

“A Case Study On Employee Engagement “At Hdfc Life Insurance

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Abstract

Recent Years Have Seen Employee Engagement Become A Hot Topic. Despite This, The Topic Is Still A Hot One. There Is Not Enough Academic Literature And Little Information About How Management Can Influence Employee Engagement. The Lack Of A Common Definition Of Employee Involvement Is One Of The Major Challenges In Today's Field Of Employee Engagement. Kahn, One The Pioneers Of The Field Of Employee Involvement, Defines Employee Engagement As "Harnessing The Organization Members." Employee Engagement Is The Level Of Commitment That Employees Have, Both Emotionally And Intellectually, To The Organization's Mission And Work. An Employee's Engagement Can Be Described As A Higher Level Of Ownership, Where They Want To Do Their Best For Their Customers And Internal Customers. Engagement Is Not A Passing Trend. It Has Clear Business Benefits. Engagement Can Be Seen As A Competitive Advantage. It Is Difficult To Raise Engagement Levels And Maintain Them. This Is Why It Takes Effort And Commitment. Positive Engagement Statements Show A Positive Attitude And Pride In The Company's Products. Bad Experiences Can Be Prevented And Minimized By Organizations. They Must Also Ensure That Employees' Needs, Including Those Of Professionals, Are Met.

Keywords: Skill Development Programme, Tribes Of Telangana, Khammam District, Kothagudem, Palwanha&Bhadrachalam.

1. Introduction

Employee Involvement In Recent Years Has Been A Hot Issue. Nevertheless The Critical Academic Literature On This Topic Remains Lacking, And It Is Largely Unknown How Management May Affect Employee Engagement. The Absence Of A Common Definition Of Employee Engagement Is One Of The Numerous Difficulties Today In The Area Of Employee Engagement. Kahn, One Of The Pioneers In Employee Engagement, Describes Employee Participation As The "Reinforcement Of Members' Organizations. Employee Commitment Is The Degree To Which The Employee's Emotional And Intellectual Commitment To The Organization's Job, Purpose, And Vision Exists. Commitment May Be Viewed As A Higher Degree Of Ownership, Where Each Employee Wants To Do All Possible For Its Domestic And Foreign Consumers To Benefit. Commitment Is More Than A Mode - It Offers Real Commercial Advantages. Commitment Is Regarded As A True Competitive Advantage. However, It Requires Time, Effort, Dedication And Investment To Increase And Sustain Commitment Levels - It Is Not Half-Hearted. Favorable Answers To The Commitments Show A Positive Attitude About The Organization's Products And Its Pride In Them. Organizations Have To Work Hard To Avoid Negative Experiences And To Limit Their Effect. They Must Also Guarantee That Development Requirements Of Employees (Including Professional Special Needs) Are Addressed Seriously; That The Responsibilities Of Support Workers Are Paid Attention And Values And That The Interests Of Longer-Serving Employees Are Maintained. Each Organization Is Distinct And There Are Numerous Variables That Influence Fundamental Results; However, Participation Ratings May Serve As Significant Indicators Of Long-Term Success. In Their Hr Scorecards, Some Companies Utilize Engagement Values As Lead Metrics. If A Company Can Demonstrate The Connection Between Commitment Values And The End Results, Everyone Pays Attention To The Commitment Index. Establishing A Crucial Connection

Between People And Performance Helps Hr Practitioners Demonstrate That Initiatives Linked To People Are A Good Investment.

Need To Be Studied Human Resources Managers In India Continue To Fight, Especially Retention, With Talent Management Problems. Hr Experts Have Used Ideas Such As Employee Evaluation, Employee Satisfaction And Employee Enjoyment To Discover The Optimal Method To Retain Workers. The Newest Notion Is "Employee Engagement," A Concept Which Argues That It Is The Extent To Which An Employee Is Emotionally Connected With His Company And Is Enthusiastic About His Job. The Goal Is To Motivate Workers To Achieve Their Best. A Dedicated Employee Gives His Company Its 100%. The Quality Of A Company's Production And Competitive Advantage Rely On Its People's Quality. It Was Shown That The Connection Between Employee Engagement, Customer Loyalty And Profitability Is Fundamental. When Workers Work With Their Organization Successfully And Favorably They Establish An Emotional Connection To The Business. This Affects Their Attitude Towards The Customers Of The Business And Therefore Enhances Customer Satisfaction And Service.

Objectives Of The Trial

1. Identify The Superior Subordinate Relationship That Improves Employee Participation.
2. To Find Out The General Happiness Of Workers At Work.
3. Propose Ways To Improve Workplace Involvement Of Workers.
4. To Identify The Different Variables Related To Employee Participation.

Scope Of The Survey

Employee Participation Refers To The Collaboration Between Its Workers And The Organization In Which Everyone Collaborates To Accomplish Organizational And Employee Objectives. It Is A Tool That Determines Employee Connection With Organization. The Workers Are More Focused On The Benefit Of The Business Than On Their Own Personal Objectives. They Constantly Transmit Good Vibration Or Words And Strive To Make The Workplace More Comfortable. To Assess The Degree Of Employee Engagement, To Examine The Position And Commitment Of Workers Towards Their Company. To Ensure The Friendliness, Comfort And Productivity Of The Workplace And Culture, Staff Retention. Reduces Absenteeism And Improves Company Development.

The Methodology Of Research

After A Comprehensive Investigation And Analysis Of Situational And Associated Variables, Methodology Is Simply The Process Of Finding Solutions To A Problem. Business Research Is An Organized And Methodical Attempt To Examine A Particular Issue In The Workplace That Requires A Solution.

This Study Is Carried Out Through Primary And Secondary Data Collection And Analysis.

Sourceofdata

Primary Source: Primary Data Have Been Gathered Through Surveys, Interviews And Discussion With Employees, Managers And Managers In The Business Involved.

Secondary Source: Secondary Data From Both Internal And External Sources Are Gathered.

The Internal Source Contains Brochures, Publications, Etc. Books, Newspapers, Magazines, Newspapers And The Internet Are External Sources.

Data Analysis: The Gathered Data Is Examined And Displayed By Pie Graphs And Bar Graphs Utilizing Percentages For Analysis And Interpretation.

Sample Size: Samples Are Selected From 100 Respondents Using The Non-Random Convenience Sampling Method. The Respondents Were Selected From The Company's 13 Departments. The Staff Who Participated In The Training Programs To Determine The Rate Of Efficiency Of The Training Programme.

Procedure: Data Were Gathered Via Questionnaire Survey. Participants From All Hdfc Bank Life Insurance Divisions Were Chosen. The Coordinator Was Notified Of The Selection Of The Participants Well In Advance. The Organizer Arranged For The Participants To Meet. The Participants Were Told About The Purpose Of The Survey And The Question Was Asked To Prevent Ambiguities, And The Participants Were Informed That Their Identity Was Private And That The Response Was To Avoid Biases That Allowed Us To Get Free And Honest Responses From The Participants.

The Study Limitations

1. Since Quality Is A Wide Subject, I Have Restricted A Certain Area To Which Competent And Unqualified Workers Are Examined.
2. Employees Are Busy On Their Schedule, So That Responses Are Tough To Obtain
3. Questionnaire And Direct Interviews Were Carried Out For Chosen Samples Only.
3. It Is A Time-Consuming Procedure For Responders To Get Answers.

ii Review Literature

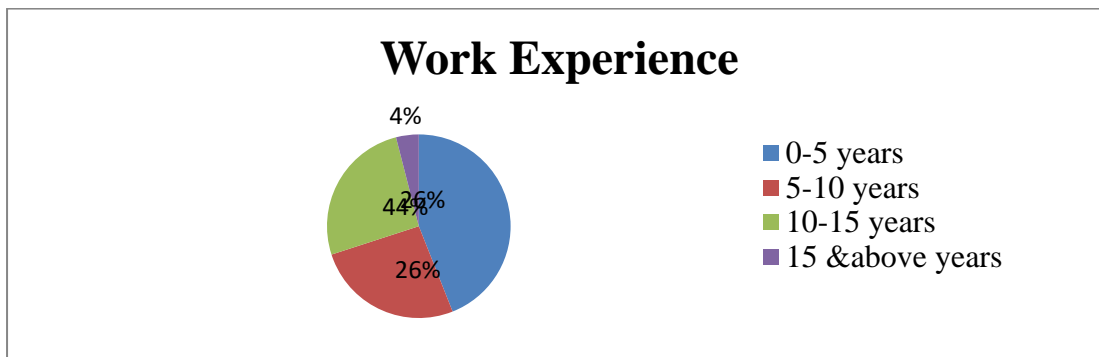
Employees May Be Involved In One Area Rather Than The Other. The More An Employee Was Involved In Each Area, The Greater His Total Personal Commitment. During Everyday Work, Khan Affirmed That Workers

Experienced Degrees Of Personal Commitment Or Disengagement. Commitment Happened When One Was Emotionally And/OR Cognitively Alert To Others. Disengaged Staff Separate From Their Jobs And Retire Intellectually And Emotionally. Their Performance Was Incomplete And Effortless, Automatic Or Robotic (Khan, 1990). Mccashland (1999) Described Ee As A Commitment Or Dedication To The Employee - An Emotional Consequence Arising From The Essential Aspects Of The Job. Miles Defined It As Engaging All Workers In Cascades That Provide An Intense Knowledge, Discussion, Feedback And Responsibility, Empowering Individuals To Align Their Sub-Units, Teams And Individual Tasks Creatively With The Big Change In The Entire Company (Miles, 2001). Harter, Schmidt & Hayes (2002) Defined It As Both The Engagement And Passion For The Job Of The Person. Harter And Schmidt Redefined The Workplace Along With Keyes As "Cognitive And Emotional Background" (Harter, Schmidt & Keyes, 2003, P. 205). Employee Engagement Is Thus The Degree Of Dedication And Participation Of An Employee Towards His Company And Its Ideals. A Committed Employee Knows The Business Environment And Works With Colleagues To Enhance Performance In The Workplace In Favor Of The Company. The Company Must Strive To Promote And Foster A Commitment That Demands A Two-Way Connection Between Employer And Employee." Thus Employee Involvement Is A Gauge That Indicates A Person's Connection With The Company. Ee's Many Theoretical Frameworks In Literature, Particularly Burnout And Time, Have Been Taken Up. Some Study Describes 'Commitment' As The Theoretical Antithesis To Burnout (Halbesleben, 2003; Montgomery, Peters, Schaufeli, Den Ouden, 2003). Others Believe That Burnout Is A Basic Notion Evaluated Against A Stress Continuum That Has Nothing To Do With Ee. For Employees Globally, Burnout Has Become An Essential Element. Burnout And His Alleged Corollary Commitment Were Shown To Be Mediators In Most Working Partnerships (Leiter&Phyllis, 2002). It Has Been Suggested That It Is Essential To Find Ways To Reduce Burnout And Promote 'Work Involvement' In Maintaining Competent Personnel (Laub, 1998). Halbesleben (2003) Studied A Variety Of Problems Relating To Burnout And Engagement Measurement And Procedure. First Of All, Halbesleben Presented Proof That A New Burnout Assessment Addressed Some Of The Shortcomings Of The Popular Maslach Burnout Inventory Was Factorial And Constructive. Halbesleben Examined The Function Of Political Views As A Precedent Of Burnout And The Role Of Motivation As A Mediator In The Connection Between Burnout And Performance At Work. Some Theorists, Like Goddard (1999), Define The Commitment And Commitment To The Job As Time Spent. Commitment Is Defined By Physical And/OR Mental Presence

iii Data Analysis

1. Total Years Of Work Experience In The Hdfc Life Organization?

S.No.	Particulars	No. Of Respondents	Percentage
1.	0-5 Years	44	44%
2.	5-10 Years	26	26%
3.	10-15 Years	26	26%
4	15 & Above Years	4	4%
	Total	100	100%



Interpretation:

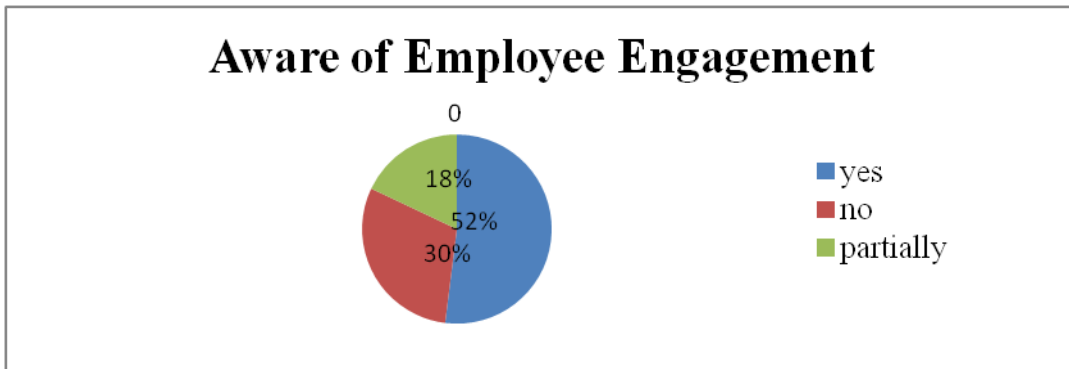
From The Above Analysis The Number Of Employees 44(44%) Are 0-5 Years, 26(26%) Are 5-10 Years, 26(26%) Are 10-15 Years, 4(4%) Are 15 And Above Years Are Working In The Hdfc Life Organization.

Inference:

It Has Been Observed That Most Of The Employees Are Working 0-5 Years In The Hdfc Life Organization.

2. Are You Aware Of Hdfc Life Employee Engagement In The Organization?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Yes	52	52%
2.	No	30	30%
3.	Partially	18	18%
	Total	100	100%



Interpretation:

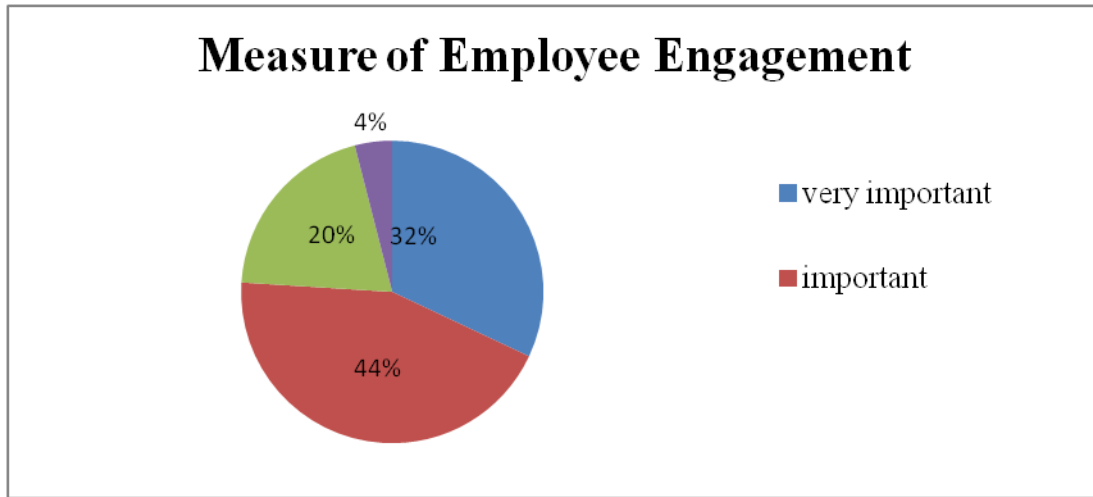
From The Above Analysis The Number Of Employees 52(52%) Are Aware,30(30%) Are Not Aware,18(18%) Are Partially Aware Of Employee Engagement In The Hdfc Life Organization.

Inference:

It Has Been Observed That Most Of The Employees Are Aware Of Employee Engagement In The Hdfc Life Organization.

3. How Important Is It For The Hdfc Life Organization To Measure Employee Engagement?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Very Important	32	32%
2.	Important	44	44%
3.	Somewhat Important	20	20%
4	Not Important	4	4%
	Total	100	100%



Interpretation:

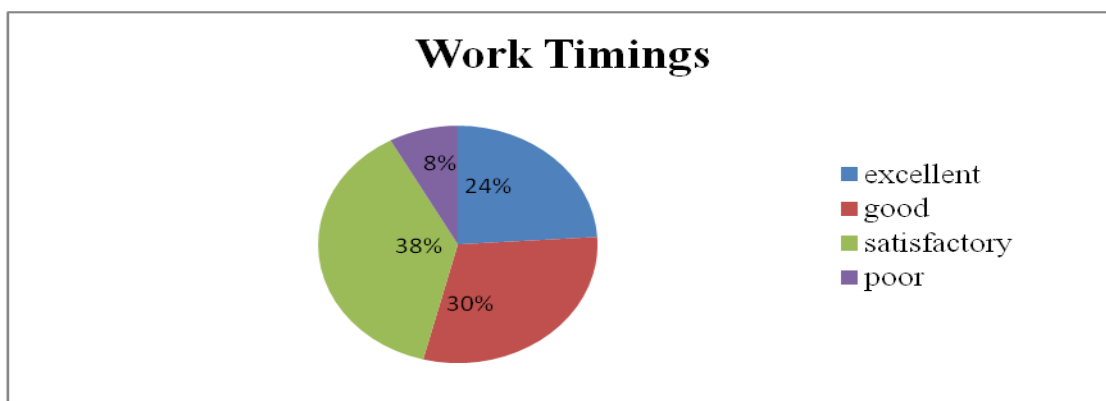
From The Above Analysis The Number Of Employees 32(32%) Are Feel That It Is Very Important, 44(44%) Are Feel Important, 20(20%) Are Feel Somewhat Important, 4(4%) Are Feel Not Important To Measure Employee Engagement In The Hdfc Life Organization.

Inference:

It Has Been Observed That Most Of The Employees Feel That It Is Important To Measure Employee Engagement In The Hdfc Life Organization.

7. Are You Satisfied With The Work Timings Of The Hdfc Life Organization?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Excellent	24	24%
2.	Good	30	30%
3.	Satisfactory	38	38%
4	Poor	8	8%
	Total	100	100%



Interpretation:

From The Above Analysis The Number Of Employees 24(24%) Are Satisfied, 30(30%) Are Satisfied, 38(38%) Are Satisfied, 8(8%) Are Satisfied With The Work Timings Of The Hdfc Life Organization.

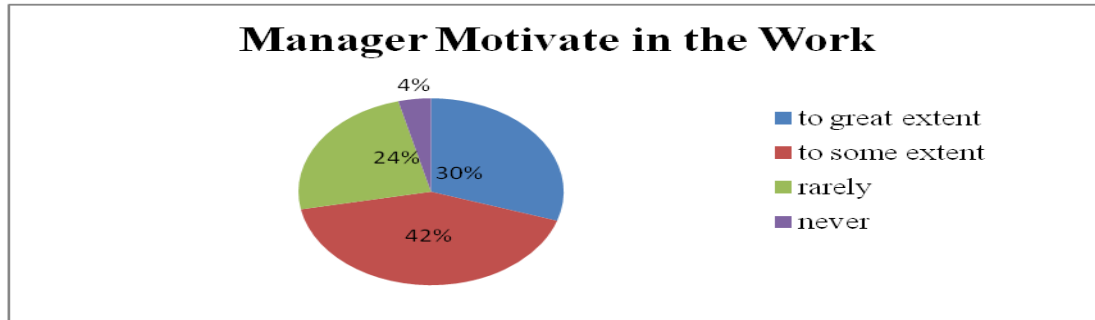
Inference:

It Has Been Observed That Most Of The Employees Are Satisfied With The Work Timings Of The Hdfc Life Organization.

8. Does Your Manager Motivate You In The Work?

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S.No.	Particulars	No. Of Respondents	Percentage
1.	To Great Extent	30	30%
2.	To Some Extent	42	42%
3.	Rarely	24	24%
4	Never	4	4%
	Total	100	100%



Interpretation:

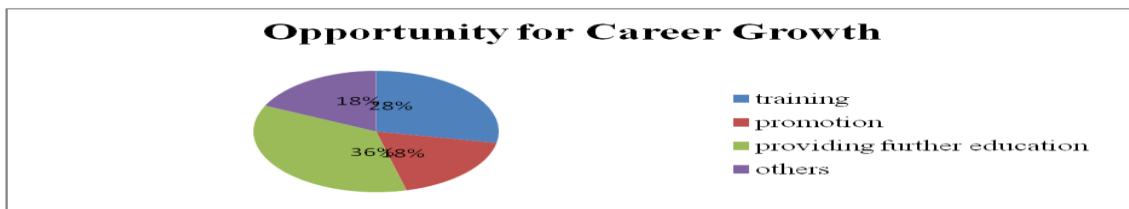
From The Above Analysis The Number Of Employees 30(30%) Are Feel That To Great Extent, 42(42%) Are Feel To Some Extent, 24(24%) Are Feel Rarely, 4(4%) Are Employees Feel That The Manager Never Motivates Them In Work In The Organization.

Inference:

It Has Been Observed That Most Of The Employees Feel That To Some Extent The Manager Motivates Them In The Work.

9. How Does The Hdfc Life Organization Provides An Opportunity For Your Career Growth?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Training	28	28%
2.	Promotion	18	18%
3.	Providing Further Education	36	36%
4	Others	18	18%
	Total	100	100%



Interpretation:

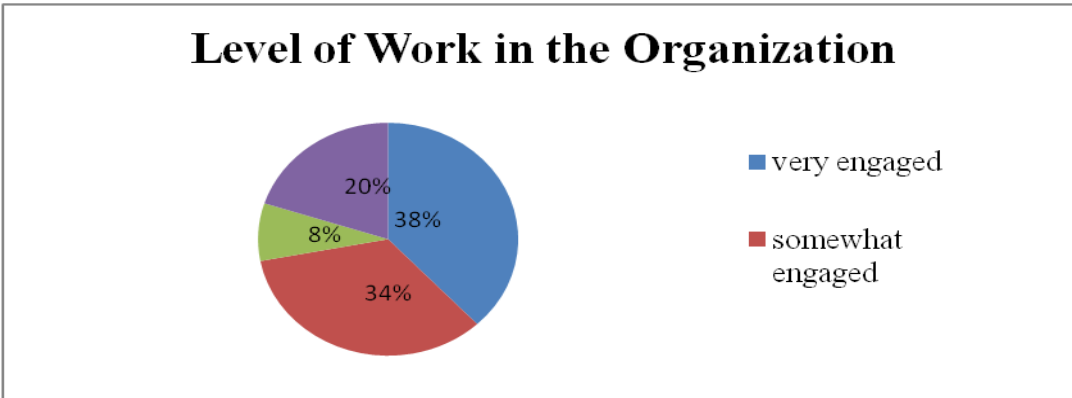
From The Above Analysis The Number Of Employees 28(28%) Are Feel Training, 18(18%) Are Feel Promotion, 36(36%) Are Feel Further Education,18(18%) Are Feel Others Facilities Helps Their Career Growth Provided By The Hdfc Life Organization.

Inference:

It Has Been Observed That Most Of The Employees Feel That By Providing Further Education Can Help Their Career Growth In The Hdfc Life Organization

11. How Would You Rank Your Level Of Work In The Hdfc Life Organization?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Very Engaged	38	38%
2.	Somewhat Engaged	34	34%
3.	Not Engaged	8	8%
4.	Actively Engaged	20	20%
	Total	100	100%



Interpretation:

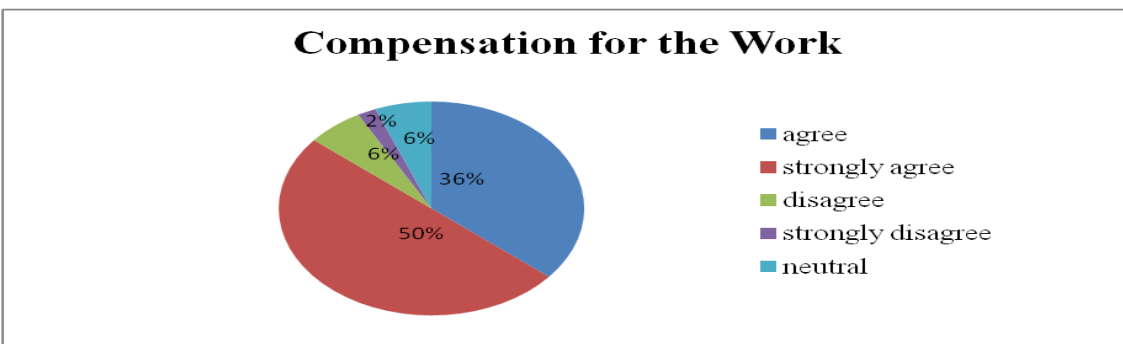
From The Above Analysis The Number Of Employees 38(38%) Are Ranked Very Engaged, 34(34%) Are Ranked Somewhat Engaged, 8(8%) Are Ranked Not Engaged, 20(20%) Are Ranked Actively Engaged In Their Level Of Work In The Hdfc Life Organization.

Inference:

It Has Been Observed That Most Of The Employees Are Ranked Very Engaged In Their Level Of Work In The Hdfc Life Organization.

12. Does The Hdfc Life Organization Give Fair And Adequate Compensation For The Work You Have Done?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Agree	36	36%
2.	Strongly Agree	50	50%
3.	Disagree	6	6%
4.	Strongly Disagree	2	2%
5.	Neutral	6	6%
	Total	100	100%



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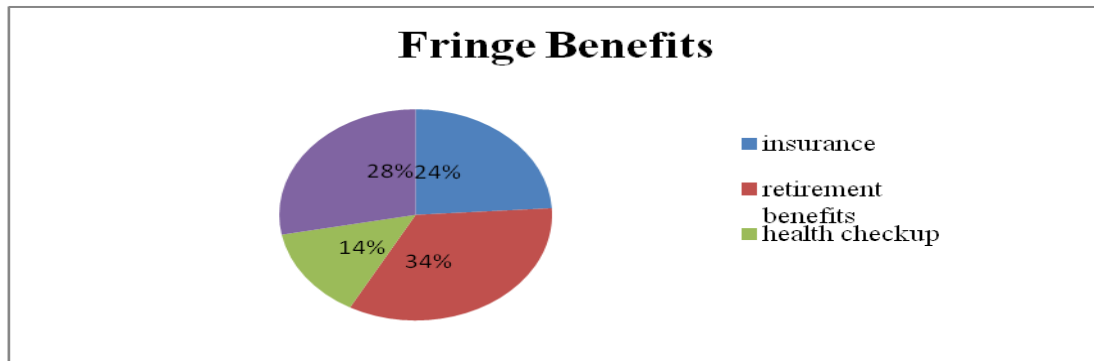
From The Above Analysis The Number Of Employees 36(36%) Are Agree, 50(50%) Are Strongly Agree, 6(6%)Are Disagree, 2(2%)Are Strongly Disagree, 6(6%) Are Neutrally Says That The Hdfc Life Organization Gives The Fair And Adequate Compensation For The Work They Have Done.

Inference:

It Has Been Observed That Most Of The Hdfc Life Employees Strongly Agree That The Organization Gives The Fair And Adequate Compensation For The Work They Have Done.

14. Does The Hdfc Life Organization Provide Fringe Benefits To You?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Insurance	24	24%
2.	Retirement Benefits	34	34%
3.	Health Checkup	14	14%
4	All The Above	28	28%
	Total	100	100%



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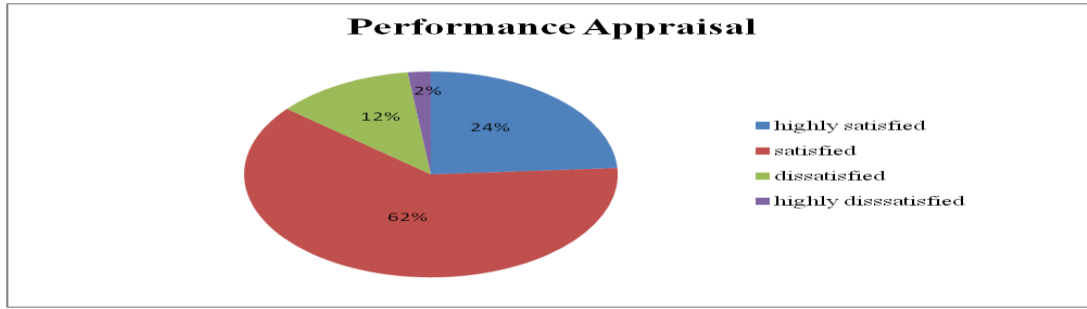
From The Above Analysis The Number Of Employees 24(24%) Are Insurance Benefits, 34(34%) Are Retirement Benefits, 14(14%) Are Health Checkup Benefits, 28(28%) Are All The Above Benefits Provided By The Hdfc Life Organization.

Inference:

It Has Been Observed That Most Of The Employees Are Having The Retirement Benefits Which Are Provided By The Hdfc Life Organization

15. Are You Satisfied With The Performance Appraisal System?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Highly Satisfied	24	24%
2.	Satisfied	62	62%
3.	Dissatisfied	12	12%
4	Highly Dissatisfied	2	2%
	Total	100	100%



Interpretation:

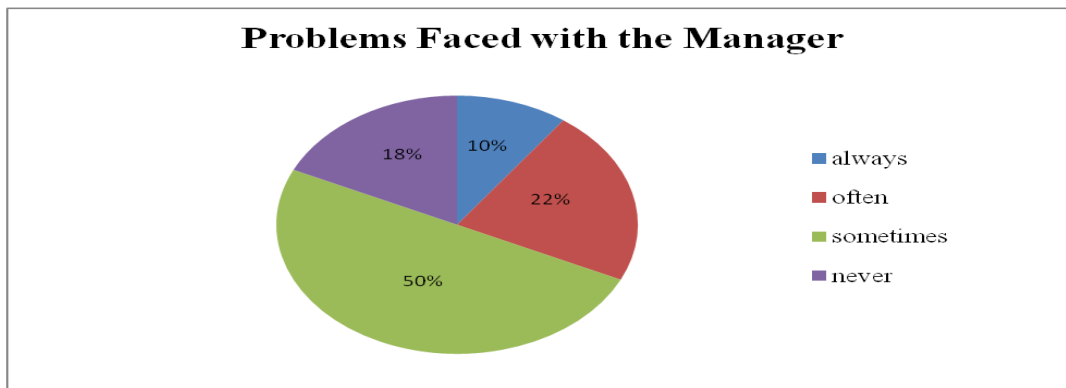
From The Above Analysis The Number Of Employees 24(24%) Are Highly Satisfied, 62(62%) Are Satisfied, 12(12%) Are Dissatisfied, 2(2%) Are Highly Dissatisfied With The Performance Appraisal System In The Organization.

Inference:

It Has Been Observed That Most Of The Employees Are Satisfied With The Performance Appraisal System In The Organization.

16. Have You Faced Problems With Your Manager?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Always	10	10%
2.	Often	22	22%
3.	Sometimes	50	50%
4	Never	18	18%
	Total	100	100%



Interpretation:

From The Above Analysis The Number Of Employees 10(10%) Are Always Faced Problems, 22(22%) Are Often Faced Problems, 50(50%) Are Sometimes Faced Problems, 18(18%) Are Never Faced Problems With The Manager In The Organization.

Inference:

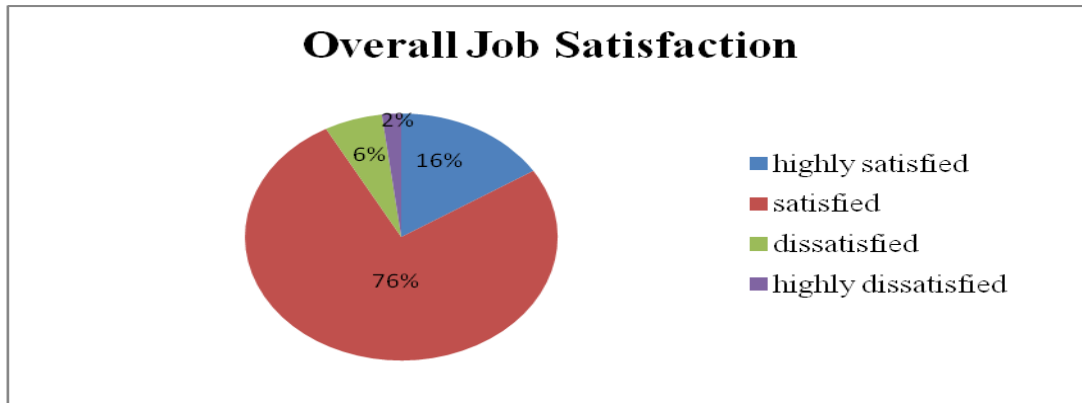
It Has Been Observed That Most Of The Employees Sometimes Faced Problems With Their Manager In The Organization.

18. What Do You Think About Overall Job Satisfaction Level?

S.No.	Particulars	No. Of Respondents	Percentage
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1.	Highly Satisfied	16	16%
2.	Satisfied	76	76%
3.	Dissatisfied	6	6%
4.	Highly Dissatisfied	2	2%
	Total	100	100%



Interpretation:

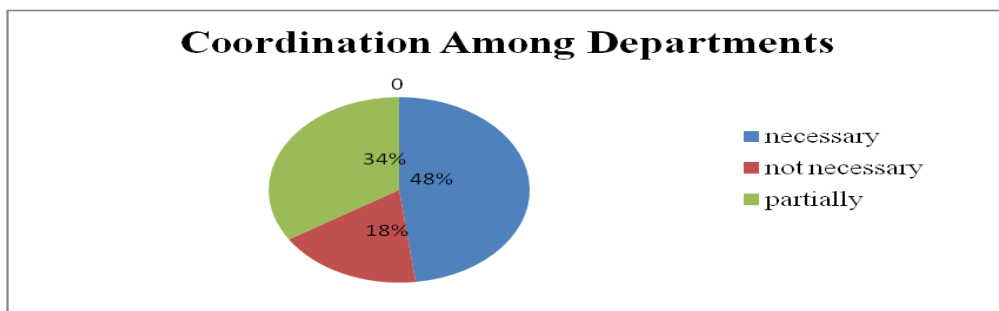
From The Above Analysis The Number Of Employees 16(16%) Are Highly Satisfied, 76(76%) Are Satisfied, 6(6%) Are Dissatisfied, 2(2%) Are Highly Dissatisfied With The Overall Job Satisfaction Level.

Inference:

It Has Been Observed That Most Of The Employees Are Satisfied With The Overall Job Satisfaction Level.

20. What Do You Think Coordination Among Department Should Be?

S.No.	Particulars	No. Of Respondents	Percentage
1.	Necessary	48	48%
2.	Not Necessary	18	18%
3.	Partially	34	34%
	Total	100	100%



Interpretation:

The Above Analysis Shows That 48 (48%) Employees Feel That Coordination Between Departments Is Essential, 18 (18%) Feel That It Is Not Necessary And 34 (34%) Feel That Coordination Between The Departments Is Only Partial.

Inference:

Most Employees Believe That Coordination Is Necessary Between Departments Within The Organization.

Findings

Employees Feel It Is Important For The Company To Measure Employee Engagement.

They Are Happy With The Work Hours Of The Hdfc Life Organization.

Employees In Hdfc Life Are Highly Engaged.

Hdfc Life Provides Further Education To Employees For Their Career Growth.

Hdfc Life Provides Fair And Adequate Compensation For Employees' Work.

Hdfc Life Employees Are Happy With The Performance Appraisal. This Must Continue In The Future.

Hdfc Life Employees Are Happy With Their Overall Job Satisfaction.

Suggestions

Hdfc Life Must Provide Outstanding Training To Employees.

Hdfc Life Must Provide Training Programs That Allow Employees To Perform Their Job Effectively.

The Hdfc Life Manager Must Motivate Employees.

Hdfc Life Must Allow Employees To Use Their Talents And Skills.

All Fringe Benefits Must Be Provided By The Hdfc Life Organization.

Hdfc Life Must Provide A Motivating Work Environment For Employees.

iv Conclusion

The Hdfc Life Employee Engagement Plays An Important Role In The Company As It Assists With The Employees' Career Growth And Development. It Is Vital To Understand How Employees Respond In The Workplace And What Creates A Positive Work Environment. This Determines Hdfc Life Employees' Job Satisfaction. It Also Helps To Understand The Cooperation Between The Managers And Employees, Which Allows Them To Perform Their Jobs Efficiently. Learn About The Benefits Offered By The Company To Employees. Effective Training Programs Are Provided To Employees For Their Career Advancement And Job Performance.

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