



A STUDY ON EMPLOYEE SATISFACTION IN BSNL WITH RESPECT TO TRIVANDRUM SSA OF KERALA TELECOM CIRCLE

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Introduction

Employee satisfaction or job satisfaction had always been important issues for the management, after all high levels of absenteeism and staff turnover can effect bottom line, as recruitment and retaining take their roll. But few practices (in fact, few organization) 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. Employees spend more time in their work environment each week, it is important for companies to try to optimize working conditions. They are more satisfied with their current job if they see a path available to move up the ranks in the company and be given more responsibility and along with it higher compensation.

Key words: Satisfaction, Employee, BSNL, Productivity, Compensation etc

Literature Review

Employee satisfaction is of utmost important for employees to remain happy and also deliver their level best. Satisfied employees are the one who extremely loyal towards their organization and stick to it even in the worst scenario. Employee need to be passionate towards their work and passion comes only when employees are satisfied with their job and

organization on the whole .Employee satisfaction leads to a positive ambience at the work place. People seldom or complain and concentrate more on the work.

Kalaski (2007) identified that job satisfaction is a worker's sense of achievement and success on the job. It is linked with productivity as well as personal well being. Rousseau(1978) had revealed that there are three components of employee satisfaction,ie characteristics of the organization ,job task factors, and personal characteristics. Sundar K(1994) had a form opinion that though a variety of causes contribute to job satisfaction . Orisatoki l(2010) revealed that mangers who want to maintain a high level of job satisfaction among their workforce must try to understand the needs of each employees.

Nancy C Morse (1997) concluded that job satisfaction is from happy workers with their satisfied job and working environment .Anita (2011) in her study observed that improved welfare facilities ,reward system ,promotion policy ,job security etc will help to increase high level of job satisfaction.Bulent hyden (2009) revealed that motivation of workers have large impact on job satisfaction.

Telecom in India was started by private persons in 1851 as “public utility service”. Subsequently it was taken over by Government of India in 1943 as department of telecommunication. It is the 7th largest telecom company in the world and number one in India.

BSNL was formed on 1-10-2000 .It is the largest public sector company with 109574866 customers as on 30/11/2016 and about 2150000 employees.BSNL is having a lot of services in communication like land line, broad band ,WLL,Wi Max,Mobile,EVDO etc.It is having the responsibilities to provide quality services at a reasonable rate to the publics in India .

State of the problem

Employee satisfaction or job satisfaction has become a very popular concept during the past two decades. There is not much study conducted in BSNL about employee satisfaction.

Objective

Purpose of the study is to examine the way (1) To find out satisfaction of employees in job satisfaction.

2) To analyse company's work environment

3) To identify the factors for employees satisfaction.

By analysing the case report the organization will be able to implement the new recommendation to manage employee satisfaction.

Methodology

Collection of data is through primary and secondary method. Primary data collected through questionnaire from BSNL employees of Trivandrum SSA. Data collected from 100 employees of rural and urban areas of Trivandrum SSA (Secondary Switching Area say a district). Secondary data collected from documents, reports, web sites etc. Simple percentage analysis is used as tool for analysis of the data.

Limitation of the study

The study conducted in limited area of Trivandrum district of BSNL and included BSNL employees only. It is collected through questionnaire, result will not be the actual one, but nearer to the truth.

Analysis of the data

1) Classification based on gender

Variable: Gender	Number of respondents	percentage	Total	Cumulative
Male	80	80	80	80
Female	20	20	20	100

Majority of the employees participated in the survey are males.

2) Classification based on experience of the employees

variables	Level	Non of respondents	Percentage	cumulative
Experience of the employee	Up to 10 years	10	10	10
	10-20 years	18	18	28
	20-30 years	60	60	88
	Above 30 years	12	12	100

Majority of the employees are having 20-30years of experience and 18% have 10-20 years of experience in the organization.

3) Employee satisfaction with their position

variable	Level of satisfaction	No of respondents	percentage	cumulative
Job satisfaction with their position	Highly satisfied	52	52	52
	Satisfied	20	20	72
	Neutral	21	21	93
	Dissatisfied	7	7	100
	Highly dissatisfied	0	0	100

52% of the employees are highly satisfied with the present position and 20% is satisfied .That is majority is satisfied with their present position.

4) Employee satisfaction with their supervisor

Variable	Level of satisfaction	No of respondents	percentage	cumulative
Satisfaction with supervisor	Highly satisfied	45	45	45
	Satisfied	21	21	66
	Neutral	27	27	93
	Dissatisfied	5	5	98
	Highly dissatisfied	2	2	100

Majority of the employees (86%) are satisfied with their supervisors

5) Employee satisfaction with team coordination:

Variable	Level of satisfaction	No of respondents	percentage	cumulative
Satisfaction with Team coordination	Highly satisfied	22	22	22
	Satisfied	38	38	60
	Neutral	16	16	76
	Dissatisfied	23	23	99
	Highly dissatisfied	01	01	100

60% of the respondents have the opinion that they are satisfied with their team coordination were as 24% are not satisfied

6) Employee satisfaction with motivation:

Variable	Level of satisfaction	No of respondents	percentage	cumulative
Satisfaction with motivation	Highly satisfied	2	2	2
	Satisfied	28	28	30
	Neutral	40	40	70
	Dissatisfied	29	29	99
	Highly dissatisfied	01	01	100

Employees satisfaction with motivation is only 30%,40% of the respondents are of neutral opinion.

7) Employee satisfaction with salary

Variable	Level of satisfaction	No of respondents	percentage	cumulative
Satisfaction with salary	Highly satisfied	56	56	56
	Satisfied	36	36	92
	Neutral	2	2	94
	Dissatisfied	06	06	100
	Highly dissatisfied	00	00	100

92% of the respondent are satisfied with their present salary ,only 6% is dissatisfied

8) Employee satisfaction with participation in organizational activities

Variable	Level of satisfaction	No of respondents	Percentage	cumulative
Satisfaction with participation with organizational activities	Highly satisfied	00	00	00
	Satisfied	19	19	19
	Neutral	60	60	79
	Dissatisfied	17	17	96
	Highly dissatisfied	04	04	100

It is revealed from the respondents opinion that 60% of the employees have no opinion that is neutral. Satisfied only 19% and 21% are dissatisfied.

9) Employee satisfaction with nature of work:

Variable	Level of satisfaction	No of respondents	Percentage	cumulative
Satisfaction with nature of work	Highly satisfied	00	00	00
	Satisfied	21	21	21
	Neutral	40	40	61
	Dissatisfied	28	28	89
	Highly dissatisfied	11	11	100

Regarding satisfaction with nature of work, only 21% is satisfied .Majority are neutral or dissatisfied .majority of them are not satisfied with their nature of work.

10) Employee satisfaction with career growth

Variable	Level of satisfaction	No of respondents	percentage	cumulative
Satisfaction with career growth	Highly satisfied	00	00	00
	Satisfied	60	60	60
	Neutral	17	17	77
	Dissatisfied	09	09	86
	Highly dissatisfied	14	14	100

60% of the respondents are satisfied with their career growth in their organization

Findings/Result

1. Majority of the employees participated in the survey are male and have about 20-30 years of experience/service in the organization.
2. 72 percent of the employees are satisfied with their present job and 66 percentage of the respondents are satisfied with their supervisor.
3. 60 percent of the employees are satisfied with team coordination. Their satisfaction with motivation is 30 % only.
4. 92 percent of the employees are satisfied with their salary and 60% of the employees are neutral in organizational activities.
5. Only 21 percent of the employees are satisfied with their present nature of work. 60% of the employees are satisfied with their career growth in the organization.

Suggestions

1. The organizational culture of BSNL is that of a typical Government organization. The migration of it from present lethargic for to a more dynamic and vibrant one will reap huge benefits in the long term scenario.
2. mark out a clear path to growth so that employees have a better understanding of the career opportunities projected by their job.

3. Encourage positive work place relations and implementation of rotational transfer will boost up the morale of the employees in BSNSL.

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