

## Study on Employee Satisfaction in General Insurance Industry

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### ABSTRACT

*The study endeavours at outlining the thin parameters of employee satisfaction in general insurance industry. It is generally observed that the insurance industry is one of the most stressful areas of Financial sector companies be it, Banks, NBFCs, AMC s and so on, as far as employee satisfaction is concerned. Moreover, insurance industry suffers from issues related to employee turnover and red tapism. The study thus endeavours at highlighting certain parameters as to where the companies should workout, in order to achieve a remarkable employee retention and satisfaction rate. The general Insurance industry has been chosen keeping in mind the increasing importance of the general insurance industry in India. Nowadays people take insurance policies for minute to large issues like accidental insurance, mobile insurance, marine insurance etc.*

**KEYWORDS:** Employee, Satisfaction, General Insurance Industry, India.

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