**CHAPTER – 1**

**INTRODUCTION**

The process of career planning & development being with the basic facts that individuals must bear the full responsibility for the determination& planning of the own career. It defines as the occupational position a person has had over many years. The objective of career planning to attract & retain the right type of person in the organization. It is needed to perform measure, high employ turn over & to educate the employee. It is useful for individual & organization.

It tells the process & stages of ongoing process by which an individual progress through a series of stages. So far conclusion the objectives of the study, to get the overall knowledge about actually what the career planning & development is scope of such programmers in the banking industry or adequately fulfilled. And study conclude tough pressure as well as more stress &frustration, need to be handling the career‟s of most valuable assets that is the people.

Conclusively that was worthwhile to choose such topic as project, which is not only important for an employee & employer. In researches also to select the career in a particular line & may be a particular industry in which one want to make the career & get enough chance of advancement in career.

**1.1 Objectives of the Study:**

1. To study the impact of organizational support on career planning and development of employees.
2. To study the career planning of employees in IT industry.
3. To analyze the awareness of the employees about their career and its development.
4. To suggest appropriate measures to improve the efficiency of employees.

**1.2 Need of the Study:**

The main aim of this study is to find out the employee career development activities taken in Senpro technologies as career development is an important factor which increases the desire willingness and enthusiasm in workers, to apply their great potentialities for the achievement of common goals.

**1.3 Scope of the Study:**

It is always essential for a concern to access its strategies and reshape its destiny. It is necessary for every organization to study the different aspects that affects the organization development. Every study has a clear and specific scope.

The scope of this study is limited to Senpro Technologies Pvt. Ltd. In this survey the emphasis is on the career development of employees. The scope of the study involves the preparation of questionnaire and data of the company.

**1.4 Limitations of the Study:**

1. The study was restricted to IT industry.
2. This study is conducted with a sample size of 100 respondents. hence the findings of this study cannot be generalized.
3. The findings of this study are subject the bias and prejudice of the respondents. Hence objectivity cannot be ensured.
4. The accuracy of finding is limited by the accuracy of the statistical tools used for the analysis.

**CHAPTER – 2**

**REVIEW OF LITERATURE**

A literature review is a description of the literature relevant to a particular field or topic. It gives an overview of what has been said, who the key writers are, what are the prevailing theories and hypotheses, what questions are being asked, and what methods and methodologies are appropriate and useful. As such, it is not in itself primary research, but rather it reports on other findings

**High impact career development**

By: Bonnie Hagemann ( CEO, Executive development associates, Inc., Oklahoma city, USA)

As today’s work place evolves companies are forced to make changes within the organization in order to keep up trends in the workplace. In a recent study, the BCG partnering with the society for HRM, identified eight new trends in the workplace and how companies should approach these changes. These can be categorized into three groups:-

•Development and retaining talent

➢Managing talent

➢improving leadership

➢managing balance between the employees personal life

•Anticipating change

➢Managing demographics

➢Managing change in cultural transformation

•Enabling the organization

➢Globalization

➢Creating an environment of learning

➢Transforming hr departments into strategic partners

**Case study**

Authors: Krysia Wrobel, Emory University; Patricia Raskin, Ph.D., Columbia TeachersCollege; Vivian Maranzano, Columbia Teachers College; Judith Leibholz Frankel,Executive Recruiter; Amy Beacom, Columbia Teachers College. Date: 09/08/03

Career stages are typically defined as evolutionary phases of working life. The concept of career stage evolved as psychoanalysts (Erikson), developmental psychologists (Buehler, Levinson, Piaget), and sociologists (Form, Miller) independently studied stages of life and work (Super,1957). Develop mentalists concentrated on stages of psychological development while sociologists identified periods of individuals' working lives, and by combining these two foci career stages first emerge in the literature. For example, the Exploratory Stage defined by Buehler (1933), a German develop mentalist, and the Initial Work Period classified by sociologists Form and Miller (1949) both describe the experience of adolescents' exploration of work.

As a developmental stage, the Exploratory Stage represents the time period in which had adolescents define their adult identities through spousal, social, and career choices, while the Initial Work Period describes the first jobs adolescents take to explore the world of work. In this way, the contributions of both psychologists and sociologists created a framework for understanding careers using the concept of career stage. However, while these early models of career stage provide a useful structure to conceptualize career development, many of the early theorists assumed career stages to be linear and stable. Current researchers (e.g., Hall and Schein) have updated the concept of career stage to encompass modern, varied patterns of career development. These patterns tend to be more fluid and dynamic.

**Christine. A. Nwuche1**

**Hart .O. Awa2**

Employees are veritable sources of competitive advantage and planning and developing their careers is beneficial to both the organization and the employees. This study focuses on whether organizations in Nigeria give premium to career planning and development activities; the programmes engaged in and the perceived effectiveness of programmes generally. The investigation, which adopted a cross sectional survey and utilized structured questionnaire and interviews, centred on 10 firms in Rivers State, Nigeria.

Data generated were analysed using descriptive statistics, specifically percentages and means, and simple regression. The results indicate that organizations recognize the need to invest in people and do embark on career planning and development programmes but employees do not perceive programmes as overly effective. Also, although firms recognize employees as important assets for organization success, they do not give as much attention to personal needs of employees as they do corporate needs. This is potentially counterproductive. Thus, we recommend the full incorporation of employees needs in career development activities so as to address the issues of employability of employees and long term competitiveness of organizations.

**Career development**

Personal career management and planning

By: Robert H. Rouda & Mitchell E. Kusy

This is the fourth in a series of articles which originally appeared in Tappi Journal in 1995-96, to introduce methods addressing the development of individuals and organizations through the field of Human Resource Development. (The article has been updated, and is reproduced with permission of the copyright owner.) There is an increasing need for individuals to take charge of the development of their own learning and careers for a variety of reasons: There is increasing rate of change of our organizations and in the knowledge and skills we need to perform our jobs. Career ladders are rapidly shrinking or disappearing as reorganizations lead to flatter structures. There is an ever-increasing need for us to keep learning to keep up with the rapid growth in knowledge and the rate of change of our workplace environments. And, involvement in one's own development fosters greater commitment to the process than other-directed activities.

**Reasons to Make a Career Change**

Should a Career Change Be in Your Future?

By: Dawn Rosenberg McKay

The average person can expect to change careers several times in his or her lifetime. One reason for all these career changes is that people often don't make informed choices. While making an informed decision regarding your career is a good way to help insure that the career you choose is right for you, it doesn't guarantee it. Even if you follow all the prescribed steps and choose a career that is right for you, it may not remain your best choice forever. Here are some reasons to consider leaving your current career for a new one.

You Should Consider a Career Change If …..

Your Life Has Changed:

When you chose your career your life may have been different than it is today. For example you may have been single then and now you have a family. The crazy schedule or the frequent travel that is typical of your career Institute of Management Studies may not suit your new lifestyle. You should look for an occupation that is more "family friendly”.

**INTRODUCTION**

**Meaning of Career**

A career has been defined as the sequence of a person‟s experiences on different jobs over the period of time. It is viewed as fundamentally a relationship between one or more organizations and the individual. To some career is a carefully worked out plans for self advancement to others it is a calling-life role to others it is voyage to self discovery and to still other it is life itself. A career is a sequence of positions/jobs held by a person during the course of his working life.

According to Edwin B.Flippo.” A career is a sequence of separate but related work activities that provided continuity. Order and meaning to a person‟s life”.

According to Garry Desslers. “The occupational positions a person has had over many years”. Many of today employees have high expectations about their jobs. There has been a general increase in the concern of the quality of life. Workers expect more from their jobs than just income. A further impetus to career planning is the need for organizations to make the best possible use of their most valuable resources the people in a time of rapid technological growth and change.

**CAREER DEVELOPMENT**

Career development, both as a concept and a concern is of recent origin. The reason for this lack of concern regarding career development for a long time has been the careless, unrealistic assumption about employees functioning smoothly along the right lines, and the belief that employees guide themselves in their careers. Since the employees are educated, trained for the job .and appraised, it is felt that the development fund on is over. Modern personnel administration has to be futuristic, it has to look beyond the present tasks, since neither the requirements of the organization nor the attitudes and abilities of employees are constant. It is too costly to leave „career‟ to the tyranny of time and casualty of circumstances. Career development refers to set of programs designed to match an individual’s needs, abilities, and career goals with current and future opportunities in the organization , Where career plan sets career path for an employee, career development ensures that the employee is well developed before he or she moves up the next higher ladder in the hierarchy

**CAREER PLANNING**

Career planning is a relatively new personnel function. Established programs on Career planning are still rare except in larger or more progressive organization. Career planning aims at identifying personal skills, interest, knowledge and other features; and establishes specific plans to attain specific goals.

**AIMS AND OBJECTIVES OF CAREER PLANNING:**

Career Planning aims at matching individual potential for promotion and individual aspirations with organizational needs and opportunities. Career Planning is making sure that the organization has the right people with right skills at the right time. In particular it indicates what training and development would be necessary for advancing in the career altering the career path or staying in the current position .Its focus is on future needs and opportunities and removal of stagnation, obsolescence, dissatisfaction of the employee.

**OBJECTIVE OF CAREER PLANNING**

* To attract and retain the right type of person in the organization.
* To map out career of employees suitable to their ability and their willingness to be trained and developed for higher positions.
* To have a more stable workforce by reducing labor turnover and absenteeism.
* To improve employee morale and motivation by matching skills to job requirements and by providing opportunities for promotion.
* It helps employee in thinking of long term involvement with the organization.
* To provide guidance and encourage employees to fulfill their potentials.
* To achieve higher productivity and organizational development.
* To ensure better use of human resource through more satisfied and productive employees.
* To meet the immediate and future human resource needs of the organization on the timely basis.

**NEED FOR CAREER PLANNING**

* Realize and achieve the goals.
* Performance measure.
* High employee turnover.
* To educate the employees.
* It motivates employees to avail training and development.

**ADVANTAGES OF CAREER PLANNING & DEVELOPMENT**

In fact both individuals and the organization are going to benefit from career planning and development. So the advantages are described below;

**FOR INDIVIDUALS**

* The process of planning helps the individual to have the knowledge of various career opportunities, his priorities etc.
* This knowledge helps him select the career that is suitable to his life styles, preferences, family environment.
* Scope for self-development etc.
* It helps the organization identify internal employees who can be promoted.
* Internal promotions, up gradation and transfers motivate the employees, boost up their morale and also result in increased job satisfaction.
* It improves employee’s performance on the job by taping their potential abilities and further employee turnover.
* It satisfies employee esteem needs.

**FOR ORGANIZATIONS**

A long-term focus career planning and development will increase the effectiveness of human resource¬ management. More specifically, the advantages of career planning and development for an organization include;

* Efficient career planning and development ensures the availability of human resources with required skill, knowledge and talent.
* The efficient policies and practices improve the organization‟s ability to attract retain highly skilled and talent employees.
* The proper career planning ensures that the women and people belong to backward communities get opportunities for growth and development.
* The career plan continuously tries to satisfy the employee expectations and as such minimizes employee frustration.

**CAREER PLANNING & DEVELOPMENT STAGES**

**Exploration:**

Almost all candidates who start working after college education start around mid-twenties. Many a time they are not sure about future prospects but take up a organization, this stage is of no relevance because it happens prior to the employment. **Guidance from parents and well-wishers:**

Establishment this career stage beings with the candidate getting the first job getting hold of the rights job is not an easy task. Candidates are likely to commit mistakes and learn from their mistakes. Slowly and gradually they become responsible towards the job. Ambitious candidates will keep looking for more lucrative and challenging jobs elsewhere. This may either result in migration to another job or he will remain with the same job because of lack of opportunity us candidates will keep looking for more lucrative and challenging jobs elsewhere. This may either result in migration to another job or he will remain with the same job because of lack of opportunityus candidates will keep looking for more lucrative and challenging jobs else.

**Mid career stage:**

This career stage represents fastest and gainful leap for competent employees who are commonly called “climbers”. There is continuous improvement in performance. On the hand, employees who are unhappy and frustrated with the job, there is marked deterioration in threw performance “climbers” must go on improving their own performance. Employees tend to settle down in their jobs and “job hopping” is not common.

**Late-career stage:**

This career stage is pleasant for the senior employee’s whom like to service on the past glory. There is no desire to improve performance and improve past records. Such as employees enjoy playing the role of elder statesperson. They are expected to train younger employees and earn respect from them.

**Decline stage:**

This career stage represents the completion of one’s career usually culmining in to retirement. After decades of hard work, such employees have ti retire. Employees who were climber and achivers will find it hard to compromise with the reality. Others may think of “life after retirement”.

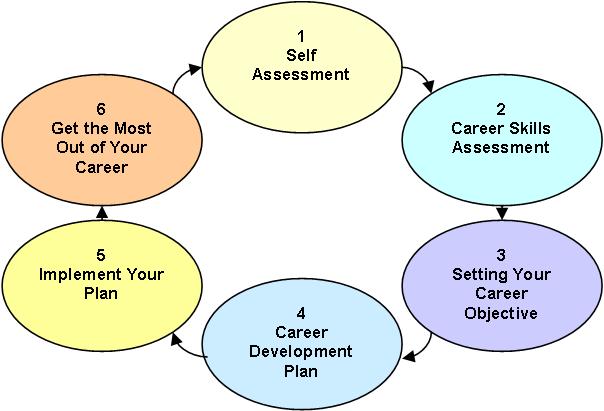
**LIMITATIONS OF CAREER PLANNING & DEVELOPMENT**

Despite planning the career, employees face certain career problems. They are:

1. **Dual career families:** With the increase in career orientation among women, number of female employees is on increase. Consequently, one of those family members might face the problems of transfer. This has become a complicated problem to organizations.
2. **Low ceiling careers:** some careers do not have scope for much advancement. Employees cannot get promotions despite their career plans and development in such jobs.
3. **Declining career opportunities:** Career opportunities for certain categories reach the declining stage due to the influence of the technological or economical factors. Solution for such problem is career shift.
4. **Downsizing and careers:** Business process reengineering, technological change and business environmental factors force the business firms to restructure the organizations by and downsizing. Career planning can become a reality when opportunities for vertical mobility are available. Therefore, it is not suitable for a very small organization.

**CAREER PLANNING AND DEVELOPMENT PROCESS**

Chart1.1: Career planning & Development process



1. **Identifying individual needs and aspirations:**

It’s necessary to identify and communicate the career goals, aspiration and career anchors of every employee because most individuals may not have a clear idea about these. For this purpose, a human resource inventory of the organization and employee potential areas concerned.

1. **Analyzing career opportunities:**

The organizational set up, future plans and career system of the employees are analyzed to identify the career opportunities available within it. Career paths can be determined for each position. It can also necessary to analyze career demands in terms of knowledge, skill, experience, aptitude etc.

1. **Identifying match and mismatch:**

A mechanism to identifying congruence between individual current aspirations and organizational career system is developed to identify and compare specific areas of match and mismatch for different categories of employees.

1. **Formulating and implementing strategies:**

Alternative action plans and strategies for dealing with the match and mismatch are formulated and implemented.

1. **Reviewing career plans:**

A periodic review of the career plan is necessary to know whether the plan is contributing to effective utilization of human resources by matching employee objectives to job needs. Review will also indicate to employees in which direction the organization is moving, what changes are likely to take place and what skills are needed to adapt to the changing needs of the organization

**CHAPTER – 3**

**3.1 INDUSTRY PROFILE**

**Definition of Outsourcing**

The Webster's Universal Dictionary meaning of "Outsourcing" is: "A company or person that provides information; to find a supplier or service, to identify a source".

**Outsourcing** can be defined as a process in which a company delegates some of its in-house operations/processes to a third party. Thus outsourcing is a contracting transaction through which one company purchases services from another while keeping ownership and ultimate responsibility for the underlying processes. The clients inform their provider what they want and how they want the work performed. So the client can authorize the provider to operate as well as redesign basic processes in order to ensure even greater cost and efficiency benefits.

Companies turn to resources outside their organizational structure usually to save money and/or make use of the skilled professionals.

The Outsourcing market is estimated to grow tremendously in the coming few with an increasing number of companies planning to outsource both low end and high-end jobs to offshore destinations. Also the number of companies providing outsourcing services is on the rise, thus resulting in larger variety. Due to the fact that more and more companies are outsourcing, the risks are getting smaller as businesses have more experience and clearer objectives.

Outsourcing in the world today is seen as a strategic management option rather than just a cost cutting operation. It aids companies to achieve their business objectives through operational excellence and a better market position. In order for companies to focus on their core competencies, all companies today outsource one or more of their operations. In order to compete in the global economy companies need to focus their resources on their core operations.

**Advantages of Outsourcing**

* Companies can save up on operational costs. In fact most companies can cut their operating costs to half by outsourcing
* Get access to cheaper and more efficient labor
* Cut up on labor training cost
* Get access to better technologies at a cheaper cost
* Increase productivity
* Concentrate on core competencies

**Disadvantages of Outsourcing**

* The company that outsourcers can get into serious trouble if the service provider refuses to provide business due to bankruptcy, lack of funds, labor etc
* Outsourcing requires the control of the process being outsourced by transferred to the service provider. Thus the company may loose control over its process
* The service provider in developing countries generally services many companies. So there are many chances of partiality owing to more payment by other parties
* The current employees in the company that outsourcers may feel threat due to outsourcing and may not work properly
* The attitude of people in the developed countries against companies that outsource is generally bad

**Business Process outsourcing:**

**Business process outsourcing** is a process in which a company delegates some of its in-house operations/processes to a third party. Thus business process outsourcing is a transaction through which one company acquires services from another while maintaining ownership and ultimate responsibility for the processes. The company then informs its provider what it wants and how it wants the work performed. So the company can authorize the provider to operate as well as redesign basic processes in order to ensure even greater cost and efficiency benefits.

The main motive for **business process outsourcing** is to allow the company to invest more time, money and human resources into core activities and building strategies, which fuel company growth.

Business process outsourcing in today’s world is seen as a strategic management option rather than just a way to cut costs. BPO helps achieve the companies their business objectives through operational excellence and an edge in the market place.

Resources of the companies need to be focused on core competencies and the non core functions are out sourced. Out sourcing gives you right combination of people, processes and technology to operate effectively in the global market place without burdening organization’ s time and budget.

Benefits derived from BPO are:

1. Productivity Improvements
2. Access to expertise
3. Operational cost control
4. Cost savings
5. Improved accountability
6. Improved HR
7. Opportunity to focus on core business

**Business Process outsourcing in India.**

The BPO industry in India has grown by leaps and bounds. It has been growing 70 percent a year and is now worth US$1.6 billion, employing 100,000 people. And as McKinsey analysts put it, BPO has to grow only 27% till 2008 to deliver US$17 billion in revenues and employment of a million people

Indian BPO Segments Business Process Outsourcing in India is organized in many segments. Back-office processing and customer interaction services are among the fastest and largest growing segments that contribute significantly to the Indian BPO market. Other notable segments are revenue accounting, content development, animation, engineering and design, GIS and medical transcription.

**Back-Office Operations / Revenue Accounting / Data Entry And Conversion / HR Services** –

This segment is by far the largest, accounting for 42% pf the market share in FY 2002. Industries such as banks and aviation require large-scale data processing and data based decision-making capabilities. Indian companies provide data entry (paper to digital) and rule-set processing (applying present rules and criteria for processing) and are fast graduating to problem solving and decision-making.

**Content Development / Animation / Engineering And Design / GIS** –

The content development segment ranks second occupying 26% of the pie. The Roncarelli report on computer animation estimates that labor costs in India for computer animators is roughly one-tenth that in the US. While a computer animator in India earns about US$7,000 - 9,000 per year, an equivalent animator in the US earns US$45,000 - 90,000.

**Customer Interaction Services** –

The customer care segment ranks third occupying 28% of the pie. A customer care center is a service center with adequate telecom facilities, trained consultants, access to requisite databases, Internet and other online information support infrastructure to provide information and support to customers. Such centers are used for a number of customer-related functions like marketing, selling, information dispensing, advice, technical support etc.

**Medical Transcription Services** –

Medical transcription accounts for 2% of the total Indian outsourcing services. Medical transcription was one of the first offshore BPO services to be launched from India. This service involves the transcribing of medical records from audio format or dictated by doctors or other healthcare into either a hard copy or electronic format.   
**Other Services** –

The other services include online education or web based training, market research analysis using statistical packages, remote network maintenance and monitoring.

India, took the No. 1 spot in neo IT's ranking of 14 possible IT outsourcing destinations. According to annual report India offers "cost competitiveness, a highly skilled labors pool and a high level of service maturity,"

**5 reasons why India is the BPO king**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr No** | **Level 1 Factors** | **Level 1 Weights** | **Level 2 Sub-factors** |
| 1 | Financial benefit | 30% | * Labor cost * Cost advantage – operating and capital expenditures |
| 2 | Service maturity | 25% | * Process maturity and competency of suppliers * Industry size and growth * Security/IP protection |
| 3 | People | 25% | * Labor pool and skill level * Language proficiency * HR * Educational system |
| 4 | Infrastructure | 5% | * ICT and physical infrastructure |
| 5 | Catalyst | 15% | * Governmental support * Geopolitical environment * Physical and time zone displacement * Cultural compatibility |

**Advantages of outsourcing to India:**

* India - large pool of engineering resources
* 12 hr time difference - Savings in time and money
* Cost benefits
* Quality awareness and processes
* Government support - infrastructure availability
* Benefit of track record

**Call Centre:**

A call centre or call center is a centralized office used for the purpose of receiving and transmitting a large volume of requests by [telephone](http://en.wikipedia.org/wiki/Telephone). A call centre is operated by a [company](http://en.wikipedia.org/wiki/Company) to administer incoming product support or information inquiries from consumers. Outgoing calls for [telemarketing](http://en.wikipedia.org/wiki/Telemarketing), clientele, and debt collection are also made.

A call centre is often operated through an extensive open workspace, with work stations that include a computer, a [telephone](http://en.wikipedia.org/wiki/Telephone) set/[headset](http://en.wikipedia.org/wiki/Headset) connected to a [telecom switch](http://en.wikipedia.org/wiki/Telecom_switch), and one or more supervisor stations. It can be independently operated or networked with additional centres, often linked to a corporate [computer network](http://en.wikipedia.org/wiki/Computer_network), including [mainframes](http://en.wikipedia.org/wiki/Mainframe), [microcomputers](http://en.wikipedia.org/wiki/Microcomputer) and [LANs](http://en.wikipedia.org/wiki/Local_area_network). Increasingly, the voice and data pathways into the centre are linked through a set of new technologies called [computer telephony integration](http://en.wikipedia.org/wiki/Computer_telephony_integration) (CTI).

Most major businesses use call centres to interact with their customers. Examples include utility companies, mail order catalogue firms, and customer support for computer hardware and software. Some businesses even service internal functions through call centres. Examples of this include help desks and sales support.

**Key performance measurements (KPIs) in a call center are:**

* 1. **Average Call Value** (Sales and Reservations Only) This measure is generally calculated by dividing total revenue generated by number of calls.
  2. **Customer Satisfaction** Customer satisfaction is, without doubt, a top priority. Most call centers conduct surveys via either outbound calls or mail to randomly selected callers.
  3. **Service Level** Service level takes the form of X percent answer in Y seconds (such as 80 percent of calls answered in 20 seconds), and is a high level measure of how fast callers get through to reps.
  4. **Percent Abandoned** Abandonment is an ongoing concern in incoming call centers. If callers hang up before we get a chance to talk to them, we are missing the opportunity to make them happy, sell to them and solve their customer service problems callers' circumstances.
  5. **Cost Per Call** There are various ways to calculate cost per call (i.e. what factors to include in staff costs, how to allocate equipment, how to value the building) but the basic formula is to divide total costs by total calls received for a given period of time (usually a month).

**3.2 COMPANY PROFILE**

**SENPRO TECHNOLOGIES PRIVATE LIMITED**

Senpro Technologies Private Limited is a Non-govt company, incorporated on 04 Dec, 2014. It's a private unlisted company and is classified as company limited by shares'.

Company's authorized capital stands at Rs 2.0 lakhs and has 100.0% paid-up capital which is Rs 2.0 lakhs. Senpro Technologies Private Limited is majorly in null business from last 8 years and currently, company operations are active. Current board members & directors are MUNUSWAMY REVATHY and SURYAKALA MUNUSAMY

SENPRO TECHNOLOGIES PRIVATE LIMITED is a mca provider company with the industrial and NIC / SIC code of 72900 as per the official records. The company was registered in the year 2014 and its authorized share capital is INR 200,000 and paid up capital is INR 200,000. The major activities of this company as per the listed official records are #other computer related activities#.

We are a reliable organization engaged in mca provider a qualitative range of industrial products . We are also one of the leading companies of this highly commendable range of products. Our team of experts maintain a vigil on the quality of the products. Every single piece of work is ensured with proper quality assurance. Since our inception in 04/12/2014, we are continually improving our quality to serve our clients better. Use of modern technology, industry standards, timely and quality deliveries, experienced workforce are our USPs.

Our mission is to be a leading mca provider providing superior quality products and services at competitive prices. We want be a globally innovative and competitive business providing 100% genuine services to our customers. We are committed to total customer satisfaction by providing quality products & services.

Senpro Technologies is a fast-growing IT Company that provides holistic IT solutions to businesses across geographies We offer IT expertise in software, website, and application (iOS & Android) development, UI/UX design, and digital marketing. We are situated at around 12 service locations, serving businesses belonging to various sectors. So long, we have forayed into healthcare, food services, travel & tourism, logistic & shipping, e-commerce, banking, technology, manufacturing, and IT-enabled education service industries so far.

Currently, we have a team of highly skilled IT professionals that work round the clock to ensure Senpro Technologies. stays true to its offerings & commitments. Our team of experienced experts includes software developers, web developers, designers, and digital marketing experts.





OUR MISSION

We are on a mission to provide the valuable & result oriented search advertising and search engine marketing solutions to the businesses who really want to excel their reach online.

OUR VALUES

We are committed towards our customers and for us implementing search engine techniques to the others is passion.

Our Vision

Our Vision is to become best Web designing and development company.

Our Services

To build your business



**Managed Hosting**

Single-tenant hosting for optimal performance and uptime When you choose Senpro Technologies Managed Hosting .



**Enterprise resource planning**

ERP is software systems that are used for operations planning, administration and for optimizing internal business processes, including manufacturing...etc



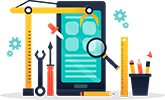
**Website Design**

Designing of website play important role in any online business development. So our company specially focused on best design.



**Website Development**

Our Web Development team focused on usage of compact and clean coding by using latest technology.



**App Development**

We are also provide mobile app development services for several industries in all types of versions like Android, IOS, Flutter.



**eCommerce Development**

Our company has the team of experienced professionals who provide all types of ecommerce web development.



**Powerful Tools**

Implement and Analyse your business site from our talented Web development and Web designing team. Grow your business online with us.

http://senpro.in/img/services-carousel/Skilled.png

**Skilled Professional**

Our certified resources are professionally competent in handling your online digital marketing needs for better ROI & Business.



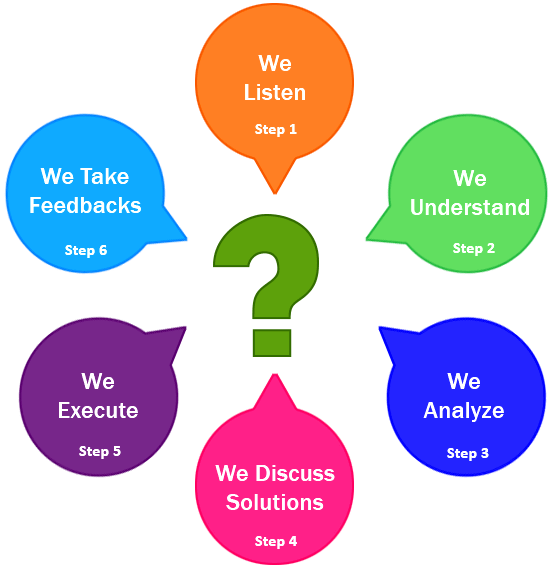
**Excellent Customer Support**

Customer support is our first priority, our Project Managers are available during your working hours to ensure better communication.

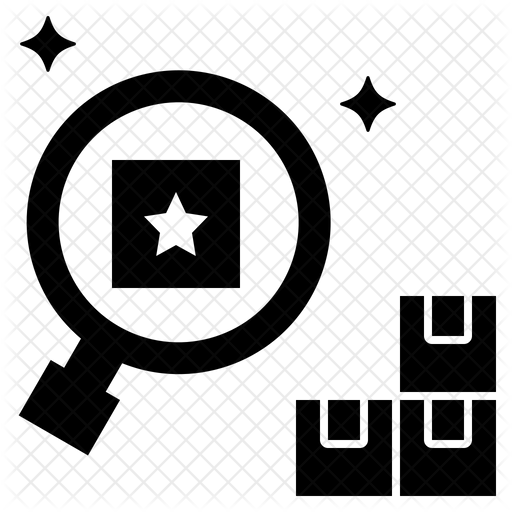


**Guaranteed Results**

We Provide 100% RESULTS GUARANTEE. Our Team of SEO Experts works for getting top postions on Google, Bing, MSN and Yahoo.

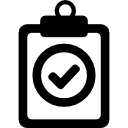


WHY US?

* 

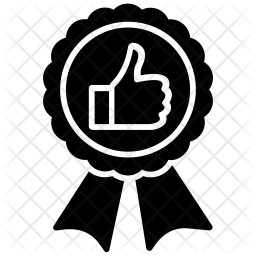
**Unique Creations**

Innovative, original and smart approach of designing to result an unique creation.

* 

**Positive Outcomes**

Client oriented research and requirement analysis ensure positive outcome for your business.



**Successsful Solutions**

We convert complicated business concepts into elegant and successful solutions.



**WE BUILD A STRONG ONLINE BUSINESS PRESENCE**

**Innovative, Futuristic and Business Growing Website Designs**

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**ABOUT US**

Senpro Technologies is a fast-growing IT Company that provides holistic IT solutions to businesses across geographies We offer IT expertise in software, website, and application (iOS & Android) development, UI/UX design, and digital marketing.

**CHAPTER – 4**

**RESEARCH METHODOLOGY**

The research method of the study explains the systematic way of findings to the predetermined objectives. Moreover this provides the clean path to accomplish and achieve clear solution for the problem stated. The following are the stages through which the research has passed to obtain the conclusions.

**Source of data:**

For the purpose of the study the following sources of data are used.

**Primary data**: Primary data refers to the collection of first hand data.

Data is collected through

* Questionnaire
* Observations

**Questionnaire**: Questionnaire is prepared and circulated to the employees to know their opinion.

**Observations**: Observations were done during the visits to the organization.

**Secondary data**:

Secondary data refers to the data, which is not newly generated but rather obtained from.

* Published sources.
* Unpolished sources i.e., information about the performance of the company
* Report on the study.
* Review of literature etc.

**CHAPTER – 5**

**DATA ANALYSIS AND INTERPRETATION**

1. Views of the respondents about attaining objectives

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | Percentage |
| a. | Strongly Agree | 56 | 56 |
| b. | Agree | 27 | 27 |
| c. | Neutral | 15 | 15 |
| d. | Disagree | 2 | 2 |
| e. | Strongly disagree | 0 | 0 |
|  | Total | 100 | 100 |

Attaining objectives

INTERPRETATION:

From the above chart it is found that most of the employees strongly agreed to their attaining career objectives, whereas none was strongly disagreeing in doing so. 2. View of respondents in doing the work even when they don’t like

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | percentage |
| a. | Strongly Agree | 15 | 15 |
| b. | Agree | 42 | 42 |
| c. | Neutral | 33 | 33 |
| d. | Disagree | 7 | 7 |
| e. | Strongly disagree | 3 | 3 |
|  | Total | 100 | 100 |

Doing work even when they don’t like

INTERPRETATION:

From the above table it is observed that 42% of the employees agreed to doing work even when they dislike it while only 3% strongly disagreed with the statement. 3. View of respondents about giving their abilities to the organization

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | Percentage |
| a. | Strongly Agree | 60 | 60 |
| b. | Agree | 43 | 43 |
| c. | Neutral | 7 | 7 |
| d. | Disagree | 0 | 0 |
| e. | Strongly disagree | 0 | 0 |
|  | Total | 100 | 100 |

Giving their abilities to the organization

INTERPRETATION:

From the above table it is found 60% of the respondents strongly agreed to using their abilities for the organization.43% agreed whereas none of the respondent disagreed to the statement.4. View of respondents about completing their work on time

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | percentage |
| a. | Strongly Agree | 22 | 22 |
| b. | Agree | 37 | 37 |
| c. | Neutral | 19 | 19 |
| d. | Disagree | 18 | 18 |
| e. | Strongly disagree | 4 | 4 |
|  | Total | 100 | 100 |

Completing their work on time

INTERPRETATION:

From the above table it is interpretated that 22% of the employees strongly agreed to completing their job on time, 37% strongly agreed, 19% remained neutral, 18% and 4% disagreed and strongly disagreed respectively in completing their job on time.5 view of respondents on usage of skills

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | percentage |
| a. | Strongly Agree | 27 | 27 |
| b. | Agree | 34 | 34 |
| c. | Neutral | 14 | 14 |
| d. | Disagree | 20 | 20 |
| e. | Strongly disagree | 5 | 5 |
|  | Total | 100 | 100 |

Usage of skills

INTERPRETATION:

From the above table it is analysed that the respondents strongly agreeing to using their skills are 27%, agreed 34%, 14% neither agreed nor disagreed.

6 view of respondents in involving in lot of activities as part of the job

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | percentage |
| a. | Strongly Agree | 30 | 30 |
| b. | Agree | 35 | 35 |
| c. | Neutral | 15 | 15 |
| d. | Disagree | 15 | 15 |
| e. | Strongly disagree | 7 | 7 |
|  | Total | 100 | 100 |

Involving in lot of activities as part of the job

INTERPRETATION:

From the above chart it is found that 30% of the employees strongly agreed to involving themselves in activities, whereas 7% was strongly disagreeing in doing so.7 view of respondents on positions offering comfortable fit

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | percentage |
| a. | Strongly Agree | 15 | 15 |
| b. | Agree | 27 | 27 |
| c. | Neutral | 7 | 7 |
| d. | Disagree | 33 | 33 |
| e. | Strongly disagree | 18 | 18 |
|  | Total | 100 | 100 |

Positions offering comfortable fit

INTERPRETATION:

From the above table it is interpretated that 15% of the employees strongly agreed on positions offering comfortable fit, 27% strongly agreed, 7% remained neutral, 33% and 18% disagreed and strongly disagreed respectively on positions offering comfortable fit.

8 view of respondents on awareness of career planning

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | Percentage |
| a. | Strongly Agree | 12 | 12 |
| b. | Agree | 27 | 27 |
| c. | Neutral | 20 | 20 |
| d. | Disagree | 25 | 25 |
| e. | Strongly disagree | 15 | 15 |
|  | Total | 100 | 100 |

Awareness of career planning

INTERPRETATION:

From the above chart it is found that 12% of the employees strongly agreed to having awareness of career planning activities, whereas 15% was strongly disagreeing in doing so.

9 view of respondents on their freedom in their job

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | percentage |
| a. | Strongly Agree | 18 | 18 |
| b. | Agree | 32 | 32 |
| c. | Neutral | 10 | 10 |
| d. | Disagree | 27 | 27 |
| e. | Strongly disagree | 13 | 13 |
|  | Total | 100 | 100 |

Freedom in their job

INTERPRETATION:

From the above table it is analysed that the respondents strongly agreeing to having freedom in doing their job are 18%, agreed 32%, 10% neither agreed nor disagreed, 27%disagreed and 13% strongly disagreed .

10 view of respondents in taking risk in their job

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | percentage |
| a. | Strongly Agree | 27 | 27 |
| b. | Agree | 31 | 31 |
| c. | Neutral | 8 | 8 |
| d. | Disagree | 20 | 20 |
| e. | Strongly disagree | 14 | 14 |
|  | Total | 100 | 100 |

Taking risk in the job

INTERPRETATION:

From the above table it is interpretated that 27% of the employees strongly agreed totaking risk in their job, 31% strongly agreed, 16% remained neutral, 20% and1 4% disagreed and strongly disagreed respectively in taking risk.11 view of respondent’s opportunities for advancement

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | percentage |
| a. | Strongly Agree | 21 | 21 |
| b. | Agree | 45 | 45 |
| c. | Neutral | 21 | 21 |
| d. | Disagree | 11 | 11 |
| e. | Strongly disagree | 2 | 2 |
|  | Total | 100 | 100 |

Respondent’s opportunities for advancement

INTERPRETATION:

From the above chart it is found that 21% of the employees strongly agreed to having opportunities for advancement , whereas only 2% was strongly disagreeing to it.12 view of respondents on reward and recognisation

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | Percentage |
| a. | Strongly Agree | 35 | 35 |
| b. | Agree | 52 | 52 |
| c. | Neutral | 16 | 16 |
| d. | Disagree | 3 | 3 |
| e. | Strongly disagree | 2 | 2 |
|  | Total | 100 | 100 |

Reward and recognization

INTERPRETATION:

From the above table it is analyzed that the respondents strongly agreeing to having reward and recognisation are 35%, agreed 52%, 16% neither agreed nor disagreed, 3%disagreed and 2% strongly disagreed.

13 view of respondents on encouragement for good performance

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | percentage |
| a. | Strongly Agree | 32 | 32 |
| b. | Agree | 43 | 43 |
| c. | Neutral | 15 | 15 |
| d. | Disagree | 7 | 7 |
| e. | Strongly disagree | 3 | 3 |
|  | Total | 100 | 100 |

Encouragement for good performance

INTERPRETATION:

From the above table it is interpretated that 22% of the employees strongly agreed to encouragement on good performance, 37% strongly agreed, 19% remained neutral, 18% and 4% disagreed and strongly diaagreed respectively in encouragement on good performance.14 view of respondents on team spirit in organization

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | Percentage |
| a. | Strongly Agree | 33 | 33 |
| b. | Agree | 42 | 42 |
| c. | Neutral | 11 | 11 |
| d. | Disagree | 21 | 21 |
| e. | Strongly disagree | 3 | 3 |
|  | Total | 100 | 100 |

Team spirit in organization

INTERPRETATION:

From the above table it is analysed that 33% respondents strongly agreeing to having team spirit in the organization , agreed 42%, 11% neither agreed nor disagreed, 21%disagreed and 3% strongly disagreed .

15 view of respondents on level of satisfaction

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | percentage |
| a. | Strongly Agree | 23 | 23 |
| b. | Agree | 66 | 66 |
| c. | Neutral | 7 | 7 |
| d. | Disagree | 3 | 3 |
| e. | Strongly disagree | 1 | 1 |
|  | Total | 100 | 100 |

Level of satisfaction

INTERPRETATION:

From the above chart it is found that 23% of the employees strongly agreed to level of satisfaction, whereas only 1% was strongly disagreeing to it.16 view of respondents on organization rules and regulation

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | Percentage |
| a. | Strongly Agree | 25 | 25 |
| b. | Agree | 54 | 54 |
| c. | Neutral | 8 | 8 |
| d. | Disagree | 10 | 10 |
| e. | Strongly disagree | 3 | 3 |
|  | Total | 100 | 100 |

Organization rules and regulations

INTERPRETATION:

From the above table it is analyzed that 25% respondents are strongly agreeing to following rules and regulations, 54% agreed %, 8% neither agreed nor disagreed, 10%disagreed and 3% strongly disagreed.

17 view of respondents on facilities provided

|  |  |  |  |
| --- | --- | --- | --- |
|  | Options | No of respondents | Percentage |
| a. | Strongly Agree | 28 | 28 |
| b. | Agree | 42 | 42 |
| c. | Neutral | 8 | 8 |
| d. | Disagree | 19 | 19 |
| e. | Strongly disagree | 11 | 11 |
|  | Total | 100 | 100 |

Facilities provided

INTERPRETATION:

From the above table it is interpretated that 28% of the employees strongly agreed to facilities provided, 42% agreed, 8% remained neutral, 18% and 4% disagreed and strongly disagreed respectively in facilities provided.

18 view of respondents on safe working environment

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | Percentage |
| a. | Strongly Agree | 61 | 61 |
| b. | Agree | 33 | 33 |
| c. | Neutral | 3 | 2 |
| d. | Disagree | 2 | 3 |
| e. | Strongly disagree | 1 | 1 |
|  | Total | 100 | 100 |

Safe working environment

INTERPRETATION:

From the above chart it is found that most of the employees strongly agreed to having safe working environment, whereas only 1% was strongly disagreeing to it.19 view of respondents on clean and hygienic work environment

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | percentage |
| a. | Strongly Agree | 21 | 21 |
| b. | Agree | 35 | 35 |
| c. | Neutral | 14 | 14 |
| d. | Disagree | 23 | 23 |
| e. | Strongly disagree | 7 | 7 |
|  | Total | 100 | 100 |

Clean and hygienic work environment

INTERPRETATION:

From the above table it is interpretated that 21% of the employees strongly agreed to having better working conditions,35% agreed, 14% remained neutral, 23% and 7% disagreed and strongly disagreed respectively.

20 view of respondents on discussion with superiors

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | percentage |
| a. | Strongly Agree | 17 | 17 |
| b. | Agree | 36 | 36 |
| c. | Neutral | 23 | 23 |
| d. | Disagree | 16 | 16 |
| e. | Strongly disagree | 8 | 8 |
|  | Total | 100 | 100 |

Discussion with superiors

INTERPRETATION:

From the above table it is analyzed that 17% respondents are strongly agreeing to having discussions with the superiors , 36% agreed %, 23% neither agreed nor disagreed, 16%disagreed and 8% strongly disagreed.

21 view of respondents on performance appraisal

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | percentage |
| a. | Strongly Agree | 18 | 18 |
| b. | Agree | 55 | 55 |
| c. | Neutral | 21 | 21 |
| d. | Disagree | 4 | 4 |
| e. | Strongly disagree | 2 | 2 |
|  | Total | 100 | 100 |

Performance appraisal

INTERPRETATION:

From the above chart it is found that 18% of the employees strongly agreed to performance appraisal, 55% agreed whereas only 2% was strongly disagreeing to it.

22 view of respondents on change of job

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | percentage |
| a. | Strongly Agree | 15 | 15 |
| b. | Agree | 60 | 60 |
| c. | Neutral | 15 | 15 |
| d. | Disagree | 7 | 7 |
| e. | Strongly disagree | 3 | 3 |
|  | Total | 100 | 100 |

Change of job

INTERPRETATION:

From the above table it is interpretated that 15% of the employees strongly agreed to change the job if the task alloted is monotonous ,60% agreed, 15% remained neutral, 7% disagreed and 3% strongly disagreed.

23 view of respondents on training provided by organization

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | percentage |
| a. | Strongly Agree | 21 | 21 |
| b. | Agree | 63 | 63 |
| c. | Neutral | 14 | 14 |
| d. | Disagree | 2 | 2 |
| e. | Strongly disagree | 0 | 0 |
|  | Total | 100 | 100 |

Training provided by organization

INTERPRETATION:

From the above chart it is found that 21% of the employees strongly agreed on training provided to them, 63% agreed and nobody strongly disagreed to it.24 view of respondents on knowledge sharing activities

|  |  |  |  |
| --- | --- | --- | --- |
|  | options | No of respondents | Percentage |
| a. | Strongly Agree | 25 | 25 |
| b. | Agree | 65 | 65 |
| c. | Neutral | 6 | 6 |
| d. | Disagree | 4 | 4 |
| e. | Strongly disagree | 0 | 0 |
|  | Total | 100 | 100 |

Knowledge sharing activities

INTERPRETATION:

From the above chart it is found that most of the employees agreed in sharing their knowledge within the team.

**CHAPTER – 6**

**6.1 Findings:**

* Most of the employees have felt that they are successful in attaining their career objective.
* Very few employees disagreed to do the work even though inspite of not liking it.
* Almost all the employees agreed upon the organization providing a safer environment.
* Though most of the employees used to complete their job on time, there were few who disagreed.
* It has been found that employees will look forward to change in job if the job allotted to them is monotonous.
* Many of the employees felt their efforts are not been encouraged and recognized.
* Most of the employees considered the constant training provided to them is enhancing their career.
* Among the respondents very few disagreed to not following the rules and regulations of the organization.
* Half of the employees were not satisfactory with the working condition provided.
* Majority of the respondents were happy with their growth in the organization.

**6.2** **Suggestions:**

* Awareness about career planning and development has to be made among employees.
* Proper training and development activities have to be provided to the employees.
* The organization must improve upon their working conditions.
* Employees should be motivated with rewards and recognisation.
* Superiors must encourage their subordinates to perform better.
* Trust and good faith have to be inculcated in employees through team building exercises.

**6.3 Conclusion**

Career planning and development programs as we find from the study plays crucial role in employee as well as organizations development. Career planning is an integral part of every organization. It motivates and inspires employees to work harder and keeps them loyal towards the organization. Career planning helps an employee know the career opportunities available in organization. This knowledge enables the employee to select the career most suitable to his potential and this helps to improve employee’s morale and productivity. On the basis questionnaire and personal interviews with the employees It was also found that promotion is the major reason that sticks them with the current job. Employees also prefer sound recognisation as well as proper training. So for conclusion, the objectives of the study, to get the overall knowledge about actually what the career planning and development is, the scope of such programs in the banking industry are adequately fulfilled. And study concludes that in banking industry because of its monotonous task and due to tough pressure as well as more stress and frustration, need to be handling the careers of most valuable asset that is the People.

Conclusively that was worthwhile to choose such topic as project, which is not only important for an employee and employer, But for the researcher also to select the career, a in particular line and may be a particular industry in which one wants to make the career and get enough chances of advancement in career.

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