**CHAPTER - 1**

**INTRODUCTION**

Employee satisfaction is essential to the success of any business. A high rate of employee contentedness is directly related to a lower turnover rate. Thus, keeping employees’ satisfied with their careers should be a major priority for every employer.

While this is a well known fact in management practices, economic downturns like the current one seem to cause employers to ignore it. There are numerous reasons why employees can become discouraged with their jobs and resign, including high stress, lack of communication within the company, lack of recognition, or limited opportunity for growth.

Management should actively seek to improve these factors if they hope to lower their turnover rate. Even in an economic downturn, turnover is an expense best avoided.

**1.1 Objectives of the Study:**

* To identify the values that support creativity and innovation in the organization.
* To focus on knowing trust relationship among the employees.
* To give feasible suggestion regarding improvement of the employee satisfaction Levels at Reliance JIO.
* To know the welfare measures and living environment provided for the Employees.
* To identify the conditions in which the individuals are most likely to use intuition in decision making.

**1.2 Need of the study:**

The job occupies an important place in the life of an individual. It is the chief source of satisfaction of an individual’s satisfaction psychological, biological and social needs. Selection of ob therefore is a crucial importance to anyone.

* What are the positive points of the organization responsible for making the employees satisfaction level and
* What is the impact of those points on organizational and individual performance.
* To recommend the changes in present organization practices to increase the satisfaction level of employees and ultimately performance.

**1.3 Scope of the study:**

In the survey an attempt has been made to analyze the job satisfaction of employees of Reliance JIO, Anantapur.

Job satisfaction of the employees has been analyzed on the basis of the following seventeen job related factors.

* Salary and monetary benefits
* Job security
* Promotion policy
* Working environment
* Employees participation in management
* Freedom of expressions
* Nature of job
* Interest taken by superiors
* Superiors and sub-ordinate relationship
* Medicare
* Loans
* Conveyance
* L.T.C.

**1.4 Limitations of the study:**

* This research study only considers the area of Reliance JIO, Anantapur.
* The sample size is not representing the whole population due to limited time period and cost related aspect.
* Biasness of respondents can be other constraints for researcher.
* The sampling technique, Non probabilistic convenience sampling method has its own limitation

**CHAPTER – 2**

**REVIEW OF LITERATURE**

**INTRODUCTION**

**HUMAN RESOURCE MANAGEMENT**

**Human Resource Management** (HRM) is the strategic and coherent approach to the management of an organization's most valued assets – the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The terms "human resource management" and "human resources" (HR) have largely replaced the term "personnel management" as a description of the processes involved in managing people in organizations. Human Resource Management is evolving rapidly. Human Resource Management is both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce.

The Human Resources Management (HRM) function includes a variety of activities and key among them is deciding what staffing needs exist and whether to use independent contractors or hire employees to fulfill these needs; recruit and train the best employees, ensure they are high performers; dealing with performance issues; and ensuring the personnel and management practices conform to various regulations. Activities also include managing the approach to employee benefits and compensation, employee records and personnel policies. Usually, small businesses (for profit or non-profit) have to carry out these activities themselves because they cannot yet afford part or full-time help. However, they should always ensure that employees have and are aware of – personnel policies which conform to current regulations. These policies are often in the form of employee manuals which all employees must have.

HRM is seen by practitioners in the field as a more innovative view of workplace management than the traditional approach. Its techniques force the managers of an enterprise to express their goals with specificity – so that they can be understood and undertaken by the workforce – and to provide the resources needed for them to successfully accomplish their assignments. As such, HRM techniques, when properly practiced, are expressive of the goals and operating practices of the enterprise overall. HRM is also seen by many to have a key role in risk reduction within organizations.

There is a long-standing argument about where HR-related functions should be organized into large organizations, e.g., "Should HR be in the organization development department or the other way around?"

The HRM function and HRD profession have undergone tremendous change over the past 20 to 30 years. Many years ago, large organizations looked to the "Personnel Department" mostly to manage the paperwork around hiring and paying people. More recently, organizations have begun to consider the "HR Department" as playing a major role in staffing, training, and helping manage people so that the people and the organization are performing at maximum capability in a highly fulfilling manner.

**WHY STUDY ABOUT THE EMPLOYEE SATISFACTION**--in my point of view, study of "Employee satisfaction" helps the company to maintain a standards & increase productivity by motivating the employees.

This study tells us how much the employees are capable & their interest at wok place? What are the things still to be satisfy to the employees. Although "human resource" is the most important resources for any organization, so to study on employee’s satisfaction helps to know the working conditions & what are the things that affect them not to work properly. Always majority of done by the machines/equipments but without any manual moments nothing can be done. So to study on employee satisfaction is necessary.

Employee satisfaction and retention have always been important issues for physicians. After all, high levels of absenteeism and staff turnover can affect your bottom line, as temps, recruitment and retraining take their toll. But few practices (in fact, few organizations) have made job satisfaction a top priority, perhaps because they have failed to understand the significant opportunity that lies in front of them. Satisfied employees tend to be more productive, creative and committed to their employers, and recent studies have shown a direct correlation between staff satisfaction and patient satisfaction.

Family physicians who can create work environments that attract, motivate and retain hard-working individuals will be better positioned to succeed in a competitive health care environment that demands quality and cost-efficiency. What's more, physicians may even discover that by creating a positive workplace for their employees, they've increased their own job satisfaction as well.

**Employee’s satisfaction***:*

This is not an easy area to tackle. There are few organizations where most of the employees are satisfied. Human mind is not satisfied with what it has achieved and therefore to expect that employees will be satisfied with certain facilities is far from being true; however the organization must collect feedbacks through formal/informal assessment methods and relate these findings to identify improvement priorities. This will at least make the employees feel that management is sincere.

Research shows that satisfied, motivated employees facilitate higher customer satisfaction and, in turn, positively influence organizational performance. Organizations that invest in measuring employee opinions and attitudes, by incorporating Employee Satisfaction Surveys into their existing HR processes, can develop such a workforce.

Organization is nothing but a group of people whose activities have been planned & coordinated to meet organization objectives. An organization that exists to produce & services has a good chance to service & prosper it. It consists of right people.

The vast majority of people work to support themselves & their families. But people work for many other reasons other than economic security e.g. many also work to keep busy & feel useful, to create & achieve something. They want to gain recognition & achiever status or to test & stretch their capabilities. To meet these multifarious needs, people & organization join forces.

The biggest challenge to the manager is to make all employees contribute to the success of the organization in an ethical & socially responsible way. The society well-being, to a large extend depends on its organization particularly business organization. It is the business organization which makes goods & service available, provided job, generate wealth & land stability & security to the people.

To assist employees in achieving their personal goals, at least in so for as these goals enhance the individual’s contribution to the organization. Personal objective of employees must be met if workers leave the organization is to be maintained retained & motivated. Otherwise, employee performance & satisfaction may decline & employee may leave the organization.

Human resource is the important factor of the organization. If this factor is not satisfied or not work properly then organization cannot achieve their target.

Employees are the most valuable assets of an organization there should be a conscious effort to realize goals by satisfying needs and aspiration of employees.

Organization must meet their goals by which employees feel satisfied in their work lines due to the key strength of the company determined by the human power of the organization.

Basically two types of functions performed by HR Manager these are operative & managerial both functions are helpful to get the employee satisfaction working in the company.

**Operation Functions**

**Managerial Functions**

**EMPLOYEE**

**SATISFACTION**

* Wages
* Nature of work
* Promotion Chances
* Supervision
* Work Group
* Working Conditions

**FUNCTION OF HRM**

* High employee satisfaction levels can reduce employee turnover. Dissatisfied employees tend to perform below their capabilities, result in high turnover of staff and leave their jobs relatively quickly and are not very likely to recommend the company as an employer.
* Employee satisfaction research give employees ‘a voice’ and also allow the pinpointing of problematic areas leading to the raising of staff satisfaction levels, developing and reviewing of staff management and optimizing corporate communication.
* Issues covered include the current workplace situation, management styles/attitudes, internal communications, workplace atmosphere, corporate culture/vision and image.

Employee satisfaction research encompasses many different research techniques but the measurement of satisfaction is only the first step to improving employee satisfaction.

**Job Satisfaction is influenced by:**

Opportunity

Stress

Leadership

Work Standards

Fair Rewards

Adequate authority

Research done by various researcher shows that satisfied, motivated employees will create higher customer satisfaction and in turn positively influence organizational performance. Noticing this trend, many organizations are investing in measuring and quantifying employee’s opinions and attitudes by incorporating Employees Satisfaction Surveys into their existing HR and organizational processes.

Employee is one of the most important elements among various resources of production in an organisation. Hence their involvement with organisational processes and system is most important. And thus, while performing their task their wholesome dedication and commitment with their work is desirable.

Employee has to feel satisfied with the environment within which they work for it would result in high productivity. When administrative policies and all-important announcements are communicated to the employees, it boosts their morale. The methods chosen for communication also play an integral role. Some of the methods that could be used are intranet, monthly newsletters, weekly meetings etc.

**Benefits of Employee Satisfaction:**

**More Accurate Perspective:**

Organization achieve a more accurate view of current policies and a more clear perspective of issue that are of priority to employees than others, such as benefits versus career development, versus compensation.

**Increased Employee Loyalty:**

By quantifying and analyzing employee attitudes and opinions, enterprises can identify problem areas and solutions to create a supportive work environment encouraging a motivated and loyal workforce.

**Training Needs Assessment:**

Employees Satisfaction Surveys aid in developing individual goals and career potential. With more insight into their opinion and attitudes, management can establish professional development initiatives.

**Improved Customer Service:**

Because motivated employees are critical to improved organizational initiative, such as increasing customer satisfaction, enterprises that value had strive for greater employee satisfaction ultimately create higher customer satisfaction.

A comprehensive employee satisfaction process can be keys to a more a motivated and loyal workforce leading to increased customer satisfaction and overall profitability for an enterprise.

**Herzberg's theory**

In the late 1950s, Frederick Herzberg, considered by many to be a pioneer in motivation theory, interviewed a group of employees to find out what made them satisfied and dissatisfied on the job. He asked the employees essentially two sets of questions:

1. Think of a time when you felt especially good about your job. Why did you feel that way?
2. Think of a time when you felt especially bad about your job. Why did you feel that way?

From these interviews Herzberg went on to develop his theory that there are two dimensions to job satisfaction: motivation and "hygiene" ("[Two dimensions of employee satisfaction](http://www.aafp.org/fpm/991000fm/26.html#box1)"). Hygiene issues, according to Herzberg, cannot motivate employees but can minimize dissatisfaction, if handled properly. In other words, they can only dissatisfy if they are absent or mishandled. Hygiene topics include company policies, supervision, salary, interpersonal relations and working conditions. They are issues related to the employee's environment. Motivators, on the other hand, create satisfaction by fulfilling individuals' needs for meaning and personal growth. They are issues such as achievement, recognition, the work itself, responsibility and advancement. Once the hygiene areas are addressed, said Herzberg, the motivators will promote job satisfaction and encourage production.

**Applying the theory**

To apply Herzberg's theory to real-world practice, let's begin with the hygiene issues. Although hygiene issues are not the source of satisfaction, these issues must be dealt with first to create an environment in which employee satisfaction and motivation are even possible.

**Company and administrative policies.**

An organization's policies can be a great source of frustration for employees if the policies are unclear or unnecessary or if not everyone is required to follow them. Although employees will never feel a great sense of motivation or satisfaction due to your policies, you can decrease dissatisfaction in this area by making sure your policies are fair and apply equally to all. Also, make printed copies of your policies-and-procedures manual easily accessible to all members of your staff. If you do not have a written manual, create one, soliciting staff input along the way. If you already have a manual, consider updating it (again, with staff input). You might also compare your policies to those of similar practices and ask yourself whether particular policies are unreasonably strict or whether some penalties are too harsh.

**Supervision.**

To decrease dissatisfaction in this area, you must begin by making wise decisions when you appoint someone to the role of supervisor. Be aware that good employees do not always make good supervisors. The role of supervisor is extremely difficult. It requires leadership skills and the ability to treat all employees fairly. You should teach your supervisors to use positive feedback whenever possible and should establish a set means of employee evaluation and feedback so that no one feels singled out.

**Salary**

The old adage "you get what you pay for" tends to be true when it comes to staff members. Salary is not a motivator for employees, but they do want to be paid fairly. If individuals believe they are not compensated well, they will be unhappy working for you. Consult salary surveys or even your local help-wanted ads to see whether the salaries and benefits you're offering are comparable to those of other offices in your area. In addition, make sure you have clear policies related to salaries, raises and bonuses.

**Interpersonal relations.**

Remember that part of the satisfaction of being employed is the social contact it brings, so allow employees a reasonable amount of time for socialization (e.g., over lunch, during breaks, between patients). This will help them develop a sense of camaraderie and teamwork. At the same time, you should crack down on rudeness, inappropriate behavior and offensive comments. If an individual continues to be disruptive, take charge of the situation, perhaps by dismissing him or her from the practice.

**Working conditions.**

The environment in which people work has a tremendous effect on their level of pride for themselves and for the work they are doing. Do everything you can to keep your equipment and facilities up to date. Even a nice chair can make a world of difference to an individual's psyche. Also, if possible, avoid overcrowding and allow each employee his or her own personal space, whether it be a desk, a locker, or even just a drawer. If you've placed your employees in close quarters with little or no personal space, don't be surprised that there is tension among them.

Before you move on to the motivators, remember that you cannot neglect the hygiene factors discussed above. To do so would be asking for trouble in more than one way. First, your employees would be generally unhappy, and this would be apparent to your patients. Second, your hardworking employees, who can find jobs elsewhere, would leave, while your mediocre employees would stay and compromise your practice's success. So deal with hygiene issues first, then move on to the motivators:

**Work itself.**

Perhaps most important to employee motivation is helping individuals believe that the work they are doing is important and that their tasks are meaningful. Emphasize that their contributions to the practice result in positive outcomes and good health care for your patients. Share stories of success about how an employee's actions made a real difference in the life of a patient, or in making a process better. Make a big deal out of meaningful tasks that may have become ordinary, such as new-baby visits. Of course employees may not find all their tasks interesting or rewarding, but you should show the employee how those tasks are essential to the overall processes that make the practice succeed. You may find certain tasks that are truly unnecessary and can be eliminated or streamlined, resulting in greater efficiency and satisfaction.

**Achievement.** One premise inherent in Herzberg's theory is that most individuals sincerely want to do a good job. To help them, make sure you've placed them in positions that use their talents and are not set up for failure. Set clear, achievable goals and standards for each position, and make sure employees know what those goals and standards are. Individuals should also receive regular, timely feedback on how they are doing and should feel they are being adequately challenged in their jobs. Be careful, however, not to overload individuals with challenges that are too difficult or impossible, as that can be paralyzing.

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| **Two dimensions of employee satisfaction**  Frederick Herzberg theorized that employee satisfaction depends on two sets of issues: "hygiene" issues and motivators. Once the hygiene issues have been addressed, he said, the motivators create satisfaction among employees.   |  |  | | --- | --- | | **Hygiene issues (dissatisfiers)** Company and administrative policies Supervision Salary Interpersonal relations Working conditions | **Motivators (satisfiers)**  Work itself Achievement Recognition Responsibility Advancement | |

**Recognition.**

Individuals at all levels of the organization want to be recognized for their achievements on the job. Their successes don't have to be monumental before they deserve recognition, but your praise should be sincere. If you notice employees doing something well, take the time to acknowledge their good work immediately. Publicly thank them for handling a situation particularly well. Write them a kind note of praise. Or give them a bonus, if appropriate. You may even want to establish a formal recognition program, such as "employee of the month."

**Responsibility.**

Employees will be more motivated to do their jobs well if they have ownership of their work. This requires giving employees enough freedom and power to carry out their tasks so that they feel they "own" the result. As individuals mature in their jobs, provide opportunities for added responsibility. Be careful, however, that you do not simply add more work. Instead, find ways to add challenging and meaningful work, perhaps giving the employee greater freedom and authority as well.

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| Employees will be more motivated to do their jobs well if they have ownership of their work. |

**Advancement.**

Reward loyalty and performance with advancement. If you do not have an open position to which to promote a valuable employee, consider giving him or her a new title that reflects the level of work he or she has achieved. When feasible, support employees by allowing them to pursue further education, which will make them more valuable to your practice and more fulfilled professionally.

There are so many parameters of EMPLOYEE SATISFACTION are:-

* Salary , Incentive, Benefits
* Work condition and work life
* Welfare facilities
* Relation with Superior, Peers, Subordinates
* Opportunities for growth
* Opportunities for value addition or development
* Fairness in promotion policies

**CHAPTER – 3**

**3.1 INDUSTRY PROFILE**

**Introduction**

The service sector in India has become a dominant sector for the economic development of India since 1991. Though there are number of service segments in the service sector, telecom services is contributing to the sectoral development to a greater extent. The telecommunications sector is playing vital role in the economic advancement of developed as well as developing countries. Liberalization efforts of Government of India, in the early part of 1990’s have given momentum to the growth of the sector through the reform process. The key drivers for this growth are radical technological developments, changing economic conditions, metamorphosis in lifestyles of customers, and growing competition. Because of this, cellular service providers are forced to adopt marketing orientation. As a result, marketing of telecommunication services has become a focal area for research.

Reasons for high growth in Indian service sector: Studies by Gordon and Gupta(2004) and Banga and Goldar(2004), which empirically assessed the reasons for the growth of India’s service sector in 1990’s, concluded that both demand and supply factors have led to this growth.

On the demand side, the high growth of services output was mostly attributed to factors such as increasing input usage of services by sectors like manufacturing. In case of supply side, trade increase in services following trade liberalization policies and other reforms in the 1990’s induced this growth (Banga, 2006). Thus the growth of India’s service sector may be attributed to:

* Structural changes that have led to increase in the usage of services by other sectors;
* liberalization of trade in services sector and
* Economic reforms during 1990s.

**OVERVIEW OF GLOBAL TELECOM INDUSTRY**

In this 21st century, awareness and understanding on the Information and Communications Technology (ICT), is increasing, with majority of the countries in the world especially the developing ones. This resulted in realizing the significance of a competent telecommunication network for the growth of the economy. These countries started were on track to make optimum use of the technology revolution taking place, with many countries liberalizing the current rigid policies and regulations. To develop information and telecommunication technology, 189 countries of the United Nations (UN) met at the Fifty-Fifty General Assembly on September 2000. Countries have declared their assurance to advance the living conditions of poor and demoralized in the world by taking up powerful poverty programmes.

One of the targets of this declaration was adherent to “In co-operation with the private sector make available the benefits of new technologies mainly information as well as communication”. In order to monitor the progress, following indicators were developed by them:

* Wireless and wire line tele-density.
* Personal computers in use for 100 units of population.
* Internet user per 100 units of population.

By 1995, the largest part of low income emerging countries of the world, made their economies worldwide, by liberalizing the domestic licensing and important policies, to assist inflow of foreign wealth into the infrastructure sector, more importantly in the telecommunication sector.

This resulted in a telecom revaluation, with countries adopting liberalization initiates, experiencing a „never-before growth in the telephone network, including the penetration levels. Developing countries today account for Developing countries today account for 49% of the total telephone network in the world. While in East Asia (including China) the total tele density grew at a rapid pace to reach 27.4 in 2002 the tele density grew at a slower pace in south Asia (Including India), to reach 4.5 in 2002. This is due to imperfections in government regulatory and licensing policies in the 90s in most of the South Asian countries. While there was imbalanced development in ICT among the developing countries in individual development of telecommunications, limited development was seen country-wise, where the development in other segments apart from cellular was snail-paced. This was due to phenomenal growth in the cellular segment, whose major contribution was toward urban telephony.

**IMPORTANCE OF THE TELECOMUNICATIONS SECTOR**

Due to the personal, portable and digital nature, mobile phones are more popular and are enabling people to be always connected with increasing innovations and development of numerous mobile applications. Entry of consumers in the market has become barrier less due to the low cost of handsets in India and the innovative budget telecom network. Mobile phones have a great impact on agricultural productivity and revenue varies on availability of the literacy level of farmers, service type and the type of complementary infrastructure.

However, monitoring business needs by middle men and traders in both fisheries and farming are dependent on the mobile. Small and medium enterprises are also realizing the benefits of mobile telephony either through increases in productivity or finding new business ventures through the use of mobile phones. The contribution of telecommunications sector to economic growth and the GDP and being a source for revenue generation for Indian Government and creating employability has made the sector to play increasingly important role in the Indian economy.

India is currently the world’s second-largest telecommunications market with a subscriber base of 1.20 billion and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India’s Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG). As of January 2019, India has witnessed a 165 per cent growth in app downloads in the past two years. 4.8 billion downloads of mobile applications were registered in India in first three months of 2019.

The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumer at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms has made the sector one of the fastest growing and a top five employment opportunity generator in the country.

**Market Size**

India ranks as the world’s second largest market in terms of total internet users. The number of internet subscribers in the country increased at a CAGR of 45.74 per cent during FY06-FY19 to reach 636.73 million in 2018-19. The internet subscribers reached 687.62 million till September 2019. Total wireless data usage in India grew 10.58 per cent year-on-year to 19,838,886 terabytes between July-September 2019.

Further, India is also the world’s second largest telecommunications market, total telephone subscriber base and tele-density reached 1,172.44 million and 88.56 per cent, respectively, as on December 2019.

Gross revenue of the telecom sector stood at Rs 121,527 crore (US$ 17.39 billion) in FY20 (April-September 2019).

Over the next five years, rise in mobile-phone penetration and decline in data costs will add 500 million new internet users in India, creating opportunities for new businesses.

**Investment/Major development**

With daily increasing subscriber base, there have been a lot of investments and developments in the sector. FDI inflows into the telecom sector during April 2000 – December 2019 totalled to US$ 37.11 billion, according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

Some of the developments in the recent past are:

* As of January 2020, more than 542 banks have been permitted to provide mobile banking services in India.
* In December 2019, Airtel disclosed its plans to invest US$ 2.86 billion in its business as a part of company’s annual target.
* As per report by Ericsson, India has the world’s highest data usage per smartphone at an average of 9.8 GB per month.
* As of August 2019, Jio's IoT platform is ready to be commercially available from January 2020.
* In August 2019, commercially launched Jio GigaFiber as wired broadband service.
* During the first quarter of 2018, India became the world’s fastest-growing market for mobile applications. The country remained as the world’s fastest growing market for Google Play downloads in the second and third quarter of 2018.
* Bharti Airtel is planning to launch 6,000 new sites and 2,000 km of optical fiber in Gujarat in 2018-19.
* Vodafone India and Idea Cellular have merged into ‘Vodafone Idea’ to become India’s largest telecom company, as of September 2018.

**Government Initiatives**

The government has fast-tracked reforms in the telecom sector and continues to be proactive in providing room for growth for telecom companies. Some of the other major initiatives taken by the government are as follows:

* In January 2020, Government of India allowed 100 per cent FDI in Bharti Airtel.
* By March 2020, the government aims to achieve 45 billion digital transactions for banks with the help of PoS machines, transactions enabled and merchants, which have been added in firms. As of January 2020, more than 542 banks have been permitted to provide mobile banking services in India.
* The Government of India is soon going to come out with a new National Telecom Policy 2018 in lieu of rapid technological advancement in the sector over the past few years. The policy has envisaged attracting investments worth US$ 100 billion in the sector by 2022.
* The Department of Information Technology intends to set up over 1 million internet-enabled common service centres across India as per the National e-Governance Plan.
* FDI cap in the telecom sector has been increased to 100 per cent from 74 per cent; out of 100 per cent, 49 per cent will be done through automatic route and the rest will be done through the FIPB approval route.
* FDI of up to 100 per cent is permitted for infrastructure providers offering dark fibre, electronic mail and voice mail.
* The Government of India has introduced Digital India programme under which all the sectors such as healthcare, retail, etc. will be connected through internet

**Achievements**

Following are the achievements of the government in the past four years:

* Department of Telecommunication launched ‘Tarang Sanchar’ - a web portal sharing information on mobile towers and EMF Emission Compliances.
* Value of Unified Payments Interface (UPI) transactions crossed 1 billion-mark and witnessed transaction value of Rs 1.91 lakh crore (US$ 27.33 billion) in October 2019.
* As of July 2019, India achieved 100 per cent digitisation of cable TV network.
* Six-fold increase in Government spending on telecommunications infrastructure and services in the country – from Rs 9,900 crores (US$ 1.41 billion) during 2009-14 to Rs 60,000 crores (US$ 8.55 billion) (actual + planned) during 2014-19.
* Over 75 per cent increase in internet coverage – from 251 million users to 446 million
* Country-wide Optical Fibre Cable (OFC) coverage doubled – from 700,000 km to 1.4 million km

**Road Ahead**

Revenues from the telecom equipment sector are expected to grow to US$ 26.38 billion by 2020. The number of internet subscribers in the country is expected to double by 2021 to 829 million and overall IP traffic is expected to grow 4-fold at a CAGR of 30 per cent by 2021. The Indian Government is planning to develop 100 smart city projects, where IoT would play a vital role in development of those cities. The National Digital Communications Policy 2018 has envisaged attracting investments worth US$ 100 billion in the telecommunications sector by 2022. The Indian Mobile Value-Added Services (MVAS) industry is expected to grow at a CAGR of 18.3 per cent during the forecast period 2015–2020 and reach US$ 23.8 billion by 2020. App downloads in India are expected to increase to 18.11 billion in 2018F and 37.21 billion in 2022F.

**3.2 COMPANY PROFILE**

Jio also known as Reliance Jio and officially as Reliance Jio Infocomm Limited (RJIL), is an upcoming provider of mobile telephony, broadband services, and digital services in India. Reliance Jio Infocomm Limited (RJIL), a subsidiary of Reliance Industries Limited (RIL), India’s largest private sector company, is the first telecom operator to hold pan India Unified License.Formerly known as Infotel Broadband Services Limited (IBSL), Jio will provide 4G services on a pan-India level using LTE technology. The telecom leg of Reliance Industries Limited, it was incorporated in 2007 and is based in Mumbai, India.It is headquartered in Navi Mumbai.

RJIL is setting up a pan India telecom network to provide to the highly underserviced India market, reliable (4th generation) high speed internet connectivity, rich communication services and various digital services on pan India basis in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment. RJIL aims to provide anytime, anywhere access to innovative and empowering digital content, applications and services, thereby propelling India into global leadership in digital economy.

RJIL is also deploying an enhanced packet core network to create futuristic high capacity infrastructure to handle huge demand for data and voice. In addition to high speed data, the 4G network will provide voice services from / to non-RJIL network. RJIL holds spectrum in 1800 MHz (across 14 circles) and 2300 MHz (across 22 circles) capable of offering fourth generation (4G) wireless services. RJIL plans to provide seamless 4G services using FDD-LTE on 1800 MHz and TDD-LTE on 2300 MHz through an integrated ecosystem. Reliance Jio is part of the “Bay Of Bengal Gateway” Cable System, planned to provide connectivity between South East Asia, South Asia and the Middle East, and also to Europe, Africa and to the Far East Asia through interconnections with other existing and newly built cable systems landing in India, the Middle East and Far East Asia.

RJIL’s subsidiary has been awarded with a Facility Based Operator License (“FBO License”) in Singapore which will allow it to buy, operate and sell undersea and/or terrestrial fibre connectivity, setup its internet point of presence, offer internet transit and peering services as well as data and voice roaming services in Singapore.

R-Jio is also in the process of installing hundreds of monopoles, unlike the regular rooftop mounted telecom towers typically used by telcos, said the company executive quoted above. Monopoles, or ground-based masts (GBMs), are expected to double up as street lights and surveillance systems, and provide real-time monitoring of traffic and advertising opportunities. The company, which plans to be rolled out commercial telecom service operations from January, is currently in the testing phase for most of its offerings including 4G services, a host of mobile phone applications and delivery of television content over its fibre optic network.

R-Jio, meanwhile, faces its share of challenges in terms of return on investment and capturing market share. The company, according to industry analysts, is expected to spend $8-9 billion for the 4G roll-out. The company will battle for subscribers with leading telcos such as Bharti Airtel Ltd, Vodafone India Pvt Ltd and Idea Cellular Ltd. **The Dominant Players**

* Bharti Airtel --- 23% Market Share
* Vodafone India --- 18% Market Share
* Idea Cellular --- 15% Market Share
* Reliance Communications --- 12% Market Share
* BSNL --- 10% Market Share
* Aircel --- 8% Market Share
* TATA Infocomm --- 7% Market Share
* Others --- 7% Market Share

The services were beta launched to Jio's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries. Mr. Akash Ambani is being launched in business as a chief of strategy in Reliance JIO, involved in day to day operations in business or Ms. Isha Ambani is involved in branding and marketing. And the key people are Sanjay Mashruwalla (Managing Director), Jyotindra Tacker (Head of IT).

Reliance Industries Chairman Mukesh Ambani committed an investment of Rs. 2,50,000 crores on "Digital India" and said he expected the group's initiatives under it will create over 5,00,000 direct and indirect jobs. "Digital India as company has seen empowers them to fulfil their aspirations.Reliance JIO has invested over Rs. 2,50,000 crores across the Digital India pillars," Ambani said, adding: "I estimate Reliance's 'Digital India' investments will create employment for over 5,00,000 people.

"Ambani said the launch of Digital India initiative was a momentous occasion in an information age where digitization was changing the way one lives, learns, works and plays. It can transform the lives of 1.2 billion Indians using the power of digital technology. And as well as "So 80 percent of the 1.3 billion Indians will have high-speed, mobile Internet. And by 2017, company would cover 90 percent. And by 2018, all of India would be covered by this digital infrastructure,"

In June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for Rs 4,800cr. Although unlisted, IBBL was the only firm to win broadband spectrum in all 22 zones in India in the 4G auction that took place earlier that year.Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013. **Acquisition & Subsidiaries:**

* Acquired Infotel Broadband Services Limited in 2010.
* Technology - Rancore Technologies
* ILD & NLD - Infotel Telecom.

**Agreements:**

* An agreement with Ascend Telecom for their more than 4,500 towers across India. (June 2014)
* An agreement with Tower Vision for their 8,400 towers across India. (May 2014)
* An agreement with ATC India for their 11,000 towers across India. (April 2014)
* An agreement with Viom Networks for their 42,000 telecom towers. (March 2014)
* Agreement with Bharti Airtel for a comprehensive telecom infrastructure sharing agreement to share infrastructure created by both parties to avoid duplication of infrastructure wherever possible. (December 2013)
* A key agreement for international data connectivity with Bharti to utilise dedicated fiber pair of Bharti’s i2i submarine cable that connects India and Singapore. (April 2013)
* Agreements with Reliance Communications Limited for sharing of RCOM’s extensive inter-city and intra-city optic fiber infrastructure of nearly 1,20,000 fiber-pair kilometers of optic fiber and 500,000 fiber pair kilometers respectively (April 2013 / April 2014), and 45,000 towers (June 2013).

**Technology:**

* Reliance Jio Infocomm is currently laying OFC across the country to offer Fiber to the home/premises (FTTH). This fiber backbone will also help them to carry huge amount of data originated from their 4G network as well as public Wi-Fi network.
* Reliance Jio is deploying LTE-TDD technology for 2.3 GHz spectrum band, acquired in 2010.
* Reliance Jio will deploy LTE-FDD for 1.8 GHz spectrum, which will ultimately paved to roll out of LTE-A network aggregation of both technology and both spectrum band.
* At present in different cities of India Reliance Jio offers Wi-Fi services. Most of these cities are in Gujarat, where Reliance Industries also have one of the largest petrorefinery.
* Once commercially launched, Jio users can have access to Reliance Communications’ 2G & 3G network.

**OPERATIONS**

In June 2015, Jio announced that it will start its operations all over the country by the end of year. However, four months later in October 2015, the company's spokesmen sent out a press release stating that the launch was postponed to the first quarter of the financial year 2016-2017. Later in July, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of pan-India licence to Jio by the Government of India.

The PIL also alleged that Jio was allowed to provide voice telephony along with its 4G data service, by paying an additional fees of just 165.8 crore (US$25 million) which was arbitrary and unreasonable, and contributed to a loss of 2,284.2 crore (US$340 million) to the exchequer. The Indian Department of Telecom (DoT), however, refuted all of CAG's claims.

In its statement, DoT explained that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

**Beta Launch**

The 4G services were launched internally to Jio's partners, its staff and their families on 27 December 2015. Bollywood actor Shah Rukh Khan, who is also the brand ambassador of Jio, kickstarted the launch event which took place in Reliance Corporate Park in Navi Mumbai, along with celebrities like musician A R Rahman, actors Ranbir Kapoor and Javed Jaffrey, and filmmaker Rajkumar Hirani.The closed event was witnessed by more than 35000 RIL employees some of whom were virtually connected from around 1000 locations including Dallas in the US.

**PRODUCT & SERVICES**

**RELIANCE JIO 4G BROADBAND**

The company has launched its 4G broadband services throughout India in the first quarter of 2016 financial year.It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government.Mukesh Ambani, owner of Reliance Industries Limited (RIL) whose Reliance Jio is the telecom subsidiary, had unveiled details of Jio's fourth-generation (4G) services on 12 June 2015 at RIL's 41st annual general meeting. It will offer data and voice services with peripheral services like instant messaging, live TV, movies on demand, news, streaming music, and a digital payments platform. The company has a network of more than 250,000 km of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services. With its multi-service operator (MSO) licence, Jio will also serve as a TV channel distributor and will offer television-on-demand on its network.

**Pan-India Spectrum**

Jio owns spectrum in 800 MHz and 1,800 MHz bands in 10 and 6 circles, respectively, of the total 22 circles in the country, and also owns pan-India licensed 2,300 MHz spectrum. The spectrum is valid till 2035.Ahead of its digital services launch, Mukesh Ambani-led Reliance Jio entered into a spectrum sharing deal with younger brother Anil Ambani-backed Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than the 10 circles for which Jio already owns.

Reliance jio’s vision for India is that broadband and digital services will no longer be a luxury item ,Rather convert it into a basic necessity that can be consumed in abundance by consumers and small businesses .The initiatives are truly aligned with the Government of India's ‘Digital India’ vision for our nation.

* Digital Healthcare
* Affordable Devices
* Jio Drive
* Digital Education
* Digital Currency
* Digital Entertainment and social connectivity

**LYF SMARTPHONES**



In June 2015, Jio tied up with domestic handset maker Intex to supply 4G handsets enabled with voice over LTE (VoLTE) feature. Through this, it plans to offer 4G voice calling besides rolling out high-speed Internet services using a fiber network, in addition to the 4G wireless network.

However, in October 2015, Jio announced that it would be launching its own mobile handset brand named LYF.

On 25 January 2016, the company launched its LYF smart phone series starting with Water 1, through its chain of electronic retail outlets, Reliance Retail. Three more handset models have been released so far, namely Water series, Earth series, and Flame series.

**Network**

**Radio frequency summary**

Jio owns spectrum in 850 MHz and 1,800 MHz bands in India's 22 [circles](https://en.wikipedia.org/wiki/Telecom_circle), and also owns pan-India licensed 2,300 MHz spectrum. The spectrum is valid until 2035

**Partnerships**

Jio shares spectrum with [Reliance Communications](https://en.wikipedia.org/wiki/Reliance_Communications). The sharing deal is for 800 MHz band across seven circles other than the 10 circles for which Jio already owns.

In September 2016, Jio signed a pact with [BSNL](https://en.wikipedia.org/wiki/BSNL) for intra-circle roaming which would enable users of the operators to use each other's 4G and 2G spectrum in [national roaming](https://en.wikipedia.org/wiki/Roaming) mode.

In February 2017, Jio announced a partnership with [Samsung](https://en.wikipedia.org/wiki/Samsung) to work on LTE - Advanced Pro and 5G.

**Products and services**

**Mobile broadband**

The company launched its 4G broadband services throughout India in September 2016. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Jio offers fourth-generation (4G) data and voice services, along with peripheral services like instant messaging and streaming movies and music.

**JioFiber**

In August 2018, Jio began to test a new [triple play](https://en.wikipedia.org/wiki/Triple_play_(telecommunications)) [fiber to the home](https://en.wikipedia.org/wiki/Fiber_to_the_home) service known tenatively as Jio GigaFiber, including [broadband internet](https://en.wikipedia.org/wiki/Broadband_internet) with speeds ranging from 100 to 1000 Mbit/s, as well as television and landline telephone services.

In August 2019, it was announced that the service would officially launch on 5 September 2019 as JioFiber, in honour of the company's third anniversary. Jio also announced plans to offer streaming of films still in theatres ("First Day First Show") to eligible JioFiber subscribers.

The company has a network of more than 250,000 km of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services.

**Devices**

Jio has also marketed co-branded mobile phones.

**LYF smartphones**

[](https://en.wikipedia.org/wiki/File:LYF_WATER_2_Smartphone.JPG)

An image of LYF WATER 2 phone with [IPS](https://en.wikipedia.org/wiki/In-plane_switching) display.

In June 2015, Jio entered into an agreement with domestic handset maker [Intex](https://en.wikipedia.org/wiki/Intex_Technologies) to supply 4G handsets capable of voice over LTE (VoLTE). However, in October 2015, Jio announced that it would be launching its own mobile handset brand named [LYF](https://en.wikipedia.org/wiki/LYF).

On 25 January 2016, the company launched its LYF smartphone series starting with Water 1, through its chain of electronic retail outlets, [Reliance Retail](https://en.wikipedia.org/wiki/Reliance_Retail).  Three more handset models have been released so far, namely Water 2,  Earth 1, and Flame 1.

**JioPhone**

[](https://en.wikipedia.org/wiki/File:Jio_Phone.svg)

**Illustration of a JioPhone**

**JioPhone** is a line of [feature phones](https://en.wikipedia.org/wiki/Feature_phone) marketed by Jio. The first model, released in August 2017 (with public pre-orders beginning 24 August 2017), was positioned as an "affordable" LTE-compatible feature phone. It runs the [KaiOS](https://en.wikipedia.org/wiki/KaiOS) platform (derived from the defunct [Firefox OS](https://en.wikipedia.org/wiki/Firefox_OS)), and includes a 2.4-inch display, a dual-core processor, 4 GB of internal storage, [near-field communication](https://en.wikipedia.org/wiki/Near-field_communication) support, a suite of Jio-branded apps (including the [voice assistant](https://en.wikipedia.org/wiki/Voice_assistant) HelloJio), and a Jio-branded [application store](https://en.wikipedia.org/wiki/Application_store). It also supports a "TV cable" accessory for output to an external display.

In July 2018, the company unveiled the JioPhone 2, an updated model in a [keyboard bar](https://en.wikipedia.org/wiki/Form_factor_(mobile_phones)#Keyboard_bars) form factor with a QWERTY keyboard and horizontal display. Jio also announced that [Facebook](https://en.wikipedia.org/wiki/Facebook), [WhatsApp](https://en.wikipedia.org/wiki/WhatsApp), and [YouTube](https://en.wikipedia.org/wiki/YouTube) apps would become available for the two phones.

**Jionet WiFi**

Prior to its pan-India launch of 4G data and telephony services, the firm has started providing free [Wi-Fi](https://en.wikipedia.org/wiki/Wifi) hotspot services in cities throughout India including [Surat](https://en.wikipedia.org/wiki/Surat), [Ahmedabad](https://en.wikipedia.org/wiki/Ahmedabad) in [Gujarat](https://en.wikipedia.org/wiki/Gujarat), and [Visakhapatnam](https://en.wikipedia.org/wiki/Visakhapatnam) in [Andhra Pradesh](https://en.wikipedia.org/wiki/Andhra_Pradesh), [Indore](https://en.wikipedia.org/wiki/Indore), [Jabalpur](https://en.wikipedia.org/wiki/Jabalpur), [Dewas](https://en.wikipedia.org/wiki/Dewas) and [Ujjain](https://en.wikipedia.org/wiki/Ujjain) in [Madhya Pradesh](https://en.wikipedia.org/wiki/Madhya_Pradesh), select locations of [Mumbai](https://en.wikipedia.org/wiki/Mumbai) in [Maharashtra](https://en.wikipedia.org/wiki/Maharashtra), [Kolkata](https://en.wikipedia.org/wiki/Kolkata) in [West Bengal](https://en.wikipedia.org/wiki/West_Bengal), [Lucknow](https://en.wikipedia.org/wiki/Lucknow) in [Uttar Pradesh](https://en.wikipedia.org/wiki/Uttar_Pradesh), [Bhubaneswar](https://en.wikipedia.org/wiki/Bhubaneswar) in [Odisha](https://en.wikipedia.org/wiki/Odisha), [Mussoorie](https://en.wikipedia.org/wiki/Mussoorie) in [Uttarakhand](https://en.wikipedia.org/wiki/Uttarakhand), Collectorate's Office in [Meerut](https://en.wikipedia.org/wiki/Meerut), and at MG Road in [Vijayawada](https://en.wikipedia.org/wiki/Vijayawada) among others.

In March 2016, Jio started providing free [Wi-Fi](https://en.wikipedia.org/wiki/Wi-Fi) internet to spectators at six cricket stadiums hosting the [2016 ICC World Twenty20](https://en.wikipedia.org/wiki/2016_ICC_World_Twenty20) matches. .[[65]](https://en.wikipedia.org/wiki/Jio#cite_note-65)

Jio apps

[](https://en.wikipedia.org/wiki/File:Jio_sim.jpg)

Jio sim card pouch as distributed by Reliance Jio Infocomm

In May 2016, Jio launched a bundle of multimedia apps on [Google Play](https://en.wikipedia.org/wiki/Google_Play) as part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jio [SIM card](https://en.wikipedia.org/wiki/SIM_card) to use them. Additionally, most of the apps are in the [beta](https://en.wikipedia.org/wiki/Beta#Computing) phase. Notable apps include:

* JioChat - instant messaging app
* JioCinema - online HD video library
* JioCloud - cloud-based backup tool
* JioMags - e-reader for magazines
* JioMoney Wallet - online payments/wallet app
* [JioSaavn](https://en.wikipedia.org/wiki/JioSaavn) (earlier, JioMusic) - for online and offline music streaming in English and Indian languages
* JioSecurity - security app
* Jio4GVoice (earlier, JioJoin) - VoLTE phone simulator
* MyJio - manage Jio account and digital services associated with it

**Affordable 4G phones**

Reliance Jio has partnered with Google to manufacture "affordable" 4G handsets. These phones will run exclusively on Jio network. The two companies are also working on developing software for smart-TV services. Both were expected to launch in 2017.

**JioFi**

Jio has also launched Wi-Fi routers by the name JioFi.

**Branding and marketing**

On December 24, 2015, Bollywood actor [Shah Rukh Khan](https://en.wikipedia.org/wiki/Shah_Rukh_Khan) was appointed as Jio's brand ambassador.

**Pokémon Go**

Location-based [AR](https://en.wikipedia.org/wiki/Augmented_reality) game [Pokémon Go](https://en.wikipedia.org/wiki/Pok%C3%A9mon_Go) was launched in India in December, 2016 in collaboration with Jio in which hundreds of Jio stores and other Reliance marts and shopping malls like [Reliance Trends](https://en.wikipedia.org/wiki/Reliance_Trends) and [Reliance Digital](https://en.wikipedia.org/wiki/Reliance_Digital) became Sponsored PokéStops and Gyms.

**Reception of Jio Prime**

By July, more than 125 million Jio customers had opted for Jio Prime. The last date for registration to Jio Prime membership was 31 March 2017. This was extended until 15 April 2017 along with an introduction of a new offer, "Jio Summer Surprise", which gave customers three months of free services. On 6 April 2017, TRAI advised Jio to withdraw this offer.

**CHAPTER – 4**

**RESEARCH METHODOLOGY**

**What is Research?**

The advanced learner’s dictionary of current English as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge”

**Research Methodology:**

The process used to collect information and data for the purpose of making decisions is called as Research Methodology.

**Types of Research Design:**

Research design have been classified by various authors in different types of research design have emerged on account of different perspective from which a research study can be viewed .In this project Descriptive Research design is used.

**Descriptive Research:**

Descriptive research provides data about population or universe being studied. But it can be only describe the “who, what, when, why, where, when and how” of a situation, not what caused. Therefore, descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible.

**Sources of data collection:**

**1. Primary data-**

A survey method is used to collect the data through Questionnaire.

* Questionnaire:

A questionnaire is a schedule consisting of a number of coherent and formulated series of question related to the various aspects of the under study. In this method of question arranged in sequence is used to elicit response from the important.

**2. Secondary data-**

Through official website of Company, Books of Marketing Research, Some Research Papers and some other Websites.

**Tools used for data analysis:**

Graphical Method is used for the data analysis

**CHAPTER – 5**

**DATA ANLYSIS AND INTERPRETATION**

1. **From how many time employee stay in the company**

**Table:-1**

|  |  |
| --- | --- |
| **Respondents** | **Percentage** |
| Less than one year | 20% |
| Less than two year | 30% |
| More than three years | 50% |
| Total | 100% |

**Graph:-1**

**Interpretation**:-20% employees are working in the company less than one year, 30% employees are working in the company less than two years and 50% employees are attach with the company more than three years.

1. **Any employee fined any difficulty while joining the company**

**Table:-2**

|  |  |
| --- | --- |
| **Respondents** | **Percentage** |
| Induction | 20% |
| Training | 50% |
| Behavior of staff member | 30% |
| Total | 100% |

**Graph:-2**

**Interpretation**:-20% employees said through the induction they find difficulty while joining the company, 50% employees said through the training they face difficulty when they join the company and 30% employees says through the behavior of the staff they find difficulty while joining the company.

1. **Is the induction programmed is necessary for the new employees**

**Table:-3**

|  |  |
| --- | --- |
| **Respondents** | **Percentage** |
| Yes | 90% |
| No | 5% |
| Can’t say | 5% |
| Total | 100% |

**Graph:-3**

**Interpretation**:-90% employees say that the induction program me is necessary for the new employees and 5% of the employee says no and can’t say but from my side 90% employees are right for their decision.

**4. Satisfaction level of employees about salary**

**Table:-4**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 60% |
| No | 20% |
| Can’t say | 20% |
| Total | 100 |

**Graph-4**

**Interpretation:-**60% employees are very much satisfied with their salary.20% employees are not satisfied and 20% employees can’t say anything..

5. Satisfaction level of employees about workplace

**Table:-5**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 50% |
| No | 20% |
| Can’t say | 30% |
| Total | 100 |

**Graph:-5**

**Interpretation:-** 50% employees are very much satisfied with their work place. 20% employees are not satisfied with the working condition and 30% employees can’t say anything.

**6. Satisfaction of employees about holidays provided by company**

**Table:-6**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 30 |
| No | 40 |
| Can’t say | 30 |
| Total | 100 |

**Graph-6**

**Interpretation:-** 30% employees are very much satisfaction with holidays provided by organization and 40% employees are quite satisfied but 30% employees neutral with the statement.

**7. Satisfaction level of employees about working hour**

**Table:-7**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 40 |
| No | 40 |
| Can’t say | 20 |
| Total | 100 |

**Graph:-7**

**Interpretation:40**% employees are very satisfied with their working hour in the organization and 40% employees are not satisfied with working hour, and at last 20% can’t say anything about the working hours or they didn’t give any response.

**8. Satisfaction level of employees about training and development**

**Table:-8**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 60 |
| No | 20 |
| Can’t say | 20 |
| Total | 100 |

**Graph:-8**

**Interpretation:-** 60% employees are very much satisfied with training & development Program provided by company and 200% employees are not satisfied with training & development, at last 20% employees can’t give any response.

**9. Satisfaction level of employees about co-operation from co-workers**

**Table:-9**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 40 |
| No | 30 |
| Can’t say | 30 |
| Total | 100 |

**Graph:-9**

**Interpretation:-**40% employees are very much satisfied with co-operation from their co-workers and 30% employees are not satisfied and 30% employees are disagree with co-operation from their c-workers.

**10. Satisfaction level of employees about their communication with superior**

**Table:-10**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 35 |
| No | 35 |
| Can’t say | 30 |
| Total | 100 |

**Graph:-10**

**Interpretation:-**

35% employees strongly agree that superior communicate to them what they expect and 35% employees are not satisfied with the statement and at last 30% employees say nothing about this statement.

51%

8%

**11. Satisfaction level of employees about reward and recognition system**

**Table:-11**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 45 |
| No | 45 |
| Can’t say | 10 |
| Total | 100 |

**Graph:-11**

**Interpretation:-**45% employees are very much satisfied with rewards & recognition system of the company and 45% employees are not satisfied and 10% employees say nothing about reward and recognition.

**12. Satisfaction level of employees about promotion policy**

**Table:-12**

|  |  |
| --- | --- |
| **Respondents** | **Percentage** |
| Good | 20% |
| Excellent | 20% |
| Average | 30% |
| Worst | 20% |
| Poor | 10% |
| Total | 100% |

**Graph:-12**

**Interpretation:-**20% employees say that thecompany’s increment and promotion procedure are good and also 20% employees says excellent, but 50% employees says that the company’s increment and promotion procedure are on average, 20% employees say worst and 10% says the poor company’s increment and promotion procedure.

**13. Satisfaction level of employees about canteen facility provided by company**

**Table:-13**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 30 |
| No | 35 |
| Can’t say | 35 |
| Total | 100 |

**Graph:-13**

**Interpretation:-**30% employees are very much satisfaction with canteen facility provided by company and 35% employees are not satisfied with the canteen facility and 35% can’t say anything about the canteen facility.

**14. Employees are satisfied with the first aid while any emergency**

**Table:-14**

|  |  |
| --- | --- |
| Respondents | Percentage |
| Yes | 70% |
| No | 20% |
| Can’t say | 10% |
| Total | 100% |

**Graph:-14**

**Interpretation**: - 70% of the employee say the company provide first aid at the time of emergency, 20% employees say no the company can’t provide any first aid while any emergency and at last 10% employee say nothing.

**15. Satisfaction of employee about their experience which they gain while working in the company**

**Table:-15**

|  |  |
| --- | --- |
| Respondents | Percentage |
| Good | 50% |
| Excellent | 30% |
| Average | 15% |
| Poor | 5% |
| Total | 100% |

**Graph:-15**

**Interpretation**:-50% employee show the good experience while working in the company,30% employees say excellent result,15% employee say average and 5%employee say poor result or experience while working in the company.

**CHAPTER – 6**

**6.1 FINDINGS**

* Company has earned good name in the area in which it deals leaving its competitors behind it to survive.
* Most of the employees in the company can’t find any difficulty while joining the company.
* Most of the employees said the induction programme is necessary for the new employees.
* Employees are satisfied with their salary, so that they stay in the company for so many times.
* The employees are also satisfied with the working condition of the company.
* Employees are satisfied with the working hours.
* Good and effective interaction is there between the middle level management and the workers.
* The company also provides compensation to the employee, if any damage or any health issue arises.
* Employees are happy with the increment and promotion procedure.
* Employees are satisfied with the cleanliness in the company and happy with the food given in the canteen.
* First – aid facility also provided to the employees at the time of any emergency.
* Due to the training and development program the employees are able to increase the working capability.
* Workers are not fully able to face the compliance and the buyers who are there to deal with the company.
* Workers follow the rules and regulations of the company resulting in healthy environment of the company.

**6.2 SUGGESTIONS**

* Promotion practices should be well defined & must be done in practices.
* Adequate rewards must be given to the employee either rewards may in the form of monitory & non-monitory.
* Employees must be recognized by their potential or efforts apply in their jobs.
* The food provided to the employees must be hygienic & of good quality in course of health of the employees.
* Salary must be provided to the employees according to their potential.
* Adequate welfare activities should be adopted by company in regular intervals.
* Conflicts should be handled efficiently & proper process should be adopted.
* Grievance should equally with the entire employee working in the organization.
* Plans made should be strictly implemented it should not be in papers.
* Company should start its own conveyance facility for the comfort of employees.
* Company should start medical claim & insurance scheme for each category of employees.
* Meditation or yoga classes should be started so as to reduce the stress of employee.
* There’s need to focus more on fulfilling social responsibility towards society.

**6.3 CONCLUSION**

In conclusion it can be said that employees are satisfied with the communication with their superiors. They are satisfied with their interest of job. They are satisfied with holidays provided to them. They are also satisfied with their working hour of their job. Employees are not so much satisfy with their training and development program provided to them. They are satisfied with the authority and responsibility given to them. Employees are satisfied with the safety measures used in the organization. They are also satisfied with the co-operation from co-workers. They are also satisfied with the action taken by their seniors for employee grievances. Employees are not satisfied with their reward and recognition system. Food provided in the canteen is not up to the mark. Employees are not so much satisfied with their salary. They are also not much satisfied with their workplace and promotion policy. They are not satisfied with the welfare activities.

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