TO WHOM IT MAY CONCERN

This is to certify that Ms.Krishma has successfully completed her internship at Aerial Telecom Solutions from 11-Aug-2021 to 11-Oct-2021.

She bears a good moral Character. We wish her all the very best for her future endeavors.

For Aerial Telecom Solutions Pvt. Ltd.

Authorized Signatory

ACKNOWLEDGEMENT

I cannot express enough thanks to my committee for their continued support and encouragement: Doe, my committee chair; sham kumar; amandeep kaur nanda; and parvinder singh. I offer my sincere appreciation for the learning opportunities provided by my committee.

My completion of this project could not have been accomplished without the support of my classmates, Sally, Robert, Gene, and Alberta; and my children. To Jackie, Thomas, and Mary -thank you for allowing me time away from you to research and write. You deserve a trip to Disney! Thanks to my parents as well, Mr. and Mrs. Lawrence Smith. The countless times you kept the children during our hectic schedules will not be forgotten.

Finally, to my caring, loving, and supportive wife, Margaret: my deepest gratitude. Your encouragement when the times got rough are much appreciated and duly noted. It was a great comfort and relief to know that you were willing to provide management of our household activities while I completed my work. My heartfelt thanks.

CHAPTER1 - INTRODUCTION

1.1 COMPANY PROFILE

Wih the aim of addressing the dynamic needs of telecommunication imlustry, experienced professionals, with a broad range of irwlustry experience, founded Aerial Telecom Solutions Pvt. Ltd. in 2010. This extensive experience of Aerial Telecom's foundets has enabled the firm to broaden its operations exponentially within a short period of period and serve the Telecommunication industry and related sectors globally. Within a span of 4 years, Aerial Telecom has becone an established telecom solution provider. The company has seen more than 200% growth year on year and its turnover for 2013-2014 was INR 187.6 million.

Continuing this legacy, Aerial's expected turnover 2014-15 is INR 375.2 million. Aerial Telecom is an ISO 9001:2008 certified company. It also has OHSAS 18001:2007 certification, which determines the international standards for Occupational Health and Safety Managenent system Aerial Telecom was awarded this prestigious certificate by Absohlte Quality Certifications Private Limited accredited by JASANZ,

Aerial Telecom (ATS) has become an established mmnpower solution provider abiding to the international standards for Occupational Health and Safety Management system.ATS has spearheaded the resource Imnagenent in telecom industry very aggressively and is currently imnaging 3500+ resources for many leading MNCs and almost all Telecom operators like Ericsson India Limited, Bharti Airtel limited, Tata DoCoMo, Nokia, RO, Bharti Telesonic Networks, Vodafone, Idea Cellular Limited, Samsung, ZTE, etc. After achieving success in telecom sector,

ATS has now branched out in different industries and is equally making its presence felt in other sectors.

Aerial Telecom Soluti01B is committed to the continuous improvement of the Integrated Management System performance through periodic reviews and by setting and reviewing its objectives and targets, ensuring the relevance to the organizations' activities and in keeping with conpany policy.

Vision

Aerial Telecom aims to set a benchmark in the Telecom Industry by providing products and services that enable clients to leverage the right infrastructure in order to control costs and monetize new services while making data a priority,

Mission

Our mission is to become a leader in Telecom Infrastructure and Services by offering our clients products and services developed in sync with technology trends, using best infrastructwe and in compliance with highest standards

Values

Our core values are deeply rooted in every aspect of our business and integrity is our most valuable asset.
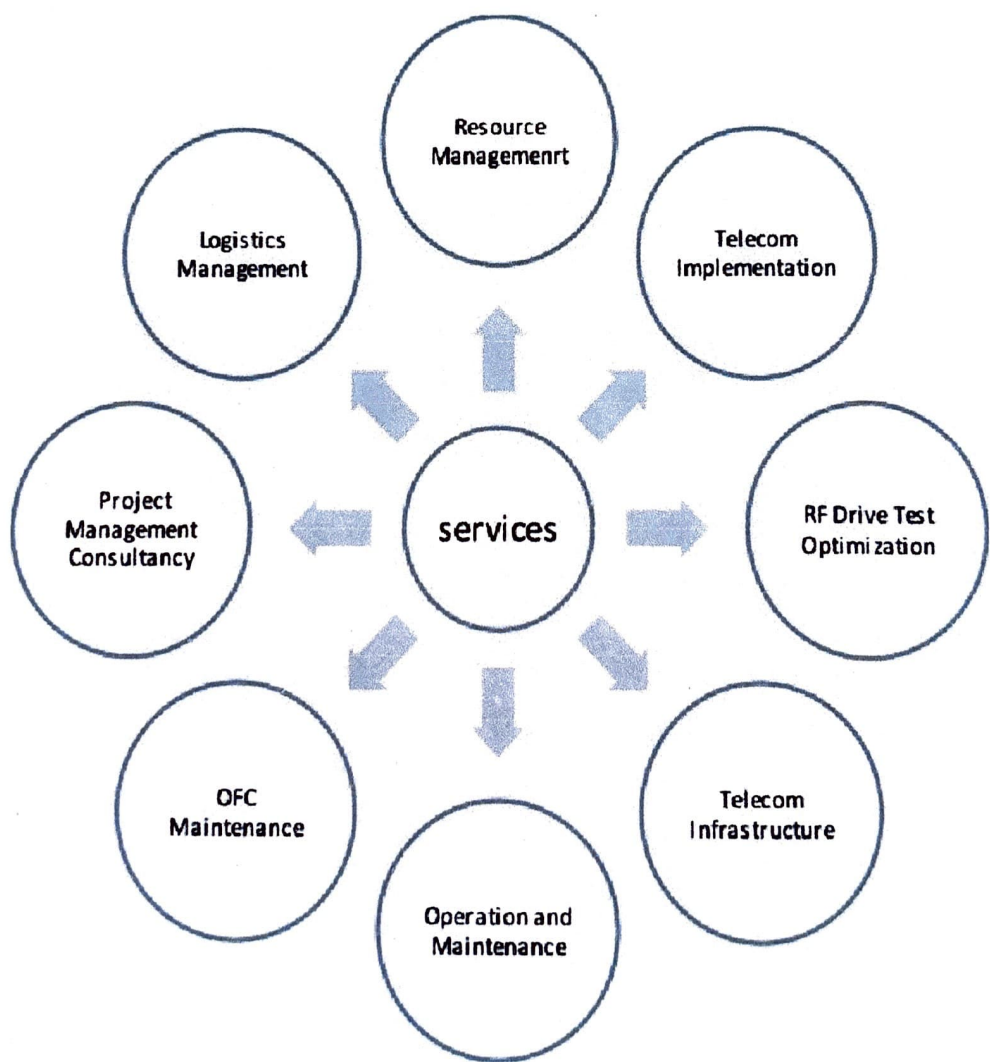
Key Reasons for Investing in Employee Engagement

1 Reduction in Employee Turnover

2 Improves Organizational Culture

3 Lower Absenteeism within the Workforce

4 Boosts Workforce Productivity

5 Drives Innovation and Creativity

Benefits of an
Employee Engagement Plan

Benefits

- Improving employee experience
- Enhancing customer satisfaction
- Creating a high-performance culture
- Boosting shareholders' value
- Being known as the "employer of choice"

AIHR | ACADEMY TO INNOVATE HR

5 Steps of the Employee Engagement Survey Process

1. Identifying the targeted employee group
2. Defining the objective of the survey
3. Obtaining buy-in for engagement survey technology
4. Partnering with an engagement survey vendor
5. Administering the survey and sharing the data with employees

1.2 EMPLOYEE ENGAGEMENT

Organizations have come to realize that in today's constantly changing business scenario, the nyjst valuable resource that needs to be leveraged is human resource. This means not just attracting the creme-de-la-créme and retaining them but keeping them motivated and committed to achieving the organization goals.

Though Enployee Engagement (EE) as a business buzzword has generated research aml steam since the new economy service industries like IT (Information Technology) and ITES (IT enables services) have taken off, the origins of engagenent are as old as nunkind itself. An engaged workforce produces better business results, does not hop jobs amul more importantly is an anhassador of the organization at all points of time. This engagement is achieved when people consider their organization respects their work, their work contributes to the organization goals and rmre inportantly their personal aspirations of growth, rewards and pay are met.

The Hay Group defines engaged perforrmnce as "a result that is achieved by stimulating employees' enthusiasm for their work and directing it toward organization success. This result can only be achieved when employers offer an implicit contract to their employees that elicit specific positive behaviors aligned with organization 's goals."
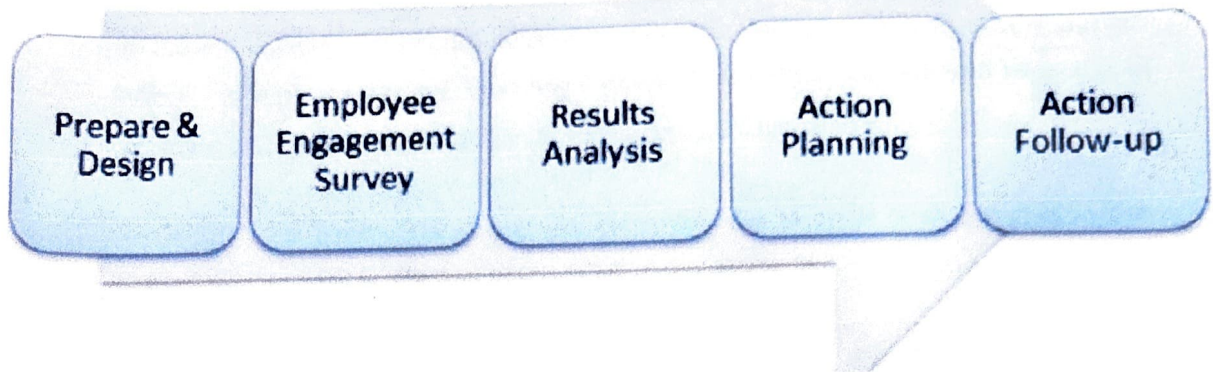
Lanphear defines EE as "the bond employees have with their organization" Lanphear iUrther espouses that "when enployees really care about the business, they are more likely to go the extra mile. "

I .2.1 Pmcess of Enployee Engagenrnt

Since the nantra of success of any organisation is the higher involvement, engagement and dedication of enployees towards their jobs and their continuous perfornumce to attain more, it necessary to keep their spirits high, notivate them to perform their best always and generate a breed of satisfied and dedicated enployees. Enployee Engagement is not a onetime process that can quickly bring results; rather it is an ending process that will go on till the e,Gstence of an organisation.

As it is an established fact that there is a clear link between organizatönal performance and enployee engagement, every organisation seeking sustenance and growth in the ever changing world of work quickly respond to the needs of enployees along with designing and

implementing a customized process to increase the levels of employee engagement. The following are a few basic steps in tffs process based on the best ildustry practices.

| Prepare & Design | Employee Engagement Survey | Results Analysis | Action Planning | Action Follow-up |

L. Prepme and Design: The first step in the process is about discovering the specific requirenents of your ɔrganisation and deckling the priorities. After that a customized design of carrying the whole process can be designed. It is recommended to seek ad vice of expert management consultant in order to increase the chances of getting it done right at the first attenpt.

ii. Employee Engagement Survey: Design the questions of the enployee engagement survey and deploy it with the help of an appropriate nedia. It can be either in printed form or set online depending upon the comfort level of the enployees and your questönnaire evaluatijn process.

111...Result Analysis: It is the most important step in the entire process. It is time when reports are to be analyzed to find out what exactly mmtivates enployees to perform their best and what actually disengages them and finally compels them to leave the organisation. The results and infornatijn can then be delivered through presentations.

iv. Action Planning: 'How to turn the results of the survey in to an action' is a challenging question that organisations need to deal with the utmost care. Coaching of line nnnagers as well as HR professönals is very important in order to tell them how to take appropriate actions to engage enployees. They should also be told about dos and don?ts so that they can successfully implenent the changes.

v. Action Follow-up: Action follow up is necessary in order to find out if the action has been taken in the right diecti)n or not and if it is producing the desired results.

1.2.2 Benefits of Employee Engagement • cost or Disengaged Workforce : The findings of the Gallup study of 2008 show that while the engaged employees believe they can contribute to company's the disengaged employee believes otherwise, i.e. his job does not contrhute to the organization. This belief of the disengaged enpbyee creates a negative spiral that affects his work, co-workers, customers, productivity, and eventually both happiness of enployee and convany perfornunce. Some effects are Illustrated below:

> Effect on Work - The disengaged employee tries to evade work, struggks to neet deadlines and is reluctant to accept additional responsibility.

> Effect on Co-Workers - The negativity of a disengaged enployee, denonstrated either through raves and rants or convlete withdrawal from particVation, affects the team morale. After all who has not heard of the proverb - one bad apple can spoil the whole bunch.

> Effect on Custonns - Every employee, whether an organization likes it or not, becones its ambassador. And a disengaged enployee either by actively de-selling the organization, or by conplete apathy towards their work, product, process, organimtion help create disengaged custonus.

> Effects on Productivity - Disengaged employees seldom push thenßelves to neet organizational goals bt alone contribute to innovative practices at workplace. Since, they do not believe that their work contributes to the organization; they evade convEting tasks thereby affecting team productivity.

> Effect on Company Performance - In the corporate world, time is mmney and organizations must innovate to stay reEvant. A disengaged workforce by virtue of dehyed conpletion of tasks and inability to improvise and innovate cost the convany dollars which ultimately affects bottom line. This has been validated by a Gallup Study whose research showed that costs of disengaged workforce in the United States was upwards of $300bn annually.

Effect on Personal Life of Employee - A disengaged employee is seldom abb to shake off the lethargy and perform in the current organization or land a job of preference. This leads to pent up frustratijn which may ultimately affect his personal and family life.

- Benefits of an Engaged Wonkf01tæ: An engaged workforce form an emotional connect with the organimtion that helps them

  - Go the Extra Mile to Achieve Indivilual and Company Success
  - Innovate at Workphce
  - Attract custoners and employees
  - Becone Evangelists of the conpany, its product and processes
  - Infuse energy and posiivity at workplace.

1.23 Elements or EmlAoyee Engagenwnt

Four things are important when we talk about employee engagenent; commitment, mmtivation, loyalty and trust. Their level determines the quality of engagement of an enployee.

- **Commitment:** Commitment neans the degree to which individuals associate mselveswith the job, the responsibilities and the organisatönal objectives. Engaged enployees are those who are fascinated by their work and committed to face every challenge to attain their goak. They are dependabE and highly productive and therefore, are accountabk for what they do.

- **Motivation:** Up till recently it was believed that the biggest motivation is achievenent. The reverse is also true, which means achievement results in more rmtivation. If employees put in their 100 percent efforts to take their organisation to the next level, this attained status nxjtivates them nnre than anything. Proper rewards and recognitions can further nxjtivate them to achieve nore and nore for their organisation. Motivation and achiwement go hand in hand and act as the burning fuels for tm success of any organisation.

- **Loyalty:** Enployees who are actively engaged in their work show rmre loyalty towards the organisation. The best part is that they need less focus and attention of managers to perform their task as they themselves feel accountable for their job responsibilities and results attained. However, it doesn't take much time foractively engaged enpbyees to turn into disengaged enployees if the organisation doesn't have a well established reward system. Recognition is a basic necessity of individuals to rennin steered up towards their job.

● Trust: High levels of empbyee engagement can be fostered only when trust prevails in the organisation from both the sides. As they share strong emotional bond with the organisatön, the latter should also show trust in their abilities. Enployees must be given autonomy to perform their tasks their way. They should not be restricted to a specific rules aml regulations and therefore, should be mmtivated to experiment to perform their task in a different and innovative nunner.
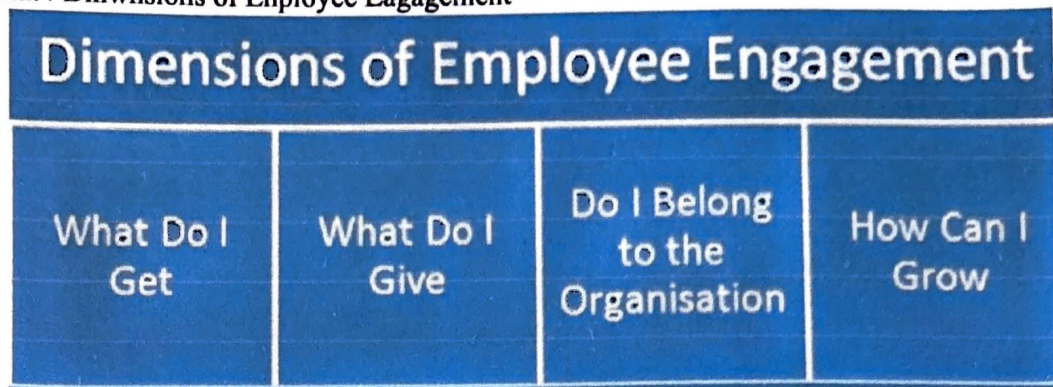

Trust
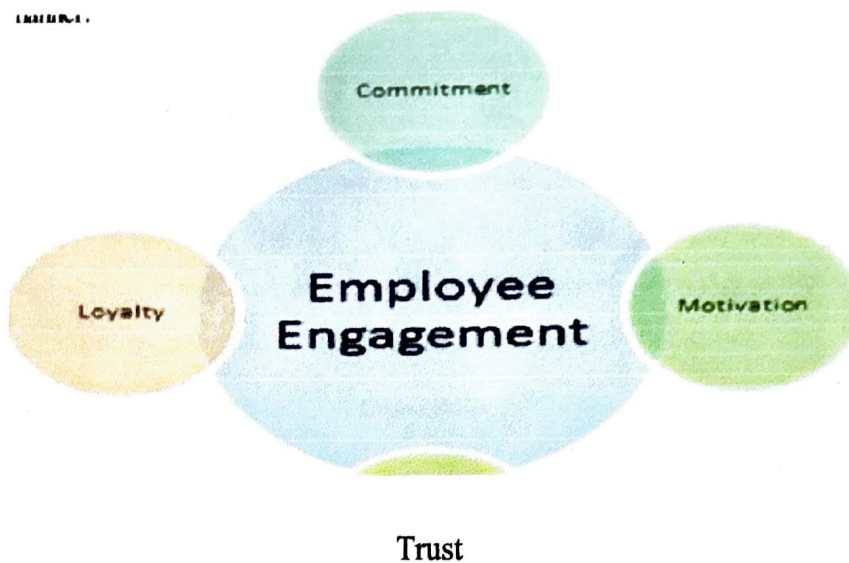
All these elenents play a vital role in determining the fate of an organisation. Besides this, two-way communication to discuss challenges, potential consequences, vision and values and organization's future should be established. In fact, communication is the backbone of any organisation without which it can't survive for long. Having an open conversation with enployees can solve the problems that they are facing in executing ff•rir job.

Apart from this, organizational culture, a well established and duly followed reward system including compensation, benefits, aml recognition and personal gmwth and satisfaction of enployees are also inpoftant factors in inproving the levels of enpbyee engagement.

1.2.4 Dinwnsions of Enployee Lagagement

| Dimensions of Employee Engagement			
What Do I Get	What Do I Give	Do I Belong to the Organisation	How Can I Grow

● **What Do I Get:** Enployee engagement to an extent depends upon what people get in exchange for performing the job. This includes basic compensation, benefits, organizational culture and working environnent. These are ebments that motivate them to join the organisation and perform the given task with convlete dedication.

● **What Do I Give:** As it is a two way process, setting clear expectations plays an important role. This helps employees to understand what exactly they are expected to give the organisation. This includes defining their job responsibilities that they need to fulfil and tasks that they need to perform The human resource team and immediate supervisors or managers need to tell them clearly what they are expected to do. It creates more neaningful relationships armng seniors and subordinates and workgroups.

● **Do I Belong to the (h*anisation:** Social association is the most basic requirement. Even enployees would like to stay with the organÉation that treats them as their integral part and not just the means to get the job done. 'My opinions Count' gives them satisfiction and rmtivates them to put their best to neet organimtional goals.

● **How Can I Grow:** Continuous growth including prormtions, salary hikes and rewards and recognition are most essential tools to retain enployees in the organisation. New challenges and opportunities to learn keep them nntivated towards their work life and encourage them to give their best even during crisis.

1.2.S Phases of LnployeeEngage

Employee engagement is a long term process and goes thmugh various phases descnibing the level or the engagenænt, involvement, attachnænt and belongingness between enployee and

en11Aoyer. These phases of employee engagenwnt make a continuous cycle that each organisation aiming to achéve increased profitability must undertake.
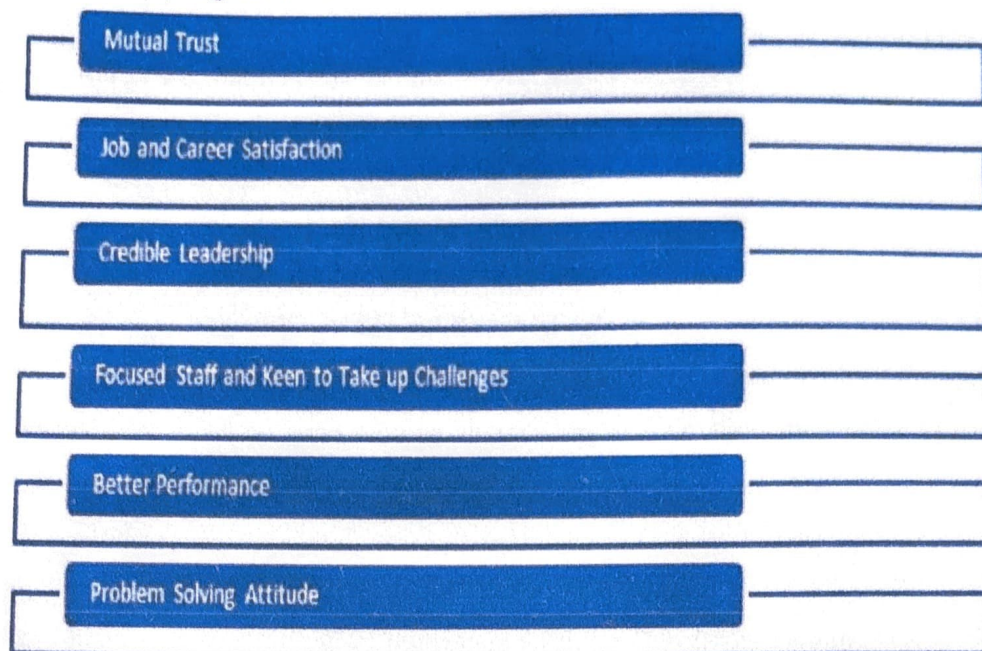
Attract   Acquire

Adva n ce
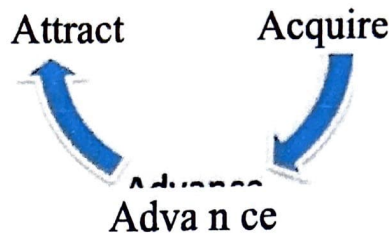
- Attract: The first phase of the employee engagenent cycle is attracting the best talent from the industry. This phase involves Creating a positive impression about the work culture and employee career as a potential employer. Creating an authentic, genuine and crafted image as an enployer. Indirect yet the first impression that attracts a big pool of candidates to apply for the job vacancies in an organisation. Another aspect spreading the reputation of an organisation is its employees. They are not only the employees but also are regarded as internal customers. Their job and career satisfaction speaks about their workplace. Therefore, they should not be taken for granted. Besides attracting the talent from the outside, it is invonant to keep the existing enployees attracted towards the organisation.

- Acquire: The acquire image involves more than one thing. It includes (1) the way the potential candidates are interacted while advertising a position; (2) keeping the promises that were nude while hiring them and (3) providing the new joinets a right kind of work

- Advance: Continuous noving the talent the last but an unending phase. It not only involves promoting the enployees to a higher designation along with salary increnents but also growing them in other tangibk and intangible ways. Job rotation can help them grow in experience, responsibility and belongingness but only when it is done right. Advancing the enployees in every aspect be it mmnetary or non-monetary, is the key to retainpeople and develop their overall personality.

1.2.6 Characteristics of Engaged WoH<fonte

The level of employee engagement can be neasured by the willingness and ability of enployees to contribute to the success of their organization. Highly engaged workforce shows the high level of engagenent in their work and is always keen to take up new challenges in order to bring a positive change or establish a highly conducive work environnent. The nndel

15

below illustrates a few characteristics of an engaged workforce that play an essential role in the success of any organisation.

Mutual Trust

Job and Career Satisfaction

Credible Leadership

Focused Staff and Keen to Take up Challenges

Better Performance

Problem Solving Attitude

Mutual Trust: Trust is the base of any organisatbn. Letting people do their work without telling them how to perform it is one of the best ways to engage staff. Enployees welcone each other's opinions and find out a wide varéty of ways to acconplish a particular task. A highly engaged workforce doesn't need directions at each step, They can perform their jobs with mutual help and trust.

Job and Career Satisfaction: Job satisfaction one of the main characteristics of an engaged workforce. The individual who is satisfied with their career and the way their career goph is raising prefers to stick to the organisation for a very long period of time. Switching the organisations frequently is not a characteristic of satisfied employee.

CITdible Leadeßhip: As nentioned earlier, an engaged workforce doesn't need directions for performing a specific job from time to time. Employees know how to do it in the best possible manner. They not only exhibit credible leadership qualities in routine tasks but also cone up with innovative ways to deal with crisis or energencies.
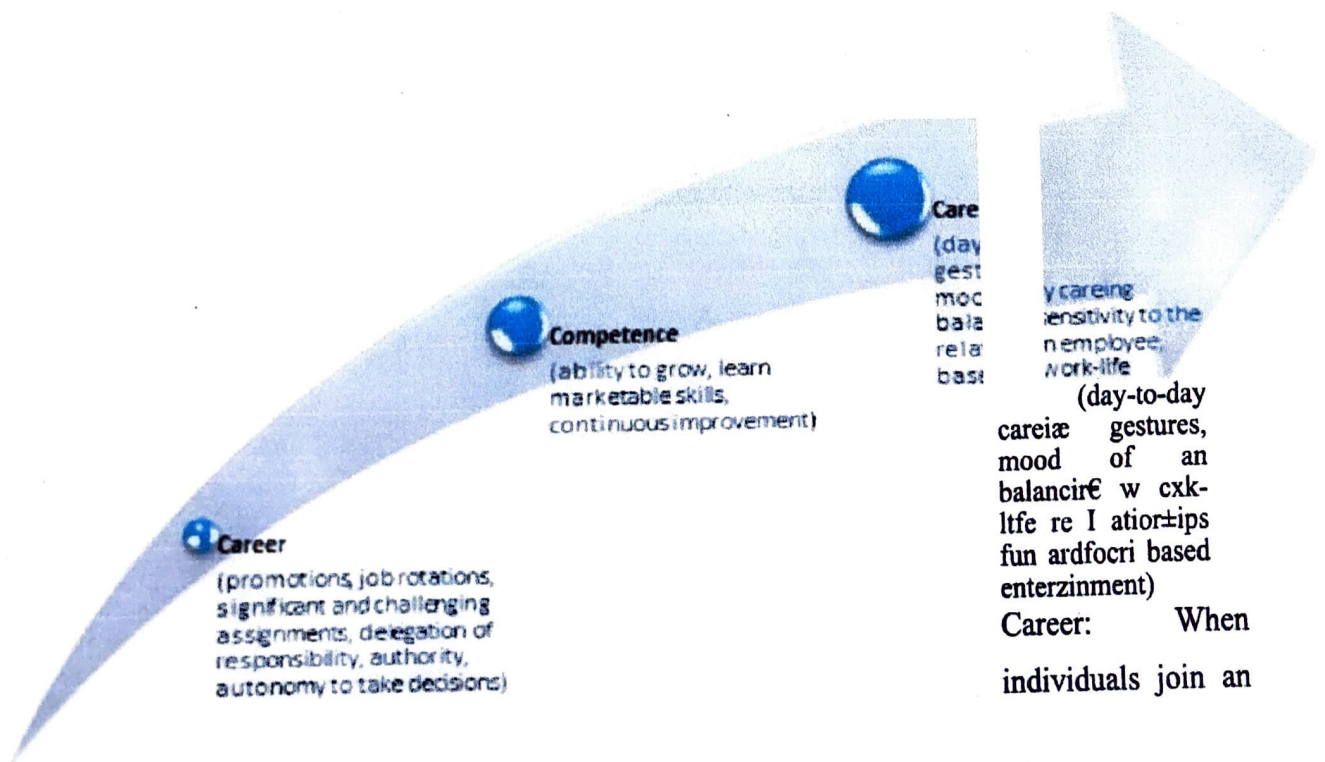
Focused and Keen to Take up Challenges: An engaged workforce is entirely focused and knows what to do and when. They are always keen to take up new challenges in order to solve the existing problems in the organisation as well as acquire new skills. Not only this, tlwy are always keen to learn new things and widening thei- horimn.

Better Performance: Employee engagenent is directly related to better performance. Enployee performance is the only way to measure the engagement, involvenent and dedication of enployees towards thei- jobs. If all these factors cannot be interlinked, there is no meaning of anything. It can be said that the workforce is not engaged or actively disengaged.

Problem Solving Attitude: Engaged workforce not only delivers its job responsibilities but also keeps a problem solving attitude always. A highly engaged employee displays a sense of bebngingness towards the organisation and makes every effort to solve the problems that pose a hindrance the organintion?s way of success.

1.2.7 3 C's of Enployee Engagement

Managets had to come up with other motivators such as offsite parties and picnics, cricket or football matches on anniversaries and birthdays, cultural festivals, painting and quiz convetitions, creches for the children of enployees, Friday bashes, mové tickets and discount shopping coupons and Imny nore. Beyond all the above mentioned popular techniques, there are other things that play an important role in enhancing the engagement levels of enployees. The proposed 3 C's of employee engagement are career, conpetence and care.

Care
(day
gest
moc   y careing
bala   iensitivity to the
rela   n employee,
bast   work-life

Competence
(ability to grow, learn
marketable skills,
continuous improvement)

Career
(promotions, job rotations,
significant and challenging
assgnments, delegation of
responsibility, authority,
autonomy to take decisions)

(day-to-day
careiæ   gestures,
mood   of   an
balancir€ w cxk-
ltfe re I atior±ips
fun ardfocri based
enterzinment)

Career: When

individuals join an

organisation, they expect to build a career with it. If the top management and immediate imnagers spend dedicated time in carving out the careers of its employees, they will feel that they belong to the organisation. They feel engaged when tlwy receive support from tlw managenent in growing their careers.

Competence: Convetence is all about the ability to grow. Regular workshops and training sessions must be held in order to help empbyees acquire a higher Evel of skills and convetencies. The focus should be on developing for marketable skills. Most employees after spending a few months look for convetence-boosting opportunities with the organisation so that they can grow and nove to the next level of their careers. While the career focuses on the actual growth in term; of designation, wages and perks and authority, conpetence is the ability to grow utilizing the opportuniies.

Car: Sitting at the topmost, care regarded the finest art of the nunagers by which they can make enployees feel an indispensable part of their organisation. The managers need to be enpathetic and sensitive towards people and understand their personal probkms. Showing simll day-to-day caring gestures towards enployees make them feel that they belong to the organisation and organisati)il belongs to them

1.2.8 Key Players in enhancing Employee Engagement

Most companies think that it is their pefformance management system and appraisal and reward strategies that enhance the levels of employee engagement. True but partially!
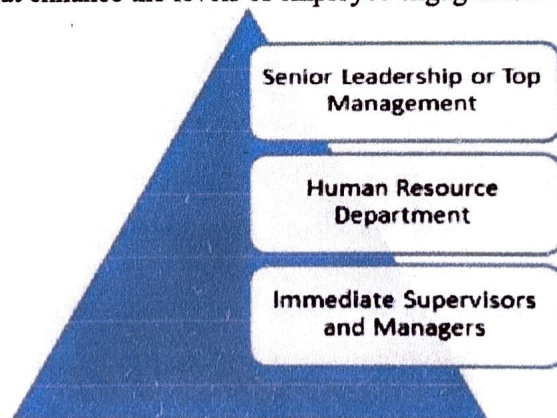
- Inunediate Supervisors and Managers

    Lying on the bottom of the pyramid, immediate supervisors and rmnagers play the nost inponant role in enhancing the levels of employees. As they spend more time with them as compared to the HR people and senior leadership, they can easily determine tlwir actions and find out what will keep them motivated.

Although the directions come either from top nnnagement or HRD but they are the one who execute the process and determine the satisfaction Evel of their workforce. They can interact with the emphyees and fill scorecards with columns such as actions of enployees, what Imtivates them and job satisfaction level. This is the initial as well the rmst involtant step tl-r entire process.

- **Hurmn Resource Departnænt**

  Humm Resource Department works on the data collected by the managers and determine the trend among the employees. They identify the most common factors that decrease the engagenent levels anong employees and the most common opportunities that can enhance it. They study all the cases thoroughly to identify the loopholes in the system and bring it to the notice of top nunagement.

- **Senior Leadership or Top Managernent**

  They the entire report and the process designed by the HRD or a rmnagement consulting firm to enhance the enployee engagement levels. They support the process by deciding the priorities and nuking investnents.

1.2.9 Types of Enployees based on Level of Engagement

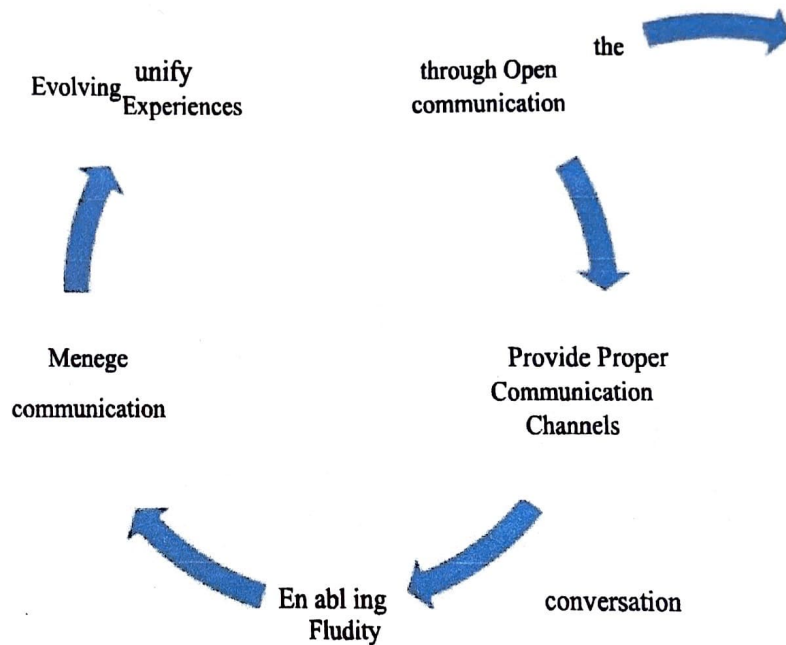Based upon the level of commitment or engagenent of employees there are 3 types:

- Actively Disengaged: This is the first category of people who are unhappy and they spread unhappiness in the organisation. They are the disease centets in the convany and spread the negative word, provoking and convincing people to leave their jobs. However they are the ones who stay the longest and removing the perceived people convetition is thei thought of getting to the top or next level in the job.

- Engaged: The second category of people are those who are can be identified with words like passion, alignment and innovation; which neans that they are passionate, connected to the convany and are innovative. They contribute new ileas and turn ideas into reality. These enployees are positive in their outlook and they spread postivity. They are proactive; can anticipate the future market conditions are prepare well in advance.

- Not Engaged: The third type of enployees is the large majority present in organisations almost 50% in number. These do what is told only and they like only one instruction

at a time. They put in time but not energy and passion. They may be either positive or negative in their outlook and opinion about the organisation. They
are not proactive and fail to anticipate what might be required next or what the next step is? They wait for msuuction from their superiors.

1,2.10 Enployee Engagement Strategies

Enpowering employees by delegating them responsibilities and giving them autonomy to take decisions regarding their job on their own can also increase their productivity. It is worth going beyond the traditional managenent tools of connectivity to help enployees remain mmtivated and dedi:ated to perform their tasks. To achi:ve this, the organisations can design effective enployee engagement strategEs on the basis of the nodel explained below

Evolving unify Experiences   through Open communication   the

Menege communication   Provide Proper Communication Channels

En abl ing Fludity   conversation

- Unify the Experiences: Conduct an employee engagement survey in order to find the factors responsible for engaglng and disengaging enployees. Unify the common experiences and probEms and design empbyee engagement strategies accordingly. Sharing of feedback in written one way of communicating the experiences and problems.

- Evolving Through Open Communication: Open communication or face to face communication in the form of discussions can really help in bringing the various issues and identifying the Imin problems in the organisation. It is very essential to establish a proper communication where everyone can put their views and suggest a

solution too. Most of the top organisations ask for suggestions and new ideas from tlwir employees and then offer rewards on giving best proposal.

- Providing Proper Communication Channels: Sone enployees are comf0itabE with open face-to-face communication styles whereas there are some who want to give feedbacks and suggestions in written. Discovering the best channel of communication and establishing a proper route to share feedbacks and views plays a vital role.

- Enabling Conveßation Fluidity: Whichever way of communication you choose, ensure that it has required fluidity. Thete should not be any hindrance in the established method of communication. Not being able to provide feedback or share probhms and experiences can lead to frustration and distress among enployees. Therefore, ensure that there are no barriers to communication. This can also result in disengaging the engaged enployees.

- Manage Communication: Managing communication is the last but the nost important step in the entire process. Managers shouH keep a check on the entire process in order to ensure that it is not adversely affecting the health of the organisation. They must nuke sure that it serves the desired purpose and is not being used negatively.

1.2.11 Diivers of Envloyee Engage

- WoWJob Role - Employees must see a link between their role and the larger organization goal. Understanding this linkage provides an intrinsic mmtivation and increased engagenent. Most enployees will come to work on time without possessing a sense of belonging and will try and convlete assigned tasks even without possessing that sense achievement on completön of task. However, an employee that sees a clear linkage on how his/her role contributes to the organization will go the extra mile and help create organization wealth.

- Work Environment/Organization Cultur - The bond between an employee and the organization is cenented when the enployee identifies with the culture of the organization. An enployee is engaged and notivated to stretch beyond the call of duty if he/she finds the work environnent enabling and supportive.

- Rewards and Recognition - The bottom line is that people work to earn which helps fulfil ambitions. Equitable pay coupled with rewards and recognition programs enhances rmtivation and leads to commitment and engagenent.

- Learning and Training Oppurtunities - As Lawyer (2006) put it - 'People Enjoy Learning." This is especially true in the case of today's millennial workforce that

constantly looks at enhancing knowledge and skill. Skill and Knowledge enhancement is not just important for the employees but providing a learning culture is essential for organizatijns to renain relevant in the constantly changing business landscape.

- ● Performance **Management** - An effective perfonmnce management system contributes positively to empbyee engagement. Goal setting lies at the root of any performance nunagement system Clearly articulated goals, a fair am] just neans to judge performance and timely, rational feedback are critical elements in creating a bond between the enployee and his/her organization.

- ● Leadeßhip - It is a well recorded fact that most resignations happen because the enployee is not satisfied with hS/her 'boss.' An organization that spends time and effort in grooming leaders who are aligned to its goak, culture and people invests well. New age industries have a young and dynamic workforce that looks for autonomy in decision nuking, increased responsibility and accountabilities.

- ● Other Factoms -Clear and open communication, quality of interaction with peers, collaboration, organization policy, organization perfornunce are all contrbuting factors to employee engagenent.

1.2.12 How Does Employee Engagement affect financial Perfonnance of a Convany . Experts say that the engagement, involvement and satisfaction of the employees should be the biggest concern of the organisations. When they are actively engaged, it can directly affect the productivity and financial standing of the company. While it may not directly add to your profits but it certaiily helps in several indirect ways.

There are nunerous indicators that show that employee engagement has a strong impact on the financial performance of a company. However, the direct results are still debatable. There have been umpteen number; of studies showing the link between enployee engagement and financial profitability of an organisation but none of them produces sufficient evidences to establish it as a hard cote fact.

factors related to enployee engagement that imlirectly contribute to the profitability of an orgamsation.:
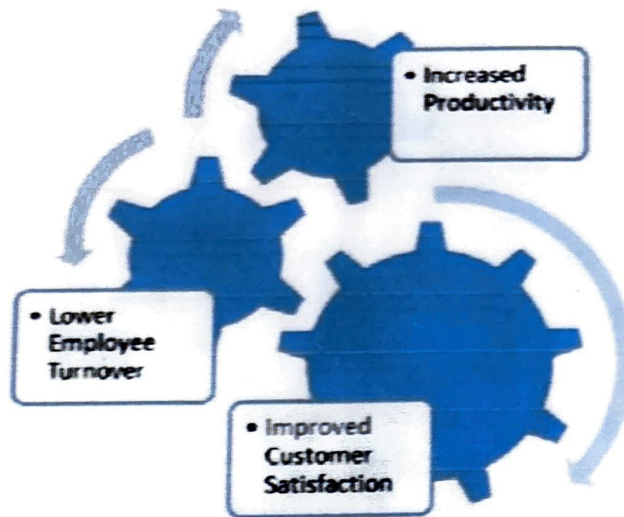
Indicators of Improved Financial Performance

Increased Productivity

When employees like to do what they are assigned, they ate convletely involved in their job to perform their best and bring desired results.

Louer Envloyee Turnover

When emphyees are engaged in their jobs and are fully satisfied wih their career as well as their organisation, they grow with it. There can be two main reasons why they look for alternatives. One, they are not interested in doing what is assigned to them and two, they are not happy with the organis

Impmved Customer Satisfaction

When employees love their job, they will make every effort and go extra mile to offer conplete assistance to the custoners.

Besides this, there are nuny other factors that go into the productivity and profitability of an organisation. But like the above mentioned, they lack evidence for establishing a cause and effect or direct relationship between enployee engagement and company's financial performance. Besides this, there are numerous other factors apart from employee engagement level that have a strong impact on the financial status of a convany. This is not the only one but is one of the rmst involtant ones.

2. CHAPTER-RESEARCHMETHODOLOGY

2.1 OBJECTIVES

The objectives of the study ate as follows:

- ➢ To analyze the workplace involvement of employees at aerial telecom
    - To analyze the employee engagement practL?es in aerial telecom
    - To analyze the work-life balance of employees at aerial telecom ➢
- To analyze employee retention at aerial telecom

2.2 RESEARCH DESIGN
22.1 Meaning Of ResearchDesign
It is a logical and systenatic plan for directing a research study, the methodobgy and techniques to be adopted for achieving the objectives.

22.2 Nature Of Research Design
"A research design indispensable for a research product. Unlike the building plan, which is precise and specific, research is designed for a tentative plan with a series of guide posts to keep one going on its right direction. "

Besides a research study can't extensive and intensive, as the researchers nay like it to be it has to be geared to the availability of date and the cooperation of the informants thus a research design represents a ompromise dictated by many practi:al considerations.

Research Design refers to "framework or plan for a study that guides the collection and analysis of data". A typical research design of a company basically to resolve the following issues:

- Determining Data ColEction Design
- Determining Data Methods
- Determining Data Sources
- Determining Primary Data Collection Methods
- DevelopingQues
- Determining Sampling Plan

2.3 SAMPLING PLAN

- Type of sampling The sanple has been constructed using simple random sanpling. 3 departments — HR , Finance & accounts and operations are selected and
  12 enployees from each departnent have been selected
  Department
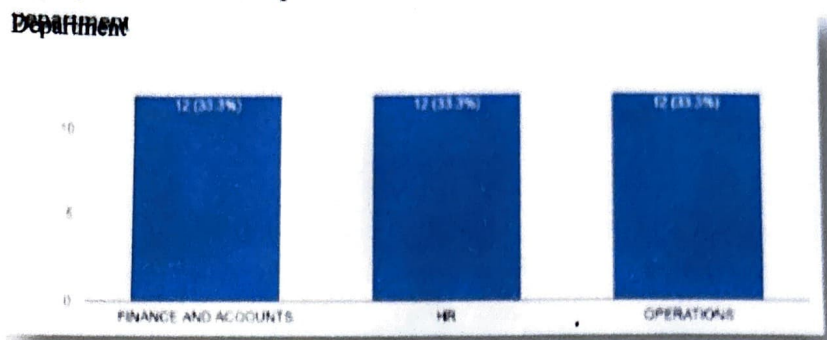
- Sanwle Sin   36 enployees
- Sanwle Area C-139, Phase-8 iklustrial Area, Aerial Telecom solution, Mohali
- Duration -5 8 weeks
- Scale 5 point scale where , I-Stongly Disagree, 2- Disagree, 3-Neutral, 4-Agree, 5Strong ly agree

2.4 DATA COLLECTION Data
Sources:

- Primary Data through Questionnaire: Structured questionnaire was administered to the sanple respondents.
- Personal Interaction o Secondary Data: It was collected with the help of brochure, few journals and internet.
  Reference was also nude to the websie of the convany.

2.5 PURPOSE
The purpose of this study was to study enpbyee engagenent at Aerül Telecom Solutions

2.6 LIMITATIONS
The hmiations of the project is as folbws _

- The study was conducted in 3 departments only, so the limited area of the study nay affect the conclusbns

- Sone of the respondents could not give their proper response due to lack of time which nuiY affect the reliability and relevance of the study

- It might also be so that sone resporwlents were not Imtivated enough to respond properly although full attenpt was nude to keep it as unbiased as possibE.

- The duration of the project was short, so the scope of nore in-depth evaluation was not possible

- Sone of the respondents didn't give exact answers related to some questins.
- Sone respondents hesitated to give responses with the fear that numagenent may react differently resulting in unwanted /unexpected actöns.

3. CHAPTER-ANALYSIS AND INTERPRETATION

3.1 PROFILE OF RESPONDENTS

1. Age

18-25years
26-30years
31-35Years
36-40years
40-50years
51 and above
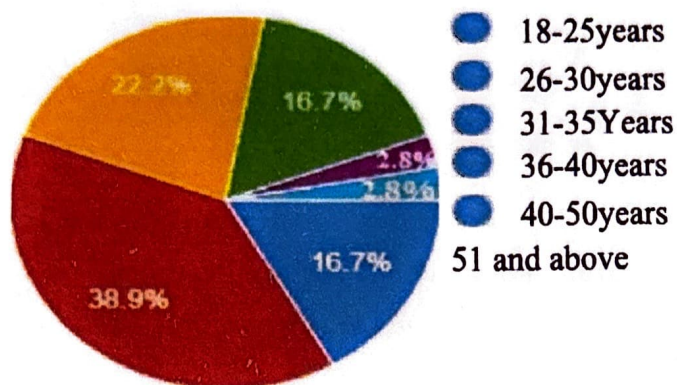
Inte rpretation

After looking at chart, it can be said that the respondents of age group 26-30 yean; occupies the rmjor part in the organization i.e. 38.9% followed by the age group of 31-35 years.
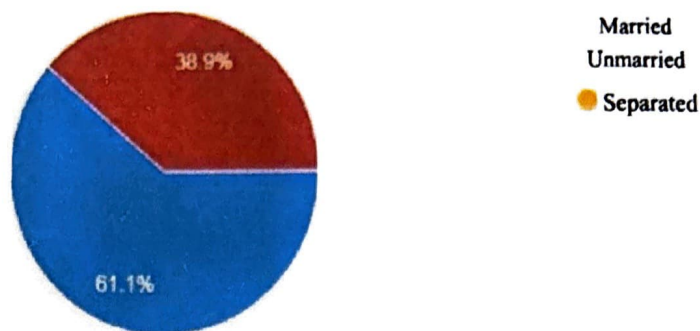
2. Gender

Female
Male

Prefer not to say
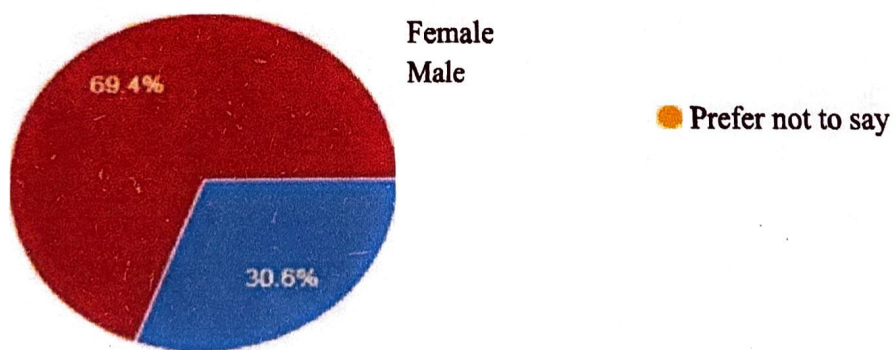
Inte rpreta tion

The rati) of male: femmle respondents are 7'.3. The number of nule respondents is greater in convarison to fenule enployees.

3. Mmital status

Married
Unmarried
● Separated

Inte rpretation

Most of the respondents working at aerial telecom are married because rmst of them fall in the age of 25-35 whEh is a comrmn age to get nurried and startfamilies.

4. Educational qualification

10+2
Graduate ● post graduate ICWA
● E-M3A [FINANCE]
IOWA, CS . 3COMOthers
CA
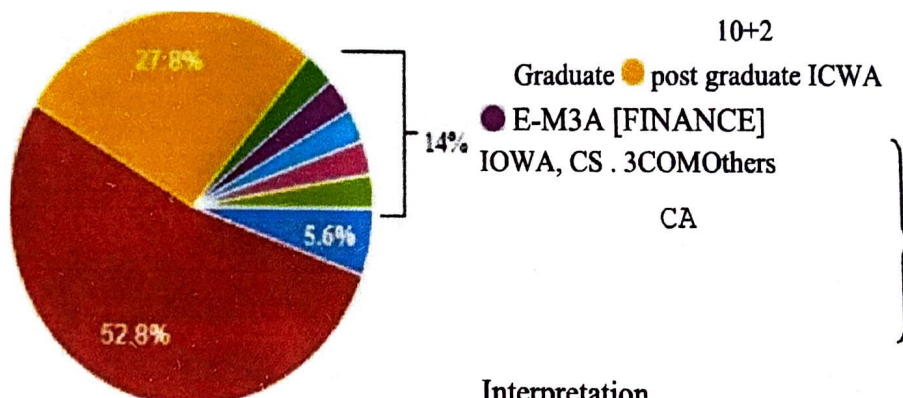
Interpretation

Alrmst 50% of the respondents working at aerial telecom are graduate, 28% of the respondents are post graduate which states that 80% of the respondents are gaduate or above.
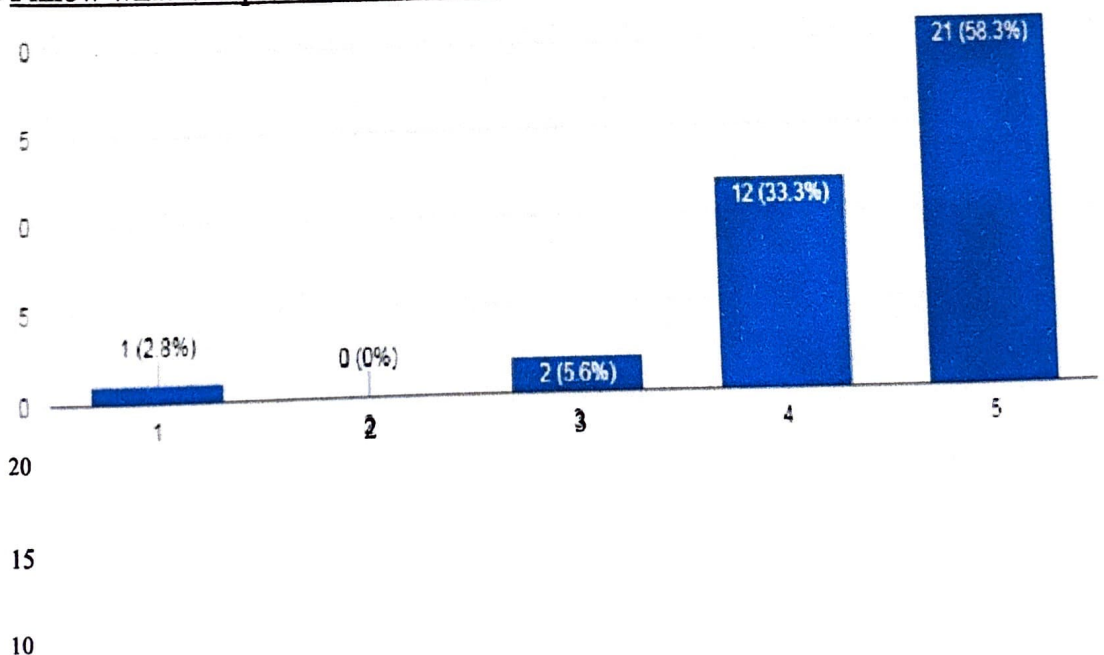
5. Experience I at aerial telecom I

Fresher
- 1-5 years years
- 11- 15 years ● 15-20 years ●
- above 20 years

69.4%
13.9%
16.7%
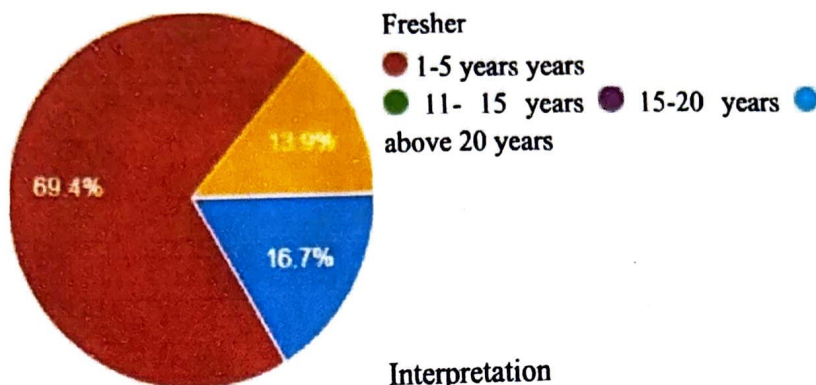
Interpretation

Approximately 70% of the respondents working at aerial teEcom had an experience of rmre than I year and less than 5 years at this organization while only 14% of the respondents had an experience nore than 6 years

3.2 QUESTIONAIRE ANALYSIS

A. TO ANALYZE THE WORKPLACE INVOLVEMENT OF EMPLOYEES AT AERÄL TELECOM

1. I know what is expectedofme at "01k.

21 (58.3%)

12 (33.3%)

1 (2.8%)   0 (0%)   2 (5.6%)

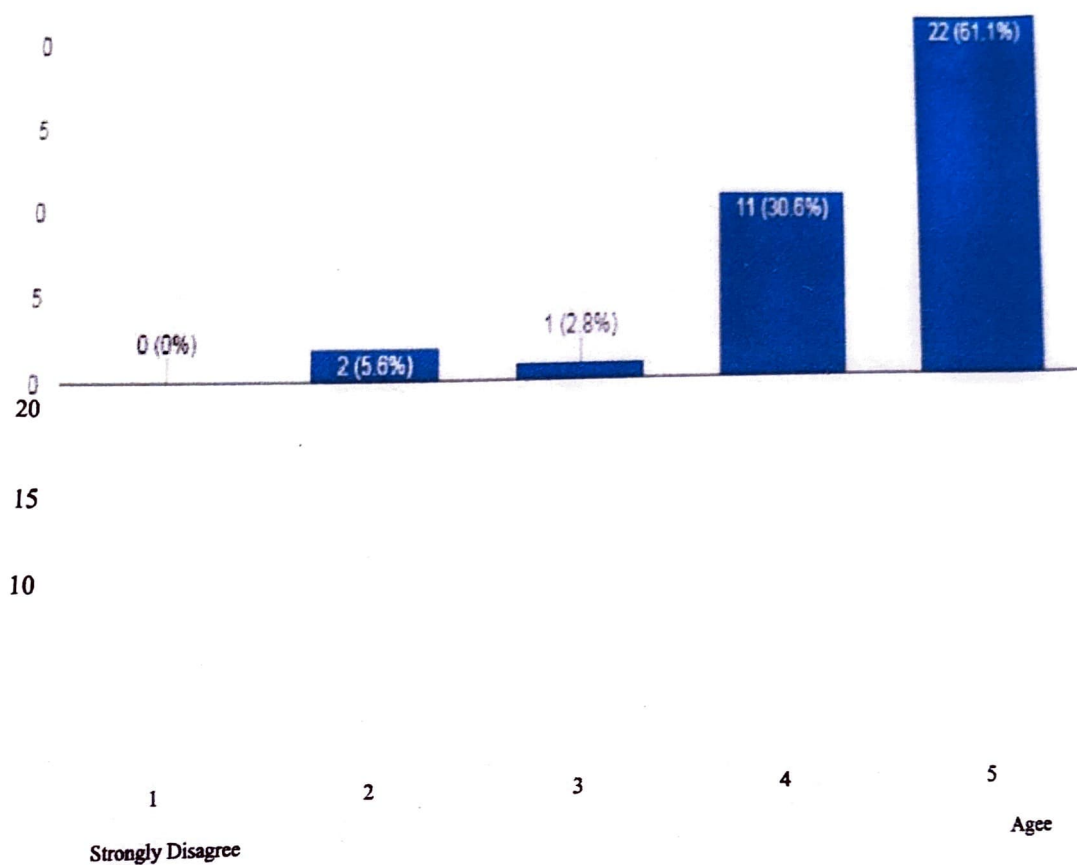1   2   3   4   5

20

15

10

Stronly Dtsagee

Strongly Agree

29

Interpretation

Maximum number of respondent agreed / strongly agreed approx. 90% that they are aware of what they are expected to do at work.
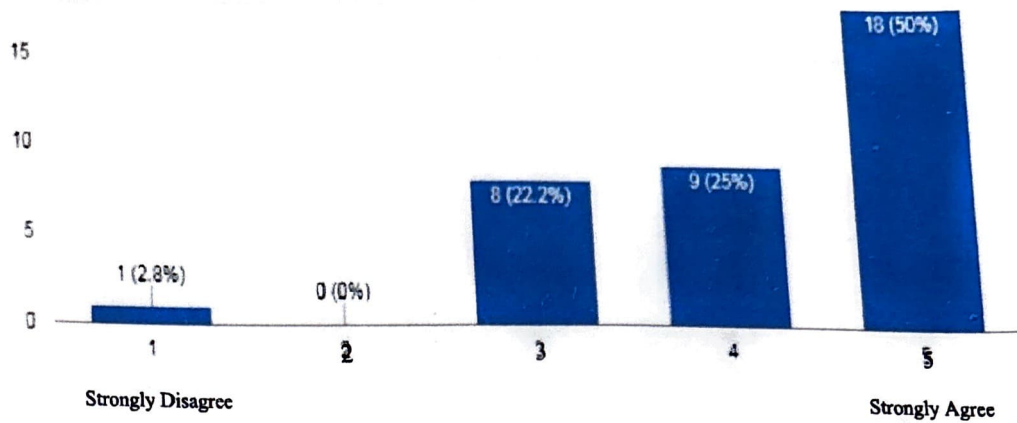
2. I have the nnteiial and equipment I need to do nw uork right.

Interpretation

Maximum nun%er of the respondents agreed [90%] that they have availability of nuterial and equipnents they need at workphce to do their work right.

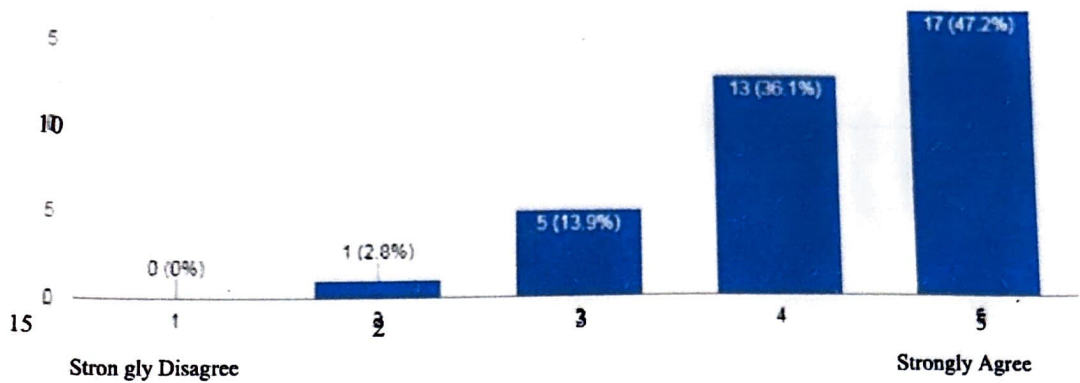### 3. I feelcompany treats all its employees equally

Interpreta tion

The 50% respondents strongly agree and 25% agree to the fact that they are treated equal in the organization.

4. I have opportunities at "Ork to learn and gmw

0 (0%)	1 (2.8%)	5 (13.9%)	13 (36.1%)	17 (47.2%)
1	2	3	4	5

Stron gly Disagree   Strongly Agree

Inte rpre tation

Alnost 50% responden strongly agree that they have opportunities at work to learn and grow, approx 80% responders agreed to this statement, rest 13% were neutral about it and 2.8% disagreed to this.
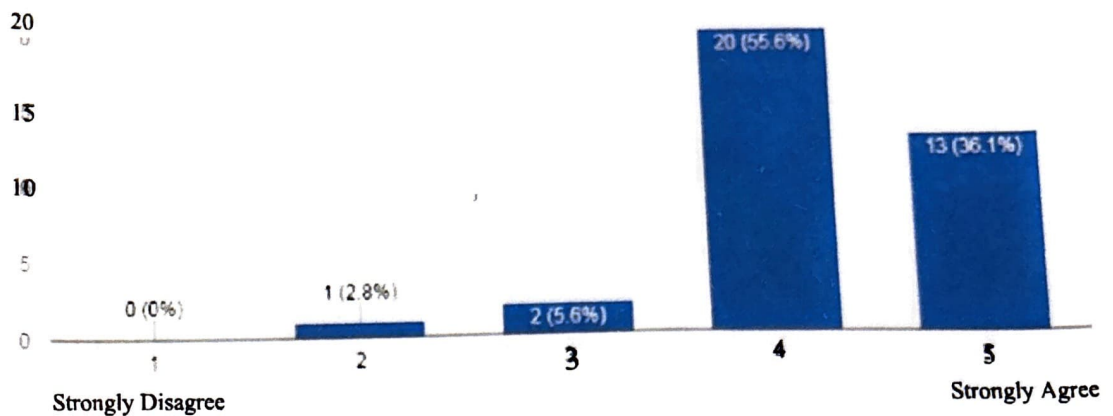
S. I feel that my managers are helpful

0 (0%)	1 (2.8%)	3 (8.3%)	6 (16.7%)	26 (72.2%)
1	2	3	4	5

Strongly Disagree   Strongly Agree
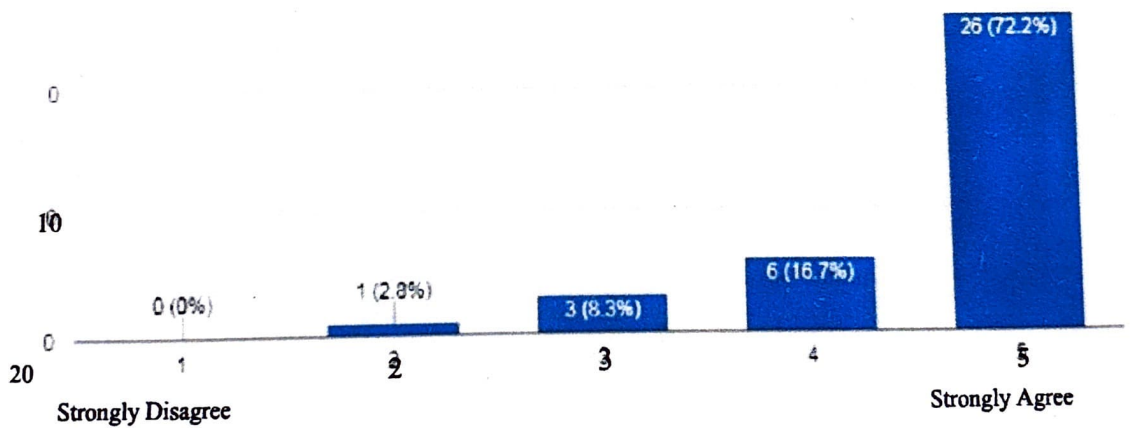
Inte rpre ta tion

90% respondents responded that they feel that there nungers are helpful to them while renuining 10% disagreed or where neutral to this question.

6. At uork. my opinions seem to count

Strongly Disagree · · · · · · · · Strongly Agree

Inte rpre tation

From the yaph it can be stated that 90% of the respondents agreed to the statement that their opinion seems to count in the organization while the remaining 10% were either neutral or disagreed to this.

ANALYSIS

	QUESTIONS	MEAN	STANDARD DEVIATION
1	I know what is expected of me at work.	4.529411765	0.614732961
2	I have the materials and equipment I need to do my work right.	4.588235294	0.656789577
3	I feel company treats all its employees equally	4.294117647	0.835914008
4	I have opportunities at work to learn and grow	4.382352941	0.696950321
5	I feel that my managers are helpful	4.647058824	4.647058824
6	At work, my opinions seem to count	4.294117647	0.675520529

B. TO ANALYZE THE EMPLOYEE ENGAGEMENT PRACTISES AT AERIAL

1. Organization conducts engagement activities timely to keepme engaged
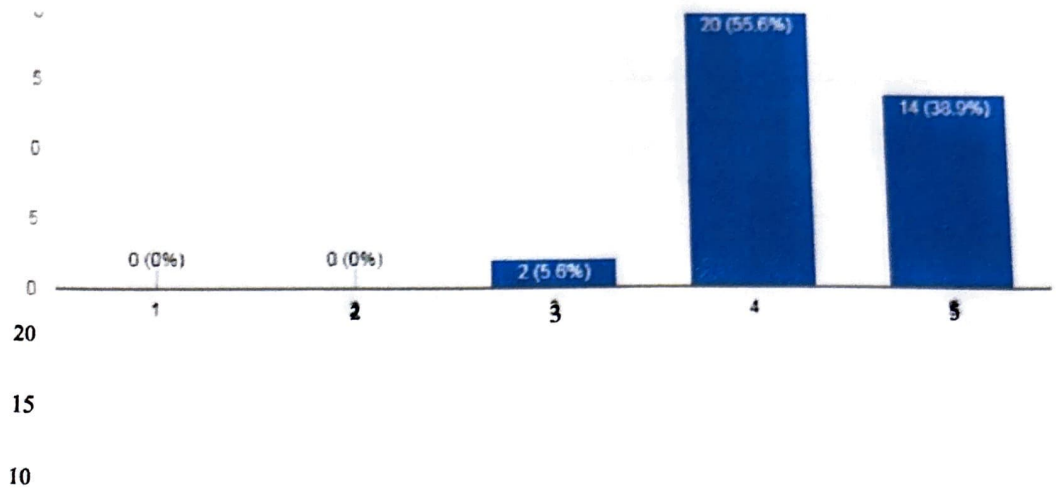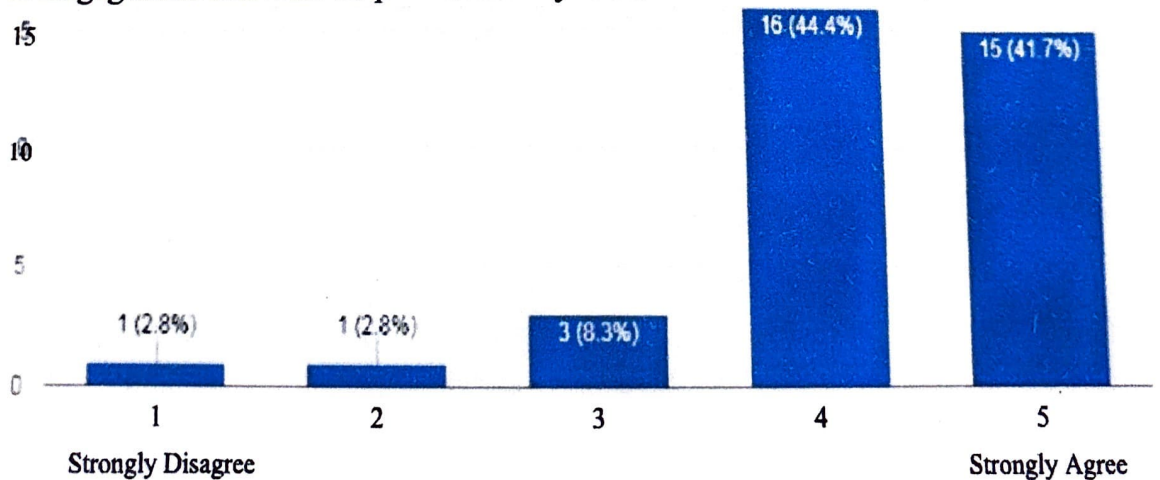
Strongly Dis agree   Strongly Agree

Inte rpre ta tion

From the graph it can be stated that 95% of the respondents said that their organization conducts timely activities to keep them engaged whereas the renaining

5% were neutral tothis.

2. Engagement activities help nr relieve my stress
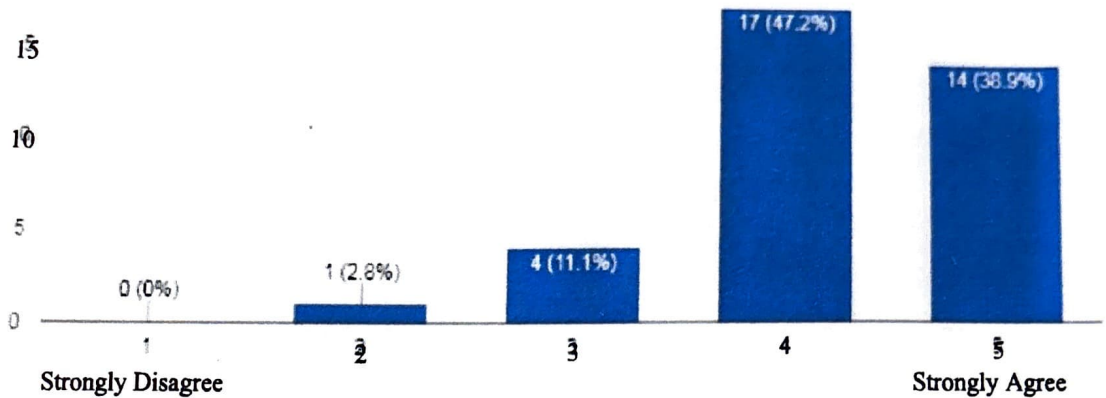
Strongly Disagree   Strongly Agree

Inte rpretation

85% of the respondents said that engagement activities help them relieve stress while 10 % were neutral to this question while the remaining 5% disagreed to this statenent.
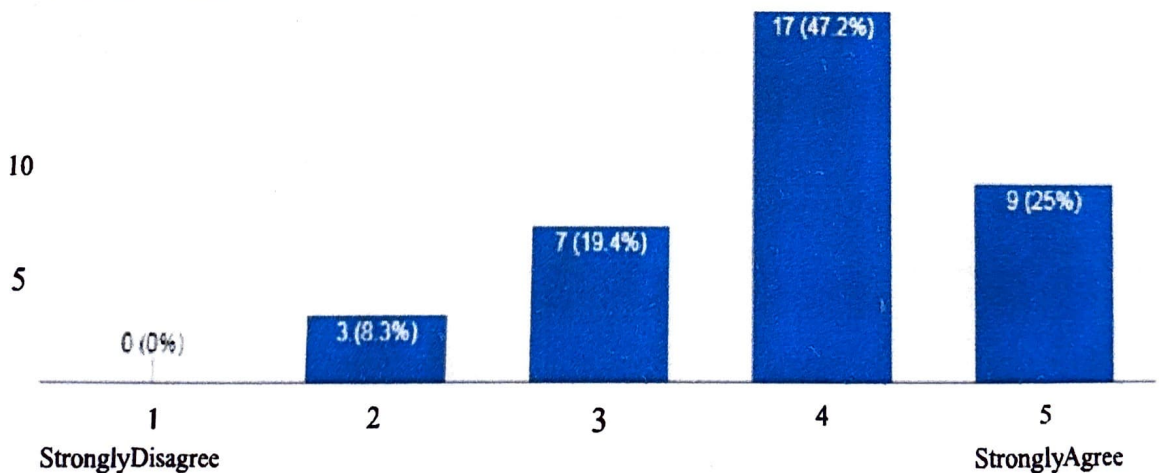
3. Engagenænt activities (contest. events. picnics etc.) makes næ look foruard to

Inte rpre tation

90% of the respondents said that engagement activities nuke them look forward to work while the renuining 10% strongly contradicted to this.

4. Recreational facilities pmvided by the company are better than other oreanimtions knoun to me.

Interpreta tion

72% of the respondents sail that Recreatbnal facilities provided by the company are better than other organizations known to them while 20% were neutral to and renaining 8% disagreed and believed that that Recreational facilities provided by the other convanies are better.

S. I "ant nw oreanization to conduct   activities more frequentlv
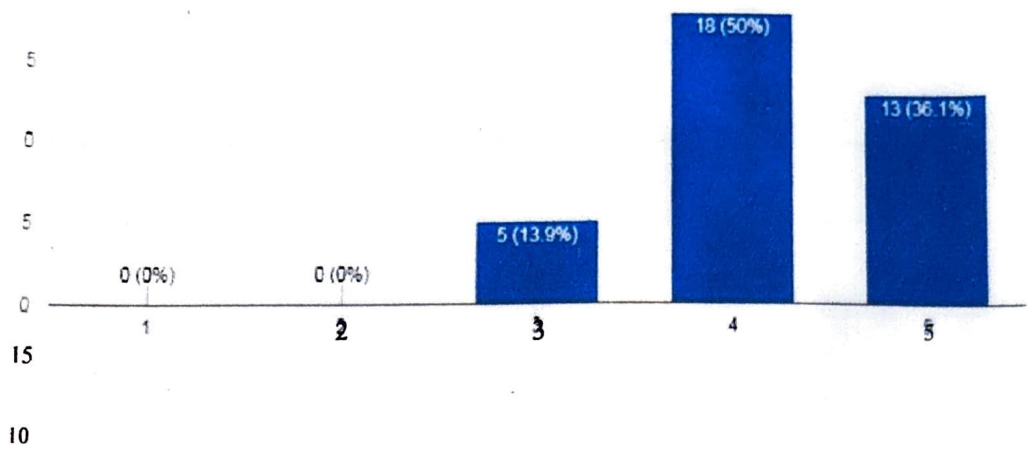
Strongly Disagree   Strongly Agree

Inte rpre tation

87% responders said that they want organimtion to conduct engagement activities nnre frequently while the remaining 13% were neutral to this question and were satisfed wih the present nun%ers of activities held.

ANALYSKS

37

	QUESTIONS	MEAN	STANDARD DEVIATION
1	Organization conducts engagement activities timely to keep me engaged	4.387096774	0.55129082
2	Engagement activities help me relieve my stress	4.235294118	0.8896313
3	Engagement activities (contest, events, picnics etc.) makes me look forward to work	4.352941176	0.645842318
4	Recreational facilities provided by the company are better than other organizations known to me	4	0.778498944
5	I want my organization to conduct engagement activities more frequently	4.264705882	0.618346942

0.778498944

## C. TO ANALYZE THE WORK-LIFE BALANCE OF EMPLOYEES AT AERIAL TELECOM

1. I achieve the correct balance betueen nw hon* and uor'k lives

1	2	3	4	5
Strongly Disagree				Strongly Agree
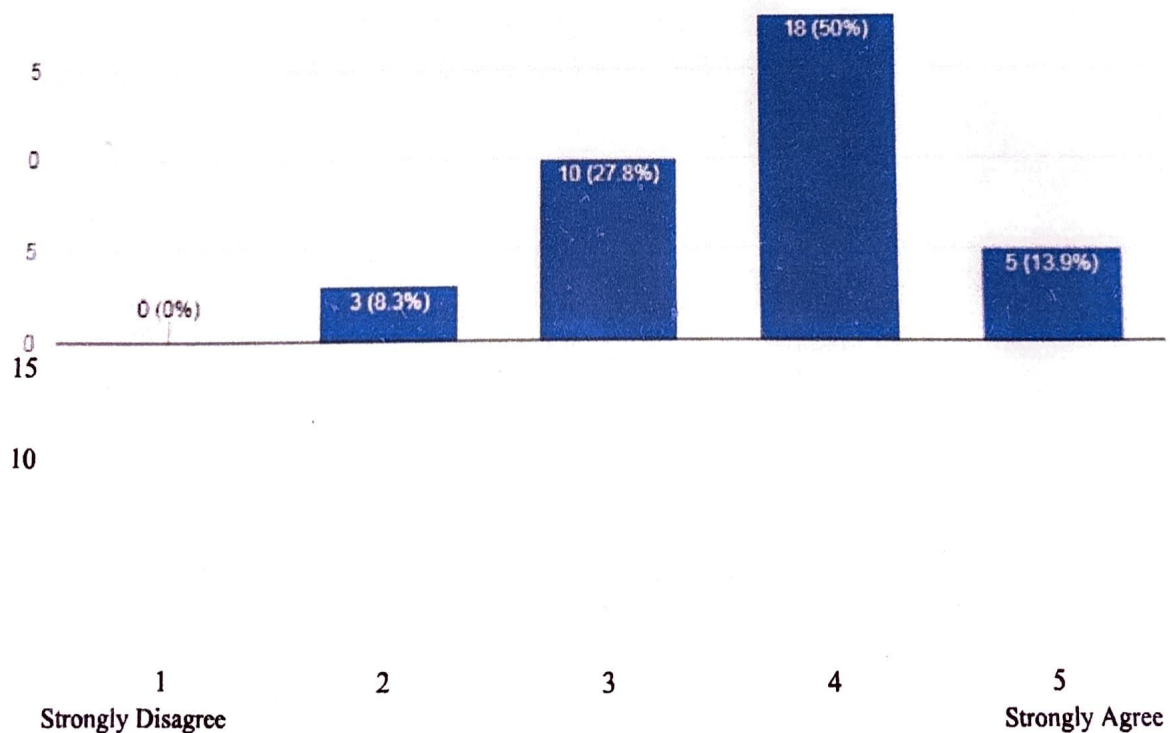
Inte rpre tation

63% responders said that they are able to achieve correct work- life balance while 30% were neutral to it or were not sure if they are able to balance or not . 8.3% responders disagreed to this statement that they are able to achieve work-life balance.

2. After uorking hours I zet enough tinw for my familv
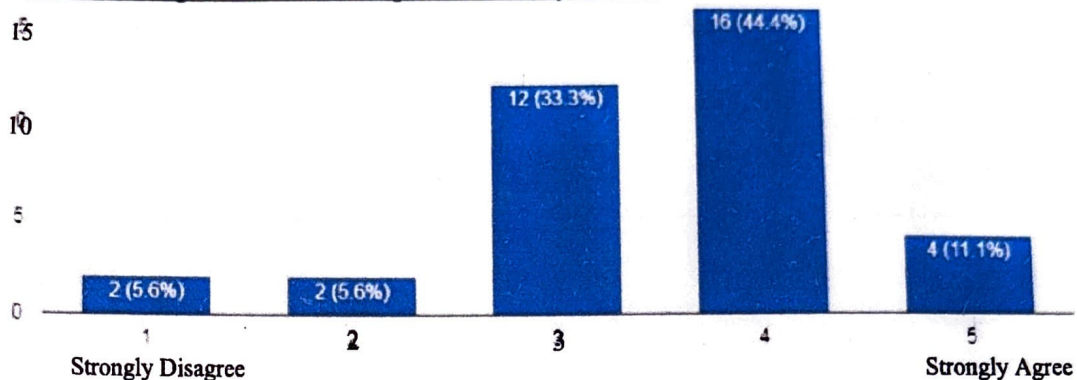
Inte rpre tation

55% responders said that they get enough time for their families after working hours , 33% responders were neutral to this question and remaining 12% disagreed to this statenvnt and said they don't get enough tine with the* families after working hours,
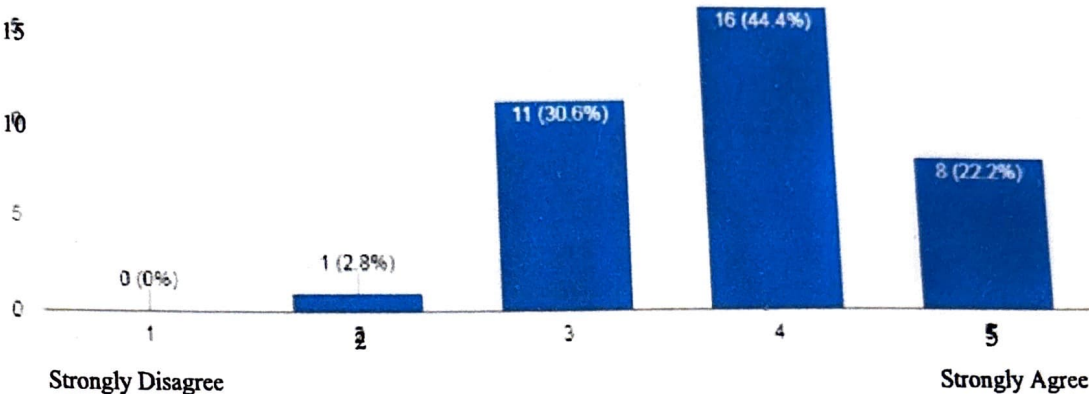
3. Companv provides maternitv and paternity leaves

39
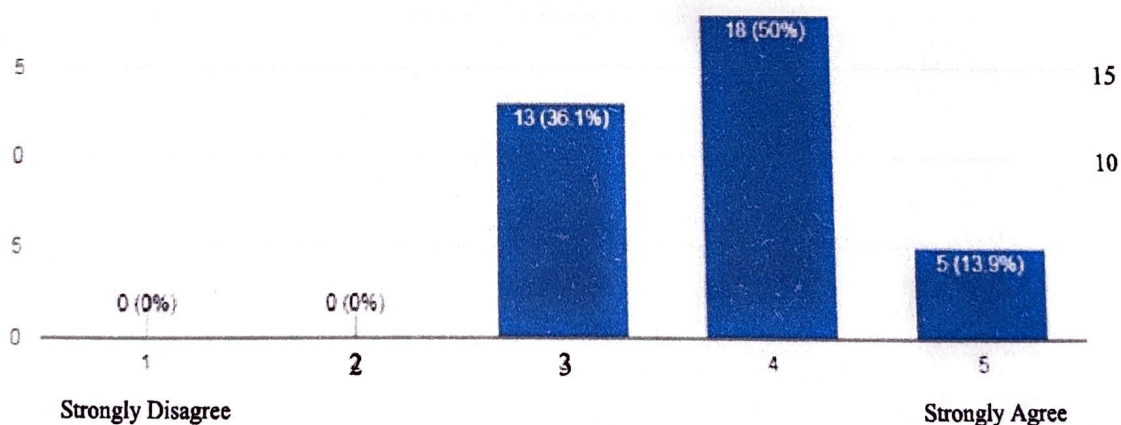
Inte rpre tation

64% responders said that the organization provides nuternity and paternity ha ves and the remaining 36% were neutral to this question as they were unaware about these types of leaves proviled by the convany.

4. I feel Mork life balance policy in the oæanimtion should be custonized

Strongly Disagree   Strongly Agree

Inte rpre tation

66% responders said that they want work-life balance policy to be customized while t 30% responders were neutral to this and change of policy didn't matter them while 2.8% didn't want poléy to be customiæd.

5. I feelhappv at work

0 (0%)	0 (0%)	5 (13.9%)	19 (52.8%)	12 (33.3%)

Strongly Disagree   Stron gly Agree
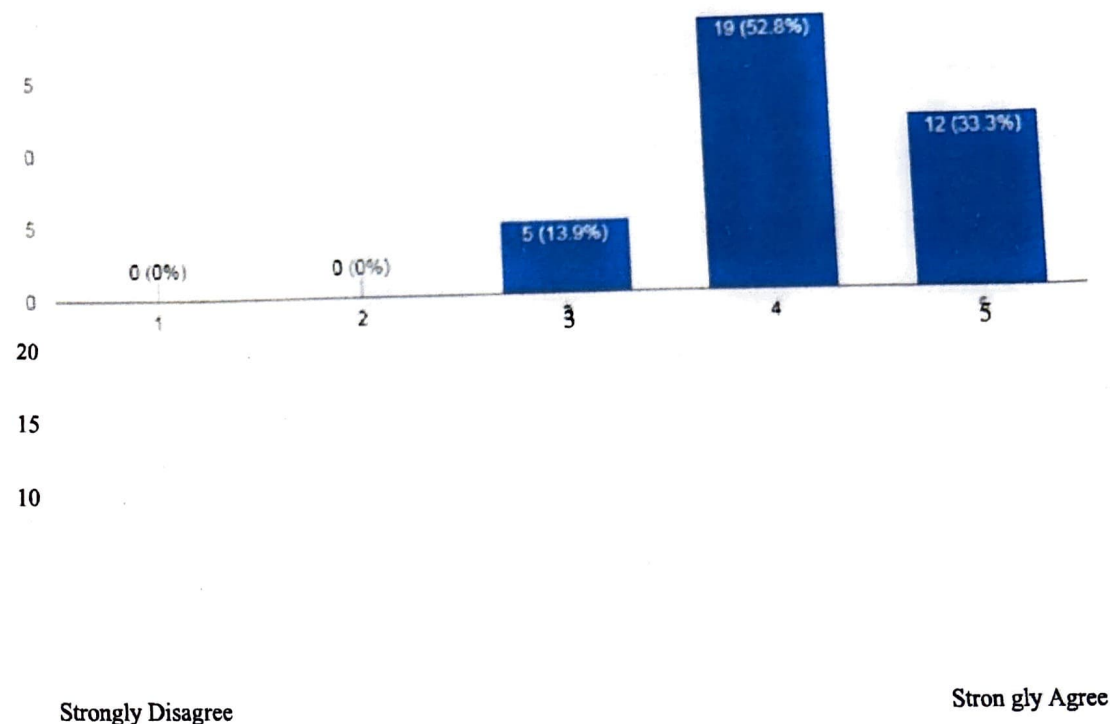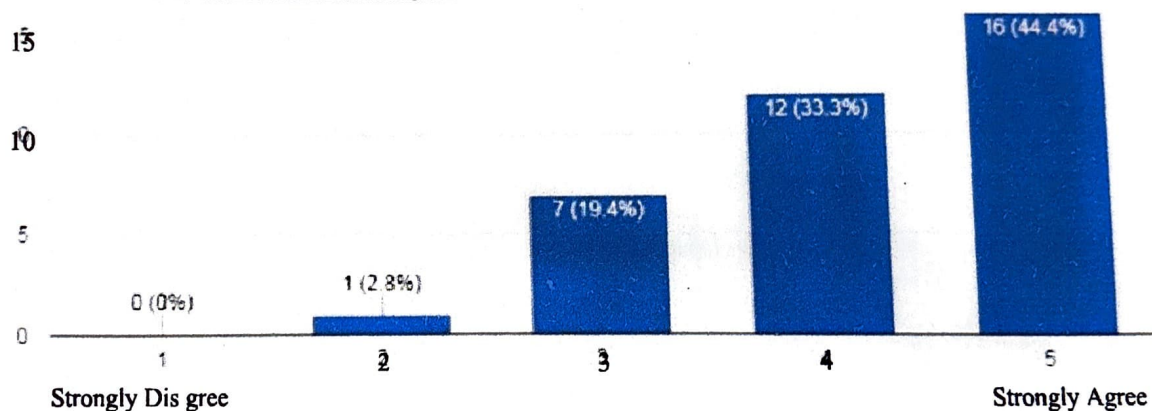
Inte rpre tation

85% responders said that they feel happy at work while the remaining 15% were neutral to tffs question.

ANALYSIS

	QUESTIONS	MEAN	STANDARD DEVIATION
1	I achieve the correct balance between my home and work lives	3.852941176	0.657467729
2	After working hours I get enough time for my family	3.647058824	0.812118552
3	Company provides maternity and paternity leaves	3.705882353	0.759960596
4	I feel work life balance policy in the organization should be customized	3.794117647	0.769864678
5	I feel happy at work	4.294117647	0.578891928

D. TO ANALYZE EMPLOYEE RETENTION AT AERIAL TELECOM

1. I see myselfuorkine here one year from now

Inte rpre ta tion

77% responders said that they see themselves working in this organization one year from now while 20% were neutral to this question as they were not sure if they will be working here or not and remaining 2.8% responders said they don? t see themselves working here one year from.

2. If given the chance I Mould reapply to nw current job
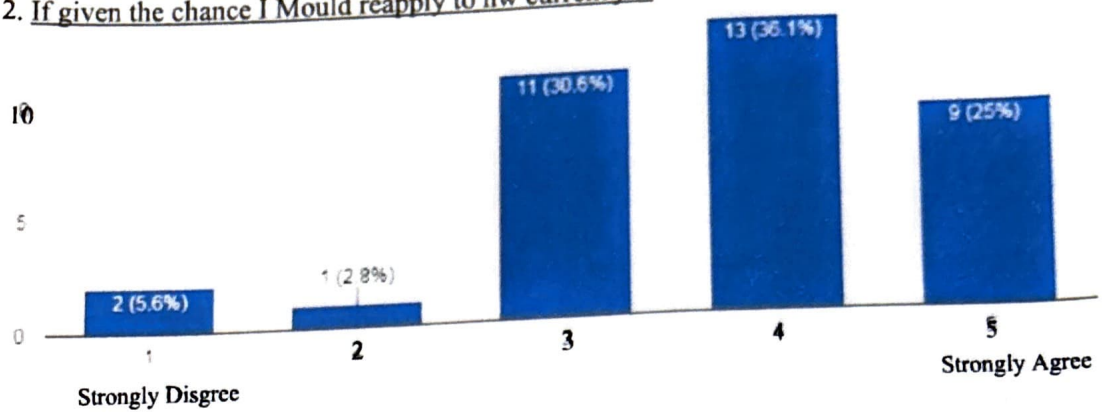
Inte rpre ta tion

From this graph it can be stated that 60% responders said that they will reapply to their current job if they were given a chance, 30% were neutral and were not sure if they will apply to this job while the remaining 10% responders said that they won't reapply to this job if given a chance.
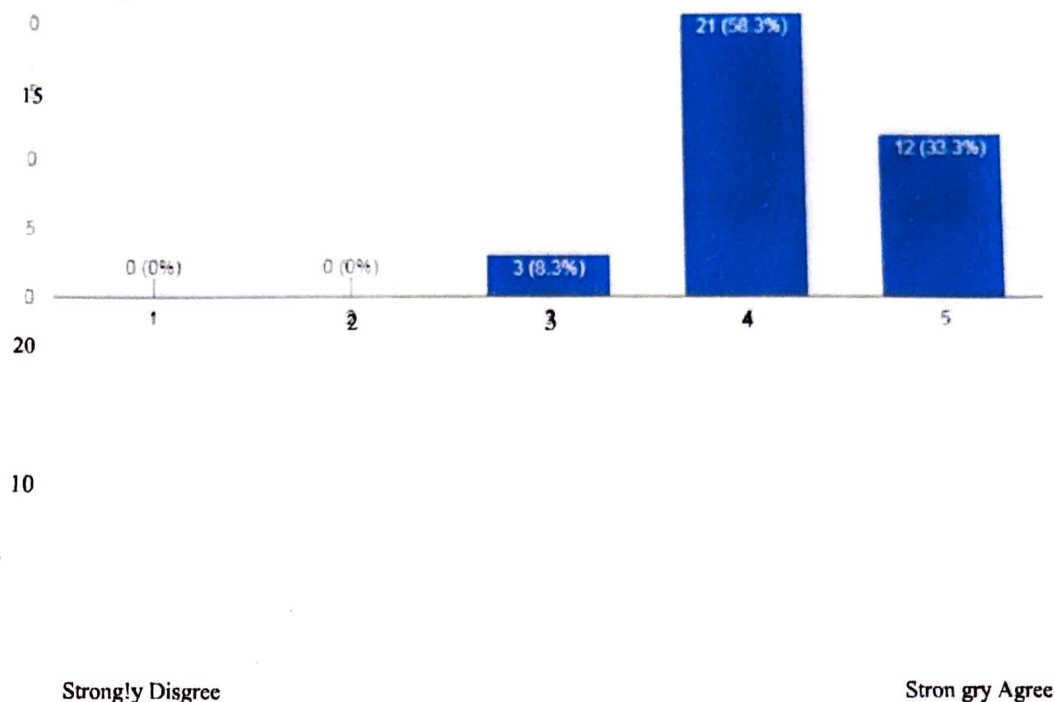
3. I believe nw feedback is taken seriously by leadership team
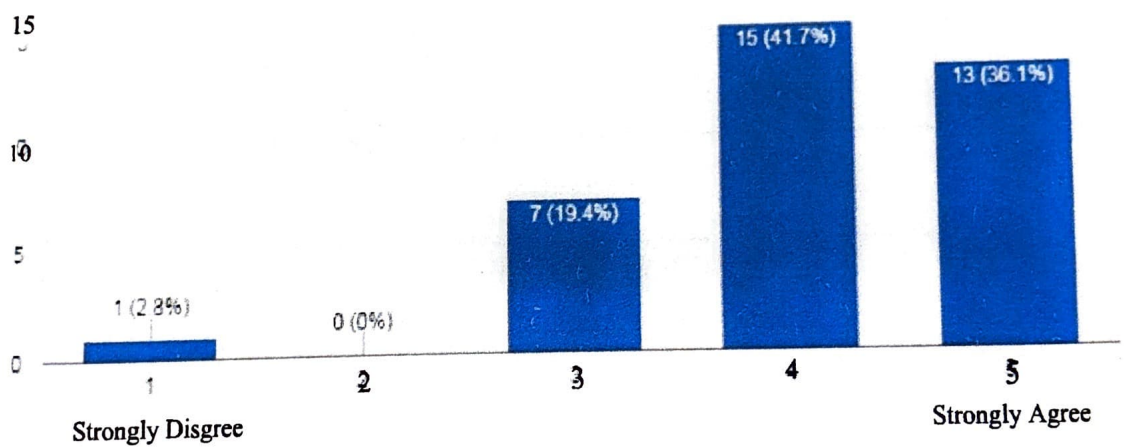
Inte rpre tation

From the graph it can be said that 77% responders said that their feedback is taken seriously, 20% were neutral to this while 2.8% responders said that their feedback is not taken seriously by the leadership team
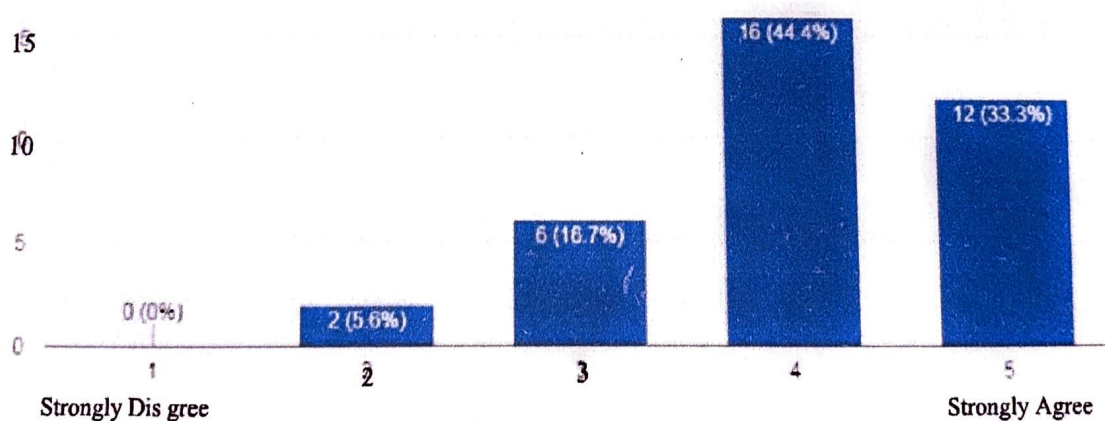
4. I feel recognized for mv and "a.s aumxled

Stron gry Agree

Inte rpre tation

Looking at the graph it can be stated that 92% responders said that they feel recognized for their achievement and was awarded by the organization while 8% responders were neutrål to this.

S. I Mould suggest uorking here to others as "ell

Strongly Dis gree Strongly Agree

Inte rpre tation

77% responders said that they will suggest others to work at aerial telecom solution, 16% responders were neutral and remining said they won?t suggest working here to others.

ANALYSIS

	QUESTIONS	MEAN	STANDARD DEVIATION
1	I see myself working here one year from now	4.323529412	0.726994153
2	If given the chance I would reapply to my current job	3.823529412	0.968303366
3	I believe my feedback is taken seriously by leadership team	4.205882353	0.729441952
4	I feel recognized for my achievement and was awarded	4.294117647	0.578891928
5	I would suggest working here to others as well	4.235294118	4.212802768

4. CHAPTER-FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Enployees at aerial telecom solutions are aware of what is expected from them at work and have nuterials and equipnents which they need to do there work r@lt
- Employees feel that they have opportunities to leam and grow in this organization
- Employees have agreed to this statement that there tmnagers are helpful and treat each employee equ&lly

  Enployee engagement activities are conducted at aerial telecom solutions timely but enployees want it to be conducted Imre frequently as it helps them relieve stress and look forward to work

- A good percentage of enployees said they are able to achieve work-life balance and get enough time for their families after work but still suggested customization of work-life balance policy of the organimtion so that they can feel nore happy at work ➤ It was seen that employees were not sure about the maternity and paternity leaves provided by the organization.

  Enployees agreed that there feedback is taken seriously and their opinion seems to count in this organintion

- Enployees at aerial telecom solution will suggest working here to others as well and will reapply if given a chance
- Enployee retention rate is seen to be high as maximum enployees see themselves working here one year from know.

  Achievenent of the employees are recognized and awarded.

SUGGESTIONS

It is seen that though the majority of the employees find the engagement activities interesting and want it to be organized frequently, the participation level is not up to a certain level it should be according to the nun%er of enployees working in the organization. Hence in order to rmtivate the enployees for active participation, activities of their interest should be organiæd on a regular basis.

- To bridge in the gaps between various departments, communications and interactions should happen in the form of various informl gatherings on weekends.
  According to the employees, few other activities like picnics, art and craft, outdoor games, sports events, get together, birtmay parties, music and dance competitions should also be organized from tine to tine.
- The coffee sessions that take place in the organization with the leaders should happen on a large scale where all the emphyees can form a part of it and get knowledge about the company's progress and serve nore interactive and nrnntive value.
- Enployees should be encouraged more so that they are engaged and feel coherence of their gods wih organintional goals
  Co-ordination in terms of work nunagenent between various departments should be worked upon and nuintained.

CONCLUSION

The findings in the project show that there are many significant factors that together keep enployee engaged and resur il overall workplace involvement.
More enployee engagement activities organized frequently will help enployees relive stress
- Work-life balance policy needs to be customized as sone stated they don't get enough tine with their families after working hours
- The satisfaction, motivation and engagement brings in the retention of employees thereby increasing the overall tetention rate
  This study has a huge scope and must be carried on in the entire organization as this will add up to the perfomunce nunagenent of the enployees

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➤ http ://engageforsuccess.org/what-is -emp 10Yee-engagement

➤ https ://wwvv.torbenrick .eu/b 10 g/le adership/ 10- reasons -why-
employe eengagement-is -important/

ANNEXURE -1

QUESTIONAIRE

A STUDY ON EMPLOYEE ENGAGEMENT

DEMOGRAPHIC DETAILS:

1. AGE

A] 18-25years B] 26-30years   C] 31-35Years D] 36-40years   E] 40-50years F] 51 and above

2. GENDER

A] Male   B] Female   C] Others

3. MARITIAL STATUS

A] Married   B] Unmarried   C] Separated

4. EDUCATIONAL LEVEL

A] 10+2   Bl Graduate   C] Post Graduate   [D] Others, specify   _____
S. DESIGNATION

6. EXPERIENCE (AT AERIAL TELECOM)

A] Fresher B] 1-5years C] 6-10years D] 11-15years   E] 15-20years   F] above 20years

SPECIFIC INFORMATION.

Thisparthave 7Options 1, 2, 3, 4, S where, I-StonglyDisagree, 2- Disagree,
3-Neutral, 4-Agree, 5-Strongly agree

TO ANALYZE THE WORKPLACE INVOLYEMENT OF EMPLOYEES AT AERIAL
TELECOM

		1 2 3 4 5
1	I know what is expectedof me at work	
2	I have the materials and equipment I need to do my work right	

3	I feel company treats all its emphyees equally					
4	I have opportunities at work to learn and grow					
5	I feel that my managers are helpful					
6	At work, my opinions seem to count					

TO AN ALYLE THE EMPLOYEE ENGAGEMENT PRACTICES IN AERIAL TELECOM

1	Organization conducts engagement activities timely to keep me engaged					
2	Engagement activities help me relieve my stress					
3	Engagement activities (contest, events, picnics etc.) makes ne look forward to work		ii666			
4	Recreatimal provided by the company are tetter than other organizatms known to me					
5	I want my organization to conduct engagement activities more frequently					

TO AN ALME THE WORK-LIFE BALANCE OF EMPLOYEES AT AERIAL TELECOM

		1 2 3	4		
1	I achieve the correct balance between my home and work lives				
2	After working hours I get enough time for my family				
3	Company provides maternity and paternity leaves				
4	I feel work life bahnce poliry in the organization should be customized				
	ee appy at w				

TO AN ALYZE EMPLOYEE RETENTION AT AERIAL TELECOM

		1	2	3	4	5
I	I see nyself workimg here one year from now					
2	If given the chance I would reapply to my cunent .jOb					
3	I believe my feedback is taken serijusly by leadership team					
4	I feel recognized for ny achievenent and was awarded					
5	I would s st work here to others as well					