

**PROJECT REPORT ON**  
**“A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE**  
**RETENTION WITH SPECIAL REFERENCE TO**  
**MANIPAL TECHNOLOGIES Ltd.”**

**by**

**Aishwarya P**

**4AL19MBA01**

**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,BELGAUM**

**In partial fulfilment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**Internal guide**

**Prof. Johnson Fernandes**

**AIET, MIJAR**

**External Guide**

**Mrs. VidhyaShenoy,HR**

**Manipal technology ltd**



**ALVA'S**

**DEPARTMENT OF MBA**

**ALVA'S INSTITUTION OF ENGINEERING AND TECHNOLOGY**

**SHOBHAVANA CAMPUS,MIJAR.May-2021**



Manipal Technologies Limited

MTL/HRTA/2122/001

Thursday, 1st April, 2021

To Whomsoever It May Concern

**Subject: Internship Completion certificate for Ms. Aishwarya P**

**Dear Sir/Madam**

We hereby state on record that Ms. Aishwarya P has completed an Internship project in our HR Department of Manipal Technologies Limited from Wednesday, 24th February, 2021 to Thursday, 1st April, 2021 and the location of Internship was Manipal.

During this period of internship, Ms. Aishwarya P has successfully met the objectives of the internship as set at the beginning of the internship. We found Ms. Aishwarya P hard working and resourceful.

We wish Ms. Aishwarya P all success in future endeavors.



Thanking you  
Yours Sincerely

  
Vidya Shenoy  
Manager HR

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**Manipal Technologies Limited**

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## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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( Affiliated to Visvesvaraya Technological University, Belagavi  
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AIET/MBAID/39

20 July 2021

### CERTIFICATE

This is to certify that **AISHWARYA P** bearing USN **4AL19MBA01**, a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO MANIPAL TECHNOLOGIES LTD**" 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, Belagavi, Karnataka.

  
Mr. Johnson Fernandes  
Internal Guide

  
Dr. Claret Mendonca  
HOD

  
Dr. Peter Fernandes  
PRINCIPAL

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Viva-Voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation



## DECLARATION

I AISHWARYA P (4AL19MBA01) here by declares that the project report entitled "A study On employee engagement and its impact on employee retention with special reference to Manipal technology Ltd. Manipal" prepared by me under the guidance of Prof. Johnson Fernandes ,faculty of MBA Department, Alva's Institution Of Engineering and Technology, and the external assistance by Mrs. Vidya Shenoy,(HR) Head-talent and acquisition ,Manipal technology ltd. I also declare that the project work is towards the partial fulfilment of the university

Regulations for the award of degree of master of business administration by Visvesvaraya Technology University Belgaum. I Have undergone a summer project for a period of six weeks. I further Declare that this report is based on the original study under taken by me and has not been submitted for the award of any degree /diploma from any other university/Institution.

Place: Mijar

Date:15/07/2021



Signature of the student

## ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide Prof. Johnson Fernandes, professor Department of Business Administration For having guided me on every aspect of the organisation study.

I would like to thank my external guide Mrs. Vidya Shenoy and entire staff of Manipal Technology Ltd. for their constant encouragement, suggestions and moral support throughout the duration of my project.

I'm grateful to Mr. Vivek Alva managing Trustee Alva's Education Foundation for and Dr. Peter Fernandes Principal, Alva's institute of engineering and technology for his whole hearted support in all my endeavours.

I express my genuine thanks to all my faculty and the support staff of the PG Department of the Business Administration , Alva's Institute Of Engineering And Technology

My deepest thanks to my parents and family members for their role in my professional growth.

Finally, thanks to my friends for their valuable suggestions in completing this study.

AISHWARYA P

4AL19MBA01

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## EXECUTIVE SUMMARY

This project entitled "A study on employee engagement and its impact on employee retention with special reference to Manipal Technologies Ltd" is submitted in partial fulfilment of the requirement for the award of Master of Business Administration (MBA). This project includes objectives of the study, methodology, industry profile, company profile, SWOT analysis and other part deals with statement of the problem, analysis and interpretation-based findings, suggestion and conclusion. The main intention of this study was to understand the employee engagement strategies used and how it will impact on employee retention in the organisation. The primary information was obtained by questionnaire and information also collected from company report, journal, and company website are used as resources of secondary data. This study used the simple analytical methods like charts are used to inspect the data collected.

Employee engagement, also called work engagement or worker engagement, is a business management concept. An "engaged employee" is one who is fully involved in, and enthusiastic about, his or her work, and thus will act in a way that furthers their organizations interests.

The role of an employee can be clearly defined as the set of duties and responsibilities or expected results associated with job to perform at his work place and skill and capacity required to perform the job successfully in role. In this study it was found that employees with highest level of commitment perform better and are less likely to leave the organization, which indicates that engagement is linked positively with employee retention and organizational performance.

Employee engagement is the emotional commitment employee feels towards their organisation and the actions they take to ensure the organisations success; engaged employees demonstrate care, dedication, enthusiasm accountability and results