customised retention strategies on overall job satisfaction	47
4.13	Response regarding impact of retention strategies on employee's work-life balance	47-48
4.14	Response regarding contribution of KIOCL's retention strategies towards employees' overall well-being	48-49
4.15	Response regarding alignment of customised retention strategies with employees personal and professional goals	50
4.16	Response regarding effectiveness of KIOCL's involvement strategies in fostering sense of belongingness and community in workplace	52
4.17	Response regarding level of engagement with the work at KIOCL	52
4.18	Response regarding how likely employees is to stay for next 2 years, considering current retention and involvement strategies	52-53
4.19	Response regarding effect of customised retention strategies on perception of organisational sustainability	53-54
4.20	Response regarding overall rating of the effectiveness of KIOCL's retention and involvement strategies in promoting sustainable work environment	54-55

EXECUTIVE SUMMARY

A study on Building a Better Workplace - Employee Engagement and Retention Strategy at KIOCL, puts light on the aspects of importance of employee engagement and retention strategy that a company must follow to obtain a better outcome.

The study points out how the company builds a better workplace so that employees stay happy and motivated by following its employee engagement and retention strategies.

Employee engagement is an important aspect of KIOCL's organisation culture, as it reflects the degree to which the employees are committed and passionate about their work. By focusing on employee engagement, KIOCL aims to improve its employee's retention, satisfaction and productivity. So, in other terms employee engagement in a proper manner will lead the organisation to retain its employees as well.

The first chapter deals with the Introduction, Industry profile and company profile along with the products that are offered, areas of operations etc.

The Second chapter talks about the theoretical background of the study and the literature review.

The Third chapter contracts with the Research design such as problem statement, need, objectives, scope, methodology, hypothesis and limitations of the study.

The fourth chapter deals with Analysis and interpretation of the collected data.

The fifth and the final chapter deals with the findings, Conclusion and suggestions given for the study conducted.

