

1.1 INTRODUCTION

Team Thai established in 1984. It is a multiform business entity based in Kerala, engaged in the manufacturing and marketing of FMCG, food products, building materials and successfully operating over venture like mining & processing, logistics, and plantation. The company aims at innovating and launching brands that meet multiple consumer needs. Team Thai is passionate about creating affordable and high quality products for the consumers in the personal care market.

Employee engagement strategies is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. It is a positive attitude held by the employees towards the organization and its values. In engagement, people employ and express themselves physically, cognitively, and emotionally during role performances.

To identify the areas in which your organization needs to improve and the next step is to develop a strategy. Employees are recognized as assets to be utilized to their thorough, with no extent for own decision making. Because of these attitudes in the employment relationship, the attentiveness of the employee is inferior to that of the employer. That's where an employee engagement strategy comes into play. This is a plan detailing how the company will keep employees to be engaged and a way for companies to be deliberate about getting people engaged and to document those efforts explicitly.

Employee performance helps an organization get better results hence customer satisfaction and increased profits. Moreover, it aligns an individual goal to the objectives of the organization and urges them to maintain corporate core values,

empowers desires to be characterized and concurred as far as part obligations and accountabilities what they are relied upon to do; aptitudes which they are required to have; and practices' which they are relied upon to have; gives chances to them to distinguish their own particular objectives and build up their abilities and skills.

1.2 SIGNIFICANCE OF THE STUDY

The research problem focused on identifying and evaluating the most effective employee engagement strategies within diverse organizational contexts, determining the impact of these strategies on workforce performance and organizational success, and providing recommendations on how to adapt these strategies to modern work place dynamics. The goal is to offer actionable insights for leaders and HR professionals to develop more effective and sustainable employee engagement programs.

1.3 SCOPE OF THE STUDY

To effectively implement employee engagement strategies that strengthen employee morale, sense of autonomy and responsibility in decisions that impact work life and encourage positive employee and employer relationships. This study helps the researcher to realize the importance of effective employee engagement. This research study examines types and levels of employee engagement and also discusses management ideas that can be utilized to innovate employee job commitment. It helps to provide insights to support future research regarding strategic guidance for organizations that are both providing and using different programs in employee engagement.

1.4 OBJECTIVES OF THE STUDY

- To study the employee engagement practices currently used in the company.
- To find out the satisfaction levels of the employees with the current system.
- To identify the influence of organizational input on the engagement.
- To identify the factors for employee engagement or disengagement.
- To assess the impact of demographic profile of the employees on their engagement.

1.5 THEORETICAL ASPECTS OF THE STUDY

A theoretical framework in the context of employee engagement strategies provides the foundational concepts, principles, and models that guide the analysis and interpretation of employee engagement related data and phenomena. It helps researchers and analysts structure their thinking and investigations. Here is a theoretical framework for employee engagement strategies.

Employee engagement has gained significant attention in organizational behavior and human resource management research. Theories related to motivation, leadership, and organizational behavior provide a foundation for understanding employee engagement strategies. Below are key theoretical frameworks that shape the study and practice of employee engagement.

1. Maslow's Hierarchy of Needs (1943)

Maslow's theory suggests that individuals are motivated by a hierarchy of needs, from basic physiological needs to self-actualization. Applying this to employee engagement, organizations can engage employees by addressing their different needs:

1.6 RESEARCH METHODOLOGY

Research process

Research can be defined as something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge.

Type of Research

Exploratory research is a type of research conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design.

SAMPLE SELECTION METHOD CHOICE

Sample

A sample refers to a subset of individuals selected from a larger population for the purpose of conducting research. Total number of respondents from the population is 120.

Sampling procedure

The sampling procedure outlines the method used to select participants from the target population, ensuring that the sample represents the population accurately. In this study followed convenience sampling is a type of non-probability sampling in which people are sampled simply because they are “convenient” sources of data for the study.

Data Collection Method

The data collection method refers to the process and tools used to gather information from the sample, such as surveys, interviews, or observations. The type of research adopted by the investigator is primary as well as secondary research. Primary research involves studying the facts and figures collected by the researcher himself/herself;

exclusively for the purpose of a particular study. Secondary research involves the usage of data facts that has been collected by someone else.

Primary Data

Primary data is the data collected by a person from first-hand sources, using methods like surveys, interviews, or experiments.

Secondary Data

Apart from documents and discussions, the investigator has also collected the relevant information from the websites and books pertaining to the problem stated in the study. These sources are very useful in understanding the problem and in carrying out the research in a systematic manner.

TOOLS USED FOR DATA COLLECTION

In the present study the researcher has used both primary and secondary data as the base. Primary research involves studying the facts and figures that have been collected by the researcher, exclusively for the purpose of the study. Secondary data is the data already collected by someone.

Questionnaire

Questionnaire is the instrument used to collect information about a person's past or his private behavior since inherently such behavior is beyond the pale of observation. A questionnaire consists of number of questions printed in a definite order or a form.

TOOLS USED FOR DATA ANALYSIS

Simple percentage analysis and statistical tools are used.

Percentage Analysis

Percentage analysis is used for the analysis of primary data collected. Percentage is special kind of ratios that express the relationship of one variable in comparison to another percentage.

Chi-Square test

The chi-square test is a statistical test used to determine whether there is a significant association between two categorical variables or to assess how well a theoretical distribution fits observed data. It is often applied in hypothesis testing to see if the observed outcomes align with expected outcomes under the null hypothesis.

Chi-square is the sum of squared difference between Observed(O) and Expected(E) data (or the deviation, d) by the expected data in all possible categories.

1.7 CHAPTER SCHEME

This study has been divided into five chapters which are detailed below:

- CHAPTER 1: INTRODUCTION

Which includes statement of research problem, objectives and scope of the study, research methodology, chapter scheme and limitations of the study.

- CHAPTER 2: REVIEW OF LITERATURE

Which contains earlier researchers done on Employee Engagement. This also includes the theoretical background of the study.

- CHAPTER 3: PROFILE OF THE COMPANY

This chapter deals with industry profile and company profile.

- CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

Logical presentation of the results of the study presented in tables, graphs and figures, along with necessary interpretations.

- CHAPTER 5: FINDINGS RECOMMENDATIONS AND CONCLUSION

This chapter contains the findings, recommendations and conclusions of the study.

- ANNEXURES
- BIBLIOGRAPHY

1.8 LIMITATIONS OF THE STUDY

- Through the research was done in a systematic and planned manner, there were a few hurdles that could not be overcome. These constituted the limitation of the research.
- One problem that faces is the non-willingness of respondents to fill up the questionnaire.
- Validity of information obtained from employees could not be verified.