

# Employees engagement at bharti airtel limited

[Business](#), [Company](#)



To work, to learn and to feel the pulse of corporate world and its interface with environmental settings, management students are required to undertake practical training in corporate sector. In this era, when the competition is so intense, as an owner of the company it is essential to know the requirements, as well as, the satisfaction level of the employees from the present scenario of the organizations HR (employees engagement) IT is privilege for me to complete my project report. This project is special and invaluable for me as it has given me the taste of challenges and depicts my hard work done on it.

I got the opportunity to undergo my training in HUMAN RESOURCE Department of BHARTI AIRTEL LIMITED, where I was assigned the topic "A study of employees engagement at Airtel upu" This report is an attempt to go through the details of the requirements of the employees and assess their satisfaction level from the HR (employee's engagement at BHARTI AIRTEL LIMITED, LUCKNOW. THIS report is completed with the help of secondary data gathered from Internet and magazines of BHARTI TODAY and primary data in the form of questionnaires. I have tried to present this report to the best of my capability. In case of any errors please pardon me. OBJECTIVES The objectives of this project report are being formed taking into consideration the employees engagement (hr) of BHARTI AIRTEL LIMITED: ? To know the awareness level of employees of all 8 zones about spark upu. ? To know the participation level of employees in spark activities. ? To know which spark activity is most popular among employees.

? To know what kind of activities are preferred by employees To know the satisfaction level of employees with these activities INTRODUCTION TO THE

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COMPANY BHARTI ENTERPRISE LIMITED Bharti Enterprises is a large Indian business conglomerate headquartered in New Delhi, India, operating primarily across India and in some other countries like Sri Lanka, Bangladesh, Jersey, Guernsey and Seychelles. The company is now establishing its presence across Africa in Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda, and Zambia. Sunil Bharti Mittal, one of the young and dynamic businessmen of India, established it. It is one of the few company's in India (like Reliance and Tata) that have changed the way of life of Indians by bringing mobile phones to every household in India at an affordable price. The company offers mobile services all over India as well as in some foreign countries. The AIRTEL brand is the flagship brand of Bharti. Bharti Enterprises limited, through its subsidiaries, engages in the business of telecom, retail, manufacturing, agri-business, and financial services.

It offers telecommunications services, such as mobile services , fixed line services, broadband and IPTV , DTH, long distance and enterprise services , 3G mobile services, internet, MPLS-VPN, private leased circuits, satellite services, audio and video conferencing, data centre services, managed network services EPBX, and contact centre solutions, as well as integrated VAS solutions for mobile operators. The company also produce fresh fruits and vegetables, and processed foods and beverages, as well as operates a chain of multiple format stores. Further company also offers general insurance solutions, such as private car, commercial vehicle, 2 wheeler, individual commercial, and rural insurance services, as wll as life

insurance and wealth management products. It offers asset management services, learning solutions. History Sunil Bharti Mittal founded the company along with two siblings in early 1990s. The company was not so famous in India by its own name; rather its brand names like Airtel and Beitel (PSTN Phone Sets) are household names in India. The company underwent a brand reformation process and changed its logo and corporate image. Bharti Enterprises has its footprints in 05 industries which are as follows: ? Telecom services ? Financial services ? Retail/wholesale ? Infrastructure ? Others.

Telecom services ? Bharti Airtel Ltd. -Airtel is one of Asia's leading providers of telecommunication services with presence in all the 23 licensed jurisdictions (also known as Telecom Circles) in India, Bangladesh and in Srilanka. . ? Telecom Seychelles -Telecom Seychelles Limited was incorporated on October 24, 1997. Granted a license by the Government of Seychelles, Telecom Seychelles provides comprehensive telecommunications services such as Fixed Line Telephone, GSM Mobile telephony, Internet Services, Ship to Shore Services, Satellite telephony and a host of value added services including VSAT Services and International Gateway for International Traffic. [pic] ? Jersey Airtel-In May 2007 Jersey Airtel announced a partnership with Vodafone and launched a new brand Airtel-Vodafone in preparation for its network launch. The Airtel-Vodafone network went live on 28 June 2007.

Airtel-Vodafone now also offers a wireless landline product enabling users to have 01534 numbers connected through its mobile network. This product does not permit roaming outside the Channel Islands. ? Guernsey Airtel-

Guernsey Airtel, a subsidiary of the Bharti Group, today announced the launch of its mobile services in Guernsey (Channel Islands, Europe). The Company will offer market-leading products and services under the Airtel-Vodafone brand to customers on the Island Comviva Technologies-mobile telephony was in its infancy in India in 1999 when comviva, formerly known as bhsrti telesoft started its journey in the mobile software solutions space. After starting out as primarily focused on the domestic telecom market , comviva has rapidly branched out overseas during the last decade. In 2002 comviva acquired cell cloud technologies. COMPANIES OF BHARTI

ENTERPRISE LIMITED BHARTI RETAILS LIMITED- Bharti Enterprise has tied up with wal-mart for opening a chain of retail stores all over India.

hrough the retail stores ventures has yet to see the light , the two companies , in august 2007, made a surprise statement that they have signed a wholesale cash-carry-deal. The companies would open 10-15 cash - and carry facilities over 7years and would employ 5000 people. Each store would occupy 50000-100, 00 sq. feet . Bharti retail is a wholly owned subsdiary of bharti enterprises. Bharti retail operates a chain of multiple format stores that offers consumers affordable prices, great prices, great quality and wider choices. [pic]EASY DAY STORES- IT is the compact hypermarket format under the “ Easy day market “ brand.

recently the company has become more involved in thefoodeconomic sectors, with a joint partnership in the agricultural company field fresh. The stores are one-stop shop for afamily’s day-to-day needs. They bring together a wide product assortment. From daily needs groceries including staples,

processed foods, bakery and dairy products, meat & poultry and fresh produce to personal care products to stationary, household article to hosiery items they store them all BHARTI TELETECH LTD. - Bharti TeleTech is India's leading telecom and allied products company. It is one of the largest manufacturers of landline telephones in the world. With strong distribution network across the country, the company is also primary distributor of IT and telecom products from international brands such as Motorola, Blackberry, Thomson, Polycon, Transcend and Logitech BHARTI TELESOFT LTD.

- it is the leading provider of integrated VAS solutions for mobile operators in emerging markets . Among the top 3 global providers of integrated VAS solutions in rapidly growing markets, Bharti telesoft has deployed solutions for over 100 mobile operator customers in over 70 countries worldwide BHARTI DEL MONTE INDIA PVT. LTD. - Is a joint venture between Bharti Enterprise and DMPL INDIA Ltd. (a subsidiary of del monte pacific Ltd. ). The company offers fresh fruits & vegetables and processed food & beverages in the domestic as well as international markets.

Bharti Retail Pvt. Ltd. BHARTI AXA GENERAL INSURANCE COMPANY-is a joint venture between Bharti Enterprises and AXA, world leader in financial protection and wealth management . The compny was incorporated in july 2007 and offers a full suite of general insuarance solutions to meet the needs of business and individuals alike. BHARTI AXA LIFE INSUARANCE COMPANY- is a joint venture between Bharti Enterprises and AXA, world leader in financial protection and wealth management. The offers a range of

life insurance and wealth management products with an endeavour to help customers lead a confident life. BHARTI AXA INVESTMENT MANAGERS PVT.

LTD. -an asset management company in India , is a joint venture between Bharti Enterprises and AXA Investment managers (AXA IM) and AXA Asia Pacific Holdings (AXA APH). CENTUM LEARNING CENTRE LIMITED-

(PREVIOUSLY BHARTI LEARNING SYSTEMS LIMITED), Centum Learning Limited, a Bharti Associate company, provides end-to-end learning and skill-building solutions to several large corporates. It provides solutions that impact business performance through enhanced employee productivity, customer profitability and effective talent transformation. Centum Learning has received the coveted Gold Award for " Excellence in Training" at the World HRD Congress, 2010 and has been adjudged as one of the 'Top 15 Emerging Leaders in Training Outsourcing' 2009 Worldwide. BHARTI FOUNDATION-Bharti Foundation was established with a vision " To help underprivileged children and young people of our country realize their potential". Bharti Foundation wishes to realize its vision by creating and supporting programs that bring about sustainable changes, predominantly in the field of education.

Bharti Foundation has set itself the goal of improving the quality of primary education for disadvantaged children and to ensure education and training opportunities for youth to help them achieve their potential. BHARTI FOUNDATION, the philanthropic arm of Bharti Enterprises was established in 2000 with a vision " To help underprivileged children and young people of our country realize their potential". BHARTI FOUNDATION, is an organization

established under the Laws of India with charitable status pursuant to a "Deed of Trust" [pic] SATYA BHARTI SCHOOL-The Satya Bharti School Program is the flagship program of Bharti Foundation. With a goal to establish 500 Primary and 50 Senior Secondary Schools, this program, aims to create a replicable, scalable and holistic model of quality education in rural India. pic] BHARTI REALTY- IS the in-house real estate Arm for bharti group and facilities by extending support to the group companies for identifying , developing and maintaining quality Real estate in line with their Business models . Being a seasoned player in the real estate fraternity, bharty realty is playing a significant role in Bharti retail roll out plan . [pic] BHARTI AIRTEL Ltd.

Airtel is one of Asia's leading providers of telecommunication services with presence in all the 23 licensed jurisdictions (also known as Telecom Circles) in India, Bangladesh and in Sri Lanka. It serves an aggregate of 130, 686, 172 customers as of March 31, 2010, in India; of who 127, 619, 314 subscribe to our GSM services and 3, 066, 858 use its Telemedia Services either for voice and/or broadband access delivered through DSL. It is the largest wireless service provider in the country, based on the number of customers as of March 31, 2010. It offers an integrated suite of telecom solutions to its enterprise customers, in addition to providing long distance connectivity both nationally and internationally. It also offers DTH and IPTV Services. All these services are rendered under a unified brand " Airtel". The company also deploys, owns and manages passive infrastructure pertaining to telecom operations under its subsidiary Bharti Infratel Limited.



Bharti Infratel owns 42% of Indus Towers Limited. Bharti Infratel and Indus Towers are the two top providers of passive infrastructure services in India.

FACT SHEET ? NAME- Bharti Airtel Limited ? DESCRIPTION- provides GSM mobile services in all the 22 telecom circles in India , and was the 1st private operator to have an all India presence. Provides telemedia services (fixed line and broadband services throughDSL)in 95 cities in India. ESTABLISHED- July 07, 1995, as a public limited company ? Leading telecommunication service provider in India. ? First service provider to reach 100 million subscribers. ? 04 strategic business units Mobile services, Telemedia services, digital TV services and Enterprise services.

? PROPORTIONATE REVENUE- Rs. 396, 150 million (as on March 31, 2010) ?

PROPORTIONATE EBITDA: Rs. 160, 268 million (as on March 31, 2010) ?

CUSTOMER BASE : 127, 619, 314 GSM mobile and 3, 066, 858 Telemedia

Customers (as on Mar 31, 2010) ? SHARES IN ISSUE: 3, 797, 530, 096 as at

Mar 31, 2010 One of the main operators getting 3G license in 11 telecom

circles. ? LISTINGS-The stock exchange Mumbai(BSE) The national stock

exchange of India limited(NSE) ? ' Best Content Service' Award for its Farmer

Information Dissemination Platform for Bharti Airtel's joint venture with

IFFCO, IKSL (IFFCO Kisan Samachar) - World Communications Awards 2008. ?

OPERATIONAL NETWORK-Provides GSM mobile services in all the 22 telecom

circles in India . and was the first private operator to have an all India

presence, provides telemedia services(fixed line ) in 95 cities in India. ?

Financials of Bharti Airtel Particulars | March 2010 | March 2009 | Y-on-Y

growth | | Total revenues | 39, 615.

00 | 36, 961. 50 | 7% | | EBITDA | 16, 026. 80 | 15, 167. 80 | 6% | | Net Profit |  
9, 102. 60 | 8469. 90 | 7% | | EBITDA/Total Revenues | 40. % | 41% | | ?

REGISTERED OFFICE- Bharti airtel limited (a bharti enterprise) Aravali  
crescent, 1, elson Mandela road, vasant kunj, phase II, new delhi-110 070,  
INDIA Tel.

No. -0 11 4266 6400 COMPANY HISTORY Bharti Tele-Ventures was  
incorporated on July 7, 1995 as a company with limited liability under the  
Companies Act, for promoting telecommunications services. Bharti Tele-  
Ventures received certificate for commencement of business on January 18,  
1996. The Company was initially formed as a wholly-owned subsidiary of  
Bharti Telecom Limited. The chronology of events since Bharti Tele-Ventures  
was incorporated in 1995 is as follows: Calendar year & Events ? 1995 -  
Bharti Cellular launched cellular services 'AirTel' in Delhi ? 1996 - STET  
International Netherlands NV, or STET, a company promoted by Telecom  
Italia, Italy acquired a 20% equity interest in Bharti Tele-Ventures - Bharti  
Telenet launched cellular services in Himachal Pradesh ? 1997 - British  
Telecom acquired a 21. 05% equity interest in Bharti Cellular - Bharti Telenet  
obtained a license for providing fixed-line services in Madhya Pradesh circle  
Bharti Telecom and British Telecom formed a 51% : 49% joint venture, Bharti  
BT, for providing VSAT services ? 1998 - Bharti Telecom and British Telecom  
formed a 51% : 49% joint venture, Bharti BT Internet for providing Internet  
services - First Indian private fixed-line services launched in Indore in the  
Madhya Pradesh circle on June 4, 1998 by Bharti Telenet thereby ending  
fixed-line services monopoly of DoT (nowBSNL) ? 1999 - Warburg Pincus  
(through its investment company Brentwood Investment Holdings Limited)

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acquired a 19.5% equity interest in Bharti Tele-Ventures - Bharti Tele-Ventures (by acquiring a 63.

45% equity interest in SC Cellular Holdings) acquired an effective 32.36% equity interest in Bharti Mobile (formerly JT Mobiles), the cellular services provider in Karnataka and Andhra Pradesh circles - New York Life Insurance Fund, or NYLIF, acquired a 3% equity interest in Bharti Cellular ? 2000 - Bharti Tele-Ventures acquired an effective equity interest of 40.5% in Bharti Mobinet (formerly Skycell Communications), the cellular services provider in Chennai Bharti Tele-Ventures acquired a 30.2% equity interest of Telecom Italia in Bharti Telenet and 18.8% from Bharti Telecom thereby making Bharti Telenet a 100% subsidiary of Bharti Tele Ventures - SingTel (through its investment company Pastel Limited) acquired STET's 15.3% equity interest in Bharti Tele-Ventures - Bharti Tele-Ventures acquired an additional effective 41.64% equity interest in Bharti Mobile (by acquiring the remaining 36.

55% equity interest in SC Cellular) resulting in Bharti Tele Ventures holding an effective 74% equity interest in Bharti Mobile. ? 2001 Bharti Tele-Ventures acquired NYLIF's 3% equity interest in Bharti Cellular - Bharti Telesonic entered into a joint venture, Bharti Aquanet, with SingTel for establishing a submarine cable landing station at Chennai - Bharti Tele-Ventures issued additional equity for approximately US\$ 481.30 million to SingTel, Warburg Pincus, AIF group, IFC, NYLIF, Bharti Telenet entered into license agreements to provide fixed-line services in the Haryana, Delhi, Tamil Nadu and Karnataka circles - Bharti Telesonic entered into a license agreement with

the DoT to provide national long distance services across India Bharti Aquanet, Bharti Telesonic and Bharti Cellular entered into license agreements with the DoT to provide ISP services in India - Bharti Telesonic launched national long distance services under the brand name of IndiaOne - Bharti Telenet launched fixed line services in Haryana under the brand name of TouchTel. ? 2002 -Issue price fixed at Rs 45 per share, floor price fixed by the company. Raises Rs 834 crore -Shares listed on BSE, NSE and DSE, opens at 11% premium to its issue price of Rs 45 -Enters into a 5-year agreement with Escotel and ETL of the Escorts group to contract leased line connectivity for its cellular operations Mr. Ravi Akhoury ceases to be Director of Bharti Tele -DoT grants ILD Telephony License to Bharti Telesonic, subsidiary of the company -Signs MoU with Telia AB to buy out their 26% stake in Bharti Mobile ? 2003 -Airtel breaks interconnectivity with Tata Teleservices in Andhra Pradesh Circle -Company accorded its approval for amalgamation of its subsidiary companies viz: Bharti Telenet Ltd, Bharti Telesonic Ltd, Bharti Broadband Networks Ltd and Bharti Comtel Ltd through scheme of Amalgamation. The merged entity would be renamed as Bharti Infotel Ltd - Air Tel launches Local direct dialling facility in Chennai circle Mobilises 5 m long term foreign currency borrowings for expansion of cellular operations - Bharti Cellular unveils CareTouch service -Bharti Group's cellular brand Airtel has unveiled free multimedia messaging services (MMS) for its customers.

The company has also rolled out pan-India GPRS (General Packet Radio Services) for its corporate subscribers -Launches its `IndiaOne MeetXpress' audio-conferencing service -Punjab, Haryana get free incoming calls from Airtel -AirTel provides SMS facilities to hearing impaired in Chennai -Goa,

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Maharashtra gets 'voice portal' services by Bharti Cellular 2004 Bharti unveils new card for Mecca pilgrims -AirTel enrolls 50, 000 customers in its mobile service in 60 days -Launches WAP enabled portal Service in Kerala - Bharti Cellular's AirTel has extended its mobile connectivity to Karaikkal, Nagur, Mannargudi and Kovilpalayam in Tamil Nadu circle. -Airtel customer base touches new high of 5 lakh mark in Andhra Pradesh ? 2005 -AirTel tie up with MAA TV -Airtel launches Rs 50 pre-paid recharge , Airtel unveils new TV ad featuring Sachin, Sharukh -Bharti Tele-Ventures launches telecom network in Andaman ; Nicobar BTVL unveil fixed line, broadband services - Bharti inks 5-m deal with Nokia for rural network expansion -Bharti Tele Ventures Ltd has announced that Airtel, ICICI Bank ; VISA have joined hands to launch mChq - a revolutionary new service - a credit card on the mobile phone ? 2006 -Airtel unveils Re 1 STD plans -Airtel launches Net pert. -Airtel launches Post2Pre recharging service on April 04, 2006. -Airtel sets up customer centre -Mobile service provider Airtel today announced the launch of `Save My Phone Contact' service for its pre-paid and post-paid customers in Delhi Bharti Tele Ventures bags 'Wireless Service Provider of the Year' & 'Competitive Service Provider of the Year' awards -Sunil Mittal bags CEO of the Year award -Cellebrum join hands with Airtel -Airtel Mega unveiled in Coimbatore -Airtel joins hand with Microsoft ? 2007 -Bharti Airtel on Feb 11, has been awarded QCI-DL Shah National Awardon Economics of Quality. - Airtel signs agreement with HTC for touch screen mobile. ? 2008 - Nokia Siemens Networks on Jan 3 declared that it has been awarded a multi million euro contract from Bharti Airtel Ltd for deployment of a single interactive voice response (IVR) platform across 23 circles. The three-year turnkey

contract comprises designing, planning, systems integration and optimisation services to raise overall customer experience.

The new IVR solution will enable Airtel to deliver services such as voice SMS, televoting, call management services, caller ring back tone and voice portal on a faster time-to-market basis and, therefore, reduce OPEX costs. - Bharti Airtel tied up with US-based Apple Inc to bring the popular GSM-based iPhone in the country. India's best ? 2009 - Bharti Airtel HAS signed a five-year managed services deal valued at 0 million with Alcatel Lucent for its fixed-line and broadband operations. Bharti Airtel launched the 'Airtel Advantage' initiative. The initiative is aimed at offering the added advantage to Airtel customers to be in touch with each other at an affordable rate of 50 paise per minute, be it a national long distance call (STD) or a local call. - Bharti Airtel - Airtel and mChek announce milestone of One Million users; introduce a broad range of new mCommerce services. ? 2010 - Bharti Airtel submitted its bid for 3G spectrum, the auction for which starts from April 9.

**AWARDS AND RECOGNITION** The list of awards received by Bharti Airtel Limited is endless. To name a few , below is the list of such Awards---2008-2009 ? Sunil Bharti mittal has been honoured with the Global Vision Award of United States India Business Council(USBIC) ? Sunil Bharti Mittal was voted the “ Telecom person of the year” at the telecom operators awards 2008 ? Bharti Airtel received the” Best Billing /Customer care solutions award” at the GSM mobile world congress ? Bharti Airtel was adjudged the best carrier in India at the TelecomAsia Award 2008 ? Bharti Airtel was recognized as the “ most admired organization”,” Best national mobile operator at the Telecom

operators Awards 2008. Bharti Airtel was voted as India's most innovative company in a survey conducted by the wall street journal. ? Comviva won the " best new service" and " telecom innovation of the year" at the Africacom Awards, 2009 ? Bharti Airtel ranked India's 2nd " most valuable company", by business today in 2009 ? Bharti Airtel rated as India's " best Enterprise connectivity provider " for 2009 at the Annual users ' choice Awards instituted by PC Quest. ? Sunil Bharti Mittal conferred with the Lal Bahadur Shastri Award for Excellence in Public Administration, Academics and management

BOARD OF DIRECTORS Sunil Bharti Mittal | Chairman and Managing Director | | Manoj Kohli | Joint managing director | | Akhil Gupta | Non Executive director | | Chua Sock Koong | Non Executive director | | LimChuan Poh | Non Executive director | | Tan Yong Choo | Non Executive director | | Rajan Bharti Mittal | Non Executive director | | Rakesh Bharti Mittal | Non Executive director | | Craig Ehrlich | Independent Non Executive director | | Ajay Lal | Independent Non Executive director | | Arun Bharat Ram | Independent Non Executive director |

The board of directors of the Company has an optimum mix of executive and non-executive directors, which consists of two executive and fourteen non-executive directors. The Chairman and Managing Director, Mr. Sunil Bharti Mittal is an Executive Director and the number of Independent Directors on the Board is 50% of the total board strength.

ORGANISATIONAL STRUCTURE OF BHARTI AIRTEL INTRODUCTION TO THE CHAIRMAN AND MANAGING DIRECTOR –Mr. SUNIL BHARTI MITTAL [pic]Sunil Bharti Mittal (born 23 October 1957) is an Indian telecom mogul, philanthropist and the founder, chairman and managing director of Bharti

Enterprises. The US\$7.2 billion turnover company runs India's largest GSM-based mobile phone service. He is the son of Sat Paul (former MP) and Lalita Mittal built the Bharti group along with his brothers Rakesh and Rajan, becoming India's largest mobile phone operator in just ten years. The UK-based telecommunications company, Vodafone and Singapore's SingTel both own stakes in the recently renamed flagship company Bharti Airtel. The group also has partnerships with Axa for insurance and with the Rothschild family.

Airtel now serves over 110 million Indian customers — becoming the largest telecom operator in India. In 2007, he was awarded the Padma Bhushan, India's third highest civilian honor. Mittal started his first business in April 1976 at the age of 18, with a capital investment of Rs 20,000 (US\$500) borrowed from his father. His first business was to make crankshafts for local bicycle manufacturers. SUNIL was one of the first Indian entrepreneurs to identify the mobile telecom business as a major growth area. Sunil Bharti Mittal has been honoured with the Global Vision Award of United States India Business Council (USBIC). Sunil Bharti Mittal was voted the “Telecom person of the year” at the telecom operators awards 2008.

Sunil Bharti Mittal conferred with the Lal Bahadur Shastri Award for Excellence in Public Administration, Academics and management. Sunil Mittal can be called as originator of cellular phone revolution in India. He is the founder, Chairman and Managing Director of Bharti Group and runs India's largest GSM-based mobile phone service. In 1992, when the Indian government was awarding licenses for mobile phone services for the first



time, Sunil Mittal clinched Delhi cellular license in collaboration with French telecom group Vivendi. In 1995, Sunil Mittal founded Bharti Cellular Limited (BCL) to offer cellular services under the brand name AirTel. Soon, Bharti became the first telecom company to cross the 2-million mobile subscriber mark. Bharti Cellular Limited also rolled out India's first private national as well as international long-distance service under the brand name IndiaOne.

In 2001, BCL entered into a joint venture with Singapore Telecom International for a \$650-million submarine cable project, India's first ever undersea cable link connecting Chennai in India and Singapore. Today, Sunil Mittal runs a successful empire with a market capitalization of approximately \$ 2 billion and employing over 5, 000 people. He has been honored with several awards. ' Business Week' chose Sunil Bharti Mittal as one of the top entrepreneurs in the world for the year 2000 and amongst ' Stars Of Asia'. He also received IT Man of the Year Award 2002 from Dataquest and CEO Of the Year, 2002 Award (World HRD Congress). History After graduating from Punjab University in 1970s, he set up a small bicycle business in Ludhiana in partnership with his friend. By 1979, Sunil Mittal realized that his ambitions could not be fulfilled in Ludhiana, so he moved out to Mumbai from Ludhiana.

He spent a few years in Mumbai and in 1982, Sunil Mittal started a full-fledged business selling portable generators imported from Japan but later on the government banned the import of generators as two Indian companies were awarded licenses to manufacture generators locally. In 1986, Sunil Bharti Mittal incorporated Bharti Telecom Limited (BTL) and entered into a technical tie up with Siemens AG of Germany for manufacture

of electronic push button phones. Gradually he expanded his business and by early 1990s, Sunil Mittal was making fax machines, cordless phones and other telecom gear. In 1992 Sunil Mittal clinched Delhi cellular license in collaboration with French telecom group Vivendi. In 1995, Sunil Mittal founded Bharti Cellular Limited (BCL) to offer cellular services under the brand name AirTel. Soon, Bharti became the first telecom company to cross the 2-million mobile subscriber mark. Bharti Cellular Limited also rolled out India's first private national as well as international long-distance service under the brand name IndiaOne.

In 2001, BCL entered into a joint venture with Singapore Telecom International for a \$650-million submarine cable project, India's first ever undersea cable link connecting Chennai in India and Singapore. Today, Sunil Mittal runs a successful empire with a market capitalization of approximately US\$ 25 billion and employing over 30, 000 people. His Achievements Sunil Bharti Mittal was chosen as one of the top entrepreneurs in the world for the year 2000 and amongst 'Stars Of Asia', by 'Business Week'. IT Man of the Year Award 2002 from Dataquest CEO Of the Year, 2002 Award from World HRD Congress. Sunil Mittal can be called as originator of cellular phone revolution in India. He has been nominated as the Business Leader of the Year by several of India 's premier media houses including The Economic Times, Business Standard, and NDTV Profit. Sunil was also the Ernst ; Young Entrepreneur of the Year in 2004.

He was chosen the Asia Businessman of the Year by Fortune and Asia Pacific CEO of the Year by Frost ; Sullivan in 2006. Sunil was Co-chairman of the

World Economic Forum in 2007 at Davos and is a member of its International Business Council. He is a past President of the Confederation of Indian Industry, the premier industry body in India (2007-08). The US-India Business Council has also honored him with the ' Global Vision' Award 2008. He has received the GSM Association Chairman's award for 2008. Sunil has been honored with the GSM Association Chairman's Award 2008. Sunil has been recognized with the Padma Bhushan, award.

He has also received the Lal Bahadur Shastri National Award for Excellence in Public Administration, Academics and Management for 2009. Sunil has been awarded numerous awards and recognitions including the Global Economy Prize 2009 by. The Kiel Institute, Germany. He is a member of the Leadership Council of The Climate Group. He is also a member of the Board of Trustees of the Carnegie Endowment for International Peace. Sunil is also on the Telecom Board of the International Telecommunication Union, the leading UN Agency for Information and Communication Technology. He is also a member of the Indo-US CEOs Forum.

He serves as a member of the Executive Board of the Indian School of Business. Sunil Mittal is working for the education of under-privileged children in rural India, under Bharti Foundation. Sunil is serving as a member of the Board of Governors of two premier management and technology institutes of India – the Indian Institute of Management , Lucknow and the Indian Institute of Technology, Mumbai. He co-chairs the Bharti School of Telecommunication Technology and Management at the Indian Institute of Technology, Delhi . He is also a member of the Harvard Business School India

Advisory Board . He is also on the board of the International Telecommunication Union (ITU), the leading United Nations Agency for Information and Communication Technology. Business Divisions Brand AirtelAirtel was born free, a force unleashed into the market with a relentless and unwavering determination to succeed.

A spirit charged with energy, creativity and a team driven “ to seize the day” with an ambition to become the most globally admired telecom service.

Airtel, in just ten years of operations, rose to the pinnacle to achievement and continues to lead. As India’s leading telecommunications company Airtel brand has played the role as a major catalyst in India’s reforms, contributing to its economics resurgence. Today we touch peoples lives with our Mobile services, telemedia services, to connecting India’s leading 1000+ corporate.

We also connect Indians living in USA, UK and Canada with our call home service. Vision ; PromiseBy 2010 Airtel will be the most admired brand in India: ? Loved by more customers ? Targeted by top talent ? Benchmarked by more business Vision By 2020 ? To build india’s finest business conglomerate by 2020 ? Supporting education of underprivileged children through Bharti Foundation “ We at Airtel always think in fresh and innovative ways about the needs of our customers and how we want them to feel. We deliver what we promise and go out of our way to delight the customer with a little bit more.

” COMPANYS MISSION “ To be globally admired for telecom services that delight customers” ? . Customer service focus ? . Empowered employees ? . Cost efficiency ? . Error -free service deliveryVALUES OF THE ORGNISATION ?

· To be responsive to the needs of our customers ? · To trust and respect our employees ? · To continuously improve our services – innovatively and expeditiously ? · To be transparent and sensitive in our dealings with all stakeholders We encourage our employees to take decisions and design business processes, keeping in mind the following: ? · Ethics, fairness and being correct ? · Meeting and going beyond compliances and legal requirements ? · Showing respect and sensitivity towards stakeholders and communities, and ? · Nurturing the environment Partners ? Mobile services: Nokia Siemens, Ericsson, Huawei Telemedia and long distance services: Nokia Siemens, Juniper, Cisco, Alcatel Lucent, ECI and Tellabs ? Information Technology: IBM ? Call Centre operations: IBM Daksh, Hinduja TMT, Teleperformance, Mphasis, Firstsource and Aegis ? Strategic Equity partner: Singtel

The Airtel Logo [pic] The Airtel logo is a strong, contemporary and confident symbol for a brand that is always a head of the rest. It is a specially drawn word mark. The Airtel logo is a specially drawn word mark.

It incorporates two solid, red rectangular forms whose counter-form creates an open doorway. The title case lettering its capital ' A ' reinforces our leadership position. There'd dot cues in our focus on innovation. Our logo is a reflection of our identity – a confident symbol of a brand that is always ahead of the rest, always ' In-touch ' and on customer's side. The Airtel Image Style It incorporates two solid, red rectangular forms whose counter form creates an open doorway. The Airtel Typographic Style The little case lettering with its capital ' A ' was deliberately chosen to reinforce the brand's leadership position. The red dot on the letterform ' l ' cues Airtel's focus on innovation.

The words 'Express Yourself' are very much part of the brand identity. The Airtel Colour Palette The lettering is grey so that the pure black of Airtel is visually unharmed. Airtel Outlets [pic] The Airtel logo is a specially drawn wood mark. It incorporates two solid, red rectangular forms whose counter-form creates an open doorway. The title case lettering it's capital 'A' reinforces our leadership position. There'd dot cues in our focus on innovation. Our logo is a reflection of our identity – a confident symbol of a brand that is always ahead of the rest, always 'In-touch' and on customer's side.

CorpoaratesResponsibilityAt Bharti Airtel At Bharti, CSR is a way of life. Each department and employee strives to be sensitive to the stake holders and environment within their work context. Bharti encourages employees to take decisions and design business-linked processes that are sensitive to communities and environment. Corporate social Responsibility (CSR) in Bharti encompasses much more than only social outreach programs. It is an integral part of the way bharti conducts its business. The essence of Bharti's commitments to Corporate Social Responsibility is embedded in the 'Corporate Values', which stem from its deepest held beliefs. These values are:

- To be responsive to the needs of our customers.

- To trust and respect our employees.
- To continuously improve our services- innovatively and expeditiously.
- To be transparent and sensitive in our dealings with all stakeholders. We encourage our employees to take decisions and design business processes, keeping in mind the following: Ethics , fairness and being correct.
- Meeting and going beyond compliances

and legal requirements. • Showing respect and sensitivity towards stakeholders and communities, and • Nurturing the environment. We practice our CSR beliefs and commitments through a three-pronged approach: • Engaging with stakeholders • Ensuring stakeholder sensitive policies and practices • Undertaking programs for our employees, community and environment Bharti Airtel sensitizes its employee towards CSR issues at various forums.

We feel that it is important that each employee should understand the importance of environmental, social and economical aspects while taking business decisions. At Bharti, each employee is sensitized towards CSR issues and thus operations at the ground level are influenced. Such sensitization exercises have resulted in many socially and environmentally sensitive decisions on the ground. For example, Confidence plan for hearing impaired people , covers noise-making DG sets at extra cost, investing in consumer awareness campaigns to ensure safe use of mobile are some examples of the above. Corporate Social Responsibility is embedded in, and built upon, the stated ' values' of Bharti – the institution. These values guide all its activities and each employee is encouraged to take decisions and design business-linked processes that are sensitive to communities and environment. We have an obligation to fulfill to society and the communities in which we operate, and help improve the quality of life for everyone, today and in the future.

” Bharti’s contribution to society is structured through two channels namely:  
a) Bharti’s Corporate Social Responsibility (CSR) Initiatives, including

initiatives undertaken by way of employee mobilization as well as running environment related programs. b) Bharti Foundation, a separate vehicle established in 2000 to lead the CSR agenda of Bharti Group of Companies Employees We believe that one of the most important drivers of growth and success for any organization is its people. At Bharti Airtel, ' Mantra' for employees delight focuses on 5 Ps- People, pride, passion, processes and performance. Bharti Airtel has been recognized among the best employers in the country for two successive years- being 14th in 2003 ; jumping ahead of several other large conglomerates to an enviable position of the 2nd best employer in the country in 2004. This is a clear demonstration ; acknowledgment of the robust, progressive, people as well as business aligned Human Resource practices, which the organization has developed and implemented remarkably in a very short p of time. Bharti Airtel follows an " open door policy" to approach the management, which helps resolve issues with mutual agreements. We encourage people to stand up against any unfair treatment for which we have the office of the Ombudsman, where employees can raise any issues regarding business and workplace conduct.

Bharti ensures transparency through the various communication policies, strategies and plans. Regular employee communication forums provides platform for the employees to raise issues that require resolution. Our leaders strongly believe in facilitating and initiating activities that help employess manage theirhealthand well-being. Our focus always remains to redefine leadership; we develop leaders who enable performance and inspire their people to unleash their potential. Our people orientation reflects in our vision of being " targeted by top talent", and a key aspect of our business



focus “ building a best-in-class leadership team that nurtures talents at every level”. Employee friendly HR policies have been put in place, which amply reflect the organization’s concern for its people. Some typical examples of these policies and practices include a family-day at office, half day leave for birthdays, gifts for anniversaries, compulsory 10 days off, festival celebration with family, no official meetings on weekends five days weeks, concierge services, call centre engagement programs etc.

these “ care” policies and practices are applied across the organizational levels without any discrimination. From self-management workshops to aerobics sessions, yog classes to provision of relaxation/meditation rooms, we ensure that every employee keeps a check on his/her fitness. Tie-ups with leading health service organizations enable our employees to undertake periodical health check-ups depending upon their age. This facility is also extended to employee family members at discounted rates. The company provides Flexible Group Medclaim insurance to all employees, covering all kinds of illnesses, accidents and hospital coverage for serious ailments. Apart from these specific engagements, we regularly organize health check up camps, eye check-up camps and stress management sessions. Some of our offices have opened gymnasiums/fitness facilities to ensure that the fitness fanatics do not have to worry about time constraints to remain fit.

At many of our locations, we have hired psychologists who undertake personal counseling sessions for employees. Even a sweeper in the corporate office must understand that, if he does not keep the office clean, the visiting shareholders could question the company’s ability to manage a

business if they cannot manage their premises well” Bharti airtel offers a flexible compensation structure to its employees wherein the employees have the flexibility to structure their fixed component of their compensation according to their requirements within the ambit of legislation. Our performance linked Incentive (PLI) Schemes are linked with the variable component of our compensation structure. This component is linked to both the individual performance against his/her set KRAs (key result area) and the overall performance of the business entity that an employee belongs to. Our leaders and managers understand the need to bring clarity to employees about how their roles, goals and actions align the realization of organization’s vision and goals. The mechanisms like performance management system (PMS) and talent management process (TMP) are the key sources of identifying the training needs of the employees and check to competency levels for promotion. Environment, Health And Safety At Bharti we believe in the philosophy to refuse, reduce, reuse and recycle.

The company has taken many initiatives in this regard, both within the offices for the benefit of our employees; and for outside world for the convenience of the people. Few example of the initiatives taken are mentioned below: ) Most of the new Airtel buildings recycle waste water for sanitary and cooling of equipment purposes e. g. DG sets and AC systems. These buildings also have rain water harvesting systems for ground water replenishment where appropriate. b) All airtel offices have energy light fittings and DG sets. We also ensure automation that enables energy savings in our buildings.

Building Management System (BMS)- Intelligent Building concept is being followed in all the new airtel building and campuses that are coming up. The BMS controls The heating, Ventilation and Airconditioning (HVAC) system, electricity load management, water management, parking management, security and safety systems to ensure an efficiently run building on optimal resources. ) New buildings also incorporate the concept of and Energy Wheel which optimizes energy efficiency in buildings. The AC system in our buildings adds a certain amount of fresh air periodically; In the process of adding this fresh air the cool air within the building vents out which may result into higher usage of energy to bring the cooling/temperature back. The energy wheel concept ensures that as we bring the fresh air in it is pre-cooled thereby optimizing energy efficiency. d) Air quality is checked periodically in all Bharti Airtel offices, and based on the results, duct cleaning, carpet cleaning, chair and sofa shampooing is undertaken. Water quality is also monitored in cooling towers for DG sets and air conditioner systems so that water born diseases such as legionella, etc. are avoided. e) Use of air curtains on major office exits and double glazing also results in significant energy saving. f) At the time of oil change in DG sets etc. The disposal is only sent to companies/vendors approved by the centralpollutioncontrol board (cpcb) for proper disposal as per CPCB approved processes . All Bharti Airtel offices follow the basic requirements specified by the pollution control board) and ensure statutory compliance. g) all Bharti Airtel offices have fire alarm systems. Periodic fire drills are carried out in Bharti Airtel as a Practice.

All airtel offices are Provided With first Aid boxes and have Identified people as First Aid Specialists Bharti Airtel takes all its equipment from its key vendors , namely Nokia and Ericsson , who comply with all the required health and sfety norms . Each contract with the supplier has has a clause that they will comply with our code of conduct and each year suppliers have to give Bharti Airtel a certificate that they are compliant. There is an induction manual for sub-contractors as well as bharti standard operating procedures. Bharti Airtel is in the process of finalizing its environment /health ; safety policy (EHS)and will apply for ISO14001 compliance within the next 3 years for each of its facilities. For Outside worldReduce Paper Usage: World due to technological innovations such as e-bills and electronic recharging , Bharti Airtel customers are given a chance to help save the environment . This has led to the major achievement of paper savings of approx 32, 500 sq meter in plastic monthly as the reduced usage of paper coupons and bills . These results are all the more Remarkable, as these paper savings were achived despite our customer base increasing.

Sharing Infrastructure: We promote and believe in sharing of infrastructure (passive)with other telecom operators . This ensures that we can continue to serve our customers while utilizing minimum resources. This is of great help in nation like ours where we have a huge burden on our natural resources At present , we share around a quarter of our mobile cell sites across the country With the other service providers. We have extended our approach of sharing even for the rural areas , where it makes lesser business sense for operators to roll out . our efforts have been well acknowledged by the regulator and the government, who have initiated efforts for shared rural roll

out. Reducing Fuel Consumption Due To Travel-Bharti , having grown to be a large company on many counts , faces the key issue of operations coordination . while one would usually coordinate with others through face-to-face meetings, Bharti has institutionalized the habit of using videoconferencing and intranet facilities to interact.

The significantly reduces the need for transport and thereby fuel consumption, it saves on time and generally creates much more efficient working atmosphere. Bharti earnings call, i. e sharing the result with our stake holders, also happen via audio-bridge. This enables investors and analysts world wide to link in to the the call and raise queries . Bharti does not stop at providing these facilities for internal use through. By offering our services ,. we enable people across the country to follow the same path and cut down on transport.

this is not only convenient; it also saves tremendous fossil fuel consumption. Green shelters-Another key initiatives has been the deployment of environmental friendly green shelters at around 7, 000 sites . These green shelters use high insulation material and passive cooling techniques like PCM, athermal salt, for indoor Base Transceiver Stations (BTS). Due to its high freezing points, PCM provides cooling for 4 to 5 hours without any Air conditioning, thus negating any need of Electrical power or diesel generator during that time . This not only saves cost but also minimizes pollution . These green shelters also keep noise at a minimum. bharti is the first company in India to initiate such a measures, and is well ahead of governmental regulations on the matter.

our green shelter initiative has been appreciated by operators across the world and is being studied for mass deployment in many countries. Free cooling is another technique that we use to maintain temperature level during night hours by circulating cooler natural air from outside to inside the shelter by reworking air conditioner flows. This has reduced air conditioner consumption by almost 30% Bharti Airtel is also working with its suppliers and experimenting with alternate sources of energy like solar, wind, bio-fuel/hydrogen to further reduce environmental impact . We are very keen to look at the viability of these technologies once experiments are being found to be successful like in the case of green shelters. AdvertisementMaterial: Bharti Airtel uses aqua -based ink for all its in -shop branding, in spite of its cost being three times the cost of ink which is normally used . The aqua based ink is environmental friendly and does not emit any fumes and hazard. Sometimes flex materials are used for hoardings , but since they are not disposable these hoardings are donated to poor people so they can use it as roof -material on their huts.

Airtel's Strategy Focus on core competencies and outsource the rest Product Innovation Pricing Core Competencies VAS Marketing ; Branding SWOT ANALYSIS OF THE AIRTEL Strengths 160, 000 small villages every year. It sees that less well-off consumers may only be able to afford a few tens of Rupees per call, and also so that the business benefits are scalable - using its 'Matchbox' strategy. ORGANIZATIONAL STRUCTURE OF BHARTI AIRTEL LIMITED LUCKNOW [pic]Finance- Mr. Kuntak roy chaudhrySales and Marketing- Mr. S. Sriram Human Resource- Mr. Subramanyam Arumugam Legal aspects- Mr.

<https://assignbuster.com/employees-engagement-at-bharti-airtel-limited/>

Nitesh Ranjan Network and Technical- Mr. Prabhu Dash Technology Services- Mr. Rajendra Maurya Business Excellence- Mr. Amit Mehrotra SCM (Supply Chain Management) CSD (customer service department) HR Structure Of Airtel Lucknow [pic] INTRODUCTION TO THE PROJECT TOPIC Title of the Project “ A study of employee engagement at Airtel UPU” Under this project we have to analyze that how many employees are aware about, effectiveness and satisfied with the Spark Activity of Airtel UPU which is conducted to make employes more involve towards work and company’s vision . Rationale of the Project Through this report we will be able to know the awareness and the satisfaction level of the employees regarding the Spark Activity. For spark team, it is necessary to know that whether the employees working in his organization are aware about the various activity of Spark or not, whether the employees are aware about the various benefits of this activity that are being run in the organization for them or not, whether the employees are using the facilities provided to them and are satisfied with those facilities(like website of Spark @ Airtel UPU) or not etc. All these aspects are being covered in this project.

ObjectivesThe objectives of this project report are being formed taking into consideration of Spark Activity at Airtel UPU:

- To know the awareness level of employees.
- To know the satisfaction level of employees.
- To know the awareness ofsocial networkingof Spark activity at Airtel UPU.
- To know the awareness level of employees regarding the different activity of the Spark .

What is Employee Engagement? Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context, and

works with colleagues to improve performance within the job for the benefit of the organization. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee.

' Thus Employee engagement is a barometer that determines the association of a person with the organization. Aspects Of Employee Engagement Three basic aspects of employee engagement are:-

- The employees and their own unique psychological make up and experience
- The employers and their ability to create the conditions that promote Employee Engagement
- Interaction between employees at all levels.

Thus it is largely the organization's responsibility to create an environment and culture conducive to this partnership, and a win-win equation. Categories of Employee Engagement According to the Gallup the Consulting organization there are different types of people:-

- " Engaged" employees are builders. They want to know the desired expectations for their role so they can meet and exceed them. They're naturally curious about their company and their place in it. They perform at consistently high levels.

They want to use their talents and strengths at work every day. They work with passion and they drive innovation and move their organization forward

- Not-engaged employees tend to concentrate on tasks rather than the goals and outcomes they are expected to accomplish. They want to be told what to do just so they can do it and say they have finished. They focus on accomplishing tasks vs. achieving an outcome. Employees who are not-engaged tend to feel their contributions are being overlooked, and their



potential is not being tapped. They often feel this way because they don't have productive relationships with their managers or with their coworkers.

Actively Disengaged--The "actively disengaged" employees are the "cave dwellers." They're "consistently against virtually everything." They're not just unhappy at work; they're busy acting out their unhappiness. They sow seeds of negativity at every opportunity. Every day, actively disengaged workers undermine what their engaged coworkers accomplish. As workers increasingly rely on each other to generate products and services, the problems and tensions that are fostered by actively disengaged workers can cause great damage to an organization's functioning. Importance of Engagement Engagement is important for managers to cultivate given that disengagement or alienation is central to the problem of workers' lack of commitment and motivation (Aktouf).

Meaningless work is often associated with apathy and detachment from one's work (Thomas and Velthouse). In such conditions, individuals are thought to be estranged from their selves (Seeman, 1972). Other research using a different resource of engagement (involvement and enthusiasm) has linked it to such variables as employee turnover, customer satisfaction –loyalty, safety and to a lesser degree, productivity and profitability criteria (Harter, Schmidt & Hayes, 2002). An organization's capacity to manage employee engagement is closely related to its ability to achieve high performance levels and superior business results. Some of the advantages of engaged employees are: ? · Engaged employees will stay with the company, be an advocate of the company ? and its products and services, and contribute to

bottom line business success. ? · They will normally perform better and are more motivated. · There is a significant link between employee engagement and profitability.

? · They form an emotional connection with the company. This impacts their attitude ? towards the company's clients, and thereby improves customer satisfaction and ? service levels ? · It builds passion, commitment and alignment with the organization's strategies and goals ? · Increases employees' trust in the organization ? · Creates a sense of loyalty in a competitive environment ? · Provides a high-energy working environment ? · Boosts business growth ? · Makes the employees effective brand ambassadors for the company

A highly engaged employee will consistently deliver beyond expectations. In the workplace research on employee engagement (Harter, Schmidt & Hayes, 2002) have repeatedly asked employees ' whether they have the opportunity to do what they do best everyday'. While one in five employees strongly agree with this statement. Those work units scoring higher on this perception have substantially higher performance. Thus employee engagement is critical to any organization that seeks to retain valued employees. The Watson Wyatt consulting companies has been proved that there is an intrinsic link between employee engagement, customer loyalty, and profitability.

As organizations globalize and become more dependent on technology in a virtual working nvironment, there is a greater need to connect and engage with employees to provide them with an organizational ' identity Factors Leading to Employee Engagement- Studies have shown that there are some

critical factors which lead to Employee Engagement. Some of them identified are:

**Career Development- Opportunities for Personal Development**  
Organizations with high levels of engagement provide employees with opportunities to develop their abilities, learn new skills, acquire new knowledge and realise their potential. When companies plan for the career paths of their employees and invest in them in this way their people invest in them. Career Development – Effective Management of Talent  
Career development influences engagement for employees and retaining the most talented employees and providing opportunities for personal development.

**Leadership- Clarity of Company Values**  
Employees need to feel that the core values for which their companies stand are unambiguous and clear.

**Leadership – Respectful Treatment of Employees**  
Successful organizations show respect for each employee's qualities and contribution – regardless of their job level.

**Leadership – Company's Standards of Ethical Behaviour**  
A company's ethical standards also lead to engagement of an individual

**Empowerment**  
Employees want to be involved in decisions that affect their work.

The leaders of high engagement workplaces create a trustful and challenging environment, in which employees are encouraged to dissent from the prevailing orthodoxy and to input and innovate to move the organization forward

**Image**  
How much employees are prepared to endorse the products and services which their company provides its customers depends largely on their perceptions of the quality of those goods and services. High levels of employee engagement are inextricably linked with high levels of customer engagement.

**Other factors**  
Equal Opportunities and Fair Treatment  
The

employee engagement levels would be high if their bosses (superiors) provide equal opportunities for growth and advancement to all the employees. Performance appraisal: Fair evaluation of an employee's performance is an important criterion for determining the level of employee engagement. The company which follows an appropriate performance appraisal technique (which is transparent and not biased) will have high levels of employee engagement. Pay and Benefits: The company should have a proper pay system so that the employees are motivated to work in the organization. In order to boost his engagement levels the employees should also be provided with certain benefits and compensations. Health and Safety: Research indicates that the engagement levels are low if the employee does not feel secure while working.

Therefore every organization should adopt appropriate