

TEACHER'S ACTIVITY REPORT 2019 - 2020.

FACULTY: COMMERCE DEPARTMENT/ COMMITTEE: COMMERCE IQAC ACTIVITY NO.: SVC/2019-20/COM/AK/2

NAME OF THE ACTIVITY: SRI VENKATESWARA INTERNSHIP PROGRAM FOR RESEARCH ACADEMICS ON A STUDY ON VALUES AND ATTITUDES OF INDIAN MILLENNIALS			
DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATOR NAME
20 th June, 2020-15 th August	Dr Arpita Kaul	Commerce	Dr. S. Krishnakumar
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
	Online Mode	8	Indoor
SUPPORT/ASSISTANCE:	SRI VENKATESWARA COLLEGE		

BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. -):1

TOPIC/SUBJECT OF THE ACTIVITY	"A study on values and attitudes of Indian Millennials"
OBJECTIVES	<p>The main objectives of this research work can be summed up as:</p> <ol style="list-style-type: none"> 1. To check what instrumental and terminal values Indian Millennial have 2. To trace various factors that attract, motivate and retain Indian Millennial in an organization 3. To study the extent to which each factor vitalizes and incentivize Indian Millennial (to work)
METHODOLOGY	<p>Primary data and secondary data have been used for the study. For the purpose of this study, a questionnaire was designed as per the Rokeach Value System which consisted two sets of values, i.e., Terminal Values and Instrumental Values with each set containing 18 work values. The responses received are used for drafting a Likert Scale questionnaire divided into three parts, namely attraction, motivation and retention, consisting of work values that received maximum responses (highly prioritized) wherein respondents are asked to specify their level of agreement or disagreement on a scale of 1 to 5. The first questionnaire was taken from an already existing study of Rokeach Value survey and is hence secondary in nature.</p> <p>Various tools and techniques have been used ranging from varied accounting techniques to statistical tools for analysing and interpreting the responses of the respondents. Measures of central tendency were used to analyse the data from the questionnaire by using the frequency of each value wherein weights were assigned as per the responses using ordinal approach. The study also incorporated tools like percentage for analysing and representing the data. Charts and graphs have been used for the purpose of representation of quantitative facts. Microsoft Excel was used for all these calculations.</p>
OUTCOMES	<p>This study does pave a path to conduct a large-scale research in the field of Human Research Management relating to the Indian Millennials. This study does bring forth the fact that Indian Millennials rank Health, Family Security and Self Respect as the top terminal values. This means that organizations can attract, motivate and retain employees by giving them health plans, medical</p>

	<p>plans, insurance for employees and their family. This is the reason why we see organizations have gyms in offices. Self-Respect means individuals respect themselves and thus are very touchy if illtreated by the supervisors or management.</p> <p>According to the study the bottom 3 terminal values are, a World of Beauty (of nature and arts), salvation (saved/eternal life) and a World of Peace (free of war and conflict). This primarily means that these things are not important for Indian Millennials. The other method points out World of Beauty (of nature and arts), World of Peace (free of war and conflict and wisdom as bottom 3 terminal values.</p> <p>As far as instrumental values are concerned, it was found that Ambitious, honesty and broad minded are the top 3 instrumental values. This means that employees should be provided with growth opportunity as can also be noticed in the second questionnaire that 65% agreed that career development schemes make them stick to organizations, not only this 67% said that the growth opportunities provided by an organization motivates them to join/continue in it. The other method also brought forward the same values as the top 3 instrumental values.</p> <p>Work-Life balance (64%) and Job security (63%) are also very important factors in attracting, motivating and retaining employees. It was noticed that both these aspects related to family security and important value for Indian Millennials. Recognition of efforts (67%) and regular performance appraisal (64%) also motivated the Indian Millennials.</p>
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PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

Notice & Letters	✓ Student list of participation	✓ Activity Report	✓ Photos	Feedback form
Feedback analysis	News clip with details	Certificate✓	Any other	

IQAC Document No:	Criterion No:	Metric No:
Departmental file no	IQAC file No;	

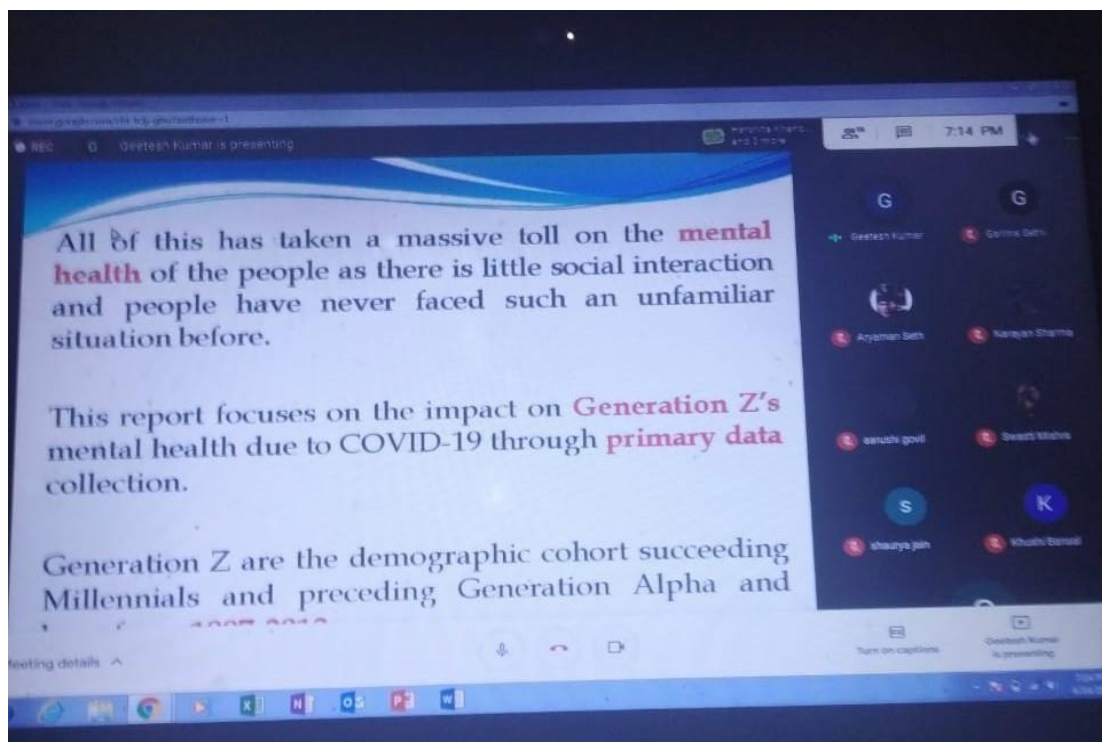
NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Arpita Kaul	Dr. S. Krishnakumar	

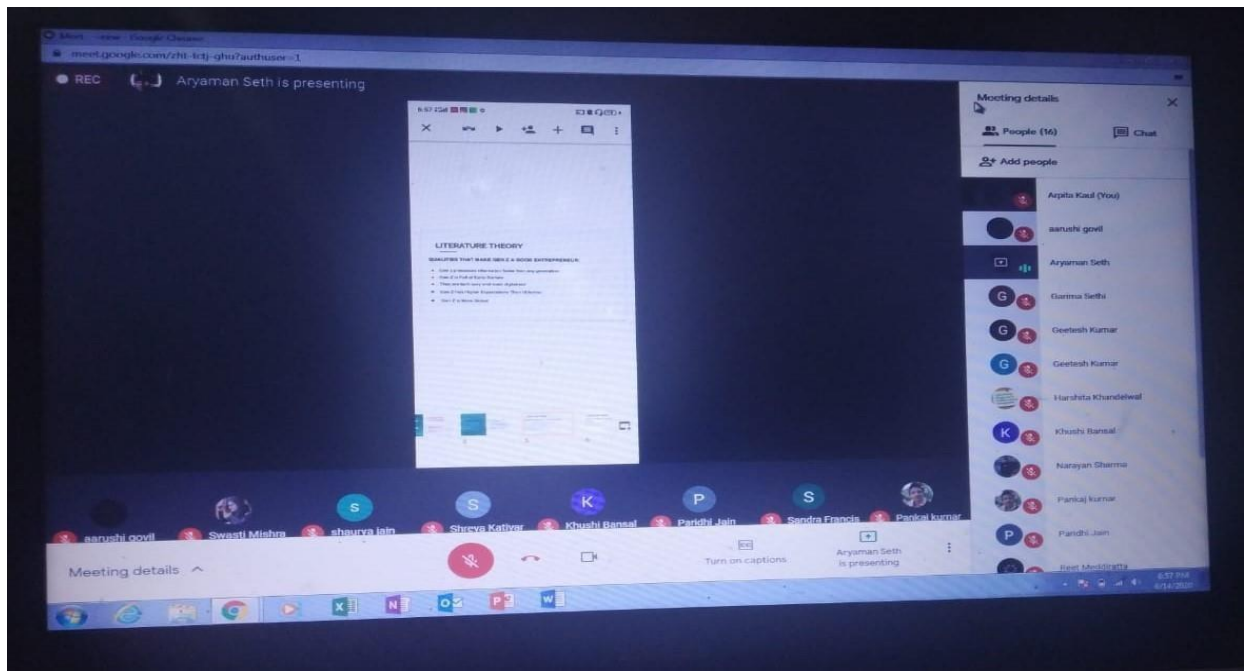
For Reference

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		

PROOFS

30 students showed interest in being part of this internship. They were asked to prepare a short presentation and the same was presented on google meet. Out of 30 students 8 students were selected. Weekly meeting was held with the students. Three guest speakers were also invited. Ms Deepika Sadhu, Associate consultant, Capital 1, Dr. Shikha Makkar, Assistant Professor Shri Ram College of Commerce, Dr. Avantika Raina Rana, Associate Professor, Vips for their expert talks on HR practices and millennials, research methodology and questionnaire designing. Research was carried out using primary and secondary sources. The project was completed and a report was submitted.





STUDENTS' PARTICIPATION LIST

1. Dhruv Maheshwari B. Com HonorsIV SEM 1018123
2. Geetesh Kumar B. Com HonorsII SEM 1019119
3. Khushi Bansal B. Com HonorsII SEM 1019097
4. Narayan Sharma B. Com HonorsII SEM 1019096
5. Paridhi Jain B. Com HonorsII SEM 1019054
6. Sandra Francis B. Com HonorsII SEM 1019504
7. Shaurya Jain B. Com HonorsII SEM 1019042
8. Swasti Mishra B. Com HonorsII SEM 1019136



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This is to certify that the Activity report (Teacher/Department /Society/Association) has been submitted for documentation to IQAC, Sri Venkateswara College, University of Delhi.

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