

“A study on employee engagement, work culture and its impact on employee retention with special reference to bigbasket”.

BY

Devagi.M

4AL18MBA21



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Abhijith Bekalkar

AIET, MIJAR

EXTERNAL GUIDE

Mr. Yashvanth

Hr Deputy Manager



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

APRIL-2020

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TO WHOM SO EVER IT MAY CONCERN

This is to certify that Devagi M with the USN No. 4AL18MAB21 studying 2nd year MBA in Alva's Institute of Engineering and Technology, Moodbidri, has successfully completed the project work **"Study on Employee engagement and work culture"** from 2/Jan/2020 to 16/Feb/2020 at Innovative retail Concepts PVT LTD (Big basket) under the guidance of Mr. Yashvanth HR Deputy Manager.

We found her sincere in her efforts to study and learn various aspects related to her project work.

We wish her success in her future endeavors.

A handwritten signature in black ink, appearing to be 'Yashvanth', written over a large, faint 'big basket' watermark.



Authorized signature.

HR Deputy Manager



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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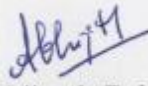
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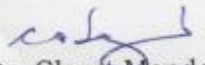
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24 June 2020

CERTIFICATE

This is to certify that Devagi M bearing USN 4AL18MBA21, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report on "A Study on Employee Engagement Work Culture and its impact on Employee retention with reference to Bigbasket, Bangalore" is prepared by her under the guidance of Mr. Abhijeeth Bekalkar, Asst. 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, Belagavi, Karnataka.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
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DECLARATION

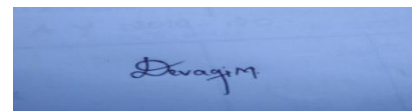
I DEVAGIM hereby declare that the project report entitled “a study employee engagement and work culture with employee retention” with reference to “bigbasket at Bangalore” prepared by me under the guidance of PROF. ABHIJITH faculty of M.B.A department, alva’s institute of engineering and technology and external assistance by project executive director YASHWANTH in bigbasket. I also declare that this project work is towards the partial fulfilment of the 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: 24.06.2020

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'Devagim'.

SIGNATURE OF THE STUDENT

ACKNOWLEDGEMENT

I DEVAGI M II YEAR student of MBA course in, Alva's Institute of engineering and technology, Moodbidri, wish to express my deep sense of gratitude to all concerned people who have helped me, to successfully complete this report.

I'm very thankful to Visvesvaraya technological university for giving opportunity to undertake this project study as a part of the fulfilment of master of business administration.

I express my deep gratitude to my internal guide Prof. Abhijith, Alva's institute of engineering and technology, Mijar, Moodbidri, for her valuable guidance, supervision and encouragement, which I received from her throughout my report.

I express my deep gratitude to my external guide Mr. Yashvanth, bigbasket for guiding me for extending full support at all stages of this project report.

I am also thankful to the faculty members, teaching and non teaching staff of the department of MBA, Alva's institute of engineering and technology, Mijar, Moodbidri, for their cooperation extended to me during my internship report.

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EXICUTIVE SUMMARY

This report describes internship conducted in “BIGBASKET AT BANGALORE” the main purpose of the project is to identify the causes attrition in company and how it can be dealt with employee retention strategies. Since employees engagement is important achievement organisational goal, also if employee turnover is high it will cost more for the organization to hire new employees this can be solved by conducting employees survey and understanding what employees are looking for here mainly HR DEPARTMENT is targeted as it has the highest attrition rate when compared to other department in “BIGBASKET”.

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 BIGBASKET AT BANGALORE, limited to optimize its functioning.

The data was collected mainly based on primary and secondary data and suggestions have been given to improve the employee engagement activities and reduce employee retention. 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.