



ARKA JAIN
University
Jharkhand

Estd. Under Jharkhand State Private University Act

A STUDY ON EMPLOYEE SATISFACTION IN AVATAR GOLD AND DIAMONDS,

A

Dissertation Project Report On

Submitted in the partial fulfillment of
The Requirements Of ARKA JAIN University For the
award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION
For the session 2017-20

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2017-20

CERTIFICATE OF APPROVAL

This Dissertation report of “**POOJA KUMARI**” Titled “**A STUDY ON EMPLOYEE SATISFACTION IN AVATAR GOLD AND DIAMONDS**” is approved in quality and form and has been found to be fit for the partial fulfillment of the requirements of ARKA JAIN University for the award of the degree of Bachelor of Business Administration.

**Approval of the Program Coordinator
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**Approval of the Dean,
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Certificate by the Faculty Mentor

This is to certify that “**POOJA KUMARI**”, Enrolment. No. **AJU/00245/17/BBA/081**, a student of **B.B.A (2017-20)**, has undertaken the Dissertation Project titled “**A STUDY ON EMPLOYEE SATISFACTION IN AVATAR GOLD AND DIAMONDS**”. for the partial fulfillment of requirements of ARKA JAIN University for the award of the degree of *Bachelor of Business Administration*, under my supervision.

To the best of my knowledge, this project is the record of authentic work carried out during the academic year (2019-20) and has not been submitted anywhere else for the award of any Certificate/Degree/Diploma, etc.

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DECLARATION

I **POOJA KUMARI**, student of ARKA JAIN UNIVERSITY, hereby declare that the project report entitled '**A STUDY OF EMPLOYEES SATISFACTION OF AVATAR GOLD AND DIAMONDS**', has been carried out by me during my '**DISSERTATION**' and is hereby submitted for the partial fulfillment of the requirement of ARKA JAIN University for the award of degree of *Bachelor of Business Administration*. To the best of my knowledge, the project undertaken, has been carried out by me, and is my own work. The contents of this report are original and this report has been submitted to 'ARKA JAIN University', Jamshedpur and it has not been submitted elsewhere, for the award of any Certificate/Diploma/Degree etc.

Signature of the Student with Date

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Batch 2017-20

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Chapter1

EXECUTIVE SUMMARY

A Study on “Job Satisfaction of Employees” was carried out in **AVATAR GOLD AND DIAMONDS, EDAPPAL**. The main objective of the research was to find the satisfaction level of employees in the organization.

Employee satisfaction is essential to the success of any business. The important factors that are to be considered in the job satisfaction of employees are salary, promotion, working condition, and so on...

The study was done as part of Descriptive Research. Convenience sampling technique was employed for selecting the sample. The primary data was collected by means of questionnaire. The secondary data was collected from the company records and websites. A structured questionnaire was given to fifty employees and the data was collected based on the same. The data was analyzed using percentage method and Likert scale method. Utmost care has been taken from the beginning of the preparation of the questionnaire till the analysis, findings and suggestions. The analysis leads over to the conclusion that majority of the employees are satisfied. Dissatisfaction with reference to some of the factors was also reported. It was found that dissatisfaction among employees will affect the work performance and productivity of the organization. Valuable suggestions and recommendations are also given to the company for the better prospects.

1.1 RESEARCH PROBLEM

Employee are the asset of any organization. It is through the employees. The organization achieves its objectives. It is very important from the organization point of view to keep them satisfied. The purpose of study is to understand the level of satisfaction among the employees to **AVATAR GOLD AND DIAMONDS, EDAPPAL** and suggest the area for improvement if any.

A sample respondents of 50 on total population (employees) of **AVATAR GOLD AND DIAMONDS** constitute the universe of study.

1.2 SIGNIFICANCE OF THE STUDY

Employee satisfaction is an important aspect as far as an organization is considered. Employees are back bone of every organization. So it is responsibility of the management to keep the employees to contribute more. It is said that satisfied employees are more productive. So every organization is giving high priority to keep their employees satisfied by providing several facilities which improves satisfaction and reduce dissatisfaction. I want to know whether the employees in **AVATAR GOLD AND DIAMONDS** are satisfied or not. So I had to address the problem in my study.

1.3 SCOPE OF THE STUDY

The study aims to understand the employee satisfaction in **AVATAR GOLD AND DIAMONDS, EDAPPAL** which covers the various working schedule, remuneration, developing overtime allowance, work freedom, job position etc.. The scope is to understand the employee satisfaction. The study is conducted at **AVATAR GOLD AND DIAMONDS, EDAPPAL** covering 50 employees and data collected based on the questionnaire prepared.

The backbone of the employee satisfaction is respect for workers and job they perform. And easy revenue for employee to discuss problems with upper management should be maintained and carefully monitored. The study was done to know the employee satisfaction in **AVATAR GOLD AND DIAMONDS, EDAPPAL**. Employee are backbone of every organization so the organization should consider a lot the employee should be motivated and satisfied. So that they can work more and hence to reach the organization is to its great.

Chapter 2

INTRODUCTION

Gold is a precious metal, perhaps no other market in the world has the universal appeal of the gold. For centuries, gold has been coveted for its unique blend of purity, beauty and near indestructibility. Nations have embraced gold as a store of wealth and a medium of international exchange; individuals have sought to possess gold as insurance against the day to day uncertainties of paper money. Jewellery has been made to adorn nearly every body part, from Hairpins to Toe Rings and many more types of Jewellery. While High-Quality Jewellery is made with gemstones and precious metals

I did a main project as a part of our completion of Master of Business Administration in **AVATAR GOLD AND DIAMONDS, EDAPAL** on satisfaction of employees. I choose employee satisfaction as our topic because welfare of employees in an organization contributes greatly to any organization. HRM is the management of human resource in an organization. HRM is relatively modern concept which involved a range of human ideas and practice in management people. It is the organization function that deals with issues related to people such as competition, hiring, performance, management, organization development, safety. Wellness, benefits, employee motivation, communication, administration and training.

In an organization satisfaction of workers means a workforce that is motivated and committed to high quality performance. There, are various components limit arc considered to be vital to employee's satisfaction. There are pay promotion, benefits, supervise to co-workers, work condition, communication, safety, productivity and the work itself. Each of these factors, figures into an individual's satisfaction differently. One might think pay is considered to be the most important in employee satisfaction, although this has not been found to be true. Employees are more concerned with working in an environment they enjoy. To the employees satisfaction brings a pleasurable emotional state that often leads to a positive work attitude of satisfied worker is more likely to be creative, flexible, innovative and loyal.

2.1 COMPANY PROFILE

The Avatar Group of Companies has line head its gold ornaments outlet named AVATAR GOLD with entire package of offers and with unique. Collection of design. So after 20 years of business and service. It is important to know how the customers behavior is against its competition and how effective has been the product positing after the purchase of specialty goods or shopping goods, the customer exhibits post purchase of specialty goods. It had launched into gold retail business in the year 1990 with their first show room in Trissur Round. This modest beginning they have grown into an organization to neck on with the gold jewellery retailing. Drawing the last twenty years they have grown into an organization having multicity / state presence across India and Middle East currently they have retail outlet. Their second showroom in Trissur which is the largest over gold retail showroom in Kerala opened having 10,000 Sq. and with wide range of collections. They are aiming at opening branches of 2013 and fifty branches by 2015.

2.1.1 Features Of Avatar Gold

- Executive showroom for 100% BIS hall marked 916 gold collections.
- A vast array of modern designer collections from India, Singapore, Europe, Middle East, etc.
- Pure value for many guaranteed while buying and selling.
- Lifelong guarantee and free maintenance for gold ornaments.
- German made gold check coral analyzer to check purity of gold white buying and selling gold.
- Exclusive collection of MG diamonds.
- IGI certificate of authenticity and buy back guarantee for diamond ornaments.
- 2 years international warranty and after sale services for swiss made watches.
- Availability of well trained professional sales executives.

2.1.2 Mission Of The Organization

Mission of the organization as follows:-

- To provide employment opportunities to educated people.
- To training to unskilled persons.
- To provide employment to person from rural area.
- To provide good quality products at reasonable price.
- To give customers the best value for their money.
- To provide good working conditions.
- To earn reasonable profit.

2.1.3 Social Responsibility Of Avatar Gold

Social responsibility means the obligation of a business to act in manner, which will secure the best interest of society.

- **Towards the employees.**

Workers are needed the pillar of the organization. They are the important part of the organization. It is therefore very necessary to keep them satisfied and given them in due. According to modern philosophy, labor is a human being and worker next.

Avatar gold has to assure job reactivity for their workers and her to pay reasonable salaries for their effort. It also creates good working conditions, like good lighting, ventilation, air conditioning to it's employees. The company also provides ESI to their staff. They are provided with accommodation, insurance coverage and uniforms to the staff. The firm also ensure selection and recruitment is being done without any discrimination like caste, color, religion and state.

- **Towards customers**

The satisfaction of the customers should be the primary concern of every business concern. Avatar Gold ensures the marketing of such goods which are demanded by the customers based on their taste preferences. It also ensures adequate supply of good quality products at reasonable price.

- **Towards Society**

Avatar Gold ensures maximum utilization of nations rich resources, they try to dispose less wastage. Together with this they also create more employment opportunities. Provide jobs for unemployed youths of rural area. It also maintains good relation with local area.

2.1.4 Vision Of The Organization

- Future increase in market share of the company in jewelery in India.
- Continue to expand their retail operations.
- Continue to expand their product offering and maintain high quality customer service.
- Increase their retail capabilities and revenue and harness in he rent synergies to their integrated operations

2.1.5 About Avatar Gold and Diamonds

Avatar Gold and Diamonds the synonym of trust and eminence led through clergy business in Gold and diamond since last 2 decades Avatar Group stepped in to gold retail business in 1990 with its first showroom in the cultural capital of Kerala, Thrissur. It was a new beginning of big dreams.

During the last twenty three years are have grown with multicity / state presence across India, and middle cast. Today Avatar Gold and diamonds is a leading organization engaged in the business of gold, diamonds, platinum, and silver ornaments at Thrissur, Oedipal, Trichy, Dubai, Abu Dhabi, Doha, Qatar, Avatar is taking a new turning point in its growth-with its new showrooms in lulu

mall - Cochin, Tibur and Riyadh and Saudi Arabia. Our vision covers the plan to start new showrooms in all major cities of India and middle cost and ensure better reaches to our customers globally.

Avatar gold and diamonds new mega showroom inaugurated by Avatar Gold and diamond brand ambassador Mamoty on 9-12-12. Avatar Gold and diamonds which has over 25 years of tradition in the jewellery field launched its 5 showroom EMKE Silks. It also created new era in jewellery with their exclusive and trendy wedding collections. When EMKE Silks and Avatar gold operating in the same building, it will become the final destination for wedding purchase. Customers will have a new shopping experience for both ornaments and wedding purchase.

Avatar never compromise when it come to the quality of gold. Avatar believes introducing a pure gold product and this is the only reason of their success said Abdulla, the Director of Avatar Gold and Diamonds.

Avatar gold has become more popular with the presence of Mamoty recognized as one of the finest actors in Indian cinema as their brand ambassador. New Avatar Gold and diamonds showroom presents bridal collections, shrine collections, traditional collections, Turkish collections, kid's collections, etc. and separate section for diamonds previous stone, platinum, silver, ornaments and branded premium watches.

2.1.6 Avatar Gold And Diamonds Quality Policy

The moment you pick a jewellery piece is a beginning of a wonderful relationship with us we are committed to our quality and services. For the last 2 decades we have been celebrating the finest experiences in gold with our esteemed clientele to suit every occasion and special moments of birth, marriage, and anniversaries and beyond. We attribute our success to our dedication and uncompromised service to our customers. The legendary quality and genuine value in addition to the highest level of service has been the foundation of Avatar success we celebrate 23 years of tradition and trust with its growing strength in world gold market. Our staffs are professionally trained and we seek every means to improve ourselves and our product quality. Your valuable feedbacks are important to us. Many thanks for your past support and we look forward to serve you better in the future

Chapter 3

REVIEW OF LITERATURE

The history of job satisfaction stems back to the early 1900's with the situationist perspective on job satisfaction. This perspective states that satisfaction is determined by certain characteristics of the job and characteristics of the job environment itself. This view has been present in the literature since the first studies by Hauser, Taylor and the various projects at the Western Electric plants in Hawthorne (Cranny, Smith & Stone 1992). These studies follow the assumption that when a certain set of job conditions are present a certain level of job satisfaction will follow. The Hawthorne Studies are considered to be the most important investigation of the human dimensions of industrial relations in the early 20th century. They were done at the Bell Telephone Western Electric manufacturing plant in Chicago beginning in 1924 through the early years of the Depression. The Hawthorne plant created an Industrial Research Division in the early 1920's. Personnel managers developed experiments to explore the effects of various conditions of work on morale and productivity (Brannigan & Zwerman 2001). "Today, reference to the "Hawthorne Effect" denotes a situation in which the introduction of experimental conditions designed to identify salient aspects of behavior has the consequence of changing the behavior it is designed to identify. The initial Hawthorne effect referred to the observation that the productivity of the workers increased over time with every variation in the work conditions introduced by the experiments" (Brannigan & Zwerman 2001). Simply stated when people realize that their behavior is being watched they change how they act. The development of the Hawthorne studies also denotes the beginning of applied psychology, as we know it today. These early studies mark the birth of research on job satisfaction relating to ergonomics, design and productivity.

One of the most popular and researched measures of job satisfaction is the Job Descriptive Index (JDI). "The JDI is a 72-item adjective checklist type questionnaire developed by Smith, Kendall, and Hulin in 1969" (Gregson, 1991). This measure basis itself on five facets of job satisfaction. The first facet is the work itself, satisfaction with work itself is measured in terms of the core job characteristics such as autonomy, skill variety, feedback, task identity, and task significance (Hackman & Oldham, 1975). Supervision, the second facet, is measured in such ways as how supervisors provide feedback, assess employee's performance ratings, and delegate work assignments.

Coworkers, the third facet, are measured in terms of social support, networking, and possible benefits attached to those relationships (Cranny, Smith & Stone, 1992). Pay, the fourth facet, is an important source of satisfaction because it provides a potential source of self-esteem as well as the generic opportunity for anything money can buy (Brockner, 1988). Obviously satisfaction with pay is measured primarily by current income but also by opportunities for salary increases. Promotion is the final facet and the one that the JDI explicitly assesses how perceptions about the future can affect job satisfaction. Today the facets of the JDI are generally assessed by modifying the adjective checklist and using a Likert scale on statements such as, “opportunities for advancement are plentiful” measured from one (strongly disagree) to five (strongly agree) (Cranny, Smith & Stone, 1992).

Another popular and highly researched measure of job satisfaction is the Minnesota Satisfaction Questionnaire (MSQ). The MSQ can be scored for twenty facets; scores from one question for each facet provide a single overall composite score. The MSQ is commonly used in conjunction with the Minnesota Importance Questionnaire (MIQ). “These instruments were designed for use with adult career counseling clients with work experience. They are particularly useful for clients that might be called “career changers,” that is, adults with considerable work experience in one or more chosen occupations who are dissatisfied with their work and remain undecided about their career future” (Thompson & Blain, 1992).

A study conducted in Europe, Asia, Africa, and the Americas reported similarities among workers. “10,339 workers were surveyed across 10 European countries, Russia, Japan, and the United States. Researchers consistently identified the same top five key attributes in a job: ability to balance work and personal life, work that is truly enjoyable, security for the future, good pay or salary and enjoyable co-workers. Across the four major geographic regions studied, workers specifically emphasized the importance of potential advancement and the opportunity to build skills as a way to maintain employability and job security” (Yankelovich Partners, 1998 p.42).

A survey polling members of the Association for Investment Management and Research found that 81% of the managers said they were satisfied or very satisfied with their job. When asked to identify the factors that create positive feelings about their job, most managers named professional achievement, personal or professional growth, the work itself and their degree of responsibility more important than compensation. Factors they viewed as creating negative feelings about their jobs were company policies, administration, relationships with supervisors, compensation and the negative impact of work on

their personal lives (Cardona, 1996, p.9). In order to decrease some of these negative feelings and increase productivity it has been proposed to reduce the number of work days employees miss by increasing job satisfaction, redesigning disability plans and involving supervisors in management (Maurice, 1998, p.13).

Other research indicates that customer satisfaction and loyalty are excellent predictors of profitability...the strongest predictors of customer satisfaction: employees' general satisfaction with their jobs and employees' satisfaction with their work/life balance" (McDonald & Hutcheson, 1999, p.18). Again it's important to note that job satisfaction is subject to change. "Results of studies comparing differences between age groups and level of job satisfaction report an increases in job satisfaction with age" (Osipow, 1968).

"From an employee's standpoint, job satisfaction is a desirable outcome in itself. From a managerial or organizational effectiveness standpoint, job satisfaction is important due to its impact on absenteeism (1) turnover, (2) and pro-social "citizenship" behaviors such as helping coworkers, helping customers, and being more cooperative. (3) Thus, to redesign jobs, reward systems, and human resource management policies that will result in optimum job satisfaction and productivity, managers need to know what employees value" (Karl & Sutton, 1998, p.515). In order to know what employees value it is necessary for organizations to assess and pay attention to current levels of job satisfaction.

Current studies on job satisfaction are plentiful with some interesting results. In one study the relationship among career experience, life satisfaction, and organizational factors for managers of healthcare organizations is explored. Within this study a two-stage Delphi analysis of American College of Healthcare Executives (ACHE) members identified nine domains of important job skills, knowledge, and abilities necessary for Success as healthcare managers. The nine domains, ranked in order of importance, are cost/finance, leadership, professional staff interactions, healthcare delivery concepts, accessibility, ethics, quality/risk management, technology, and marketing.

Chapter 4

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- The primary objective of the research is to find employees' satisfaction level of the organization .

SECONDARY OBJECTIVES

- To access the general attitude of the employees towards Avatar Gold and Diamonds.
- To know how employees opinion about work place, pay and benefits.
- To study and analyses the various factors affecting the job satisfaction level.

Chapter 5

RESEARCH METHODOLOGY

The data needed for the study is collected from the employees, through questionnaire. Analysis and interpretation has been done by using the statistical tools and data presented through tables and charts.

5.1 RESEARCH DESIGN

The study was based on survey method. The aim of the study is to find satisfaction levels of employees.

5.2 SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population. Convenience sampling method used in selected samples.

5.3 PERIOD OF STUDY

This study on employee satisfaction was conducted during the period of one month.

5.4 SAMPLE SIZE

The sample size of this study is fifty respondents.

5.5 DATA COLLECTION

The data collected for the study consists of both primary and secondary data.

5.6 PRIMARY DATA

In this study primary data were collected through personnel interview using questionnaire. The questionnaire was administered to fifty employees of AVATHAR GOLD, EDAPPAL.

5.7 SECONDARY DATA

Secondary data for this study was collected from.

- Previously published records, statistics, research reports and documents.
- Books, Periodical and websites.

5.8 QUESTIONNAIRE

In this study the researcher have used a questionnaire consisting of ten multiple choice based questions

5.9 TOOLS USED FOR ANALYSIS

Percentage Analysis, Hypothesis Testing, Chi-Square Test are used as statistical tools for the analysis.

5.10 GRAPHICAL REPRESENTATION OF DATA

Graphical Representation tool such as Bar Graphs and Pie Charts have been used for the data analysis.

5.11 LIMITATIONS OF THE STUDY

- This is subjected to the basis and prejudices of the respondents, hence 100% of accuracy cannot be assured.
- The research was carried out in a short span of time, where in the research could not widen the study.
- The period of study was too short. So it was not possible to collect the relevant information with in that period.
- The findings are based on the answers given by the employees, so any error or bias may be affect the validity of the finding.

THEORETICAL FRAMEWORK

MEANING

Employee satisfaction is a measure of how happy workers are with their job and working environment. Keeping morale high among workers can be tremendous benefit to any organization, as happy workers will be likely to benefit to any company. There are many factors for maintaining high employee satisfaction, which wise employers would do will to implement.

EMPLOYEE SATISFACTION

To increase employee satisfaction, many companies will have mandatory survey or face to face meeting either employees to gather information. Both of these tactics have pros and cons and should be chose carefully. Surveys are often annoying allowing workers more freedom to be honest without fear. Interview with company management can feel intimating but if done carefully can let to workers know their voice has been heard and their concern addressed by those in changes. Surveys and meetings can truly got the center of data surrounding employee satisfaction and can be great tools to identify specific problems leading to lowering morale.

Many experts believe that one of the best ways to maintain employee satisfaction is to make workers feel they are part of the family or team. Holding Office Events such as parties and group outings can help close bonds among workers. Many companies also participate in team building retreats that are designed strengthen the working relationship of the employers in the non-working related settings. Company trips, pain ball wars and guided back parking trips are versions of this type of team building strategy, with which many employees have founded success.

Of course, few will not experience a boost in morale after receiving more and many raises and bonuses can seriously affect employee satisfaction and should be given when possible. Yet money cannot solve all morale issues and of a company with wide spread problems for workers cannot improve their overall improvement, a bonus may be quickly forgotten as daily stress of an unpleasant job continuous to mount.

If possible, provide amenities to your workers to improve morale. Make sure they have a comfortable,

learn, break, rooms which basic necessities such as a running mates keep facilities

such as clean bathroom stocked with supplies. While professionalism is necessary for most business allowing workers to keep family photos or small trinkets on their desk can make them feel more comfortable and nested at their workstation. Basic consideration like these can improve employee satisfaction, as workers will feel well asked for by their employers.

The backbone of employee satisfaction in respect for workers and the job they perform. In every interaction with management, employees should be treated with courtesy and interest. In every avenue for employers to discuss problems, with upper management should be maintained and carefully monitored. Even if management cannot meet all the demands of employees. Showing workers that they are being heard and putting honest dedications into compromising will often help to improve morale.

IMPORTANCE OF EMPLOYEE SATISFACTION

Purpose or benefits of employee satisfaction include as following,

- Enhance employee retention.
- Increase productivity.
- Increase customer satisfaction.
- Reduce turnover, recurring and training cost.
- Enhance customer satisfaction and loyalty.
- Energetic employees
- Improve team work
- Higher quality products and or services due to more competent, energized employee.

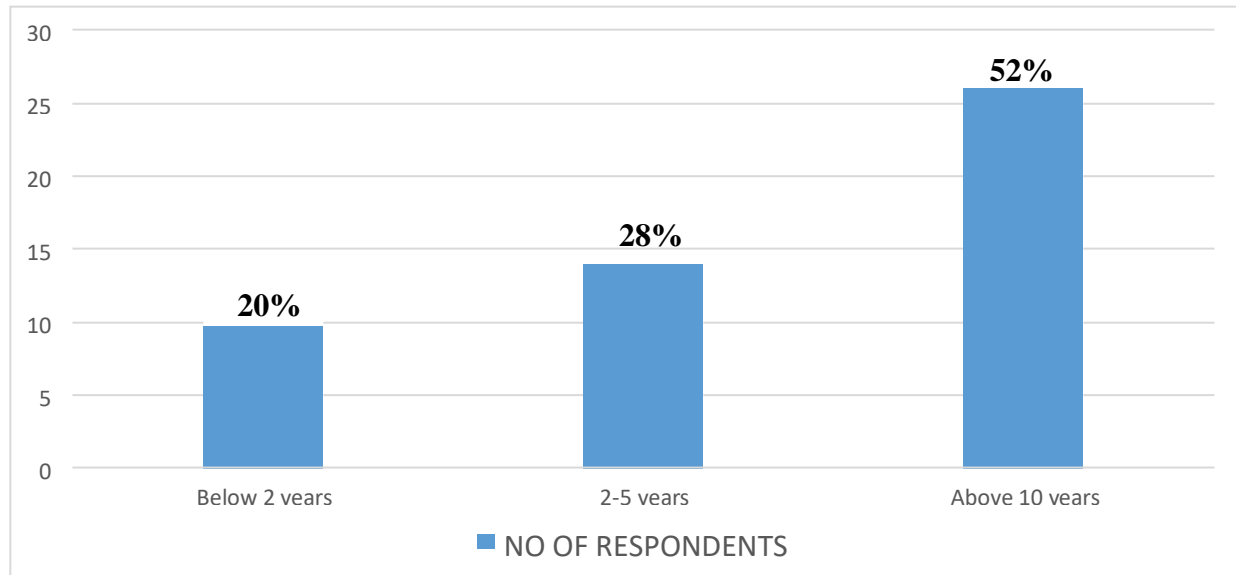
Chapter 6

DATA ANALYSIS AND INTERPRETATION

TABLE NO. 6.1: WORKING EXPERIENCE OF EMPLOYEES

EMPLOYEES	NO OF RESPONDENTS	PERCENTAGE
Below 2 years	10	20%
2-5 years	14	28%
Above 10 years	26	52%
Total	50	100

CHART NO. 6.1: WORKING EXPERIENCE OF EMPLOYEES



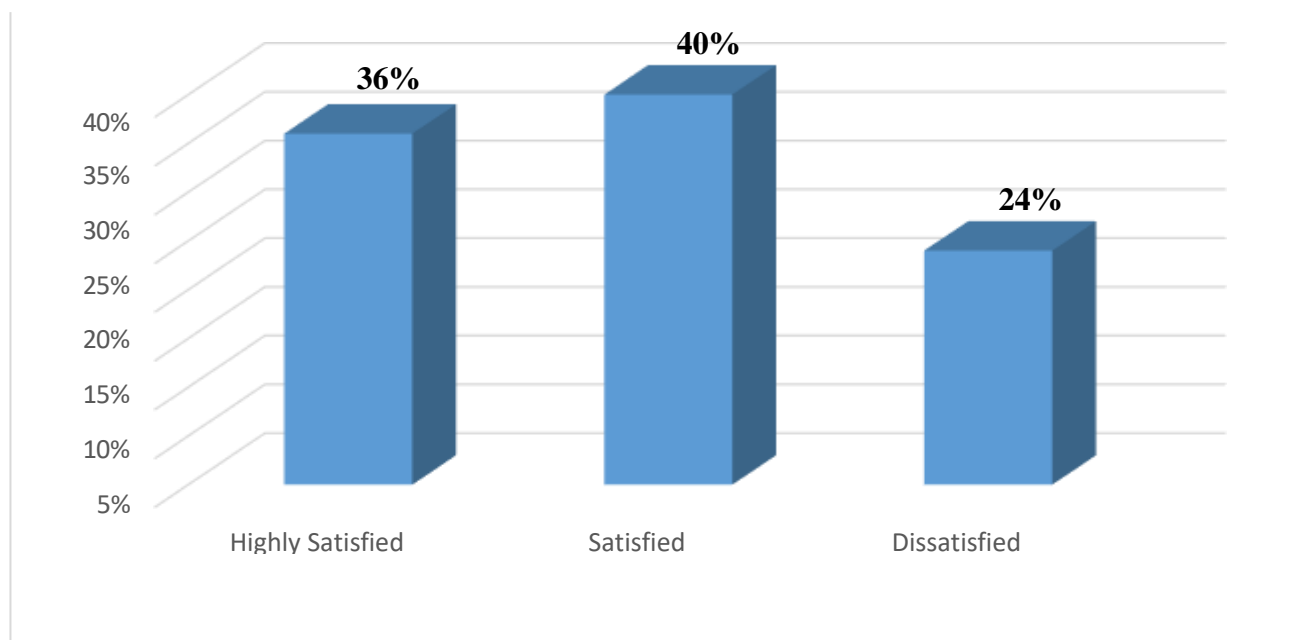
INTERPRETATION

From the above table, 20% of employees have the working experience below 2 years and 28% in between 2-5 years, at the time 52% employees' work above 10 years in this institution

TABLE NO. 6.2: SATISFACTION OF EMPLOYEES IN TRAINING AND PROGRAMMES

OPINION	NO OF RESPONDENTS	PERCENTAGE
Highly Satisfactory	18	36%
Satisfied	20	40%
Dissatisfied	12	24%
Total	50	100

CHART NO. 6.2: SATISFACTION OF EMPLOYEES IN TRAINING AND PROGRAMMES



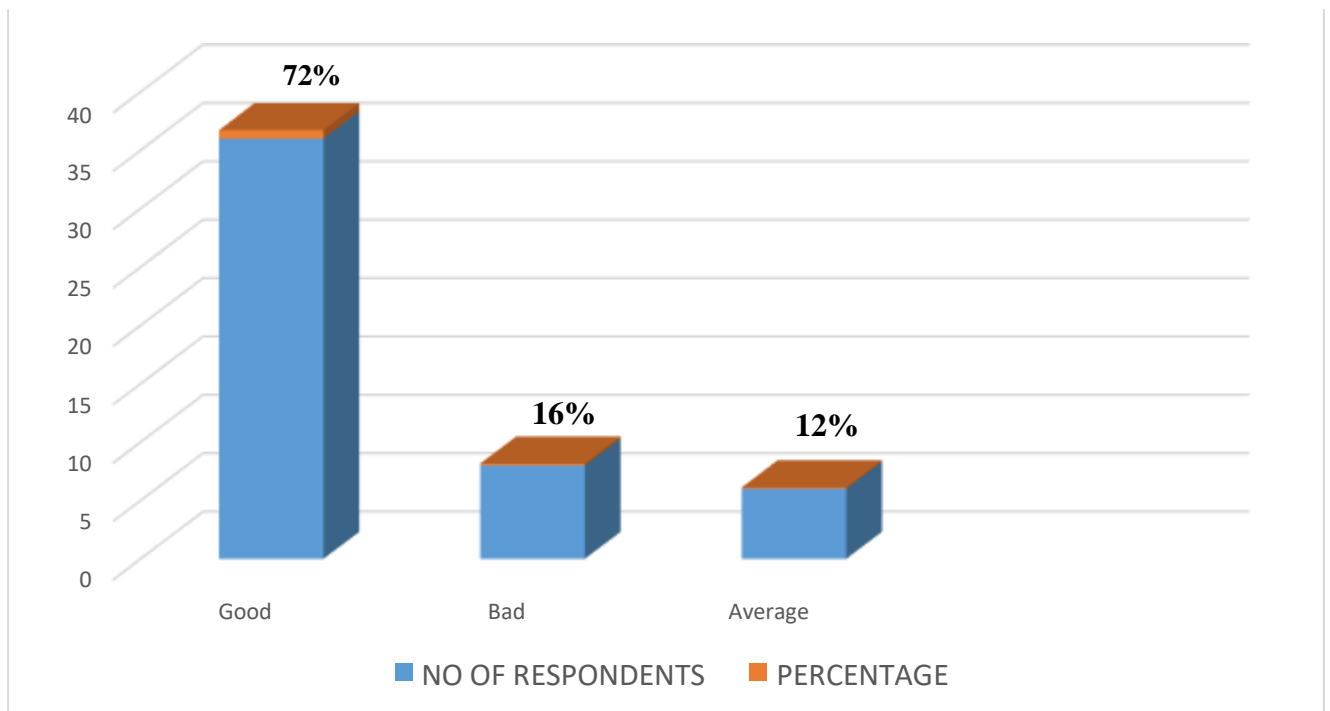
INTERPRETATION

From the above table 36% of employees are highly satisfied in training programmes, 40% of employees satisfied and 24% dissatisfied.

TABLE NO. 6.3: OPINION OF EMPLOYEES IN SAFETY MEASURES OF INSTITUTION

OPINION	NO OF RESPONDENTS	PERCENTAGE
Good	36	72%
Bad	8	16%
Average	6	12%
Total	50	100

CHART NO. 6.3: OPINION OF EMPLOYEES IN SAFETY MEASURES OF INSTITUTION



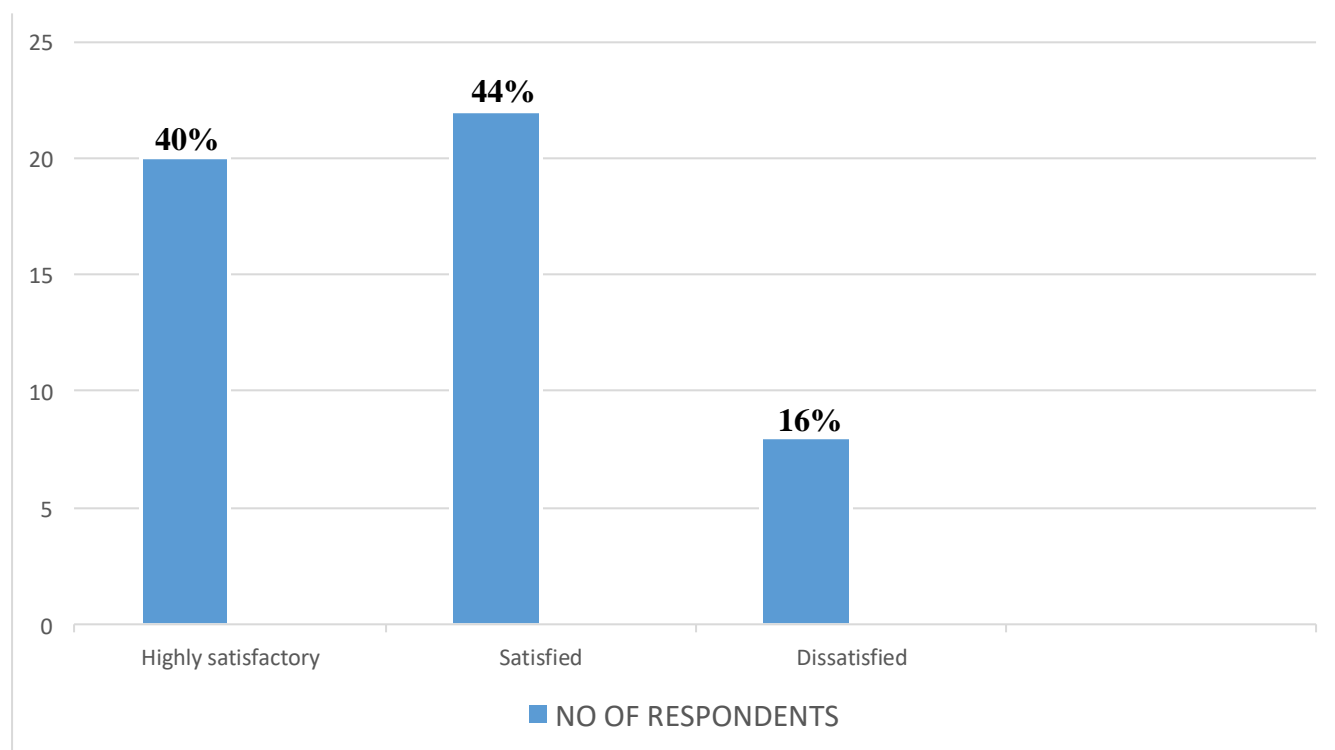
INTERPRETATION

Form the above table 72% of employees had good opinion about the safety measure and 16% had bad opinion, same time 12% employees had average safety measure only provided.

TABLE NO. 6.4: SATISFACTORY LEVEL OF EMPLOYEES LEAVE PROVIDED

SATISFACTORY LEVEL	NO OF RESPONDENTS	PERCENTAGE
Highly satisfactory	20	40%
Satisfied	22	44%
Dissatisfied	8	16%
Total	50	100

CHART NO. 6.4: SATISFACTORY LEVEL OF EMPLOYEES LEAVE PROVIDED



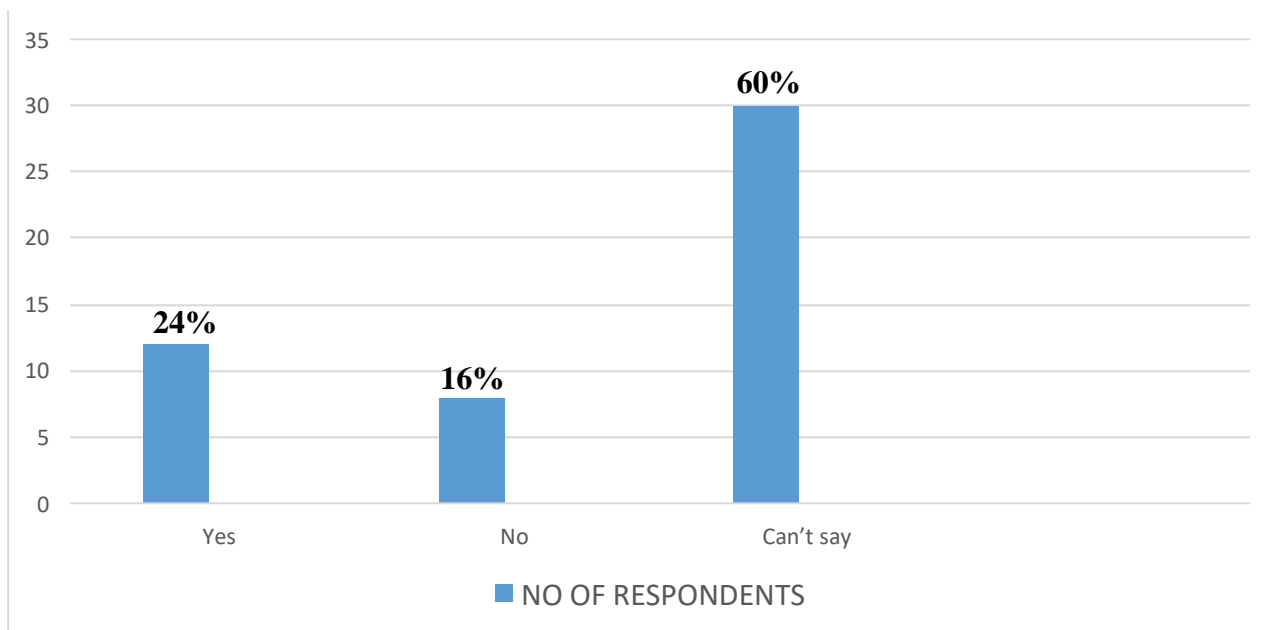
INTERPRETATION

From the above table 40% of employee highly satisfied in their leave provided, 44% are satisfied and 16% dissatisfied.

TABLE NO. 6.5: SHOWING WHETHER THE JOB OFFER TO REALISE EMPLOYEES APPLICATION AND AMBITION

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	12	24%
No	8	16%
Can't say	30	60%
Total	50	100

CHART NO. 6.5: SHOWING WHETHER THE JOB OFFER TO REALISE EMPLOYEES APPLICATION AND AMBITION



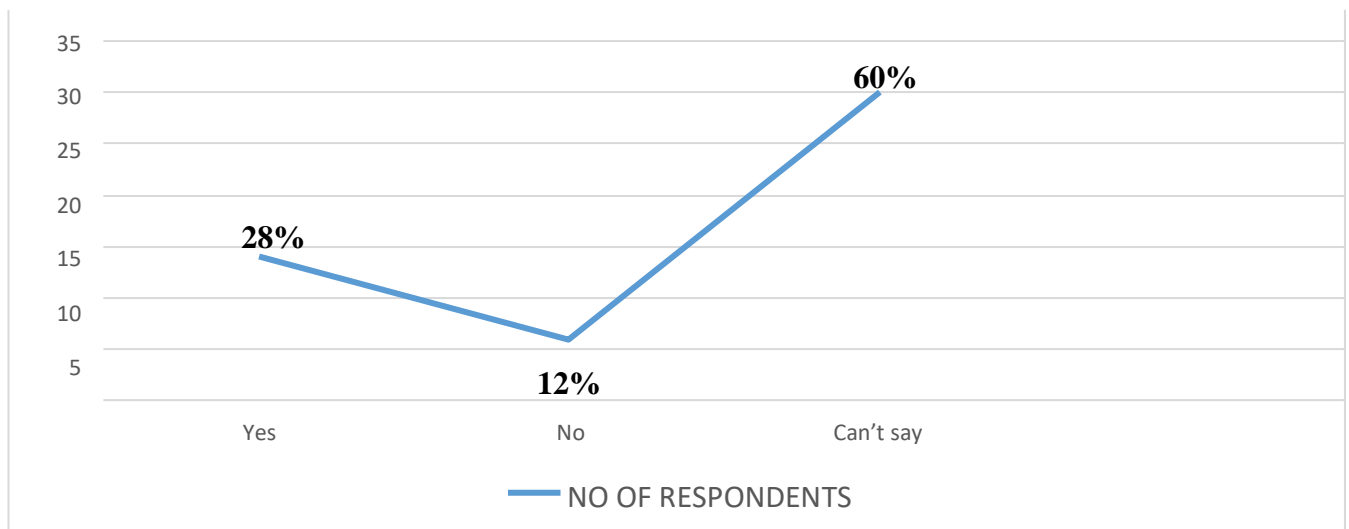
INTERPRETATION

From the above table 24% of employees are satisfied and 16 % are dissatisfied also 60% of employees are not answered the question.

TABLE NO. 6.6: SHOWING WHETHER EMPLOYEES TO GET ANY CHANCE TO BE INVOLVED AND IDENTICAL WITH GOAL AND IMAGE

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	14	28%
No	6	12%
Can't say	30	60%
Total	50	100

CHART NO. 6.6: SHOWING WHETHER EMPLOYEES TO GET ANY CHANCE TO BE INVOLVED AND IDENTICAL WITH GOAL AND IMAGE



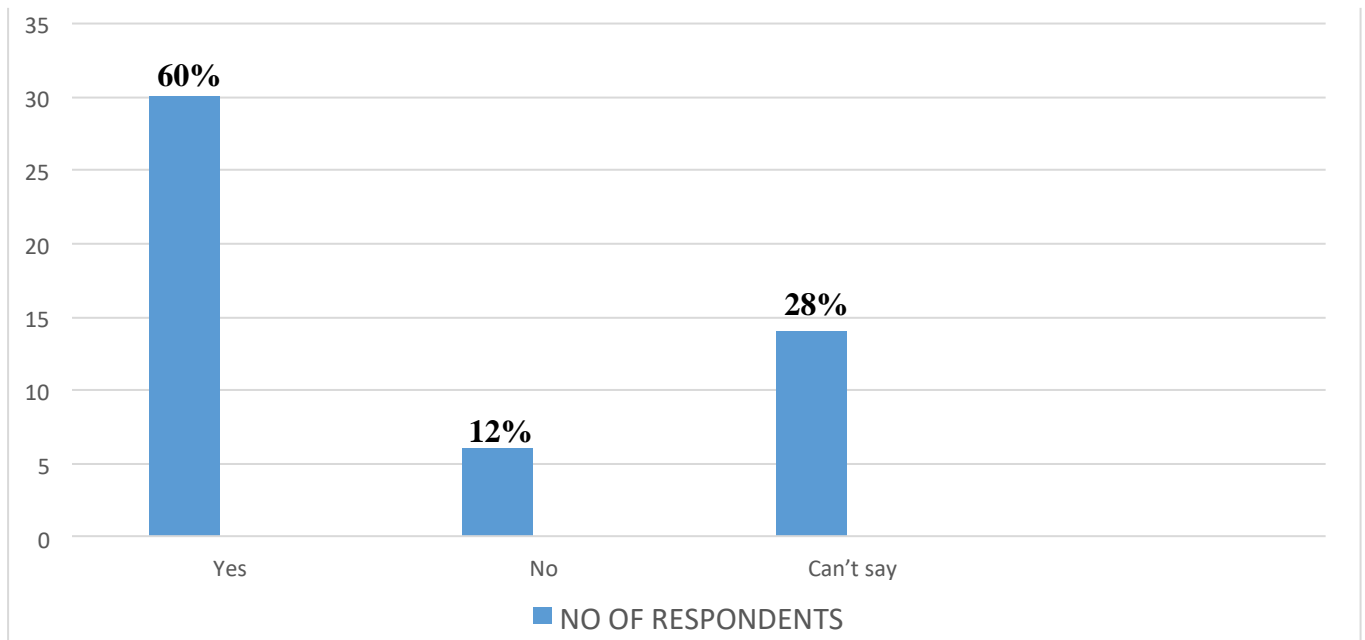
INTERPRETATION

From the above table 28% of employees to get chance to be involved and identified with goal and image. 12% should not get chance and 60% of employees are not answered the question

TABLE NO. 6.7: SHOWING WHETHER EMPLOYEES TO GET A CHANCE IN PART OF DECISION MAKING

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	30	60%
No	6	12%
Can't say	14	28%
Total	50	100

CHART NO. 6.7: SHOWING WHETHER EMPLOYEES TO GET A CHANCE IN PART OF DECISION MAKING



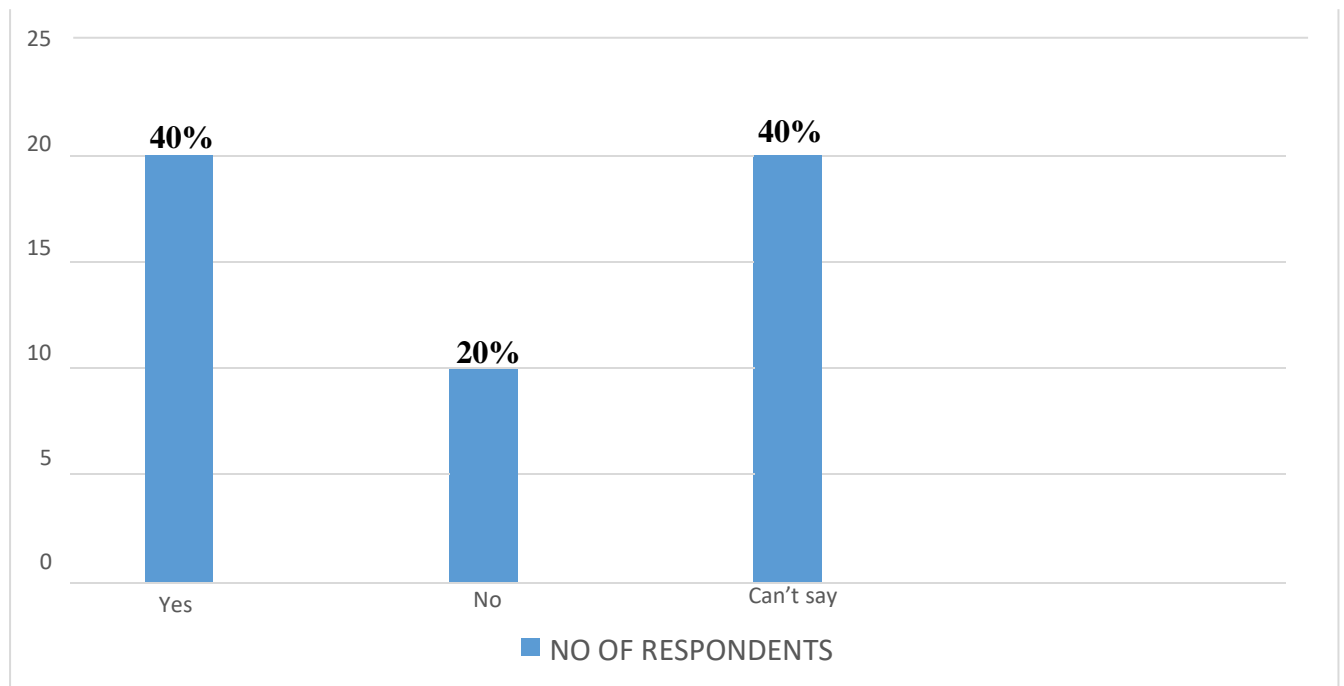
INTERPRETATION

From the above table 60% of employees get chance to be involved in decision making 12% should not get chance and 28% of employees are not answered the question.

TABLE NO. 6.8: SHOWING WHETHER EMPLOYEES FEELS GOOD TEAM SPIRIT EXIST IN YOUR WORK ENVIRONMENT

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	20	40%
No	10	20%
Can't say	20	40%
Total	50	100

CHART NO. 6.8: SHOWING WHETHER EMPLOYEES FEELS GOOD TEAM SPIRIT EXIST IN YOUR WORK ENVIRONMENT



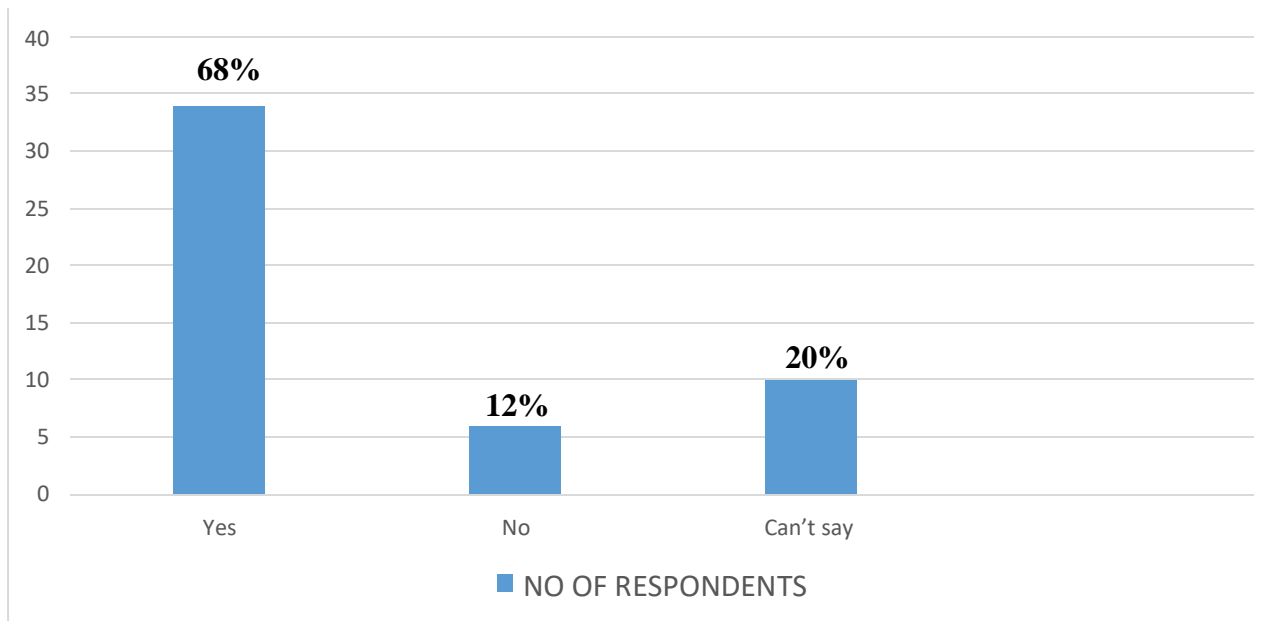
INTERPRETATION

From the above table 40% of employees feels the good team spirit, 20% should not feel and 40% of employees are not answered the question.

TABLE NO. 6.9: SHOWING WHETHER EMPLOYEES TO GET PROPER PROMOTION AND GROWTH OPPORTUNITES

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	34	68%
No	6	12%
Can't say	10	20%
Total	50	100

CHART NO. 6.9: SHOWING WHETHER EMPLOYEES TO GET PROPER PROMOTION AND GROWTH OPPORTUNITES



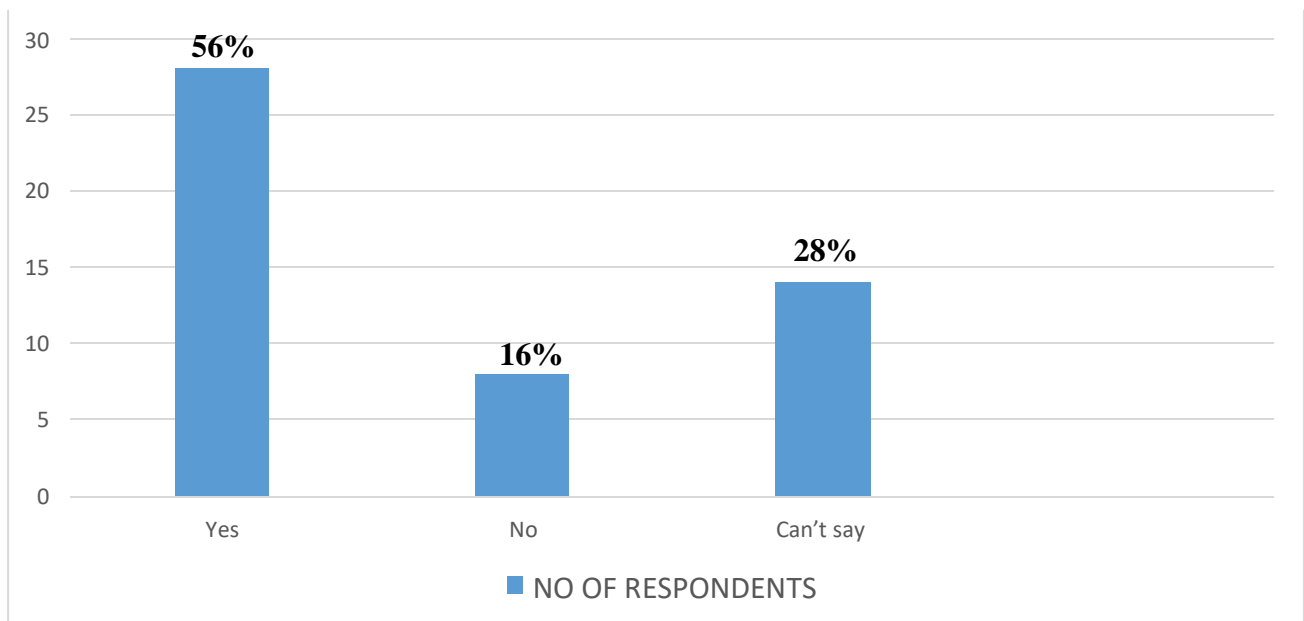
INTERPRETATION

From the above table 68% employees get proper promotion and growth opportunities, 12% of employees do not get, 20% employees did not answer the question.

TABLE NO. 6.10: SHOWING WHETHER SUPERVISOR LISTEN TO THE OPINION AND SUGGESTIONS

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	28	56%
No	8	16%
Can't say	14	28%
Total	50	100

CHART NO. 6.10: SHOWING WHETHER SUPERVISOR LISTEN TO THE OPINION AND SUGGESTIONS



INTERPRETATION

From the above table 56% of employees are agreed that supervisor listen to their opinions and suggestions, but 10% employees are disagree and 28% employees are not answered the question.

Chapter 7

FINDINGS

- Majority of the employees know the overall goals of the company.
- 52% of the employees are working with more than 10 years of experiences which has led to the increase in the satisfaction level in term to trust and loyalty towards the company.
- 40% of the employees are satisfied with the training and programmes.
- In term of safety company has been given to be at good position by 72% of the employees.
- Only 16% of employees are dissatisfied with the leave and other conditions provided by the company.
- Most of the employees always get a chance a part of decision making (60%).
- Majority of employees are satisfied with the allowances provided by the company.
- Higher portion of employees are satisfied with the promotion and growth opportunities (68%) provided by the company.
- Majority (56%) opinion and suggestion of employee's are listened by the superior.

Chapter 8

SUGGESTIONS

- Certain employees of the company (20%) who are less experience and unaware about the goals of the company should be trained and get directed towards the goal.
- Management should conduct its training and program in such a way that create interest and provide better training to (24%) employees.
- Management should time to time check for the safety measures in the organization, so (16%) employees will feel satisfaction toward the safety.
- Management should provide proper leave to the (16%) employees.
- Management should provide more opportunities to (40%) employees in order to participate in decision making which will lead to generate good business idea.

Chapter 9

CONCLUSION

As a part of our Dissertation work, I got an opportunity to work upon a period of One month in preparing AVATAR GOLD AND DIAMONDS employee satisfaction level.. It helped me to analyze the working of the organization which helped as to convert our theoretical knowledge into practical.

The present study is an earnest attempt to determine employee's satisfaction in AVATAR GOLD AND DIAMONDS. It is indeed necessary for any organization to understand the need of their employees and fulfill them before they leave the organization. If nothing is done by the organization then there are chances to loose talented employees from any organization to its competitors. Hence it is necessary for any organization to ensure employees satisfaction.

From the study it was identified that the most of the employees are satisfied with the job. Majority of the employees are satisfied with the salary structure, promotional programs, working condition, allowances provided by the organization. They are also satisfied with the employer-employee relationship and communication channel in the organization. But still only 40% of the employees get opportunities to participate in decision making. Also majority of the employees are not provided with the welfare measures. If the firm concentrates of the findings and suggestions of their survey, we hopefully believe that the organization can further bring out their labor with full satisfaction and obtain good result.

Chapter 10

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Chapter 11

ANNEXURE QUESTIONNAIRE

I, **POOJA KUMARI**, VIth Semester BBA Students of Arka Jain University. This is a survey conducted as part of my minor project in partial fulfillment of the U.G. under the Arka Jain University. The Information given by you will be used purely for Academic purpose and will be kept confident. I will be very much obliged if you spare some time for answering the following questions.

Name:

Sex:

Position:

PERSONAL INFORMATION

Age:

20-30 30-40 41-50 51 &Above

Education Qualification:

SSLC Plus Two Degree Other

Monthly Income:

Below 8000 8000-10000 10000-25000

1. Whether Company Give more concern for production or people?

People Production

2. Whether the company give reward to the employee?

Yes No

Opinion	Highly- Satisfied	Satisfied	Neutral	Dis- Satisfied	Highly- Dissatisfied
3. Salary provided					
4. Incentives Provided					
5. Drinking Facility					
6. Rest Time					
7. Break Duration					
8. Food					
9. Time Schedule of work					
10. Reward Provided					