

A Project Report on
" A Study of Impact of Employee Engagement on
Employee Efficiency in TCS with Reference to Nagpur City "

Submitted to
Department of Management Sciences & Research (DMSR)
G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)

Affiliated to:
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by
Ms. Devyani Harichandra Kale

Under the Guidance of
Dr. Madhuri V. Purohit

Department of Management Sciences and Research
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NAAC Accredited "A" Grade Institution



Academic Year 2023-24

**Department of Management Sciences and Research
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

CERTIFICATE

This is to certify that **Ms. Devyani Harichandra Kale** has submitted the project report titled, "**A study of Impact of Employee Engagement on Employee Efficiency at TCS with reference to Nagpur City**", under the guidance of **Dr. Madhuri V. Purohit** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he/she has ingeniously completed his/her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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Place: Nagpur

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**Department of Management Sciences and Research,
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Academic Year 2023-24

DECLARATION

I, **Devyani Harichandra Kale** here-by declare that the project with title "**A Study of Impact of Employee Engagement On Employee Efficiency In TCS With Reference To Nagpur City**", has been completed by me under the guidance of **Dr. Madhuri V. Purohit** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**.

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Devyani Harichandra Kale

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Academic Year 2023-24

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Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

Devyani Harichandra Kale

Place: Nagpur

Date:

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CHAPTER I-

INTRODUCTION

INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

In today's dynamic and competitive business landscape, organizations recognize the paramount importance of their most valuable asset – their employees. Human resource management (HRM) plays a pivotal role in optimizing the potential of these individuals, fostering their growth, and aligning their objectives with organizational goals. Amidst the myriad of HR functions, one aspect stands out as a linchpin for organizational success – employee engagement.

Human Resources Management deals with:

- Anything related to managing people within a company or organization. This means decisions, strategies, principles, operations, practices, functions, activities, and the methods used to manage employees.
- The type of relationships people have in their places of employment and anything that affects those relationships in a positive or negative way.
- Ensuring that employees are satisfied with the conditions of their employment. This leads to better services and production of goods and helps the company's success.



This introduction serves as a precursor to a comprehensive exploration of employee engagement in the context of HRM. Over the course of this paper, we will delve into the multifaceted nature of employee engagement, examining its antecedents, dimensions, and consequences. We will explore various theoretical frameworks that underpin our understanding of engagement, shedding light on the psychological, social, and organizational factors that influence it. Furthermore, this paper will elucidate the strategic implications of employee engagement for organizations. From bolstering employee retention and productivity to enhancing customer satisfaction and financial performance, the benefits of a highly engaged workforce are manifold.

Objectives of HRM:

1. To establish and use a workforce that is able and motivated, in order to achieve the goals of an organization.
2. To create the desirable organizational structure and working relationships among all the members of the organization..

In the subsequent sections of this paper, we will delve into the theoretical foundations of employee engagement, exploring its conceptual underpinnings and empirical evidence. We will examine the key drivers and enablers of engagement, elucidating their implications for HRM practice. Furthermore, we will discuss the role of leadership, organizational culture, and employee voice in shaping engagement dynamics within organizations.

Human resource department responsibilities can be subdivided into three areas: individual, organizational, and career. Individual management entails helping employees identify their strengths and weaknesses; correct their shortcomings; and make their best contribution to the enterprise. These duties are carried out through a variety of activities such as performance reviews, training, and testing. Organizational development, meanwhile, focuses on fostering a successful system that maximizes human (and other) resources as part of larger business strategies. This important duty also includes the creation and maintenance of a change program, which allows the organization to respond to evolving outside and internal influences. Finally, there is the responsibility of managing career development. This entails matching individuals with the most suitable jobs and career paths within the organization.

INTRODUCTION-EMPLOYEE ENGAGEMENT

In today's competitive business landscape, companies are constantly seeking ways to gain a competitive edge. While investments in technology and infrastructure are essential, it's increasingly recognized that the most valuable asset of any organization is its people. Employee engagement has emerged as a critical factor in driving organizational success, productivity, and profitability. This document explores the concept of employee engagement, its significance, influencing factors, strategies for enhancement, measurement techniques, and real-world case studies demonstrating its impact.

Employee engagement refers to the emotional commitment employees have towards their organization and its goals. Engaged employees are not merely satisfied with their jobs; they are passionate about their work, dedicated to the organization's mission, and motivated to contribute their best efforts. Engaged employees typically exhibit higher levels of productivity, innovation, and loyalty compared to their disengaged counterparts. HR practitioners believe that the engagement challenge has a lot to do with how employee feels about the about work experience and how he or she is treated in the organization. It has a lot to do with emotions G.S. College of Commerce and Economics, Nagpur 10 Syed Arzoo Karina which are fundamentally related to drive bottom line success in a company. There will always be people who never give their best efforts no matter how hard HR and line managers try to engage them. "But for the most part employees want to commit to companies because doing so satisfies a powerful and a basic need in connect with and contribute to something significant".

Categories of Employee Engagement

According to the Gallup the Consulting organization there are there are different types of people:-

Engaged--"*Engaged*" employees are builders. They want to know the desired expectations for their role so they can meet and exceed them. They're naturally curious about their company and their place in it. They perform at consistently high levels. They want to use their talents and strengths at work every day. They work with passion and they drive

innovation and move their organization forward.

Not Engaged- *Not-engaged* employees tend to concentrate on tasks rather than the goals and outcomes they are expected to accomplish. They want to be told what to do just so they can do it and say they have finished. They focus on accomplishing tasks vs. achieving an outcome. Employees who are not-engaged tend to feel their contributions are being overlooked, and their potential is not being tapped. They often feel this way because they don't have productive relationships with their managers or with their coworkers.

Actively Disengaged-The "*actively disengaged*" employees are the "cave dwellers." They're "Consistently against Virtually Everything." They're not just unhappy at work; they're busy acting out their unhappiness. They sow seeds of negativity at every opportunity. Every day, actively disengaged workers undermine what their engaged coworkers accomplish. As workers increasingly rely on each other to generate products and services, the problems and tensions that are fostered by actively disengaged workers can cause great damage to an organization's functioning.

The Importance of Employee Engagement

Employee engagement is crucial for several reasons:

Enhanced Productivity:

Engaged employees are more focused, motivated, and committed to achieving organizational objectives. As a result, they tend to be more productive and efficient in their roles, leading to improved performance outcomes.

Improved Retention:

Employees who feel valued and connected to their work are less likely to seek employment elsewhere. By fostering a culture of engagement, organizations can reduce turnover rates and retain top talent.

Increased Innovation:

Engaged employees are more likely to think creatively, share ideas, and contribute to process improvements. A culture that encourages innovation and collaboration is essential for driving organizational growth and competitiveness.

Better Customer Satisfaction:

Engaged employees deliver better customer service, as they are more empathetic, responsive, and proactive in addressing customer needs. Satisfied customers, in turn, contribute to business success and long-term profitability.



How To Get Employees Engaged at Work

- Measure engagement as well as satisfaction
- Communicate company goals clearly
- Invest in your office culture
- Encourage feedback between managers and employees

THE 10 C'S OF EMPLOYEE ENGAGEMENT

How can leaders engage employees' heads, hearts, and hands? the literature offers several avenues for action; we summarize these as ten c's of employee engagement, which are supposed to be essential for employee engagement.

Connect: Leaders must show that they value employees. employee engagement is a direct reflection of how employees feel about their relationship with the boss. employees look at whether organization and their leader walk the talk when they proclaim that," our employees are most valuable asset."

Career: Leader should provide challenging and meaningful work with opportunities' for career advancement. Most of the people want to do new thing in their job. Good leader challenge employee; but at the same time, they must instill the confidence that the challenge can be made.

Clarity: Leader must communicate a clear vision. people want to understand the vision

that senior leadership has for the organization, and the goals that leaders or department heads have for the division, unit, or team. success in life and organizations, to a great extent, determined by how clear individuals are about their goals and what they really want to achieve.

Convey: Leaders clarify their expectations about employees and provide feedback on their functioning in the organization .Good leaders establish processes and procedures that help people master important tasks and facilitate goal achievement.

Congratulate: Survey show that, over and over, employees feel that they receive immediate feedback when their performance is poor, or below expectations. these same employees also report that praise and recognition for strong performance is much less common. exceptional leaders give recognition, they do so a lot; they coach and convey.

Contribute: People want to know that their input matters and that they are contributing to the organization's success in a meaningful way. in sum, good leaders help people see and feel how they are contributing to the organization's success and future.

Control: Employees value control over the flow and pace of their jobs and leaders can create opportunities for employees to exercise this control. a feeling of "being in on thing" and of being given opportunities to participate in decision making often reduces stress; it also create trust and culture where people want to take ownership of problem and their solution.

Collaborate: Studies show that, when employees work in teams and have the trust and cooperation of their team members, they outperform individuals and teams which lack good relationships. great leader are team builders; they create an environment that fosters trust and collaboration. surveys indicate that being cared about by colleagues is a strong predictor of employee engagement. thus, a continuous challenge for leaders is to rally individuals to collaborate on organizational, departmental, and group goals , while excluding individuals pursuing their self-interest.

Credibility: Leaders should strive to maintain a company's reputation and demonstrate high ethical standards. People want to be proud of their jobs, their performance, and their organization.

Confidence: Good leaders help create confidence in a company by being exemplars of

high ethical and performance standards. Leaders should actively try to identify the level of engagement in their organization.

Factors Influencing Employee Engagement

Several factors influence employee engagement, including:

Leadership:

Effective leadership plays a pivotal role in fostering employee engagement. Leaders who communicate openly, provide clear direction, and demonstrate appreciation for their team members are more likely to inspire trust and commitment.

Organizational Culture:

The organizational culture significantly impacts employee engagement. A culture that values transparency, inclusivity, and work-life balance foster a sense of belonging and purpose among employees.

Career Development:

Opportunities for growth and advancement are essential for employee engagement. Organizations that invest in employee development programs, mentorship initiatives, and career pathways demonstrate a commitment to their employees' long-term success.

Recognition and Rewards:

Acknowledging employees' contributions and accomplishments is critical for maintaining high levels of engagement. Whether through monetary incentives, awards, or simple expressions of gratitude, recognition reinforces positive behaviors and motivates employees to excel.

Strategies for Enhancing Employee Engagement

To enhance employee engagement, organizations can implement the following strategies:

Communication:

Open and transparent communication is key to fostering trust and engagement among employees. Leaders should regularly communicate organizational goals, priorities, and performance expectations to keep employees informed and aligned.

Employee Feedback:

Providing opportunities for employees to share feedback and contribute ideas empowers them to take ownership of their work and voice concerns. Implementing regular feedback mechanisms, such as surveys, focus groups, or one-on-one meetings, demonstrates a commitment to listening and continuous improvement.

Professional Development:

Investing in employee training and development demonstrates a commitment to employees' growth and success. Offering opportunities for skill-building, certifications, and career advancement not only enhances employee engagement but also strengthens the organization's talent pipeline.

Work-Life Balance:

Promoting work-life balance is essential for preventing burnout and maintaining employee well-being. Flexible work arrangements, wellness programs, and policies that support personal time off contribute to a healthier and more engaged workforce.



Challenges in Fostering Employee Engagement

While employee engagement offers numerous benefits, organizations may encounter challenges in fostering engagement, including:

Resistance to Change:

Employees may resist changes in organizational processes, systems, or culture, particularly if they perceive them as disruptive or unnecessary.

Communication Barriers:

Poor communication or misalignment between leadership and employees can hinder engagement efforts and create uncertainty and mistrust.

Workload Pressures:

High workloads, tight deadlines, and competing priorities can strain employee engagement by contributing to stress and burnout.

Remote Work Challenges:

The shift to remote work presents unique challenges for fostering engagement, such as maintaining team cohesion, communication, and work-life balance.

SOME USEFUL COMPANY ENGAGEMENT PROGRAMS COULD INCLUDE:

- A daily column, written by Directors, Chairman, on the intranet with company announcements / programs etc.
- Online real-time tracking of progress. Employees can view company progress towards targets / goals.
- Provide long term strategic vision for business growth.
- Employee suggestion systems / quick responses.
- Weekly blog related to serious business issues and staff to read / comments.

CHAPTER II-
COMPANY PROFILE



Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 55 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile delivery model, recognized as a benchmark of excellence in software development.

Company type	Public
Traded as	<ul style="list-style-type: none"> • BSE: 532540 • NSE: TCS • BSE SENSEX Constituent • NSE NIFTY 50 Constituent
ISIN	INE467B01029
Industry	Information technology Consulting Outsourcing
Founded	1968; 56 years ago
Founder	J. R. D. Tata
Headquarters	Mumbai, India
Area served	Worldwide
Key people	Natarajan Chandrasekaran (Chairman) K. Krithivasan (CEO)
Revenue	▲ ₹245,315 crore (US\$31 billion) ^[1] (2024)
Parent	Tata Group
Website	www.tcs.com

A part of the Tata group, India's largest multinational business group, TCS has over 614,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$27.9 billion in the fiscal year ended March 31, 2023, and is

listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India . TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index.

BRIEF HISTORY OF TCS

Tata Consultancy Services Limited (TCS) is a subsidiary of the Tata Group, an Indian information technology consulting and business solutions company which operates in 46 countries worldwide. TCS Limited was founded in **1968** by a division of Tata Sons Limited. Its early contracts included punched card services to TISCO (now Tata Steel), working on an Inter-Branch Reconciliation System for the Central Bank of India.

TCS also offers IT infrastructure services, business process, outsourcing services engineering. Even more, industrial services global consulting and asset leveraged solutions. They provide various services; their segments include banking financial services and insurance; manufacturing; retail and distribution and telecom.

The company is a part of Tata Group which is one of India's most respected business conglomerates and most respected brands. TCS acquired company name ICL 1903 in 1970. After acquiring the company TCS started building software for a common process like financial accounting, share registry work, sales analysis, and inter-bank reconciliation, provident fund accounting, etc. and operating that software on the behalf of customers. They started their first international assignment in the year **1971**. Their first assignment was to build a computerized inventory control system and organize the store for management consultancy services.

In **1973** TCS partnered with Burroughs to distribute and supports its product in India as well as build software that would be exported to various Burroughs units and client all over the world. TCS completed their first full software development lifecycle in 1974 when they built a financial accounting package for two building societies in the UK on the behalf of Burroughs.



In **1979** TCS establishes its first sales office in New York, headed by S Ramadorai. One of first major clients was the Institutional group Information Corporation (IGIC).

In **1980**, TCS established India's first dedicated software research and development center, the **Tata Research Development and Design Centre (TRDDC) in Pune**. In **1981**, it established India's first client-dedicated offshore development center, set up for clients Tandem.

In **1989** TCS signs a US\$ 10 million deal with Swiss Securities Clearing Corporation, significant for its complexity and size. In **1997** TCS is all-in on the Y2K remediation opportunity, and pioneers the concept of a software factory to address the challenge. Using a highly automated approach, TCS leverages special tools developed for the conversion and remediates about 700 million lines of code.

TCS sign the first US\$ 100 million deal with GE Medical systems, the largest single contract ever won by an Indian software services firm. In **2004 TCS debuts at the National Stock Exchange (NSE) and Bombay Stock Exchange**, with the largest IPO by a private sector company at an astounding US\$ 1 billion dollars.



In **2006** TCS' launches a **Co-innovation network (COIN)** to bring the best technology available in the start-up eco system to solve customer challenges. Today this network has over 2,500 start-ups and over 50 academic partners.

In 2007 TCS signs its first US\$1 billion deal.

In **2009** TCS offer a cloud-based business model to provide services to life insurance companies in the UK – a value so compelling that we've ranked as the #1 provider in the UK market ever since.

In **2011** TCS creates **iON**, extending cloud-based services to small and medium businesses

In **2014** TCS becomes the first Indian company to sponsor the **NY marathon**, now a tradition that has expanded and continued across the globe. 2016 is baseline year to measure scope emissions for our goal to be net zero by 2030

In **2017** TCS announce the largest ever buyback in the history of Indian **capital markets (INR 1.6 billion)** to demonstrate our commitment to shareholders.

In 2020 TCS became the largest agile workforce in the world with over 545,000+ agile ready associates.

In 2022 TCS clock US\$ 25.7 billion in revenue and an all-time high incremental revenue

addition of US\$ 3.5 billion.

SERVICES PROVIDED BY TCS

- Artificial Intelligence
- Cloud
- Cognitive Business Operations
- Consulting
- Cybersecurity
- Data and Analytics
- Enterprises Solutions
- IoT and Digital Engineering
- TCS Interactive

VISION

To help customers achieve their business objectives by providing innovative, best-in-class consulting, IT solutions and services and to make it a joy for all stakeholders to work with us."

MISSION

"To be the global IT partner of choice by delivering high-quality, innovative and value-driven solutions. We will exceed our customers' expectations by delivering superior results while empowering our associates and striving to be good corporate citizens."

CHAPTER-III
LITERATURE REVIEW

Literature Review

(Aakanksha Kataria, Pooja Garg, Renu Rastogi, 2013) This study examines the relationship between employee engagement and employee Efficiency, drawing on theoretical perspectives and existing literature. It finds that higher levels of engagement significantly enhance organizational outcomes and individual performance, particularly through organizational citizenship behaviors (OCB). The research introduces comprehensive models highlighting employee engagement as a key mediator in organizational Efficiency. It suggests that the combined effect of engagement and Efficiency may exceed their individual impacts, emphasizing the need for positive psychological climates and effective performance management systems. The study provides a valuable framework for future research on the dynamic interplay between employee engagement and Efficiency.

(Maziar Shajari- 2013) his study is part of comprehensive research on employee Efficiency in health organizations, focusing on a model that links employee engagement to Efficiency. The model includes factors such as serving, coaching, mentoring, and monitoring others. Employee engagement outcomes are measured by satisfaction and performance. Using Structural Equation Modeling (SEM) with data from 203 questionnaires, the model was tested and required only minor revisions. After modifications, it effectively measures the relationship between engagement and Efficiency. A post-hoc analysis with three interviews provided further insights into the results.

(Beckers et.al.,) in his study aims to find out the relationship between overtime and mental fatigue by taking into account work motivation ('engagement') and the quality of overtime work and studying theoretically derived subgroups. The data for the study was collected from a representative sample of the Dutch full-time workforce (N = 1,807). The prevalence of overtime work and the associations between overtime and job demands, job variety, decision latitude, fatigue, and work motivation ('engagement') was studied through descriptive statistics. The author found that a total of 67% of the respondents worked overtime (mean, 3.5 hours). Overtime workers appeared to be non-fatigued, motivated

(‘engaged’) workers with favorable work characteristics. The study revealed no significant overtime-fatigue interaction. Moreover the author concluded that the moderate overtime is common among Dutch workers, who seem to be happy workers with attractive jobs rather than fatigued employees.

(Britt & Bartone) This study reveals that employee engagement brings significant benefits at the individual level. Engaged employees not only perform better but also experience greater personal satisfaction and well-being. The findings indicate that when employees are involved in meaningful work, they derive a sense of purpose and fulfillment from their roles, which enhances their overall job satisfaction. This sense of engagement and accomplishment not only boosts their productivity but also contributes to their professional and personal growth. Moreover, engaged employees tend to develop a stronger emotional connection to their work and organization, leading to higher levels of motivation and commitment.

(Buchanan) The study concluded that employers should strive to transform as many employees as possible into highly engaged, enthusiastic participants in the organization's mission and goals. This conversion is crucial because highly engaged employees are more productive, innovative, and committed. Additionally, the study highlighted that low engagement levels among employees lead to significant economic losses for the organization. Therefore, fostering high engagement is not only beneficial for employee morale but also essential for the economic health of the company.

(Solomon Markos, 2010) Employee engagement encompasses various aspects of human resource management and is built on concepts like job satisfaction, employee commitment, and organizational citizenship behavior. It is a broader and more robust predictor of positive organizational performance, emphasizing a strong two-way relationship between employer and employee. Engaged employees are emotionally attached, highly involved in their jobs, and enthusiastic about their organization's success, often going beyond their contractual obligations. Mismanagement in any HR facet can hinder full employee engagement.

(Osborne & Hammoud, 2017) The purpose of this case study was to explore strategies that some communication business leaders use to engage their employees. The target population consisted of four communication business leaders in Jackson, Mississippi, who possessed at least 1 year of successful employee engagement experience. The self-determination theory served as the study's conceptual framework. Semi-structured interviews were conducted, and the participating company's archived documents were gathered. Patterns were identified through a rigorous process of data familiarization, data coding, and theme development and revision. Interpretations from the data were subjected to member-checking to ensure trustworthiness of the findings. Based on the methodological triangulation of the data collected, prominent themes emerged from thematically analyzing the data: rewards and recognition, empowering employees, and building a bond between leaders and employees.

Dr. Pratima Sarangi and Dr. Bhagirathi Nayak (2016) "Employee Engagement And Its Impact on Organizational success- a study in manufacturing company, India" Carry on a study to identifying the current level of employee engagement and the work related aspects which needs to be improved for the purpose of employee engagement. Questionnaire is used as the tool for the data collection descriptive statistics techniques used to analyze data. At last they concluded that the current level of employee engagement and the work related aspects need to be improved for the purpose of effective employee engagement.

CHAPTER-IV
RESEARCH METHODOLOGY

RESEARCH METHDOLOGY

Research is defined as careful consideration of study regarding a particular concern or Problem using scientific methods. According to the American sociologist Earl Robert Babbie, “research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods.”

Inductive research methods analyse an observed event, while deductive methods verify the observed event. Inductive approaches are associated with qualitative research, and deductive methods are more commonly associated with quantitative analysis.

Research is conducted with a purpose to:

- Identify potential and new customers
- Understand existing customers
- Set pragmatic goals
- Develop productive market strategies
- Address business challenges
- Put together a business expansion plan
- Identify new business opportunities

SAMPLING:-

Sampling refers to the method of selecting a sample from a given universe with a view to draw conclusions about that universe. A sample is a representative of the universe selected for study.

SAMPLE SIZE:-

Large sample gives reliable result than small sample. However, it is not feasible to target entire population or even a substantial portion to achieve a reliable result. Sample size is the number of items to be selected from population to constitute the sample for the research.

- The study has been conducted at TCS, Nagpur with a sample size of **50 Employees** of TCS.

SAMPLING TECHNIQUE: -

Stratified random sampling technique is used in the survey conducted.

Stratified Random Sampling is a method of sampling from a population which can be partitioned into subpopulations. In statistics surveys, when subpopulations within an overall population vary, it could be advantageous to sample each subpopulation independently.

TOOLS OF ANALYSIS:-

Data has been presented with the help of, pie charts.

PLAN OF ANALYSIS:-

Tables were used for the analysis of the collected data. The data is also neatly presented with the help of statistical tools such as graphs and pie charts. Percentages and averages have also been used to represent data clearly and effectively.

DATA COLLECTION

Basically, the data can be classified into two categories i.e.,

A. Primary Data

B. Secondary Data

PRIMARY DATA-

The primary data are those which are collected fresh and for the first time, these data are of the original character. These can be collected by

- a) Questionnaire
- b) Interview
- c) Observation

A) QUESTIONNAIRE

This method of data collection is most popular and particularly useful in case of big universe. In this method questionnaire is sent to the concerned person through mail, with respect to answer and return. It consists of definite number of questions printed in specific order.

The inherited merits of the system are comparatively lower cost and freedom from interviewer's bias.

B) INTERVIEW METHOD

The interview method of collecting data involves presentation of oral, verbal, stimuli; and reply in terms of oral, verbal responses. This is done personally by the researcher for conducting intensive study. In these structured and non-structured interviews were are conducted as per needs and desires of the situation.

Types of interviews:

- **Personal interview -**

In the personal interview process the interviewer needs to put pre-planned questions and has to record responses obtained. This interview technique is done at personal level (face-to-face) and is expensive.

An example of personal interview is the one taken in case of recruiting or hiring personnel in various companies.

- **Telephone interview –**

The telephonic interview is done when less information is needed. It is conducted in place of personal interview. It is an economic method. It is suitable to use telephone interview, when there is a need to know about the telecast of information shortly after release in radio or television mediums.

- **Mail Interview -**

In mail interview structured questionnaire is sent through a mail with set of instructions attached to it, where the respondents are free to fill it as per their comfort and free time. this interview is more flexible than any other kind of interview. Here, the structuring, pre-testing and compiling of questionnaire of such interviews has to be done with more care as compared of the personal interview.

- **Panel Interview-**

As the name suggests, a panel job interview is where a candidate is interviewed by a group of interviewers. In most cases, they has been on their own with the panel, particularly if it's for a senior position, but in other scenarios there could be several candidates and interviewers all in the room at once.

C) OBSERVATION METHOD

Another technique for gathering primary data is observation. When the researcher records information about a person, organization, or situation, without making any personal contact, it is known as “observation method”. In this the researcher or the field executive observes the activity of the concerned person or organization, to draw a pattern of behavior

or response to a particular incident. Sometimes, an artificial environment is created to collect the actual responses of the participants.

SECONDARY DATA-

Secondary data are those which have already been collected by someone else,

And which have already been passes through statistical processes. Those data's are collectedly printed reports, journals, personnel reports, organizational data's, letters, diaries, bibliography, autobiography, newspapers , internet , articles etc.

- Textbooks
- Journals
- Newspapers
- Internet/websites Primary data sources which were used are as follows :
- Questionnaire method
- Personal interview technique.

DATA ANALYSIS TOOLS

The tools used for this research analysis are tables and pie charts. Pie charts will be used to show the percentage of the responses for each question.

4.1 PROBLEM STATEMENT

“Employee engagement is the degree to which an employee feels that they are truly part of a company, have a voice in its decisions and feels respected.”

Understanding this relationship is crucial for developing strategies that enhance both employee satisfaction and organizational success. Therefore, the research will focus on identifying specific engagement factors that significantly impact employee Efficiency across different industries.

This study seeks to investigate how varying levels of employee engagement affect individual performance, productivity, and overall contribution to organizational goals.

4.2 NEED OF THE STUDY

- Understanding the relationship between employee engagement and efficiency helps to maintain the competitive advantage.
- Exploring how employee engagement influences employee efficiency can provide insights into strategies for addressing these challenges and optimizing workforce performance.
- With the rise of remote work and digital transformation, it's vital to examine how engagement impacts the efficiency of virtual teams in TCS.
- With the rise of remote work and digital transformation, it's vital to examine how engagement impacts the efficiency of virtual teams in TCS.

4.3 OBJECTIVES OF THE STUDY

- To assess the importance of employee engagement in TCS(IT company).
- To identify common challenges and barriers to employee engagement faced by TCS employees.
- To examine effective employee engagement strategies and initiatives implemented by TCS.
- To analyze the impact of employee engagement on organizational culture, productivity, and retention within TCS.
- To examine the influence of Rewards and Recognition of IT employees on their engagement in TCS.
- To identify Ways and means to enhance Employee Engagement in the organizations.

4.4 HYPOTHESIS OF STUDY

- **H₀**: There is no significant relationship between employee engagement and employee Efficiency in TCS.
- **H₁**: There is a significant relationship between employee engagement and employee Efficiency in TCS.

4.5 LIMITATIONS OF THE STUDY

- The findings of the study may be limited by the sample size and representativeness of the participants within TCS.
- The study is subject to time and resource constraints, which may impact the depth of data collection and analysis.
- The findings of the study may be specific to the organizational culture, policies, and practices within TCS.

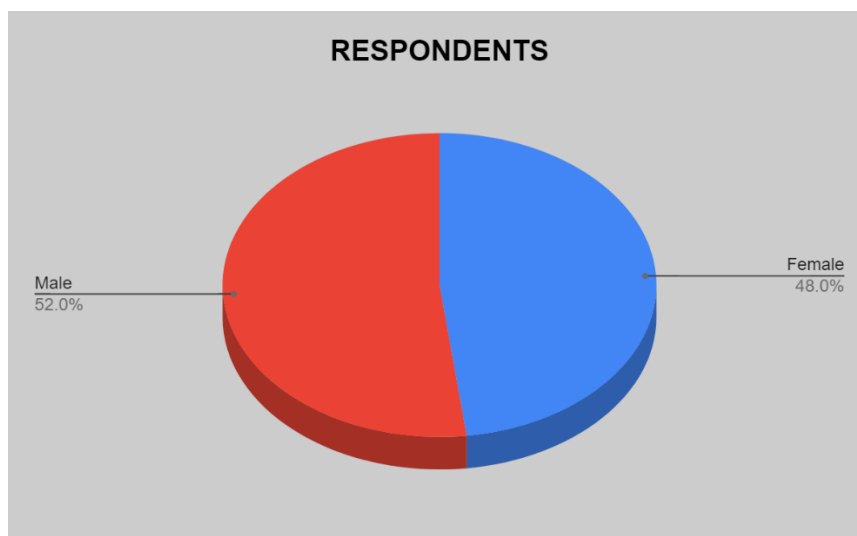
CHAPTER-V
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

50 EMPLOYEES OF TCS WERE REQUESTED TO RESPOND THE QUESTIONNAIRE.

Q1. Gender

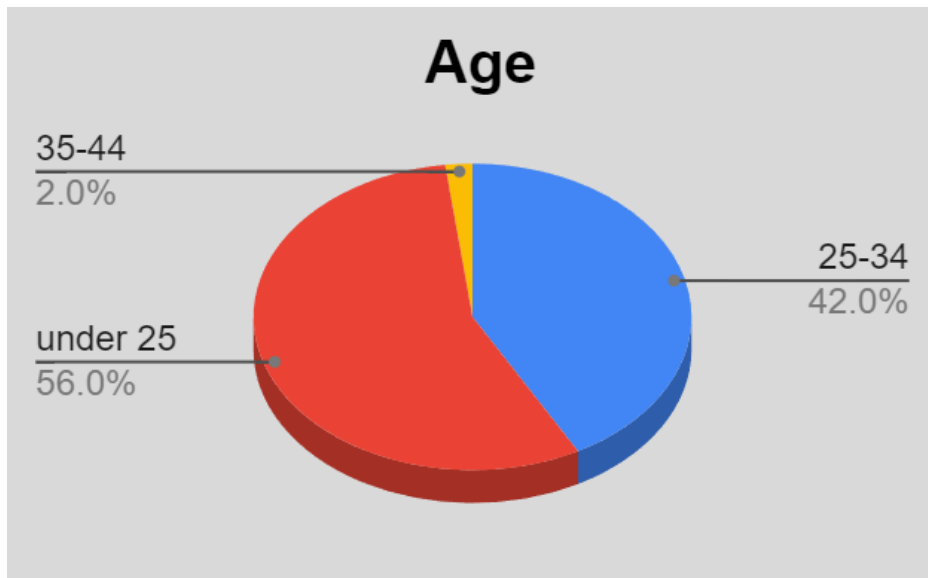
Options	Respondents	Percentage
Male	26	52
Female	24	48
Non Binary	-	-
Prefer not to say	-	-
Total	50	100



Interpretation: As shown out of 50 employees, 52% are Male and 48% are Female Respondents.

Q2. Age group

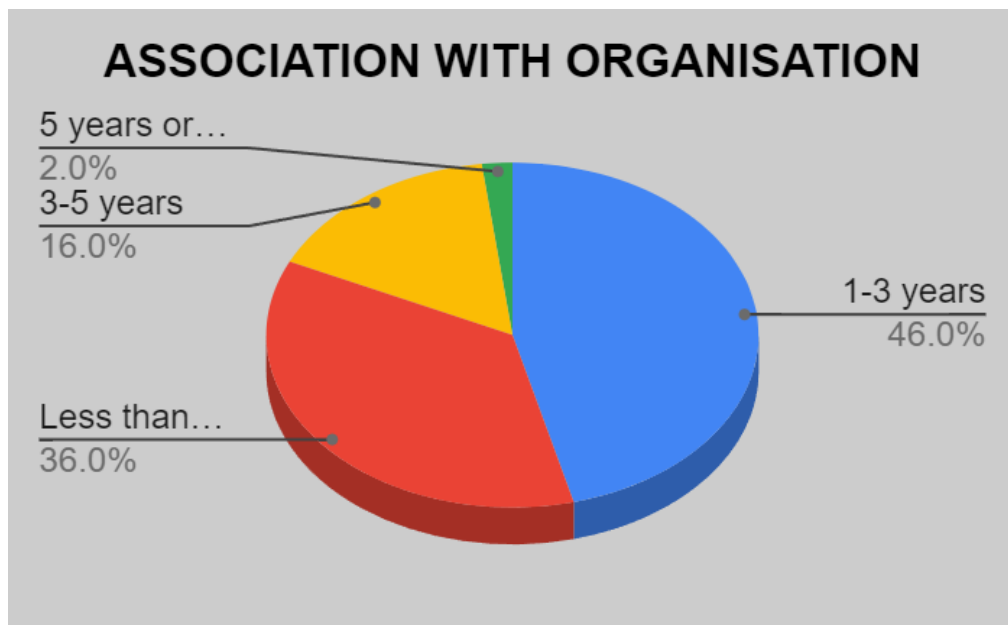
Options	Respondents	Percentage
Under 25	28	56
25-34	21	42
35-44	1	2
45-54	-	-
55 & Above	-	-
Total	50	100



Interpretation: 56% respondents employees fall under 25 age group, 42% from age group 25-34 and 2% from age group 35-44 age group.

Q3. How long have you been working at the organization.

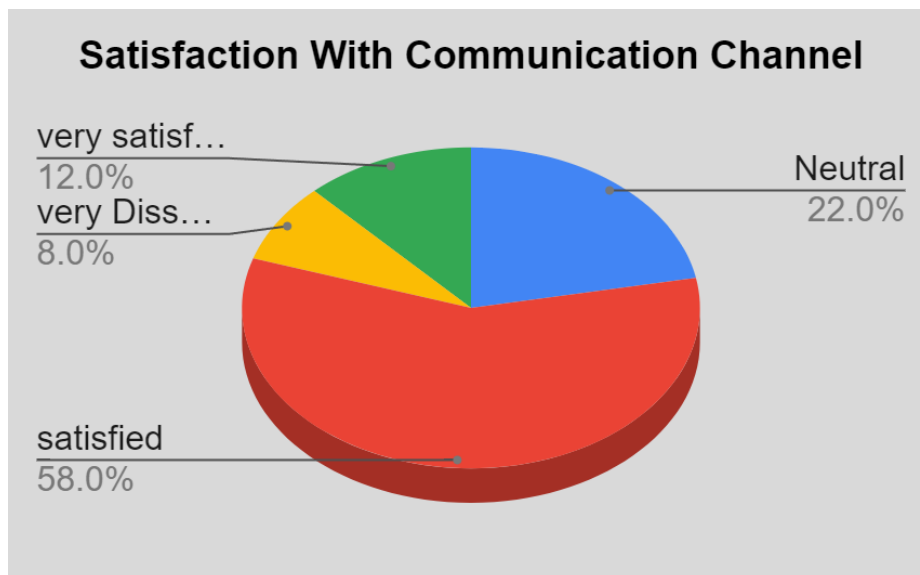
Options	Respondents	Percentage
Less than 1 year	18	36
1-3 year	23	46
3-5 years	8	16
5 years or more	1	2
Total	50	100



Interpretation: The above data shows that a majority of employee, 46% are working at the organization from 1-3 years, & 36% employees are working from less than 1 year, 16% are working for 3-5 years, and 2% employees are working from more than 5 year.

Q4. How satisfied are you with the current communication channels for receiving information about company news, updates, and policies?

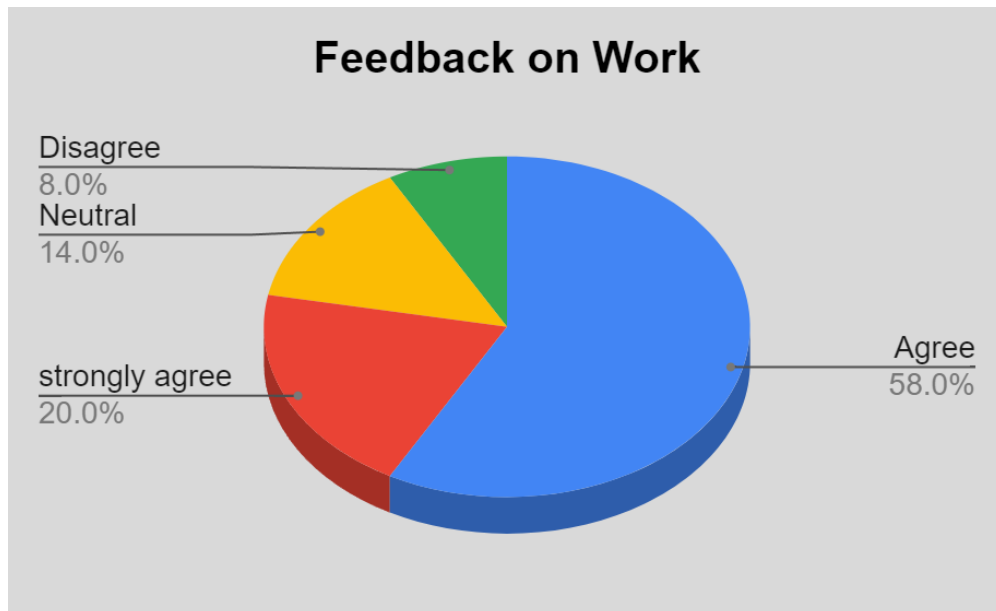
Options	Respondents	Percentage
Very Satisfied	29	58
Satisfied	6	12
Neutral	11	22
Dissatisfied	-	-
Very Dissatisfied	4	8
Total	50	100



Interpretation: The communication channels for receiving information about company news, updates and policies were very effective, with 58% of respondents indicating they were satisfied or 12% were very satisfied and 22% of the respondents were neutral. Only a small portion of 8% reported being dissatisfied.

Q5. Your immediate supervisor provides clear direction and feedback on your work.

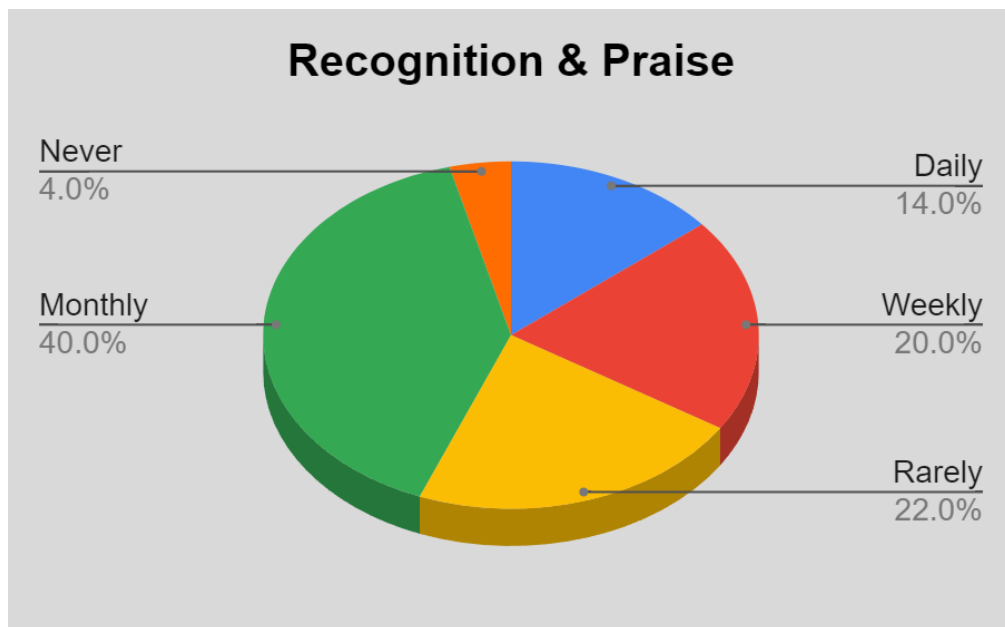
Options	Respondents	Percentage
Strongly agree	10	20
Agree	29	58
Neutral	7	14
Disagree	4	8
Strongly disagree	-	-
Total	50	100



Interpretation: The analysis shows 20% respondent employees strongly agree, 58% Agree, and 14% employees are neutral. Whereas only a small portion, 8% employees disagree with the fact that immediate supervisor provides clear direction and feedback on work.

Q6. How often do you receive recognition or praise for your contributions to projects or the company?

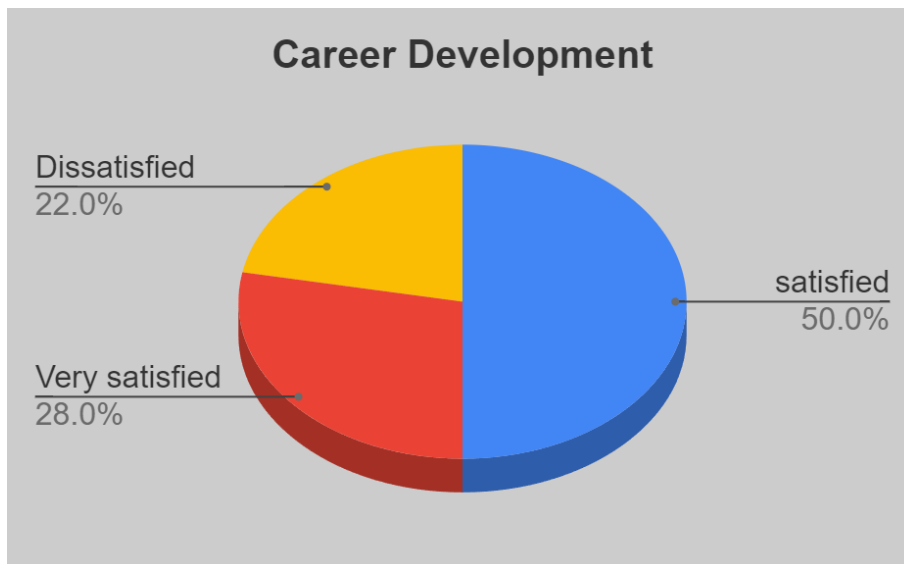
Options	Respondents	Percentage
Daily	7	14
Weekly	10	20
Monthly	20	40
Rarely	11	22
Never	2	4
Total	50	100



Interpretation: The analysis shows 40% respondents receive monthly recognition or praise, 22% Rarely, 20% weekly, and 14% Daily. Whereas 4% employees never receive recognition or praise for contributions to projects or the company.

Q7. Are you satisfied with the opportunities for career development and advancement available to you at your organization?

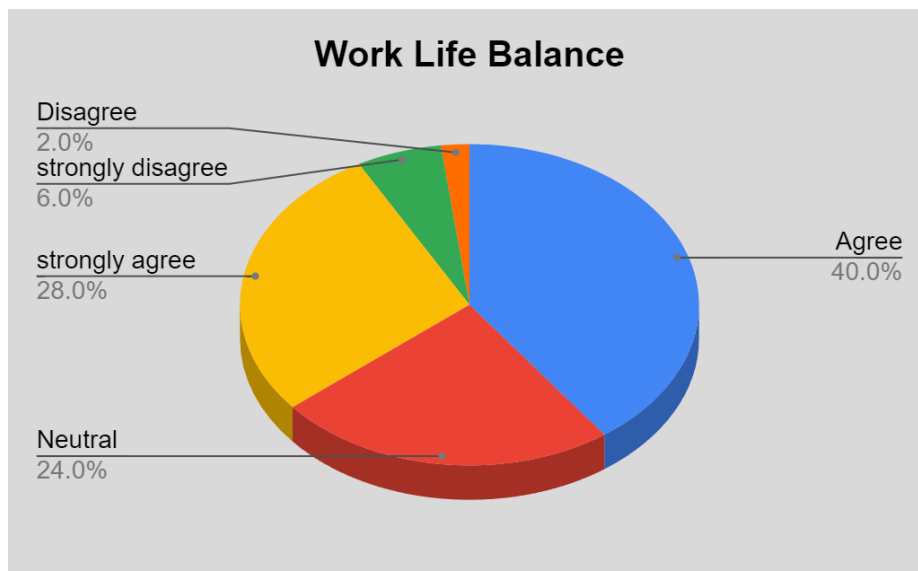
Options	Respondents	Percentage
Very Satisfied	14	28
Satisfied	25	50
Dissatisfied	11	22
Very Dissatisfied	0	0
Total	50	100



Interpretation: The analysis shows 50% respondent employees are satisfied, 28% are very satisfied. Whereas, 22% employees are dissatisfied with the opportunities for career development and advancement available at the organization.

Q8. The company values and supports your work-life balance.

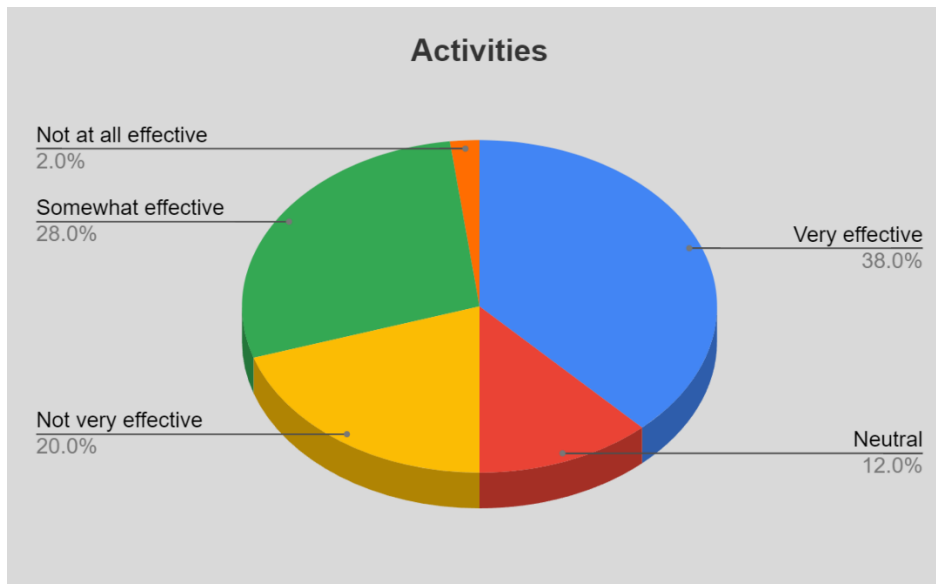
Options	Respondents	Percentage
Strongly agree	14	28
Agree	20	40
Neutral	12	24
Disagree	1	2
Strongly disagree	3	6
Total	50	100



Interpretation: The analysis shows 28% respondent employees strongly agree, 40% Agree, 24% employees are neutral. Whereas, 2% employees disagree and 6% strongly disagree with the fact that the company values and supports their work life balance.

Q9. How effective do you think team-building activities and social events are in fostering a sense of community and belonging within the company?

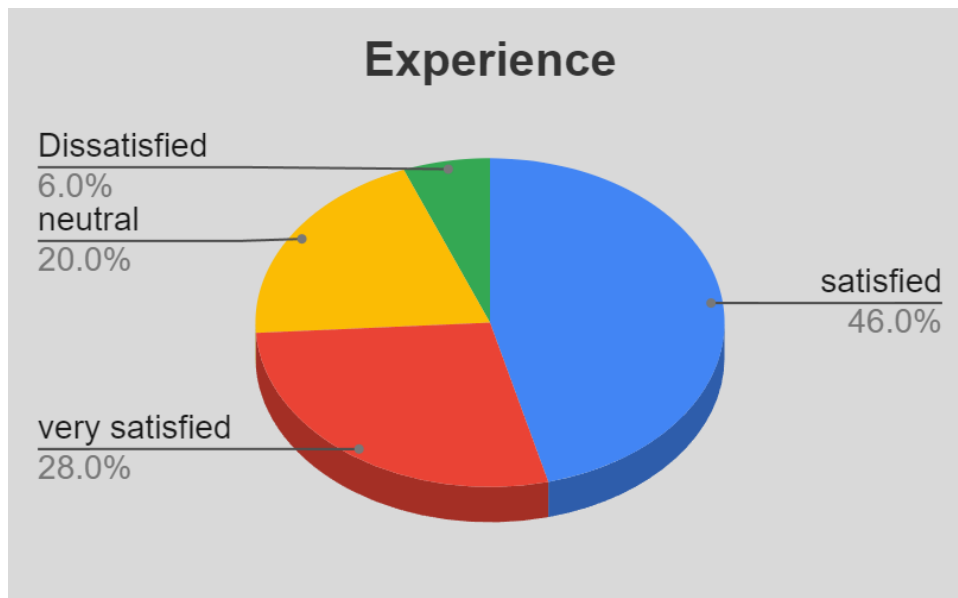
Options	Respondents	Percentage
very effective	19	38
Somewhat Effective	14	28
Neutral	6	12
Not very effective	10	20
Not at all effective	1	2
Total	50	100



Interpretation: The analysis shows 38% respondent employees feels very effective, 28% feels somewhat effective, 12% employees are neutral. Whereas, 20% employees feels not very effective and 2% feels not at all effective about team-building activities and social events fostering a sense of community and belonging within the company.

Q10. Overall, how satisfied are you with your experience working at TCS?

Options	Respondents	Percentage
Very Satisfied	14	28
Satisfied	23	46
Neutral	10	20
Dissatisfied	3	6
Very Dissatisfied	-	-
Total	50	100



Interpretation: 46% of the respondents employees are Satisfied, 28% are very satisfied, 20% are neutral, Whereas 6% employees feels dissatisfied with there experience working in TCS.

CHAPTER-VI
FINDINGS AND SUGGESTIONS

Findings of the study:

All the respondents are the employees of TCS Nagpur.

We can say that there is an impact of employee engagement on employee Efficiency on the basis of responses we got from the respondents such as:

- The respondent's data represent more the 60% of the employees are satisfied with the communication channel for receiving company news, updates and policies and also find it effective in performing the department activities.
- The data shows 20% of respondents strongly agree and 58% of employees somewhat agree that their immediate supervisor provide feedback and direction to their work, which results in engaging the employee and in connection it increases the Efficiency of the employee.
- The data shows 40% respondents receive monthly recognition or praise, 22% Rarely, 20% weekly, and 14% Daily.
- The data represents 50% respondent employees are satisfied, 28% are very satisfied with the opportunities for career development and advancement available at the organization.
- The respondent's data represent 28% respondent employees strongly agree, 40% Agree, with the fact that the company values and supports their work life balance.
- The data represents that more than 50% employee think team-building activities and social events are fostering a sense of community and belonging within the company
- Team building activities and social events are means to enhance employee engagement in organization.

SUGGESTIONS:

- Foster open and transparent communication channels at all organizational levels.
- Introduce policies and programs to help employees maintain a healthy work-life balance.
- Implement more frequent and diverse recognition programs to celebrate employee achievements and contributions.
- Companies should have their weekend activities which involves the family of the employees which make them more inclined towards their company which is a good step.

CHAPTER-VII
CONCLUSION

CONCLUSION

This study aims to explore the impact of employee engagement on employee Efficiency at Tata Consultancy Services (TCS), a leading player in the IT industry. The findings underscore the critical role that employee engagement plays in enhancing organizational outcomes, particularly in terms of productivity, quality of work, and employee retention. TCS has implemented a range of strategies to foster employee engagement, such as robust learning and development programs, wellness initiatives, and regular feedback mechanisms. These strategies have been effective to a considerable extent, as evidenced by the positive engagement levels among employees. Engaged employees are more likely to innovate, provide excellent customer service, and stay committed to the organization.

After the analysis of the following data it can be conclude that **Null Hypothesis (H0)** i.e, there is no significant relationship between employee engagement and employee Efficiency is Rejected. Hence, **Alternative Hypothesis (H1)** i.e, there is a significant relationship between employee engagement and employee Efficiency is accepted.

CHAPTER-VIII
REFERENCES

REFERENCES:

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- <https://www.tata.com/business/tcs>
- <https://www.tcs.com/who-we-are>
- <https://sciendo.com/article/10.2478/ijme-2018-0018>
- <https://jgatenext.com/>
- <https://www.researchgate.net/publication/353768955>
- <https://www.gratifi.com/blog/introduction-to-our-new-blog-series-types-of-employee-engagement-theories/>

ANNEXURE

QUESTIONNAIRE:

“A study of impact of employee engagement on employee Efficiency in TCS with reference to Nagpur City”

This questionnaire survey is purely for academic purpose. Any information collected through this survey is confidential and would not be shared with anyone.

Q1. Gender

- Male
- Female
- Non-Binary
- Prefer not to say

Q2. Age

- Under 25
- 25-34
- 35-44
- 45-54
- 55 and above

Q3. How long have you been working at the organization.

- Less than 1 year
- 1-3 years
- 3-5 years
- 5 years or more

Q4. How satisfied are you with current communication channels for receiving information about company news, updates, and policies?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Q5. Your immediate supervisor provides clear direction and feedback on your work.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q6. How often do you receive recognition or praise for your contributions to projects or the company?

- Daily
- Weekly
- Monthly
- Rarely
- Never

Q7. Are you satisfied with the opportunities for career development and advancement available to you at your organization?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

Q8. The company values and supports your work-life balance.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q9. How effective do you think team-building activities and social events are in fostering a sense of community and belonging within the company?

- Very effective
- Somewhat effective
- Neutral
- Not very effective
- Not at all effective

Q10. Overall, how satisfied are you with your experience working at IT Company?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied