

TITLE OF PROJECT

**AN ANALYSIS ON EMPLOYEE ENGAGEMENT PRACTICES IN IT
INDUSTRY WITH REFERENCE TO WIPRO LTD**

Submitted in partial fulfilment of the requirement of the degree

OF

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ENROLMENT NO.....

Under the Supervision of XXXXXXXXXXXXX



Name of the Department

Name of the Faculty

Mangalayatan University, Beswan, Aligarh

MONTH, YEAR

DECLARATION

I hereby declare that this thesis entitled “TITLE OF PROJECT” by NAME OF STUDENT, being submitted in fulfillment of the requirements for the Degree of Doctor of Philosophy in NAME OF SUBJECT under Faculty of Department of..... Mangalayatan University, Beswan, Aligarh, during the academic year _____, is a bonafide record of my original work carried out under guidance and supervision of NAME OF SUPERVISOR, DESIGNATION, DEPARTMENT and Co- supervision of NAME OF SUPERVISOR, DESIGNATION, DEPARTMENT has not been presented elsewhere.

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I want to sincerely thank my supervisor, "Name of Supervisor," and cosupervisor, "Name of Co-Supervisor," for providing me with this chance. Without his/her creative ideas and unwavering support and encouragement, I could never have advanced my thesis to this point.

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(Name of Student)

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TABLE OF CONTENTS

ABSTRACT	5
CHAPTER 1: INTRODUCTION	6
1.1 Research Background	6
1.2 Research Problem	6
CHAPTER 2: COMPANY PROFILE	7
CHAPTER 4: LITERATURE REVIEW	8
CHAPTER 4: RESEARCH METHODOLOGY	9
CHAPTER 5: DATA ANALYSIS	10
CHAPTER 6: SUMMARY OF RESULTS.....	13
CHAPTER 7: SUGGESTIONS.....	15
REFERENCES	Error! Bookmark not defined.
ANNEXURE-QUESTIONNAIRE	17

ABSTRACT / EXECUTIVE SUMMARY

There are a lot of problems with the available talent and how it is being used in the Indian IT sector. Keeping the workforce highly engaged is essential for sustaining high levels of motivation. The most important factor in employee engagement is trust in management. Everyone on staff should have a basic understanding of the company's purpose, its long-term objectives, and the steps needed to reach them. Management and staff may gain each other's confidence via effective communication and proper transaction. Organizations increasingly recognize that in the contemporary and changing commercial landscape, human resources constitute the most precious asset requiring effective management. Attracting elite talent is insufficient; it is also essential to maintain their motivation and commitment to the organization's objective. The origins of engagement are as old as mankind, while the phrase "employee engagement" (EI) has only recently spurred study and personnel in sectors like as Information Technology (IT) and IT-enabled services (ITS). We shall analyze the origins of engagement techniques to elucidate and delineate employee engagement as it is now used by firms. Technological Advancements in Information and Communication The IT-ITS industry is rapidly evolving and facing intense competition, hence transforming the framework of business quality in India. The Indian IT and ITeS industry include divisions such as IT services, business process management, hardware and software products, and engineering services. When it comes to India's economic transformation and its return to a prominent place in the global economy, the information technology sector is an essential player. Several multinational IT companies have established innovation centers in India, capitalizing on the country's abundance of inexpensive, highly skilled workers and promising business opportunities. This has helped elevate India's profile in the intellectual property arena. The Indian education sector has also felt the effects of the industrial development, which has generated tremendous demand for STEM (science, technology, engineering, and mathematics) courses. Despite the positive effects of the vendors, the sector is encountering significant external and internal obstacles. For the external challenges, we may thank the ever-changing socioeconomic, political, and legal situations across the world. As a result of talent shortages, cultural influences on performance, disengaged workers, and rising employee insecurity, trade unionism threatens to disrupt the internal balance of India's IT sector.

CHAPTER 1: INTRODUCTION

1.1 Research Background

The purpose of this research paper was to analyze the levels of employee engagement and productivity in the Indian IT industry, specifically looking at Wipro Ltd., identify the factors that contribute to employee engagement, and propose ways to improve employee engagement in the studied industry. Any organization really values employee engagement. It encourages teams to make incremental improvements and has a significant impact on the business's bottom line. The purpose of employee engagement is to encourage workers to give their all on the job and remain dedicated to the organization's objectives. It is often understood as the degree to which workers care about and give their jobs their all on the job. Engaged Compared to their competitors, our employees are more motivated and productive. An organization's key business outcomes are directly impacted by employee engagement. As a result, you may put up a team that is ready to tackle any challenge that comes their way: dynamic, focused, and skilled. Additionally, a business that has an engaged and happy workforce is more appealing to job seekers and helps promote the brand. There are several ways to increase employee work satisfaction, one of which is employee engagement. People who are actively involved in their employment report higher levels of job satisfaction. Organizational success and employee productivity are driven by a positive workplace culture that is built on employee engagement. When workers are happy in their roles, they give their all to their work and strive to perform better overall.

1.2 Research Problem

As a cost-cutting measure, every company is concentrating on HR retrenchment. Worldwide corporations are cutting jobs, including Wipro, Dell, IBM, and many more. When faced with such a situation, many might wonder how businesses may boost their output while having a smaller workforce. One of the factors that could help us answer this issue is employee engagement. The position of Chief Executive Officer is being renamed to Chief Engaging Officer. Reviewing the notion of employee engagement, how it might be performed in the corporate world, and what drives employee engagement are the objectives of this paper.

CHAPTER 2: COMPANY PROFILE



Wipro Ltd is a multinational corporation specializing in information technology, consulting, and outsourcing, employing 145,000 people across 57 countries and serving over 900 customers.

Wipro leverages its broad industry knowledge, profound technology skills, comprehensive service portfolio, and vertically integrated business strategy to enhance client operations. With over 55 dedicated new technologies, we offer our customers the most advanced business capabilities.

Globally, Wipro is recognized for its innovative methodology in providing corporate value and its commitment to sustainability. The use of kapil and tartan, two natural resources, is maximized in the wipro contests. We are presently a dependable option for worldwide corporations aiming to distinguish themselves and differentiate fundamentally via technological innovation.

Contemporary organizations must rapidly transform and adapt more effectively to evolving client needs. Wipro is well-positioned to support enterprises in their transformation endeavors, identify new growth prospects, and penetrate more markets and industries.

Milestones

One of the most reputable brands in the world, Wipro, has a lengthy history. Here is a brief overview of your journey to date:

- Founded in 1945 as Modern India Vegetable Products Limited in Ŝmalner, Maharashtra
- In February 1946, IP for hospital
- Started working in the fledgling IT sector in 1981.

CHAPTER 4: LITERATURE REVIEW

An approach to business management known as employee engagement, work engagement, or worker engagement. A person is considered a "engaged employee" if they are completely devoted to and enthusiastic about their job, and they will behave in a manner that benefits their organization. To comprehend the effect of engagement, most modern meta-analysis may be helpful. This initiative garnered considerable attention within the business community due to the correlations between employee engagement and favorable business outcomes, including talent retention, customer service, individual performance, team performance, business unit productivity, and even enterprise-level financial performance. These works have emerged within an environment of variety. In 2020, Schneider and associates examined the directions of causation. The study of corporate motivation, initiated in the 1920s, serves as the foundation for employee engagement. To predict collective effort and combat readiness prior to engagement, US military studies during WWII emphasized the significance of morale inside organizations. Mortar scores were used as indicators of speed, quality, and militancy in the postwar mass production system that necessitated cohesive execution. A phrase was required to characterize a person's emotional connection to the company, colleagues, and the role, in alignment with the recommendations of knowledge workers and the focus on individual talent management (stars). Employee engagement is fundamentally composed of fifteen attitude drivers.

Creating involvement:

The significance of workplace connections, organizational values, and work quality are interconnected and correlated with critical job outcomes, as shown by current studies. Merely 31% of disengaged employees feel they can enhance the quality of their organization's products, in contrast to 84% of highly engaged employees who share this conviction. From the employee's perspective, "outcomes" may vary from profound commitment to total severance from the organization. Research published in the Gallup Management Journal indicates that just 29% of employees are actively engaged in their job. These "engaged" employees possess a profound emotional commitment to their organization and do their responsibilities with fervor. Approximately seventy-five percent of the company divisions surpassed the media on employee engagement.

CHAPTER 4: RESEARCH METHODOLOGY

Data Collection Method

In order to accomplish the project's goals, both primary and secondary data are needed. Thus, for the research, both primary and secondary data were employed.

1. Primary Data: A questionnaire was used to collect primary data, and the workers' replies were utilized to inform the research.

2. Secondary Data: Journals, journals, newspaper articles, books, periodicals, annual reports, business circulars, libraries, e-libraries, search engines, and more resources are often used sources for secondary data.

Sampling Plan

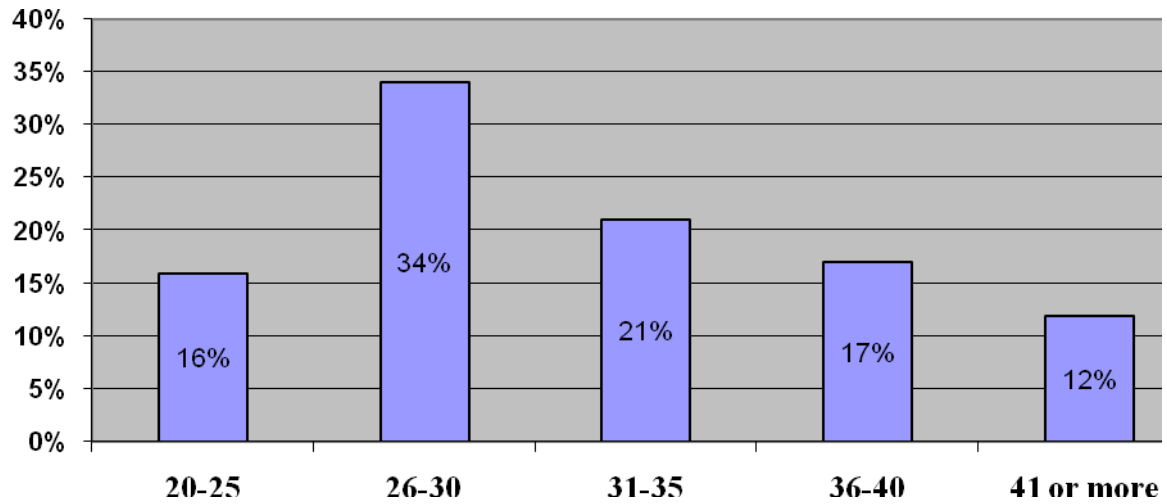
Sample size – 100 Employees selected.

Sampling Unit – Delhi/NCR

Sampling Method – Convenient Sampling

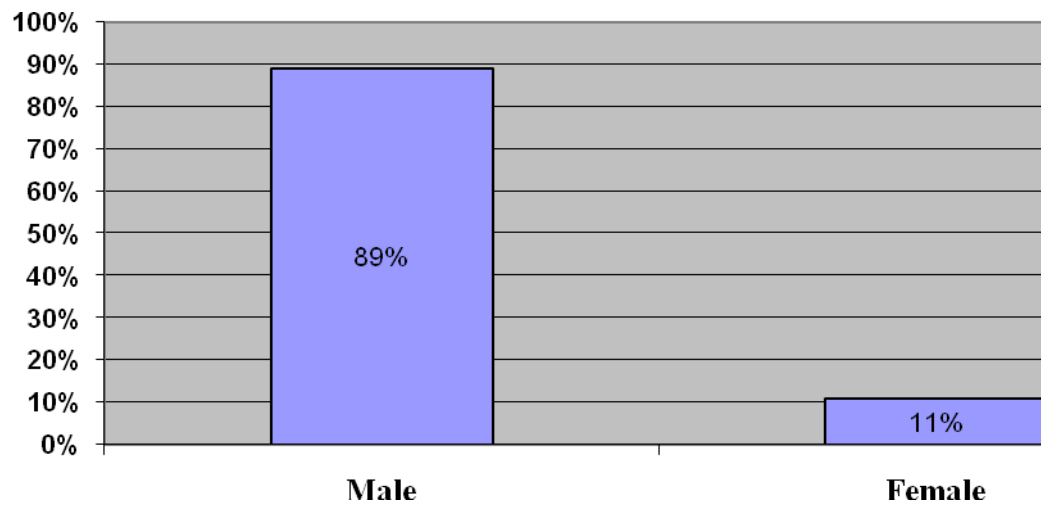
CHAPTER 5: DATA ANALYSIS

Q1. Age



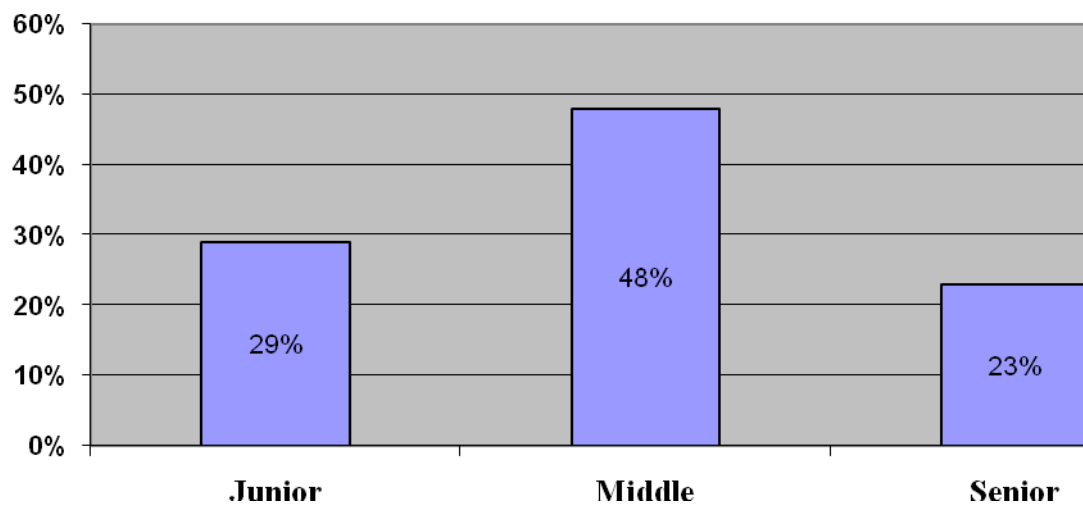
16% of respondents were in the 20–25 age range. However, 21% of respondents were in the age range of 31 to 35.

Q2. Gender



89% respondents were male and rest were female

Q3. Job Level



Junior level respondents made up 29% of the sample, while senior level respondents made up 23%.

CHAPTER 6: SUMMARY OF RESULTS

Indian IT sector in its challenging course of action is focusing on exclusive engagement strategies bottom lined with the principles of communication, appreciation, rewards, recognition & care. The present day witnesses the transformation of the workplace into a „nurturing hub“ of employees where their personal & professional aspirations are taken care of in an imperative manner; identifying the critical role played by employee engagement in enhancing the overall performance of the organization.

Earlier the scope of employee engagement was very much limited & it just existed as an extension of employee satisfaction & motivation policies. So it is very important to analyze the changing trends in “Employee engagement” as the reliability & validity of the newly added factors remains as prospective research areas in employee engagement.

The emerging trends in “Employee Engagement” can be explained briefly to understand the transformation that has happened in the concept. The twenty first century organizations stresses on the importance of open communication in organizations. Organizations conduct special events & webcasts to encourage the employees to open up with the seniors & top management so that a sense of transparency & belongingness can be nurtured in the organizations. An open organizational culture is definitely a booster for effective employee engagement.” Social media has proved to be an effective tool for external activities such as branding, marketing & recruiting .Recently social media has been adopted as a tool to enhance internal organizational communication, collaboration, innovation & knowledge sharing amongst the employees. Both public as well as companies’ internal social media platforms are made available to the employees

Communication has become the watch word of success today & identifying this pulse organizations are trying to impart open, informal communication among the employees through blogs, which is an effective medium for healthy discussions & expressions. Such initiatives help the organization to boost up creative ideas as well as to create an emotional bonding among the employees & also with the organization

Organizations are well aware about the precedence of knowledge in this era of cut - throat competition & arrange for ample facilities to impart knowledge & higher education for their

employees. Collaboration with world class universities has now evolved as a new engagement strategy.

CHAPTER 7: SUGGESTIONS, CONCLUSION AND RECOMMENDATIONS

It is important for IT organizations to embrace a holistic "Employee Engagement" approach that supports and enhances the personal, professional, and social lives of their employees by taking gender and generational differences into consideration. "Employee engagement" need ongoing investigation and testing due to its delicate and intricate nature. Going for a one-size-fits-all solution is a challenging task since the "Employee Engagement" programs of any organization embody its culture, values, and prerogatives. This research acknowledged the limitations and proposed a "Employee Engagement Model" that might serve as a standard foundation for employee engagement programs in IT organizations.

An emotional bond between employees and the organization can be fostered through various organizational initiatives aimed at ensuring quality time for employees. This, in turn, can lead to a tendency to work productively during work hours. It is essential for IT employees to consistently upgrade their abilities and undergo training in order to keep up with the rapid advancements in technology. Employing training and higher education programs consistently gives employees many opportunities to develop and improve in their careers. Offering a space for employees to showcase their creative and innovative ideas will undoubtedly increase their motivation and commitment to the organization. Research indicates that employees who are highly motivated and committed are more likely to be actively involved in their job.

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ANNEXURE-QUESTIONNAIRE

Q1. Age

20-25

26-30

31-35

36-40

41 or more

Q2. Gender

Male

Female

Q3. Job Level

Junior

Middle

Senior

Please rate the following from 1 to 5 in terms of your retention

Where 5 means strongly agree and 1 means strongly disagree

Q4. I feel satisfied with my job

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q5. I feel supported in career goal

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q6. Grievances are properly addressed and resolved

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q7. There is proper upward and downward communication in the company

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q8. I am free to express my ideas and opinions

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q9. There is transparency of information in the company

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree