



# A STUDY ON EMPLOYEE ENGAGEMENT STRATEGIES IN BSNL

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## Abstract

Employee engagement refers to the emotional connection and commitment that employees have towards their work, their organization, and its goals. It encompasses their level of dedication, motivation, and satisfaction in their job, as well as their willingness to go above and beyond their basic job responsibilities to contribute to the success of the organization. Taking this into the account a study was done. This study was targeted to identify the level of employee engagement in BSNL. BSNL has played a significant role in connecting people across India and bridging the digital divide, especially in rural and remote areas. It has been instrumental in providing telecom services for government organizations, businesses, and individual customers, contributing to the country's socio-economic development. It is also necessary for taking care of the employees and make them engaged into the work the Research was more confined and found out the strategies used by BSNL for engagement of the employees. The finding of the study shows various thoughts of the employees of the organization in respect of engagement activities, job satisfaction, Incentives and benefits.

## I. Introduction:

Employee engagement refers to the emotional connection and commitment that employees have towards their work, their organization, and its goals. It encompasses their level of dedication, motivation, and satisfaction in their job, as well as their willingness to go above and beyond their basic job responsibilities to contribute to the success of the organization. Engaged employees are generally more productive, innovative, and loyal to their organization.

Employee engagement involves several factors, including:

1. Emotional commitment: Engaged employees feel a sense of pride, ownership, and loyalty towards their work and their organization. They are emotionally invested in their job and genuinely care about the success of their team and the organization as a whole.
2. Job satisfaction: Engaged employees are satisfied with their job and find it fulfilling. They enjoy their work and feel that it is meaningful and aligned with their skills and values.
3. Motivation: Engaged employees are self-motivated and take initiative to improve their work and contribute to the organization's success. They are driven by a sense of purpose and are willing to put in extra effort to achieve their goals.
4. Communication and collaboration: Engaged employees actively participate in team discussions, share ideas, and collaborate with their colleagues. They value open communication and feel comfortable providing feedback and contributing to problem-solving.

5. Opportunities for growth and development: Engaged employees are interested in advancing their skills and knowledge and seek opportunities for growth and development. They value learning and career advancement opportunities provided by their organization.

6. Recognition and rewards: Engaged employees appreciate recognition and rewards for their contributions and feel valued and appreciated by their organization. They are more likely to be engaged when their efforts are acknowledged and rewarded.

## II. Review of literature:

NP Myilswamy, Dr.R.Gayatri (2014): According to their research “A study on Employee Engagement: Role of Employee Engagement in organizational Effectiveness”, it is concluded that the level of Engagement determines employees productivity and their intention to stay in the organization. Employee Engagement drives organizationaleffectiveness by improving loyalty, retention, safety, productivity and profitability. And the employees who are highly involved in work are more engaged.

Johnson (2011) asserts that if applied correctly the engagement data can well act as a warning system for the organization, the study reports a negative correlation between the specific instances of work place deviations and levels of EE within the organization.

Sweetman & Luthans 2010 defined From the psychological perspective, engagement is a state-like phenomenon which is portrayed as an affective-cognitive state-like condition. It is not a temporary state such as mood nor as relatively non-malleable as fixed characteristics such as personality traits.. It is deemed quite stable.

Fernandez (2007) displays the dissimilarity between job satisfaction, the well-known construct in management, and engagement competing that employee satisfaction is not the same as employee engagement and since managers cannot depend on employee satisfaction to retain the best and the brightest; employee engagement becomes a critical concept.

Towers Perrin (2007) investigated and reported that those organizations with more engaged employees subsequently increased their operating income by 19% and earning per share (EPS) by 28% annually.

## III. Objectives:

### Primary objective:

To study the employee engagement practices in BSNL.

### Secondary objective:

To analyze the effect of employee engagement that leads to job satisfaction.

To study factors affecting employee engagement.

To determine the relationship between employee engagement and organization performance

## IV. Data analysis:

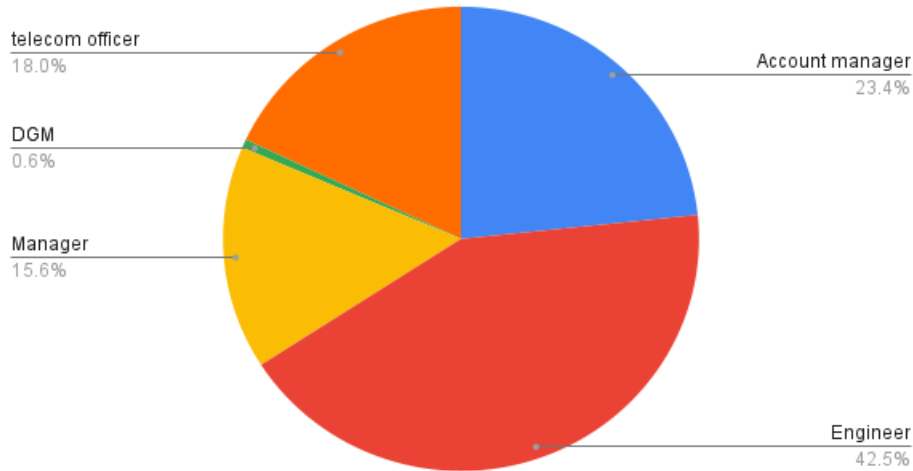
Table 4.1 Distribution of respondents based on Designations

Particulars	No. of respondents	Percentage
DGM	1	0.6
Account manager	39	23.4
Engineer	71	42.5
Telecom officer	30	18.0
Manager	26	15.6
Total	169	100

Source: primary data

Chart 4.1: Distribution of respondents based on Designation

Count of Designation



**Interpretation**

From the above table it is interpreted that the highest number of respondents are Engineers 71(42.5%) followed by account manager, telecom officer, and manager with 39(23.4%), 30(18%),26(15.6%).

**Inference:**

Majority of 42.5% of the respondents are Engineers

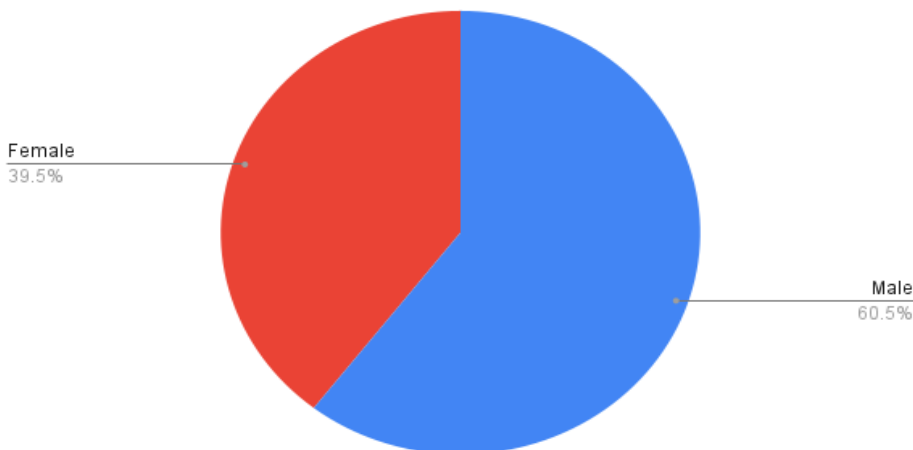
Table 4.2: Distribution of respondents based on gender.

Gender	No. of respondents	Percentage
Male	101	60.5
Female	68	39.5
Total	169	100

Source: primary data

Chart 4.2: Distribution of respondents based on gender.

Count of Gender



**Interpretation**

From the above table it is interpreted that the number of male respondents is 60.5% and female respondent is 39.5%.

**Inference**

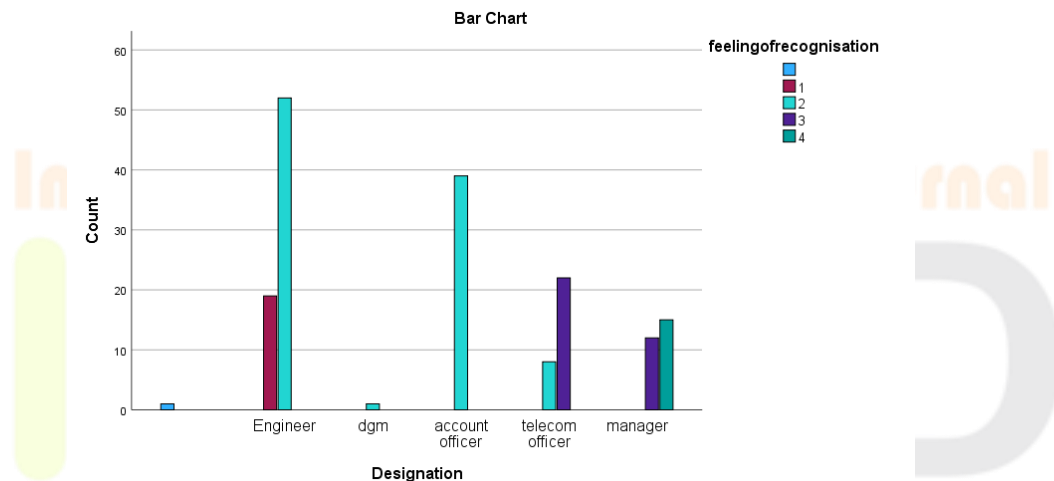
Majority (60.5%) of the respondents are Male.

Table 4.3.: This table reflects the feeling of recognition of employees in the organization.

Designation	Count	feelingofrecognition				Total
		1	2	3	4	
	1	0	0	0	0	1
Engineer	0	19	52	0	0	71
dgm	0	0	1	0	0	1
account officer	0	0	39	0	0	39
telecom officer	0	0	8	22	0	30
manager	0	0	0	12	15	27
<b>Total</b>	<b>1</b>	<b>19</b>	<b>100</b>	<b>34</b>	<b>15</b>	<b>169</b>

Source: primary data

Chart 4.3: The chart reflects the feeling of recognition of employees in the organization.



Inference:

Majority of 100 respondents feels recognized for their work in the organization.

Research Through Innovation

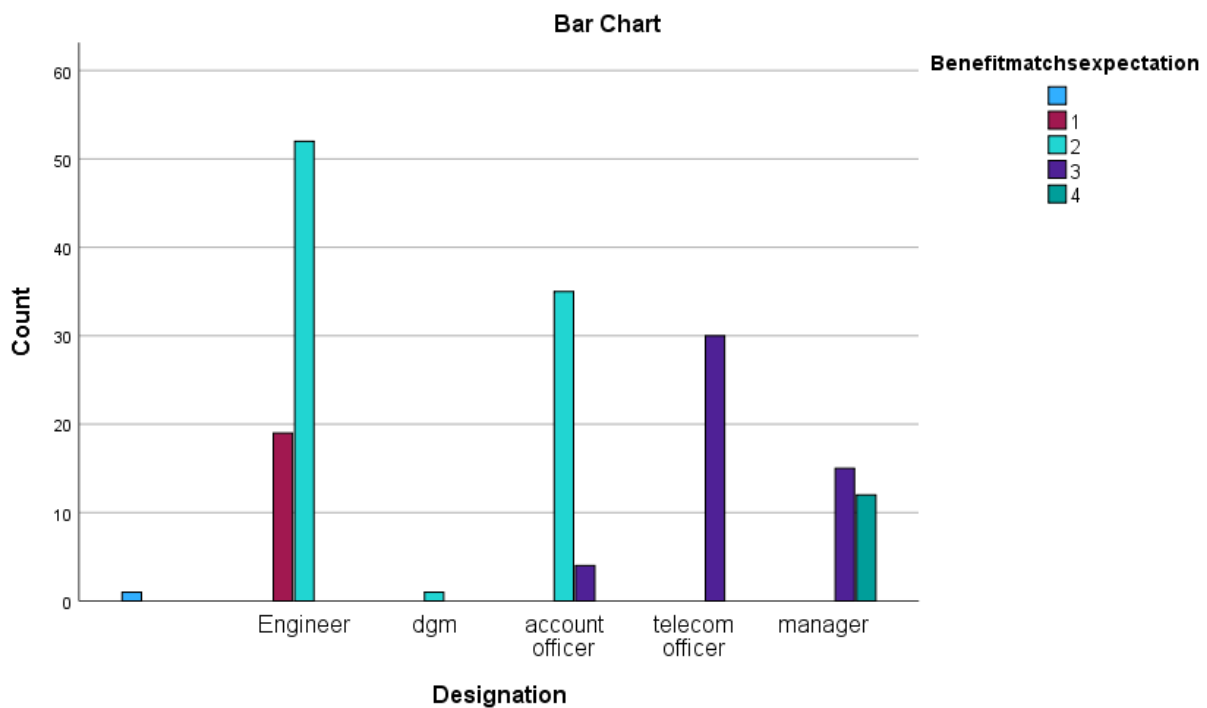
Table 4.4. The current series of benefits match what I expect from a company.

Count

		Benefitmatchsexpectation				Total	
		1	2	3	4		
Designation		1	0	0	0	0	1
	Engineer	0	19	52	0	0	71
	dgm	0	0	1	0	0	1
	account officer	0	0	35	4	0	39
	telecom officer	0	0	0	30	0	30
	manager	0	0	0	15	12	27
Total		1	19	88	49	12	169

Source: primary data

Chart 4.4: The current series of benefits match what I expect from a company.



Inference: Majority of 88 respondents agree that benefits matches what they expect from a company.

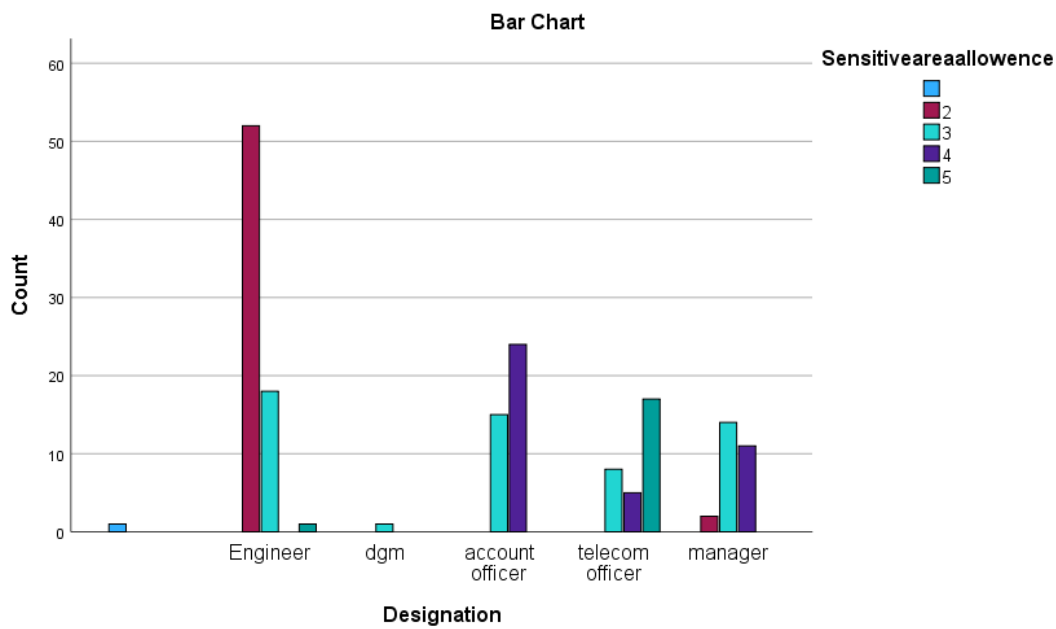
Table 4.5. Are you satisfied with the allowance you get from serving in sensitive area?

Count

Designation	Sensitiveareaallowance					Total
	1	2	3	4	5	
Engineer	0	52	18	0	1	71
dgm	0	0	1	0	0	1
account officer	0	0	15	24	0	39
telecom officer	0	0	8	5	17	30
manager	0	2	14	11	0	27
<b>Total</b>	<b>1</b>	<b>54</b>	<b>56</b>	<b>40</b>	<b>18</b>	<b>169</b>

Source: primary data

Chart 4.5: Are you satisfied with the allowance you get from serving in sensitive area?



Inference: Majority of 56 respondents selected neutral and 54 respondents agree that they are satisfied

**ANALYTICAL TOOLS:****Chi Square test:**

- + H0: There is no significant impact of Designation of employee and rate employee engagement.
- + H1: There is significant impact of Designation of employee and rate employee engagement .

**Case Processing Summary**

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Designation * employeeengagementsatisfac tion	169	100.0%	0	0.0%	169	100.0%

**Designation \* employeeengagementsatisfaction Crosstabulation**

Count		employeeengagementsatisfaction					Total
		1	2	3	4		
Designation	Engineer	0	34	37	0	0	71
	dgm	0	0	1	0	0	1
	account officer	0	0	15	24	0	39
	telecom officer	0	0	0	20	10	30
	manager	0	0	7	7	13	27
	Total	1	34	60	51	23	169

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	329.041 <sup>a</sup>	20	.000
Likelihood Ratio	212.251	20	.000
N of Valid Cases	169		

a. 16 cells (53.3%) have expected count less than 5. The minimum expected count is .01.

Inference:

The p-value for the chi-square statistic is .000, which is smaller than the alpha level of .05. Therefore, there is enough evidence to reject the null hypothesis.

**V. RESEARCH METHODOLOGY**

Research in common refers to a search for knowledge. Research methodology is a way to systematically solve the research problem. It may be understood as science of studying how research is done scientifically. Sample Design:

The sample design which is used in the study is convenience sampling.

Respondents 169

From Ambikapur were selected on the basis of convenience.

Sample size: Sample size taken for the study is 169respondents.

Sources of data: The data is collected through in two ways:



Primary data:- The primary data was collected freshly and thus it was original in character. It has been collected through questionnaire. The questionnaires were given to the respondents through online questionnaire.

Secondary data:- Secondary data are data which have already been collected by someone. Its main sources are Journals, Newspapers, Magazines, and Internet etc.

Area of analysis: The study was conducted in BSNL office Ambikapur.

## VI. STATEMENT OF PROBLEM

It is very important to encourage the employees of organization BSNL being one of the big government company which is now in not doing so well in the business as there are more competitors coming in the market. It is very necessary for the company to motivate the employees to keep on working.

## VII. CONCLUSION:

As per above observation and analysis most of the employees are happy to work with the BSNL except for few. Employee engagement is a concept that every organization should adapt for the betterment of their company as it has multiple benefits and that leads to the better performance of the company. An organization should thus provide recognition and awards to the employees for their good performance also they should provide employees training and development time to time to upgrade their skills.

Hence conclude that the raising and maintaining employee engagement activities are totally in the hands of the organization which requires the bundle of everything from time, efforts, commitment and maintaining the good relation with the employees to reach their vision of the organization.

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