

**“A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE
RETENTION WITH SPECIAL REFERENCE TO WUERTH ELEKTRONIK CBT
INDIA PVT. LTD.”**

Submitted in partial fulfillment of the requirement for the award of degree

In

MASTER OF BUSINESS ADMINISTRATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM



Submitted by

SANGRAM SHIVAJI PATIL

USN: 4LV17MBA39

PROF. JOHNSON FERNANDES

MISS. ABHINEETHA SUKUMAR

(INTERNAL GUIDE)

(EXTERNAL GUIDE)



MASTER OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODABIDRI 2017-19



Date: 20-02-2019

To whom it may concern

This is to certify that **Mr. Sangram Shivaji Patil** (Reg.No: 4LV17MBA39) a student of **MBA (MARKETING AND HR)** Alva's Institute of Engineering and Technology, Mijar has undergone his internship training in our organization as HR Trainee for 45 days.

He has worked on a project title "**Employee Engagement and its impact on Employee Retention**" and during his tenure we found **Mr. Sangram Shivaji Patil** to be hard working, conscientious & a responsible trainee. The feedback of his participant has always been positive and we wish him all the best for his future.

FOR WUERTH ELEKTRONIK CBT INDIA PVT. LTD.

Mrs. Mamatha Prabhu

H.R Manager



Wuerth Elektronik CBT India Pvt. Ltd.

5th Floor, North Block, Bangalore Stock Exchange Towers, #51 J C Road, Bengaluru, Karnataka- 560027

Tel: 0821-2305556 CIN No. U72200PN2015FTC

www.we-online.com



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi)

Approved by AICTE, New Delhi & Recognised by Government of Karnataka)

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

Certificate

This is to certify that **Mr. SANGRAM SHIVAJI PATIL** bearing **USN 4LV17MBA39** is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "**A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO WUERTH ELEKTRONIK CBT INDIA PVT. LTD, BANGALORE**" is prepared by him under the guidance of **Prof. Johnson Fernandes**, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes
Internal Guide

Dr. R. Wranton Perez
HOD, MBA

Dr. Peter Fernandes
Principal
PRINCIPAL

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

EXECUTIVE SUMMARY

This report describes internship conducted in WUERTH ELEKTRONIK CBT INDIA PVT. LTD. The main purpose of the project is to identify the causes for attrition in company and how it can be dealt with employee retention strategies. Since, **Employee Engagement** is important to achieve organisational goal, also if employee turnover is high it will cost more for the organisation to hire new employees this can be solved by conducting employee survey and understanding what employees are looking for. Here mainly **CAD department is targeted** as it has the highest attrition rate when compared to other departments in Wuerth Elektronik.

From a business perspective, an extensive study was done on the ownership pattern, achievements and awards of the company, future growth and prospects. A thorough SWOT analysis was conduct to highlights strategically strengths weakness, opportunities and threats.

The management is well prepared for the future technologies challenges and they have been adapting to the situation and the government agencies. More importantly my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good. There are amicable relations between the various department make possible for WUERTH ELEKTRONIK CBT INDIA PVT. LTD. limited to optimize its functioning.

The data was collected mainly based of primary and secondary data and suggestions have been given to improve the employee engagement activities and reduce employee attrition. Conclusion of the study was that at present time working environment, salary etc. are not major concern for the employees but career growth and work engagement is they want to involve in work and utilize their skills and generate ideas, this directly affects the retention and productivity of the employees and hence high attrition rates can be reduced.