

SYNOPSIS REGISTRATION

I. Student Details:

1. Name of the Program: DMBA404
2. Name of the Student: Pratibha Singh
3. Roll Number: 2314504399
4. Session & Year: January 2025
5. Elective: Human Resource Management

II. Project Proposal Details (Synopsis):

1. Title of the Project:

A Study on Employee Engagement and Its Impact on Organizational Performance at Care Health Insurance

2. Introduction and Review of Literature:

In the competitive and service-driven insurance industry, employee engagement plays a pivotal role in business success. At Care Health Insurance, a prominent player in the Indian health insurance sector, the satisfaction and motivation of employees significantly influence customer experience, retention, and overall productivity. This study focuses on how engagement strategies at Care Health Insurance impact organizational performance. Employee engagement encompasses multiple dimensions, such as motivation, recognition, communication, leadership, work-life balance, and career development. Measuring and improving engagement across functions like sales, claims, and customer service is essential for sustaining growth. Existing literature highlights the importance of psychological involvement and organizational commitment. Foundational work by Kahn (1990) introduced the idea of psychological presence at work. Saks (2006) identified predictors and consequences of employee engagement, and Harter et al. (2002) linked engagement to real-world performance outcomes. This study will provide practical insights into employee engagement at Care Health Insurance, identify improvement areas, and recommend HR strategies for building a committed workforce and enhancing performance.

3. Objectives of the Study:

- To assess the current level of employee engagement at Care Health Insurance
- To identify key drivers of employee engagement in the organization

- To analyse the correlation between employee engagement and organizational performance (e.g., sales growth, employee retention, service quality)
- To recommend HR strategies to improve engagement and performance

4. Research Methodology and References:

Data Analysis & Interpretation:

The collected data will be analysed using various statistical tools and techniques such as percentage analysis, correlation analysis, and mean scoring to understand the relationship between employee engagement and organizational performance. Charts, diagrams, and tables will be used to visually represent the data for easier interpretation. The insights derived will help identify patterns and trends in employee engagement levels across departments and their impact on productivity, customer satisfaction, and retention.

Type of Research:

Descriptive and analytical

Research Hypothesis:

Higher employee engagement positively affects organizational performance metrics such as retention, productivity, and customer satisfaction.

Data Collection:

- Primary Data: Structured questionnaires and interviews with employees and HR managers
- Secondary Data: Company website, HR manuals, internal reports, published literature on employee engagement.

Sample Size & Design:

- Sample Size: 50–100 employees from key departments (sales, claims, customer service, etc.)
- Sampling Technique: Stratified random sampling

Data Analysis Techniques:

Percentage analysis, correlation analysis, mean scoring, bar/pie charts, etc.

References:

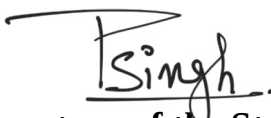
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- Care Health Insurance. (2025). Careers. Retrieved from: <https://www.careinsurance.com/rhicl/careers>

DECLARATION

I hereby declare that this project synopsis is an original work carried out by me and has not been/will not be submitted to any other University for fulfilment of any course of study.

Place: New Delhi

Date: 07 June 2025



(Signature of the Student)



(Signature and name of the guide)