

Executive Summary

This project is conducted during the tenure of six week internship period at Sofa Clinic, Zewera Lifestyle Pvt, LTD. The Project is conducted with a focus to understand the millennial work culture and employee engagement strategies which would help in Business growth & Organisation wellbeing.

As an Intern the Job role had been completely into HR management and understanding the employee lifecycle in the organisation such as, Job postings on online portals, screening, sourcing, interview scheduling, conducting telephonic round of interview & face to face round of interview, preparing on boarding activities, orientation & induction, attending internship fairs at college campus- Mount Carmel College, SIB, IIM, Nagpur.

As the work environment comprised a high number of employees belonging to the millennial category, the research has conducted to understand the work culture factors, employee engagement & employee retention strategies with various models, research papers published previously.

The study holds response from various locations of South India and Bengaluru and focus mainly on people born during the year 1981 to 1995 & with a main intention to focus upon individuals intending to work and currently employed, the study also focus on educated individuals starting from Pre university to PhD holders.

The Research uses tools like graphical representation, tally bars, regression & co-relation methods with the help of these tools, It was able to understand the greater relationship with dependent and independent variables making the results more accurate and precise, with a response of 278 respondents.