

A PROJECT REPORT ON
A Study on Employee Engagement & its impact on Employee Retention at
Jindal SAW Ltd.

Submitted By

MS. BINDU S REDDY USN: 4AL19MBA12

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

Mr. Johnson Fernandes

Asst. Professor

Business Administration

AIET, Moodbidri.

EXTERNAL GUIDE

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Senior General Manager

Jindal SAW Ltd.

Bellary.



ALVA'S
Education Foundation®

DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

JULY 2021



JINDAL SAW LTD.

To

The Dean,
Department of Business Administration
Alva's Institute of Engg. & Technology,
Moodbidri, MIJAR
Dakshina Kannada -574225

3rd April 2021

Dear Sir,

Sub: Completion of Internship activity from your College Student

Ref: Your letter dated 15th February 2021 seeking permission for carrying out Internship Training
At our Plant Campus.

With reference to the above subject, we wish to inform you that Ms. Bindu S Reddy (Reg.No.4AL19MBA12) student of third semester MBA Degree from your college had visited our Plant at Sultanpur village, Sandur Taluk Ballari from February 22nd to April 3rd 2021 to complete her Industrial Internship Training at our Organization.

She had interacted with the concerned HODs and their Team members and gathered maximum inputs during the Internship Training. During her visit to our Plant we hope that she was able to collect all the required information as per the curriculum to complete the internship project.

Her interactions with the co-department executives and seniors were really appreciable and proactive.

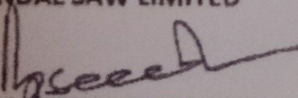
We hope that she must have completed this Internship Training assignment successfully.

We found her more sincere and dedicated from the beginning till the completion of her Project at our organization. We also found her highly disciplined and appreciate her sincerity and dedication towards her assignment and all along she had put her best efforts to complete this project very successfully.

We wish Ms. Bindu a great success in her future endeavors and bright career ahead !

Thanking you,

Yours faithfully,
for JINDAL SAW LIMITED


B.S. NARASIMHA MURTHY
HEAD - HR & ADMN



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)

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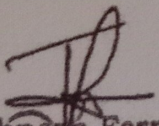
Email : principalalet08@gmail.com, Web: www.alet.org.in

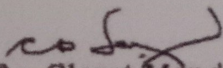
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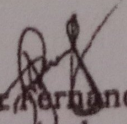
20 July 2021

CERTIFICATE

This is to certify that **BINDU S REDDY** bearing USN **4AL19MBA12**, is 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 AT JINDAL SAW 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

PRINCIPAL

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

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Viva-Voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

DECLARATION

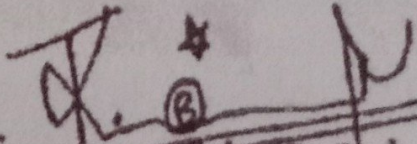
I, MS. BINDU S REDDY, Reg. No.(4AL19MBA12) hereby declare that the project report on "A Study on Employee Engagement & its impact on employee Retention" is prepared by me under the guidelines of, Mr. Johnson Fernandes, Asst. Professor, Business Administration, Alava's Institute of Engineering and Technology, Mijar, Moodbidri.

I also declare that this summer project work is towards the partial fulfilment of the university regulations for award of degree of **MASTER OF BUSINESS ADMINISTRATION** by Visvesvaraya Technological University, Belgaum.

I have undergone summer project for a period of six weeks. I further declare that this report 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: 20/07/2021

Place: Mijar


Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide Mr. Mr. Johnson Fernandes Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the Report.

I sincerely thank Dr. Claret Mendonca, Head, PG Department of Business Administration for all her support and encouragement to do a meaningful study.

My sincere thanks to Mr. Vivek Alva Managing Trusty Alva's Education Foundation and Dr. Peter Fernandes Principal, Alva's Institute of Engineering and technology for enabling this study.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandes** , AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide **Mr. Johnson Fernandes, Assistant Professor of MBA department**, for constant support and encouragement to carry out my report successful without much difficulty.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

BINDU S REDDY

4AL19MBA12

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EXECUTIVE SUMMARY

It is a study on Employee Engagement and its Impact on Employee Retention is a promising region in organisation. The reason for this project is to analyse the impacts of Employee Engagement on their Employee Retention. I directed an overview from 80 representatives working in JSL organization.

This study helps to understand what is needed to improve further in employee engagement and retention. Some of the observations have given the ideas to identify where there is a gap and through this study some suggestions have been given to bridge the gap. In general, the survey conducted yields the result with which can conclude that the employees share a relationship of trust in the organization. Organization is following many employee engagement strategies which helps to retain the employees effectively

This report is divided into five chapters. The first chapter of this study deals with introduction that presents the industry profile and company profile, in order to understand the organisation on which the study is carried on.

The second chapter of the study deals with theoretical concept and literature review on employee engagement and employee retention. The third chapter deals with research design with reference to the study. The fourth chapter of the study is about analysis and interpretation. The fifth chapter of the study is about the findings, conclusion and suggestions of the data.