

## ***ABSTRACT***

Effective development of the human resource and its proper utilization occupies a prominent role in the attainment of organisational excellence. It results in increased efficiency and satisfaction of the employees and places the organisation at a higher level of performance and profit. Various human resource development measures are being adopted by business organisations to achieve the organisational goals. Quality of work life is one of such tool used for the development of employees. Quality of work life as a tool of human resource development is beneficial both to the employees and the organisation. The purpose of this study is to provide better framework and strategies for the insurance industry which can help them to achieve high level of quality of work life and to increase employee engagement level. The researcher has conducted an extensive analysis and managed to collect sufficient information in order to provide comprehensive results. The study results showed that when employees perceive the existence of high level of quality of work life in the organisation, they will respond by showing vigour, absorption and dedication to their job and company. However, everyone is quite excited about the opportunities, growth and development of the insurance industry in India. This market has the potential to grow into one of the largest markets in the world in the foreseeable future. If appropriate steps are not taken, this industry may face many challenges that might adversely affect its growth. The study showed that the way insurance company employees perceive and experience the quality of work life in insurance industry. It is found to be important for their satisfaction towards their job, organisational factors, basic factors and employee development, which leads to employee engagement. Good quality of work life practices can assist in creating a competitive advantage by developing a skilled workforce that effectively carries out the company's business strategy, leading to improved financial performance. A careful review of the results may be helpful for practitioners and policy makers who are interested in understanding the quality of work life and employee engagement.