

Final Project Report

**“A Study on Satisfaction of Employees on Joining Process
at Reliance JIO”**

Submitted to:

DMSR

**G. S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)**

Affiliated To:

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur
In partial fulfilment for the award of the degree of
Master of Business Administration**

Submitted by:

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Under the Guidance of:

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NAAC Accredited “A” Grade Institution**



Academic Year 2022-2023

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2022-2023

CERTIFICATE

This is to certify that **VAISHNAVI S. KHADE** has submitted the project report titled, **“A STUDY ON SATISFACTION OF EMPLOYEES ON JOINING PROCESS AT RELIANCE JIO”**, towards the partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Dr. Aniruddha Akarte
(Project Guide)

Dr. Sonali Gadekar
(Co-ordinator)

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution**



Academic Year 2022-2023

DECLARATION

I here-by declare that the project with title “**A STUDY ON SATISFACTION OF EMPLOYEES ON JOINING PROCESS AT RELIANCE JIO PVT. LTD.**” has been completed by me in partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course under taken by me.

Vaishnavi S. Khade

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
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Academic Year 2022-2023

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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Swati Kathaley** , Principal, **G. S.College of Commerce & Economics, Nagpur.**

I am extremely thankful to my Project Guide **Dr Aniruddha Akarte** for her guidance throughout the project. I tender my sincere regards to the Coordinator, **Dr. Sonali Gadekar** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Vaishnavi S. Khade

Place: Nagpur

Date:

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INTRODUCTION

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 are considered to be vital to employee's satisfaction. There are recruiting, selection process, interview, test, on-boarding, pre-boarding, joining, welcome in organization and satisfaction about position. 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.

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 **RELIANCE JIO INFOCOMM LTD** are satisfied or not. So I had to address the problem in my study.

Job satisfaction describes how content an individual is with Joining process. There are a variety of factors that can influence a person's level of joining process satisfaction. Some of these factors include the level of on-boarding and pre-boarding, interview and satisfaction about position and company.

Employees Satisfaction

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.

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 employeesatisfaction 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 teambuilding 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 easy 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.

Employee satisfaction is a factor in motivation, retention and goal achievement in the place of work and commitment is a factor that include no excess work load, treating employee with respect, provide recognition & rewards, fringe benefits and positive management. The purpose of this topic is to study the employee satisfaction and organizational commitment and to examine the satisfaction level of staff and its impact on Commitment. This is descriptive and empirical in nature and purposive sampling technique is used. The study is based

on primary data, which has been collected through structural questionnaire , filled by member stake 50 respondents of has been selected on random sampling basis percentage method is used for data analysis. According to findings of this data the employee satisfaction effects commitment of management and staff. Factors affecting employee satisfaction and commitment are rewards ,stress, leave, benefits and compensation given to the staff by the management which are important to improve the motivation level and employee satisfaction.

Keywords:- Management , Organizational Behavior , Goal Achievement, Satisfaction , Sampling

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 employers
- Improve team work

Company profile

Reliance Jio is a LTE mobile network operator in India . It provides integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting services spanning and covering over 21,000 cities and towns and over 400,000villages. It provides wireless 5G LTE service network (without 2G/3G/4G based services)and is the only „VoLTE-only' (Voice over LTE) operator in the country.

Reliance Jio owns and operates the world's largest next generation IP enabled connectivity infrastructure, comprising over 280,000 kilometers of fiber optic cable systems in India,USA, Europe, Middle East and the Asia Pacific region.

The organization is divided into various Jio centres in a state. Delhi NCR region comprises ofthirty-four Jio Centres. The head office or headquarters of Reliance Jio is at Mumbai.

“Reliance Jio promises to shape the future of India by providing end to end digital solutions for business, institutions and households and seamlessly bridging the rural-urban divide



Mr. Mukesh D. Ambani (DIN 00001695) is a Chemical Engineer from the Institute of Chemical Technology, Mumbai (erstwhile the University Department of Chemical Technology, University of Mumbai). He pursued an MBA from Stanford University in the US. He has been on the Board of Reliance since 1977. He initiated Reliance's backward integration journey – from textiles to polyester fibers and further onto petrochemicals and petroleum refining, and going upstream into oil and gas exploration and production. He created multiple new world-class manufacturing facilities involving diverse technologies that have raised Reliance's petrochemicals manufacturing capacities from less than a million tone's to about 21 million tones' per year.

Mr. Mukesh Ambani is a member of The Foundation Board of the World Economic Forum. He is an elected Foreign Member of the prestigious United States National Academy of Engineering. He is a member of the Global Advisory Council of Bank of America. He is also a member of International Advisory Council of The Brookings Institution.

Mr. Ambani is also a member of the following forums:

- - Stanford Global Advisory Council
- - McKinsey & Company International Advisory Council
- - The Business Council
- - Chairman of the Board of Governors, Pandit Deendayal Petroleum University in Gujarat
- - India Advisory Group of the London School of Economics
- - India Advisory Council of The British Asian Trust (as Chairman)
- - Indo-U.S. CEOs' Forum
- - Board of Governors of the National Council of Applied Economic Research, India



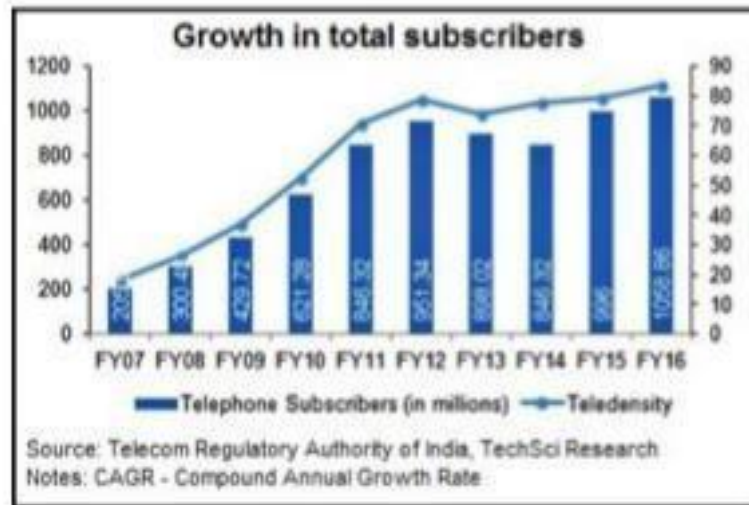
About Telecommunication

India is currently the world's second-largest telecommunications market and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG).

The liberal and reformist policies of the Government of India have been instrumental along with

strong consumer demand in the rapid growth in the Indian telecom sector. The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumer at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms has made the sector one of the fastest growing and a top five employment opportunity generator in the country.

Driven by strong adoption of data consumption on handheld devices, the total mobile services market revenue in India is expected to touch US\$ 37 billion in 2017, registering a Compound Annual Growth Rate (CAGR) of 5.2 per cent between 2014 and 2017, according to research firm IDC.



According to a report by leading research firm Market Research Store, the Indian telecommunication services market will likely grow by 10.3 per cent year-on-year to reach US\$ 103.9 billion by 2020.

According to the Ericsson Mobility Report India, smartphone subscriptions in India is expected to increase four-fold to 810 million users by 2021, while the total smartphonetraffic is expected to grow seventeen-fold to 4.2 Exabytes (EB) per month by 2021

According to a study by GSMA, smartphones are expected to account for two out of every three mobile connections globally by 2020 making India the fourth largest smartphone market. India is expected to lead in the growth of smartphone adoption globally with an estimated net addition of 350 million by year 2020. Total number of smart phone shipments in India stood at 25.8 million units in the quarter ending December 2016, and smart phone shipments during 2016 stood at 109.1 million units, up by 5.2 per cent year-on-year.

Reliance Jio Infocomm Limited, doing business as **Jio**, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. Jio offers 4G and 4G+ services all over India and 5G service in many cities. Its 6G service is in the works.

Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 42.62 crore (426.2 million) subscribers.^[3]

In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. As of September 2020, Reliance Industries has raised ₹1.65 lakh crore (US\$21 billion) by selling nearly 33% equity stake in Jio Platforms

Product and services

1. 4G Broadband –

It offers data and voice services with peripheral services like instant messaging, live TV, movies on demand, news, streaming music, and a digital payments platform

2. LYF Smart phones –

Jio tied up with domestic handset maker index to supply 4G handset enabled with voice over LTE (VoL TE) feature.

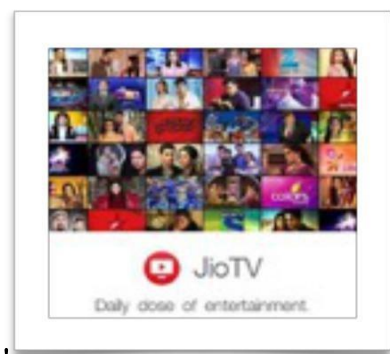
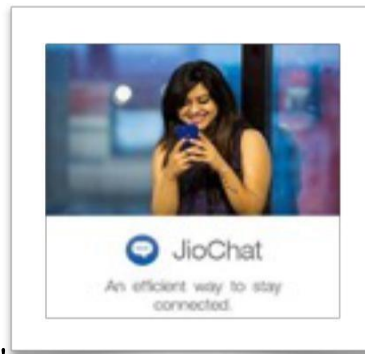
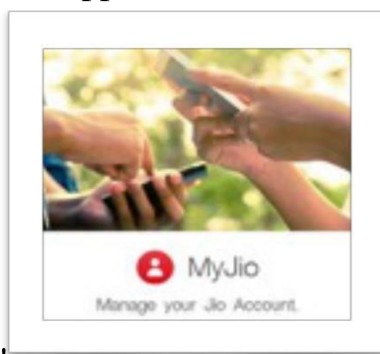
Through this network, it plans to offer 4G voice calling besides rolling out high-speed Internet services

3. Jio-net Wifi –

Jio has started providing free Wifi hotspot services in cities throughout India

4. Jio apps -

Jio launched multiple of multimedia applications on Google Play as part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jio SIM card to use them. Some of the applications are –



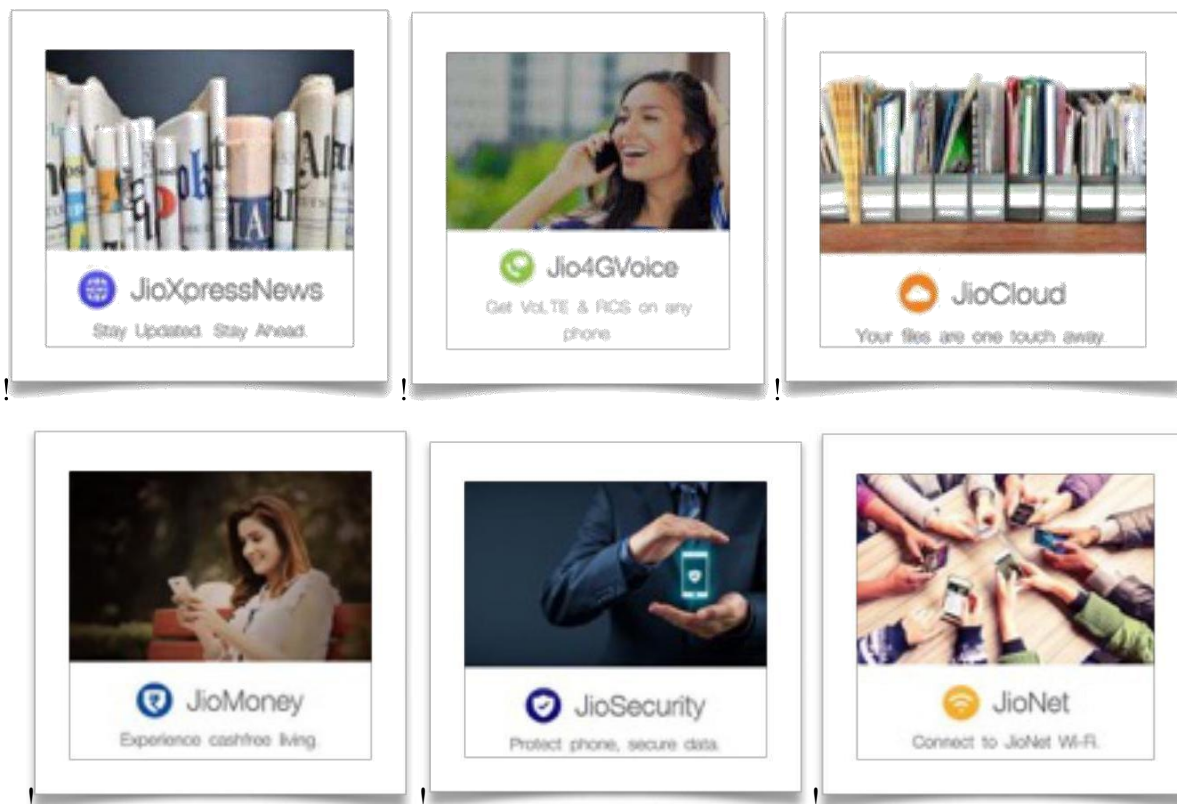


Figure4: JIO Products

Home to the world’s second largest population of 1.2 billion, India is a young nation with 63% of its population under the age of 35 years. It has a fast-growing digital audience with 800 million mobile connections and over 200 million internet users. Reliance thoroughly believes in India’s potential to lead the world with its capabilities in innovation. Towards that end, Reliance envisages creation of a digital revolution in India.

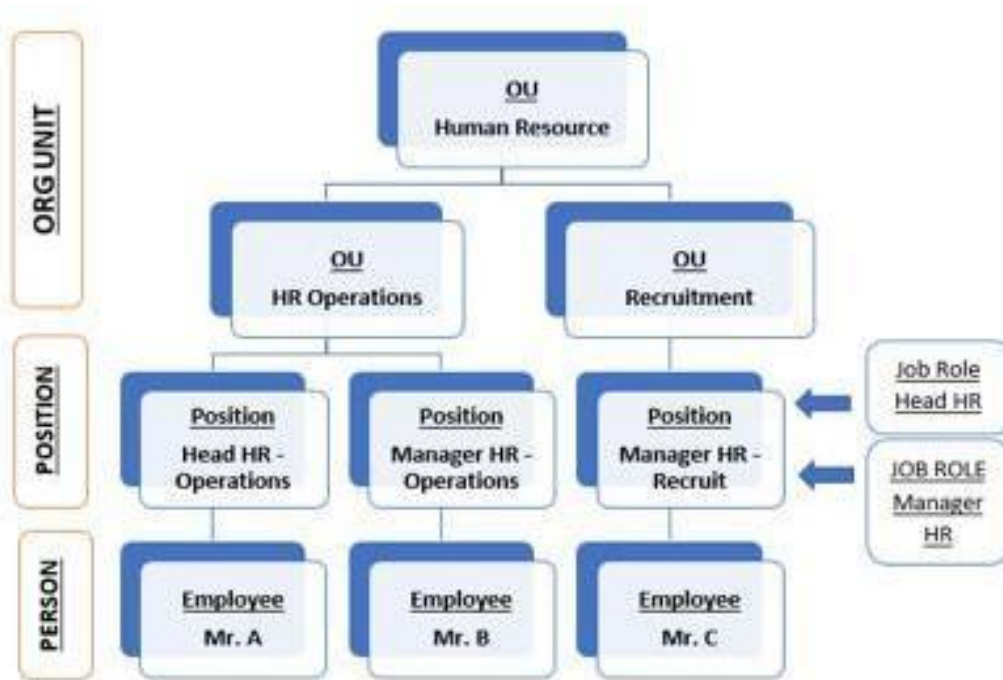
Reliance Jio aims to enable this transformation by creating not just a cutting-edge voice and broadband network, but also a powerful ecosystem on which a range of rich digital services will be enabled – a unique green-field opportunity.

The three-pronged focus on broadband networks, affordable smart phones and the availability of rich content and applications has enabled Jio to create an integrated business strategy from the very beginning, and today, Jio can offer a unique combination of telecom, high speed data, digital commerce, media and payment services.

Why JIO?

- Unmatched 4G Network with lowest data rate globally
- Instant E kyc Adhaar Card activation
- Nationwide free voice calls to any network. Roaming FREE
- No complex telecom charges
- Extra discounts for students
- Enterprise friendly solutions and plans
- JIO Platinum Customer Service – the first of its kind

ORGANIZATION MANAGEMENT – HR PLATFORM



Human Resource – Data Structure

COMPITITOR OF RELIANCE JIO

1. Airtel

Airtel launched its own wifi 4G wifi device. The Huawei made Airtel WiFi hotspot is powered by a 1500 mah Li-ion Polymer battery and can connect 10 devices for up to 6 hours. The battery lasts for 5 – 5.5 hours and takes up to four hours to completely get charged. The device can fall back to 2G or 3G network at places where there is no 4G coverage.

Airtel has priced the product at 2,299 INR.



2. VODAFONE

The Vodafone wifi device is powered to last upto 6 hours with a 1500 mah li-ion battery. It provides speed upto 150 mbps and can connect 10 devices at max.

The product is priced at a value of 2,399



3. IDEA

Idea Cellular was an Indian mobile network operator based at Mumbai, Maharashtra. Idea was a pan-India integrated GSM operator and had 220.00 million subscribers as of June 2018. Idea Cellular merged with Vodafone India and is now known as Vodafone Idea or Vi. [Wikipedia](#)



Wireless Internet

2nd generation internet is the most prevalent in india in the past decade. Wireless ISPs in India use both CDMA and Edge technologies for 2g.

India's wireless internet frequencies are

2G: GSM 900 MHz ,GSM 1800 MHz

3G: UMTS 2100 MHz

4G: TDLTE 2300 MHz, FDLTE 1800 MHz

Market values

- According to a report by leading research firm market research store, the Indian telecommunication service market will likely grow by 10.3 % year-on-year to reach US \$ 103.9 Billion by 2020.
- According to the Ericsson mobility report India, smartphone subscriptions in India is expected to increase four-fold to 810 million users by 2021, while the total smartphone traffic is expected to grow seventeen-fold to 4.2 Exabyte's (EB) Per Month by 2021.
- According to a study by GSMA, smartphones are expected to account for two out of every three mobile connections globally by 2020 making India the fourth largest smartphone market. India is expected to lead in the growth of smartphone adoption globally with an estimated net addition of 350 million by year 2020.
- Total number of smartphones shipment in India stood at 325.8 Million units in the quarter ending December 2016, and smartphone shipment during 2016 stood at 109.1 million units, up by 5.2 per cent year-on-year. Broadband services user-base in India is expected to grow to 250 million connections by 2017

Recruitment and Selection

Recruitment can be considered the principal function of the Human resource department. It is a process that includes sourcing, screening, and shortlisting. It refers to the process of identifying the staffing need and then filling it. The whole process includes identifying, attracting, interviewing, selecting, and onboarding the right candidates for the organization.

The volume of the recruitment team can differ from company to company based on the strength of the organization. However, in a small-scale organization, recruitment is the responsibility of a recruiting manager. While many organizations rely on third-party recruitment consultancies, while some companies have their recruitment team, like Geeks for Geeks

Recruitment Process

Every organization follows its own recruitment process, but there are some basic steps that are followed by most the organization, which are listed here:



Step 1: Preparing

Once the job opening is approved internally, the recruiter contacts the hiring manager. This step is about gathering details about the open position. During the discussion, the recruiter has to gather information, like the required skills, roles, responsibilities, etc., and use this information to write a clear and inclusive Job description. Based on the job description, they can write the job posting.

Step 2: Sourcing

Once the job description is ready, the next step is to start the sourcing. It refers to identifying and contacting qualified candidates rather than waiting for the candidate to apply for the position. The primary goal is to pull qualified candidates. A recruiter uses a variety of **job portals** to pull the resumes, but it is not essential that for every position, sourcing is required. In some cases, if there are a large number of applications, there may not be any need to source more candidates

Step 3: Screening

The Screening of a candidate can take place in many ways. Generally, the first step is Resume screening. If the resume meets the criteria required for the job opening, then the next step is the phone screening, in which, the recruiter can cover topics, like the candidate's availability, current role, and responsibilities, current salary, salary expectations, Notice period, etc., and if he seems to be the right candidate, an organization can process further with his profile.

Step 4: Selecting

This process is about sending the assignments, **psychometric tests** and scheduling interviews, participating in the interview process, and also keeping the hiring manager in the loop for the whole process. It is about maintaining a good relationship with the candidate and keeping the candidate updated about the interview feedback.

Step 5: Hiring

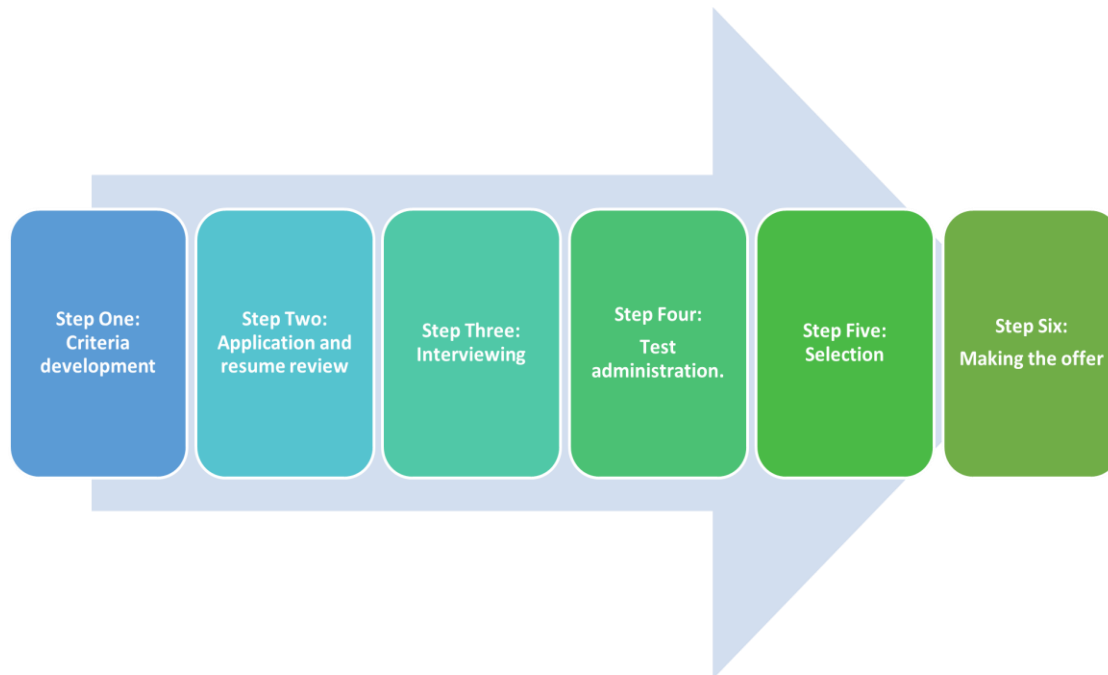
This step includes the final discussion with the candidate about salary, joining date, etc. Once the joining date is confirmed, the offer letter is released. In some cases, this step also includes background checks.

Step 6: On-boarding

Once the candidate has accepted the offer letter, the process is not over yet. This is where the pre-boarding period starts. This is the time between the joining date and when the offer letter was accepted. And it's very important to be in touch with your candidate during this period to keep them engaged. If not done so, it can result in them joining another company. It also includes sharing the new hire's email and other details with the team. Once the candidate starts the first day, it's time to begin the on-boarding process.

SELECTION PROCEDURE OF RJIL

The selection procedure of Reliance JIO Infocomm Limited contains seven steps through which effective personnel are hired. The steps are as follows:



1. Step One: Criteria development

The first aspect of selection is planning the interview process, which includes criteria development. Criteria development means determining which characteristics are sought for the position and how those characteristics will be assessed during the selection process. As previously mentioned, the criteria should be related directly to the job analysis and the job specifications.

2. Step Two: Application and resume review

Once the criteria have been developed, applications can be reviewed. Increasingly, HR managers use automated software to screen applications and resumes. These are based on keywords searches that narrow down the number of candidates' resumes for review.

3. Step Three: Interviewing.

After the HR manager and hiring manager have determined which applications meet the minimum criteria, they must select those people to be interviewed. Most people do not have time to interview twenty or thirty candidates, so the list of candidates is reduced to a 'short-list' – typically to 3 to 5 candidates for a final round of screening.

4. Step Four: Test administration.

After the interview stage, a company may administer a test or series of tests before a hiring decision is made. These could include drug tests, physical fitness tests, personality tests, and/or cognitive tests. Increasingly, at this stage, companies also perform social media checks to confirm that the information in their resume is the same as posted online, or to see how applicants present themselves to the public.

5. Step Five: Selection.

At this point in the process, hiring manager(s) should have the information they need to select the best suitable candidate for the position. All of the information gathered throughout the process is reviewed and a decision is made. Once the ideal candidate is selected, some organizations also perform reference checks and credit report checks to confirm final suitability.

6. Step Six: Making the offer.

The last step in the selection process is to offer a position to the chosen candidate. The development of an offer via e-mail or letter is a formal part of the process and requires careful articulation of all elements and conditions of the offer. Compensation and benefits will be defined in an offer, as will any unique legal considerations.

MISSION

Reliance's mission is:

- To provide the best and most value-adding advice within our advisory expertise areas
- To be an independent sparring-partner and to provide excellent advice for our clients within our advisory expertise areas

Reliance's activities shall be of benefit for both our clients – first and foremost – and for our collaboration partners and employees.

Reliance Jio promises to shape the future of India by providing end-to-end digital solutions for businesses, institutions and households and seamlessly bridging the rural-urban divide.



VISION

Reliance's vision is:

- To be our clients' first call and preferred collaboration partner within our advisory expertise areas
 - To consistently exceed our clients' expectations for professional and value-adding advice
 - Our objective is long-standing and trustful client relationships created via excellent advice and service.
-
- Reliances vision for India is that broadband and digital services will no longer be a luxury item. Rather, Reliance envisions an India where these are basic necessities to be consumed in abundance by consumers and small businesses alike, as much in far-flung villages as in our largest cities. The initiatives are truly aligned with the Government of India's Digital India vision for our nation.



VALUES

We are governed by our fundamental values:

- Quality: We do not compromise – we have a passion for the best quality
- Innovation: We are innovative and wish to enthuse our clients
- Ambition: We set high objectives and push to achieve the best results
- Honesty: We are honest towards our clients, also when it may be unpleasant to hear our true advice
- Integrity: We keep our word, guard confidentiality, and maintain a high level of integrity



1. Strengths of Jio

Strengths are characterized as what every business is best in its array of tasks, giving it an advantage over its rivals. They are inner qualities and assets that help an organization get effective results and can be utilized for the upper hand.

- **Most grounded Customer Acquisition technique –**

Reliance Jio presumably has the best client obtaining procedure to date. The brand offered their organizations in vain for 3-6 months to all of their customers. This achieved countless customers using Reliance Jio and achieved one of the most astounding customers acquiring methodologies all through the whole presence of telecom.

- **Solid Parent Organization –**

Jio is an auxiliary of Reliance Industries Limited which is high on its fund and can go about as a reinforcement for imaginative future endeavors. Dependence is a famous brand with a skilful Indian presence and has high trust among clients.

- **Innovative Technology-**

Jio right now utilizes the most recent 4G LTE innovation which is one of the world's best advances for what's to come. This is upheld by Voice over LTE which makes it versatile and steady of 5G and 6 G advancements which are relied upon to be the future in remote correspondence.

- **Strong Customer Base-**

Jio gloats of an astounding 100 million endorsers in the initial 170 days of its dispatch, a record which no other supplier has had the option to enlist. This has in like way made Reliance Jio India's most noteworthy Internet Service Provider.

- **Market Share-**

First mover advantage in making information cost more reasonable. Constrained different administrators to cut charges by winning a tremendous market share.

2. Weaknesses of Jio

Weaknesses are inner qualities and assets that neutralize a fruitful result. It is utilized to allude to regions where the business of the association needs improvement.

- **Late Entry –**

Reliance Jio has made a late introduction to the market which previously had set up players like Airtel and Vodafone who had involved a spot in the personalities of the client. It is trying to build a portion of the overall industry fundamentally since the contenders are solid MNC's, the place where the money wouldn't be an obstruction to keep Jio in check.

- **Activation Issues-**

Reliance Jio confronted various incubation issues attributable to not having the option to contain the colossal volumes of clients it had acquired. Such were delays in SIM Card actuation during the period that followed its dispatch.

- **High Reliance on Data–**

Reliance Jio is profoundly subject to information charges since call charges are free

3. Opportunities of Jio

Opportunities are delegated outer components that the substance can gain by or use for its potential benefit to accomplish its objectives. These emerge when an association can exploit conditions in its current circumstance to design and execute methodologies that empower it to turn out to be more productive.

Future Driven Technology –

Reliance Jio utilizes VoLTE 4G organization which is versatile to oblige 5G and 6G advancements. This offers various roads to Jio or future extension of transmission capacity.

Apps- Reliance Jio has VoLTE which has a lot of scope in terms of bandwidth. Thus they can offer apps to customers which are chargeable or even free initially and pay peruse later.

Competitive Pricing Strategies–

Reliance Jio values being a minimal expense Internet specialist co-op and versatile administrator. This can be used as positioning to target more markets and grow their market share since most of their competitors cannot afford their prices.

Expansion –

Currently Reliance Jio is functional just in India. There is, nonetheless, a ton of degree for development to unfamiliar nations essentially in the adjoining areas.

Data for Billion People–

The core opportunity is data and speed of data. Millennials are hugely involved in various platforms. The government push for digitization is making data a necessity rather than a privilege

4. Threats of Jio

Threats emerge when conditions in an outside climate risk the unwavering quality and benefit of the association's business. These outside variables could seriously influence the achievement of the undertaking.

Risk of Loss of Customers-

Customers lean toward Jio fundamentally in light of the low costs that they offer. At a phase when the organization expands its value, there might be a deficiency of clients. Client devotion is a test.

Removal of Fee Services-

Jio currently is associated with a lot of freebies. Once these are eliminated there might be a drop in deals for the organization.

The Loyal Customer Base of Existing Players-

The current contenders have a solid presence on the lookout. A late contestant like Jio will have a test in persuading faithful clients of different administrators since individuals are inclined toward more steady and dependable administrators.

Criticism and Negative Image –Reliance Jio has been involved in a ton of discussions from the time it was begun. These have achieved a negative brand picture for the association.

LITERATURE REVIEW

Goyal (1995)

Determined the extent of employee satisfaction experienced by textile workers due to primarily the statutory labour welfare facilities provided in the private, public and co- operative textile sectors in Punjab, the awareness and implementation of these labour welfare facilities and their correlation with job satisfaction, including the relationship between labour welfare and job satisfaction.

Judge, Timothy A.; Thoresen, Carl J.; Bono, Joyce E.; Patton, Gregory K. Psychological Bulletin, Vol 127(3), May 2001,

Database: Psyc articles [Journal Article]

A qualitative and quantitative review of the relationship between job satisfaction and job performance is provided. The qualitative review is organized around 7 models that characterize past research on the relationship between job satisfaction and job performance. Although some models have received more support than have others, research has not provided conclusive confirmation or discontinuation of any model, partly because of a lack of assimilation and integration in the literature.

Srivastava (2004)

The Impact of Labour Welfare on Employees Attitudes and Job Satisfaction, a comparative study was conducted on workers in the private and public sectors of Kanpur city. The researcher attempted to assess the quality of labour welfare

activities; measure the degree of job satisfaction of workers provided

with labour welfare facilities in private and public sectors and evaluates the attitudes of workers towards management in both the sectors.

BrikendAziri

Management Research and Practice 12/2011;

Employee Satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employees. Many studies have demonstrated an unusually large impact on the job satisfaction on the motivation of workers, while the level of motivation has an impact on productivity, and hence also on performance of business organizations. Unfortunately, in our region, job satisfaction has not still received the proper attention from neither scholars nor managers of various business organizations.

AlamSageer, Dr. SameenaRafat, Ms. Puja Agarwal

ISSN: 2278-487X. Volume 5, Issue 1 (Sep-Oct. 2012), PP 32-39

Employee satisfaction is the terminology used to describe whether employees are happy, contented and fulfilling their desires and needs at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place. Basically employee satisfaction is a measure of how happy workers are with their job and

working environment.

In this paper various variables responsible for employee satisfaction has been discussed such as Organization development factors, Job security factors, Work task factors, Policies of compensation and benefit factor and opportunities which give satisfaction to employees such as Promotion and career development also has been described .This paper also deals the various ways by which one can improve employee satisfaction.

HalilZaimSelimZaim

Fatih University, TURKEY

Employee satisfaction is considered to be a critical success factor for organizations. The concept of employee satisfaction has gained a special concern from both academicians and practitioners. This study aims to provide a framework for employee satisfaction and determine the critical factors of employee satisfaction and to measure their effect on overall evaluation of employee satisfaction in small and medium sized enterprises (SME) based on the data collected from Turkey. Data analysis revealed that there is a positive relationship between the each factor of employee satisfaction which are named satisfaction from pay and benefits (P&B), satisfaction from peers (P), satisfaction from management (M), satisfaction from working environment (WE), satisfaction from superior (S) and overall employee loyalty in SMEs.

Furthermore, relevant recommendations and measures for improving the employee satisfaction are proposed.

OBJECTIVE OF THE STUDYO

- To understand the impact of reliance jio on its competitor
- To understand the problems of the employees during joining process.
- To study and analyses the various factors affecting the job satisfaction level.
- To understand the complete joining process.
- To identify the employees relationship with their superiors and co-workers
- To understand customer satisfaction level of reliance jio product, its services & its market penetration

RESERCH METHODOLOGY

Primary Data:

In this study primary data were collected through personnel interview using questionnaire. The questionnaire was administered to thirty six employees of RELIANCE JIO INFOCOMMLTD.

Secondary Data:

Secondary data for this study was collected from.

Previously published records, research reports and documents.

Websites

- ❖ Formulating the objective of the study
- ❖ Designing the methods of data collection
- ❖ Selecting the sample plan
- ❖ Collecting the data
- ❖ Processing and analyzing the data
- ❖ Reporting the finding

Research Design

Design is considered to be blueprint of the study and it is somehow the framework of the research so as to answer the key research questions of the research. With the assistance of the research design it is possible to know about the real techniques that are undertaken in the research (Vaioleti, 2016). Different form of research designs are present that are used in the research and it involves exploratory, descriptive, correlational, meta analytic etc

In descriptive design main focus is on providing description of the topic that is selected for the research. It assists a lot in understanding about the topic in the most appropriate manner and through this the overall research is carried out in the proper manner. Descriptive design mainly involves interaction with certain group of people and it usually takes place with the help of survey. Three main methods are present through which the descriptive study is carried out and it undertakes survey, observational and case study.

In exploratory research main stress is on exploring the new ideas that are linked with the study. This type of design is considered to be highly effective in case of exploring the new form of ideas and it benefits the entire research in the best possible manner.

Considering the nature of the present study where the main aim of the study is to know the real impact of the Reliance Jio on the telecom industry of India and for accomplishing this aim descriptive design has been adopted as through this design it is possible to understand about the topic in the proper manner. It has lead to proper analysis of the topic and in turn all the key objectives of the study can be accomplished easily. This is the main reason due to which descriptive design has been adopted in the present study rather than exploratory design

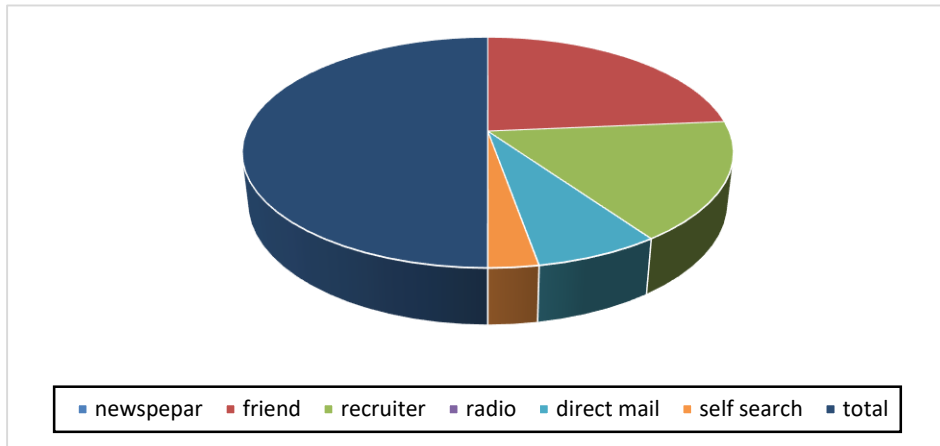
DATA ANALYSIS AND INTERPRETATION

Analysis is carried out to summarize the data to crystallize the outcome of the survey. In this manner, it enables the researcher to relate critical points with the objectives of the study. Any research is meaningful only if the data obtained is synergized systematically to provide information. The following are the various phases of analysis in which the options of the respondents have been analyzed and interpreted in detail. Each table is calculated from the questionnaire which has segregation of employees it based on satisfaction of employees on whole process

The survey is taken from 36 Employees. Analysis on employees satisfaction on interview process:

1. Where did you hear about the position?

Sr. No.	Option	Respondents	Percentage (%)
1	Newspaper	0	0%
2	Friend	17	47%
3	Recruiter	12	33%
4	Radio	0	0%
5	Direct Mail	5	14%
6	Self-search	2	6%
	Total	36	100%

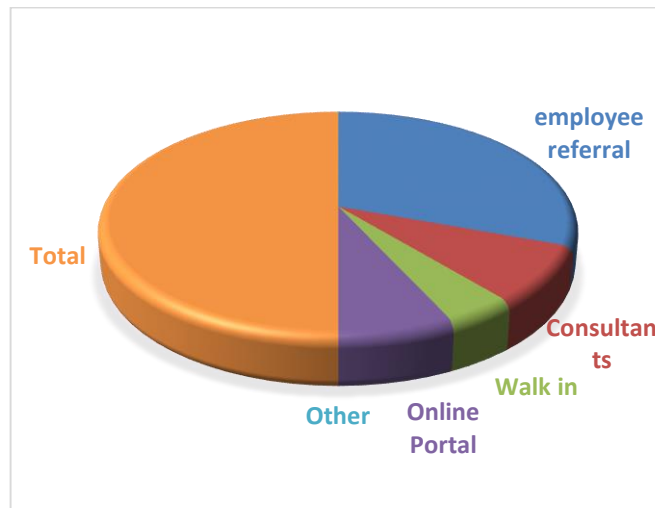


INTERPRETATION:

From the Table, we can infer that 47% of the respondents hear about the post from friend, 33% of the respondents hear from the recruiter and 14% of the respondent hear from direct mail and 6% of the respondent search by themselves

2. How were you recruited to Reliance JIO infocomm ltd?

Sr. No.	Option	Respondents	Percentage(%)
1	Employee Referral	22	61%
2	Consultants	6	17%
3	Walk in	3	8%
4	Online Portal	5	14%
5	Other	0	0%
	Total	36	100%

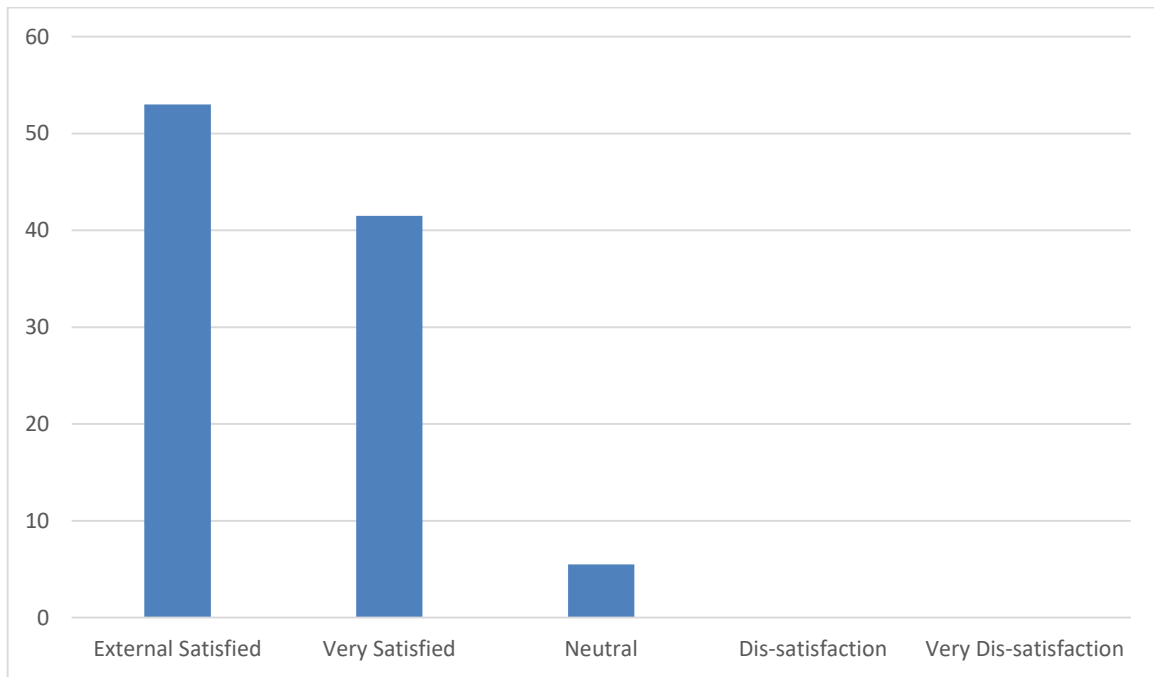


INTERPRETATION:

From the Table, we infer that, 61% of the respondents recruited by Employee referral and 17% of the respondents recruited by consultants. 14% of the respondent recruited by online portal and 8% of the respondent recruited by walk in.

3. How satisfied were you with the Organization and scheduling of interview?

Sr. No.	Option	Respondents	Percentage (%)
1	External satisfied	19	53%
2	Very Satisfied	15	41.5%
3	Neutral	2	5.5%
4	Dissatisfied	0	0%
5	Very Dissatisfied	0	0%
	Total	36	100%

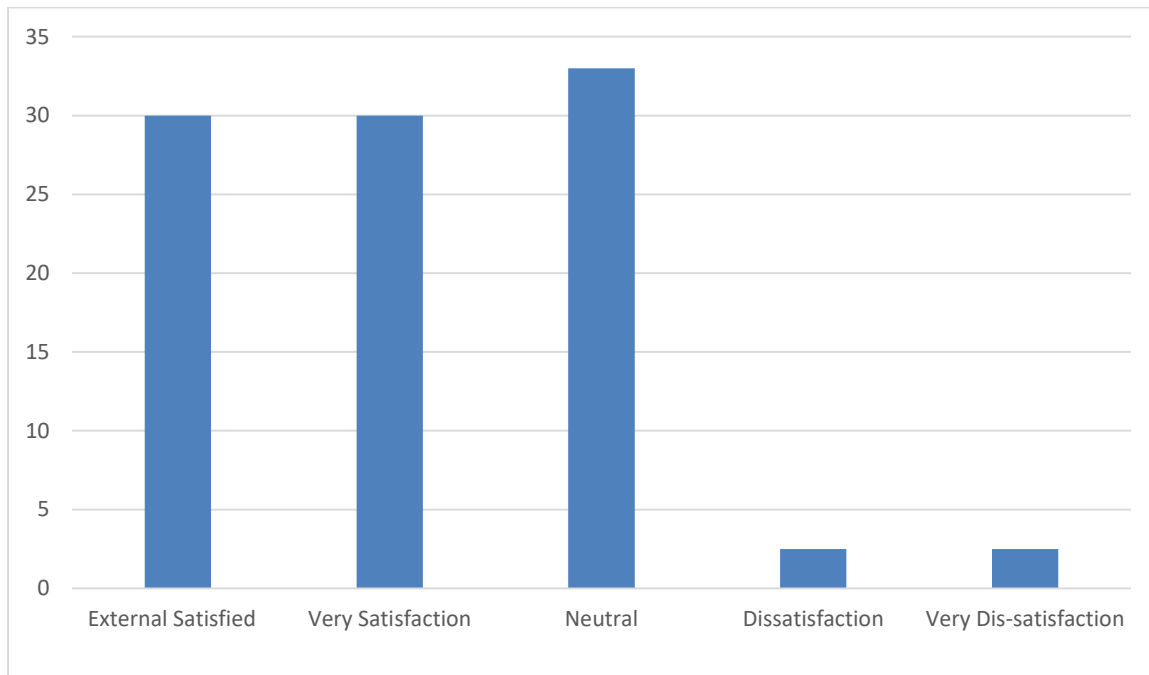


INTERPRETATION:

From the above Table, we can observe 53% of the respondents are external satisfied with the Organization and scheduling of interview and 41.5% of the respondent are very satisfied and 5.5% of the respondent are neural satisfied and none of the respondent dissatisfied about the statement.

4. How satisfied were you with the Length of time it took from the time you applied to the time you were hired?

Sr. No.	Option	Respondents	Percentage (%)
1	External satisfied	11	30%
2	Very Satisfied	11	30%
3	Neutral	12	33%
4	Dissatisfied	1	2.5%
5	Very Dissatisfied	1	2.5%
	Total	36	100%

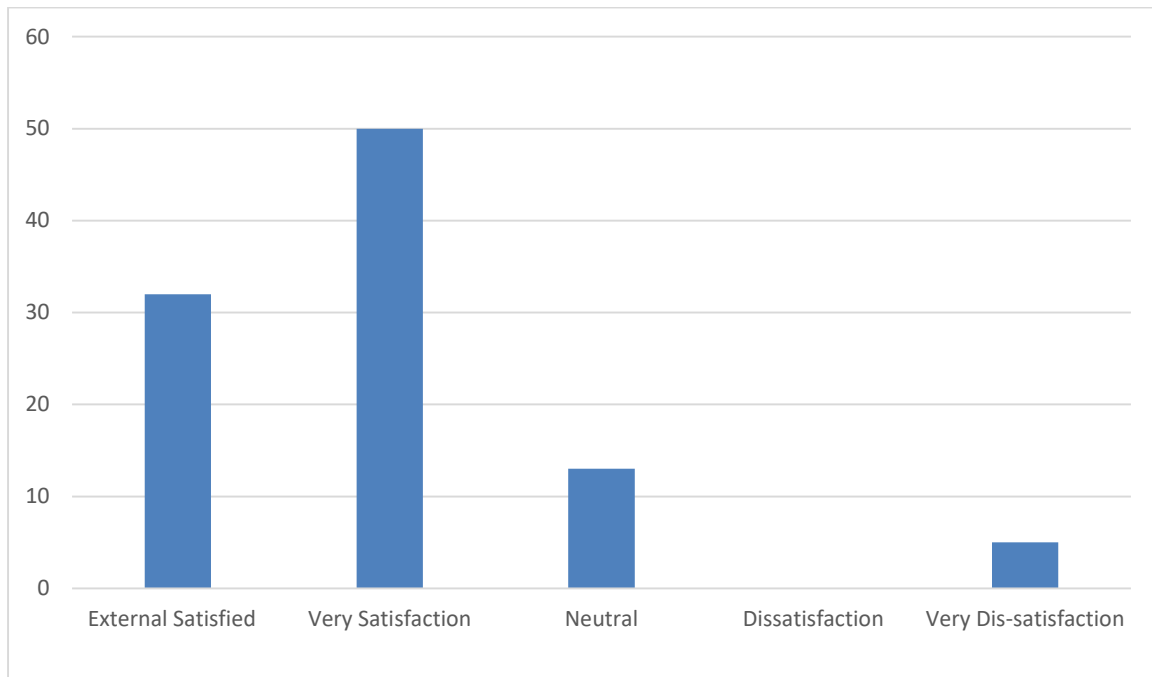


INTERPRETATION:

From the above Table , we can observe 30% of the respondents are external satisfied about the time process during applied and hired and 30% of the respondent are very satisfied and 33% of the respondent are neural satisfied and 2.5% respondent dissatisfied and 2.5% are very dissatisfied about the statem

5. Overall, how satisfied were you with reliance JIO interview process?

Sr. No.	Option	Respondents	Percentage(%)
1	External satisfied	11	32%
2	Very Satisfied	18	50%
3	Neutral	5	13%
4	Dissatisfied	0	0%
5	Very Dissatisfied	2	5%
	Total	36	100%



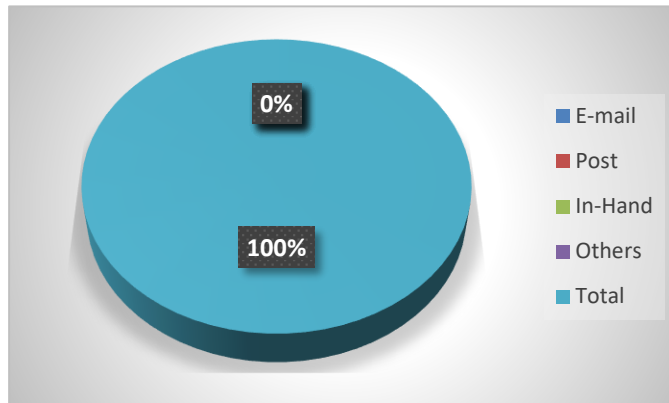
INTERPRETATION:

From the above Table , we can observe 32% of the respondents are external satisfied about Overall interview process and 50% of the respondent are very satisfied and 13% of the respondent are neural satisfied and 5% are very dissatisfied about the statement

Analysis on employees satisfaction on pre-boarding and on-boarding digital process:

1. After selection how you got your offer letter?

Sr. No.	Option	Respondents	Percentage(%)
1	E-mail	0	100%
2	Post	0	0
3	In-hand	0	0
4	Other	0	0
	Total	36	100%

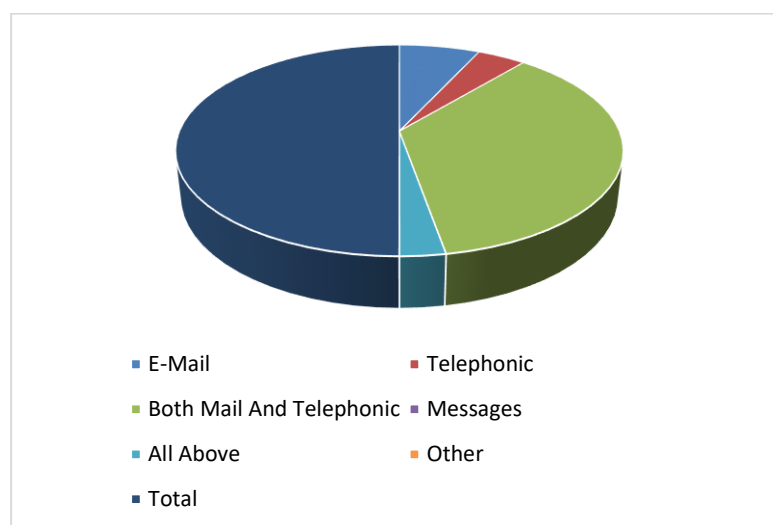


INTERPRETATION:

From the Table we can infer that 100% of the respondents got offer letter by mail

2. How you informed about pre-boarding and on-boarding formalities?

Sr. No.	Option	Respondents	Percentage(%)
1	E-Mail	5	14%
2	Telephonic	3	8%
3	Both Mail And Telephonic	26	72%
4	Messages	0	0%
5	All above	2	6%
6	other	0	0%
	Total	36	100%

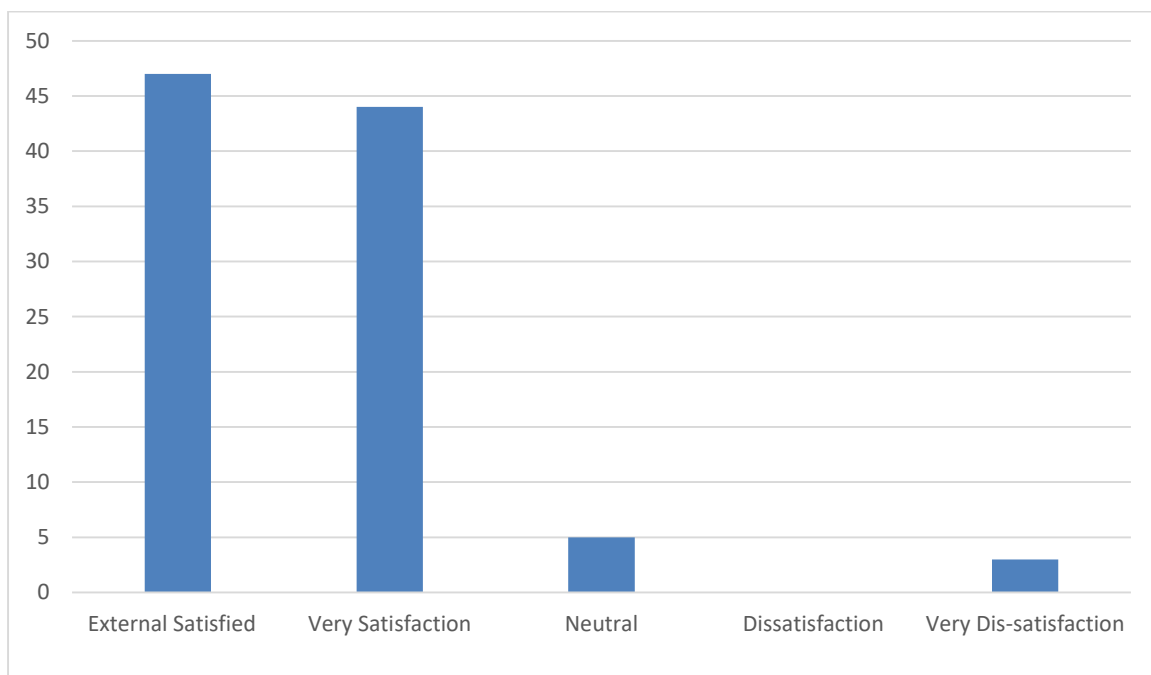


INTERPRETATION:

From the Table 6.7 and Figure 6.7, we can infer that 72% of the respondents informed from both mail and telephonic, 14% of the respondents informed from email, 8% of the respondent informed from telephone and 6% of the respondent informed by all methods

3. How satisfied are you with pre-boarding and on-boarding digital process?

Sr. No.	Option	Respondents	Percentage (%)
1	External satisfied	17	47%
2	Very Satisfied	16	44%
3	Neutral	2	5%
4	Dissatisfied	0	0%
5	Very Dissatisfied	1	3%
	Total	36	100%

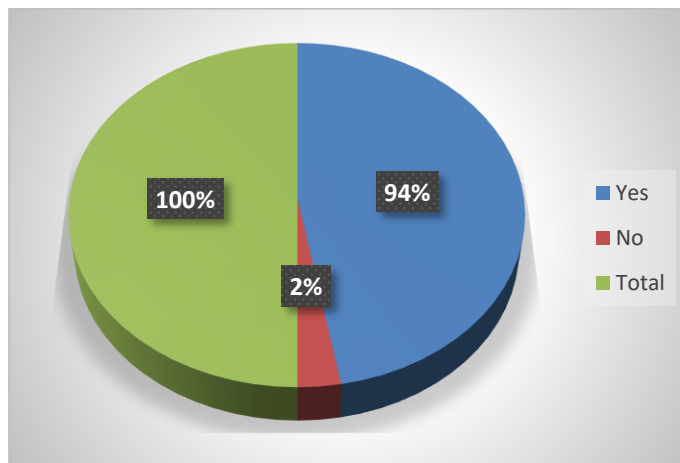


INTERPRETATION:

From the above , we can observe 47%of the respondents are external satisfied about the digital process and 44% of the respondent are very satisfied and 5% of the respondent are neural satisfied and 3% are very dissatisfied about the digital process

4. Is it easy to find Reliance JIO career portal?

Sr. No.	Option	Respondents	Percentage(%)
1	Yes	34	94%
2	No	2	2%
	Total	36	100%

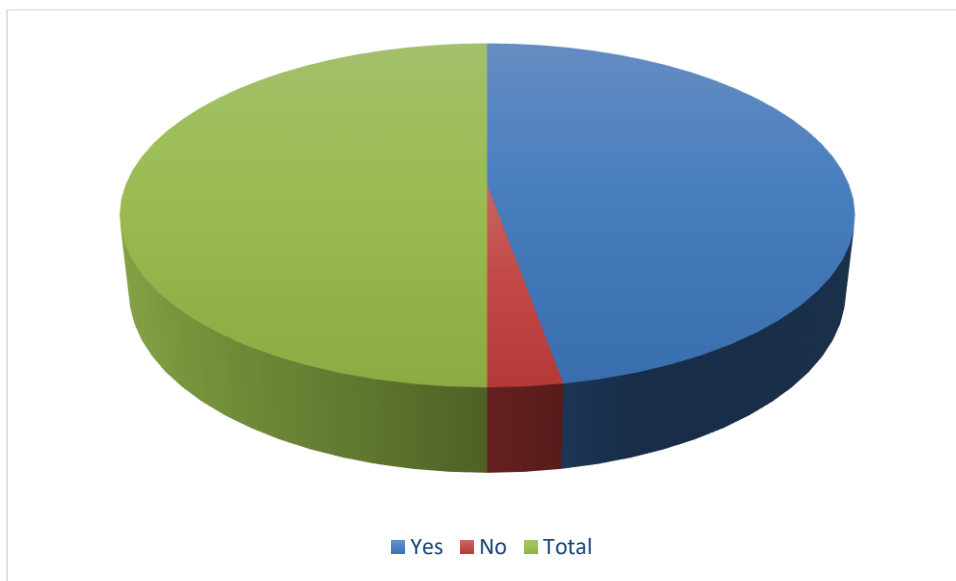


INTERPRETATION:

From the table, we can infer that 94% of the respondents found jio careerportal easy and 6% of the respondent found not easy portal.

5. Is Reliance JIO career Portal Friendly user?

Sr. No.	Option	Respondents	Percentage(%)
1	Yes	34	94%
2	No	2	2%
	Total	36	100%

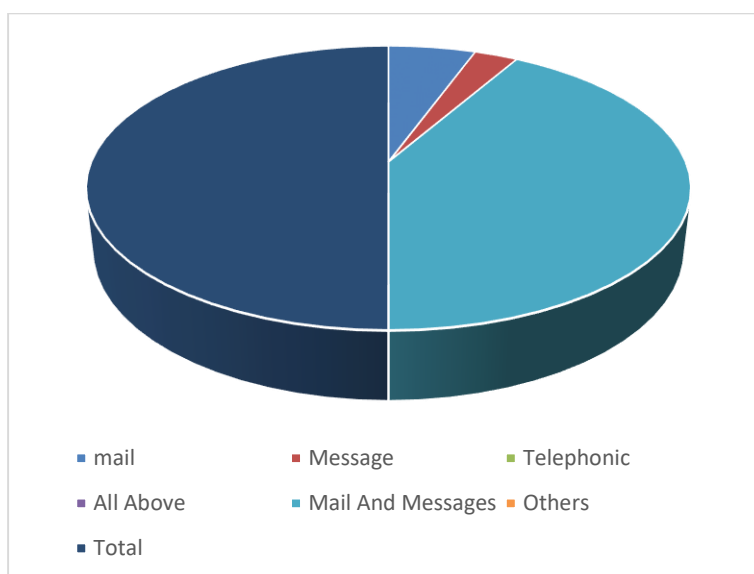


INTERPRETATION:

From the table, we can infer that 94% of the respondents found JIOcareer portal friendly user and 6% of the respondent found not friendly user.

6. How you informed that your documents has successfully verified?

Sr. No.	Option	Respondents	Percentage(%)
1	Mail	4	11%
2	Messages	2	6%
3	Telephonic	0	0%
4	All above	0	0%
5	Mail and Messages	30	83%
6	other	0	0%
	total	36	100%

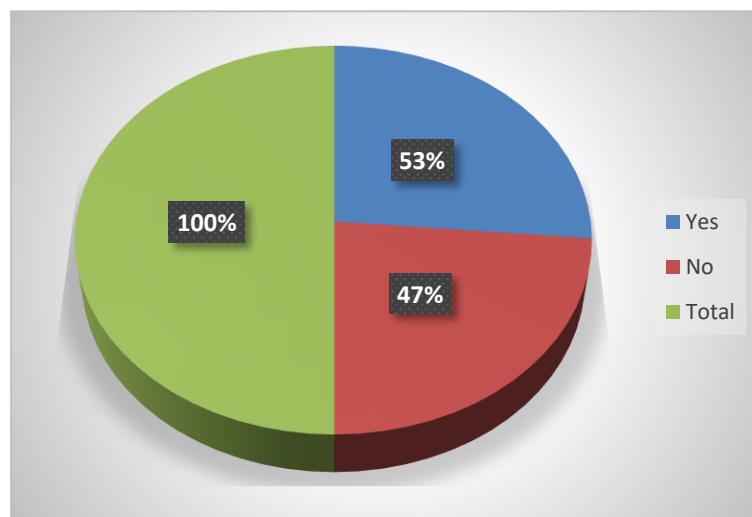


INTERPRETATION:

From the Table, we can infer that 83% of the respondents informed from both mail and messages, 11% of the respondents informed from mail, 6% of the respondent informed from message

7. Did you Find pre-boarding and on-boarding lengthy process?

Sr. No.	Option	Respondents	Percentage(%)
1	Yes	19	53%
2	No	17	47%
	Total	36	100%



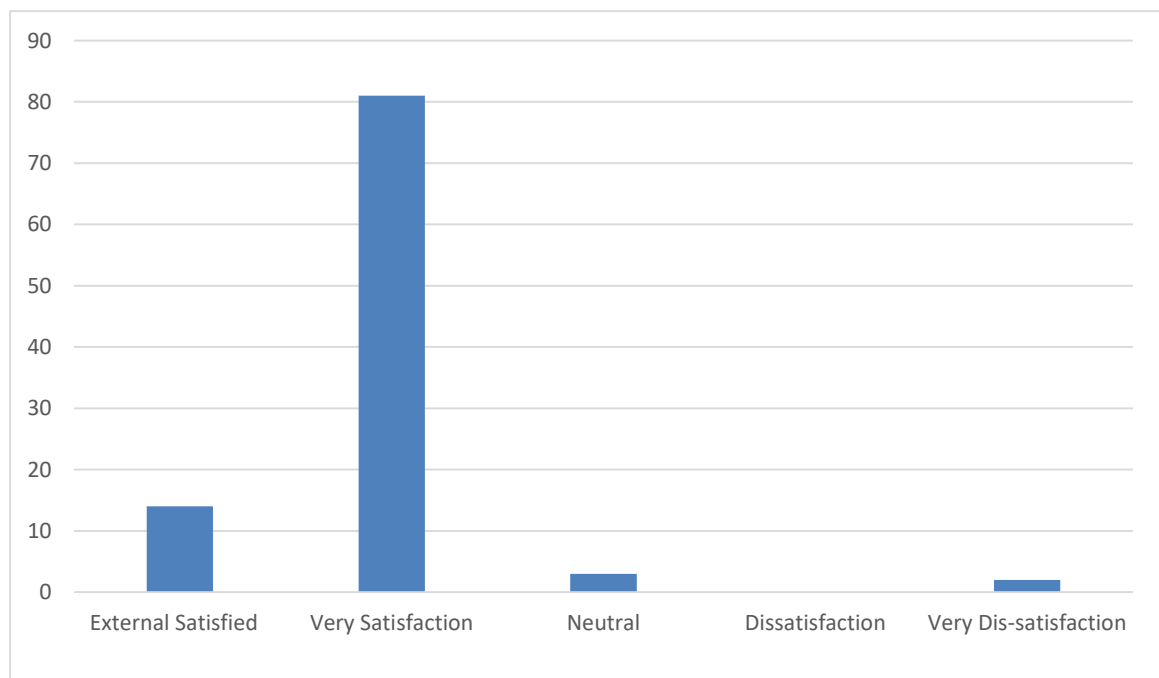
INTERPRETATION:

From the, we can infer that 53% of the respondents found pre- boarding and on-boarding is lengthy process and 47% of the respondent found its not lengthy process.

Analysis on Employees satisfaction after joining the Organization:

1. How satisfied are you with the first day in Organization?

Sr. No.	Option	Respondents	Percentage(%)
1%	External satisfied	5	14%
2%	Very Satisfied	29	81%
3%	Neutral	1	3%
4%	Dissatisfied	0	0%
5%	Very Dissatisfied	1	2%
	Total	36	100%

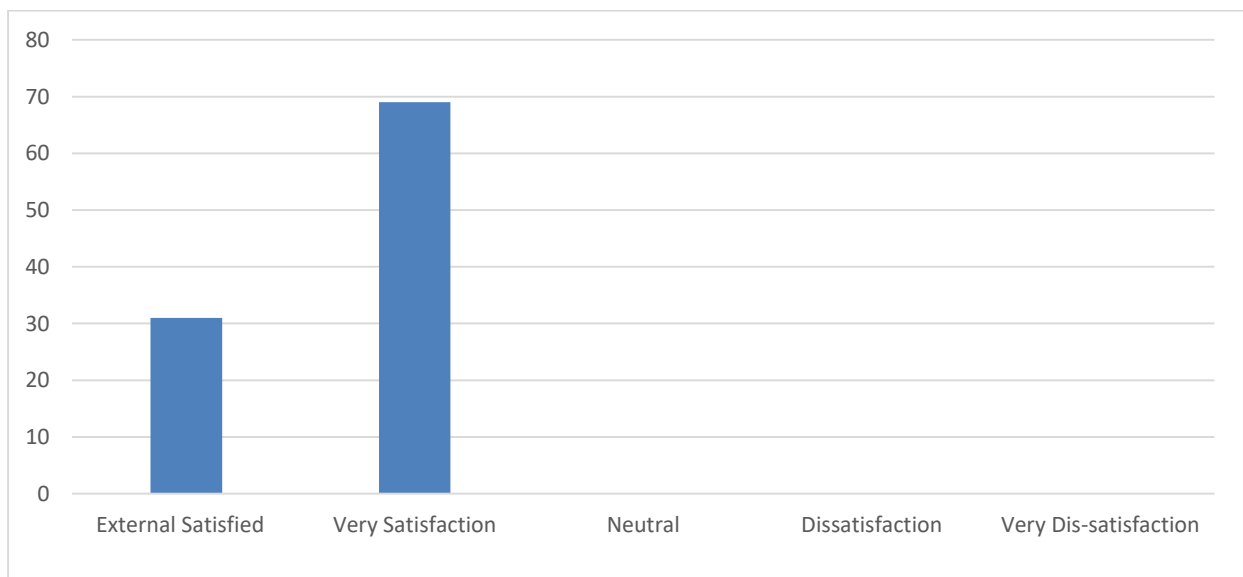


INTERPRETATION:

From the above table, we can observe 14% of the respondents are external satisfied about the first day in organization and 81% of the respondent are very satisfied and 3% of the respondent are neural satisfied and 2% are very dissatisfied about the statement.

2. How satisfied were you with the welcome you received from your department?

S.No.	Option	Respondents	Percentage(%)
1	External satisfied	11	31%
2	Very Satisfied	25	69%
3	Neutral	0	0%
4	Dissatisfied	0	0%
5	Very Dissatisfied	0	0%
	Total	36	100%

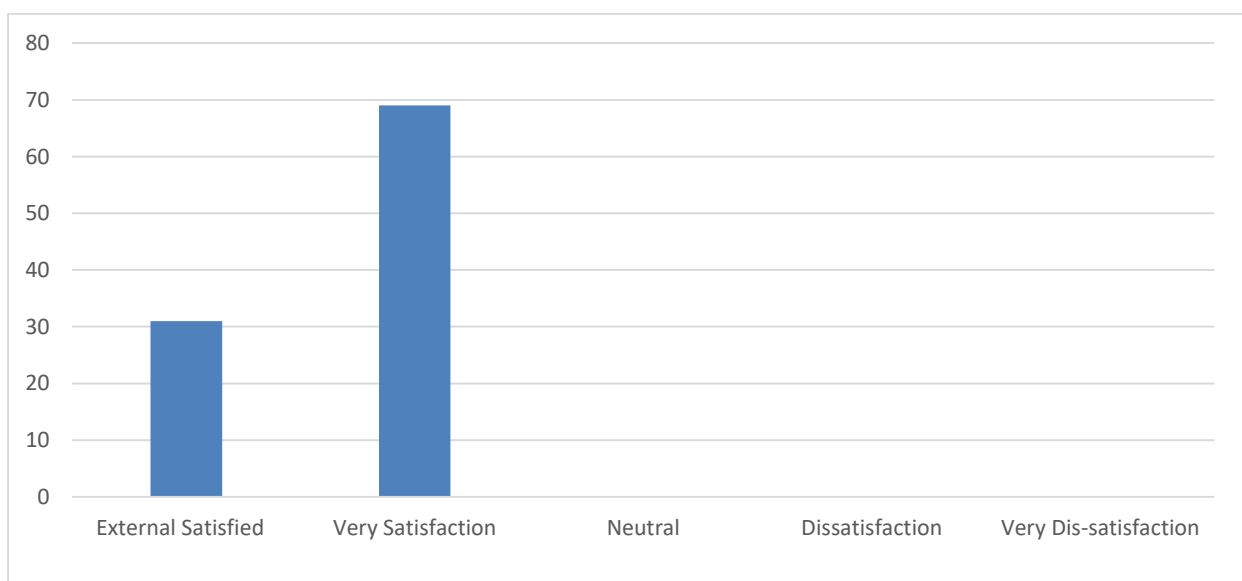


INTERPRETATION:

From the above Table we can observe 31% of the respondents are external satisfied with the welcome received from organization and 69% of the respondent are very satisfied and none respondent is dissatisfied with the statement.

3. How satisfied are you with your managers ability lead and provide direction to you?

S.No.	Option	Respondents	Percentage(%)
1	External satisfied	20	55%
2	Very Satisfied	11	31%
3	Neutral	5	14%
4	Dissatisfied	0	0%
5	Very Dissatisfied	0	0%
	Total	36	100%

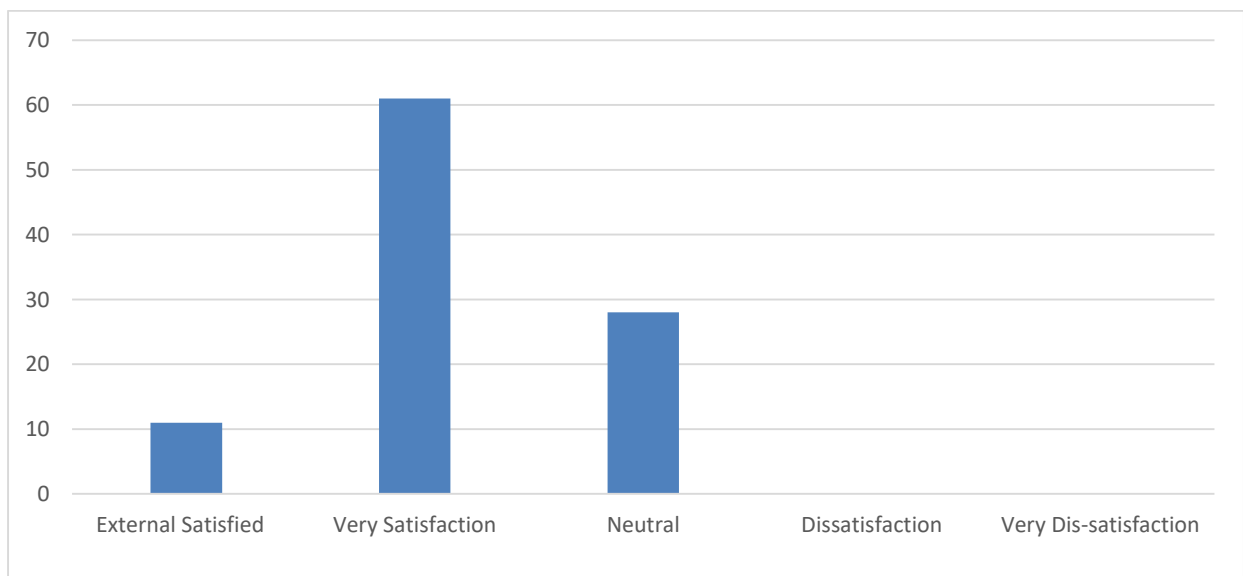


INTERPRETATION:

From the above Table, we can observe 55% of the respondents are external satisfied about provided directions by manager and 31% of the respondent are very satisfied and 14% are neutral about the statement and none respondent is dissatisfied.

4. How satisfied are you with the job was described during the interview process compared to what you are actually doing?

Sr .No.	Option	Respondents	Percentage(%)
1	External satisfied	4	11%
2	Very Satisfied	22	61%
3	Neutral	10	28%
4	Dissatisfied	0	0%
5	Very Dissatisfied	0	0%
	Total	36	100%

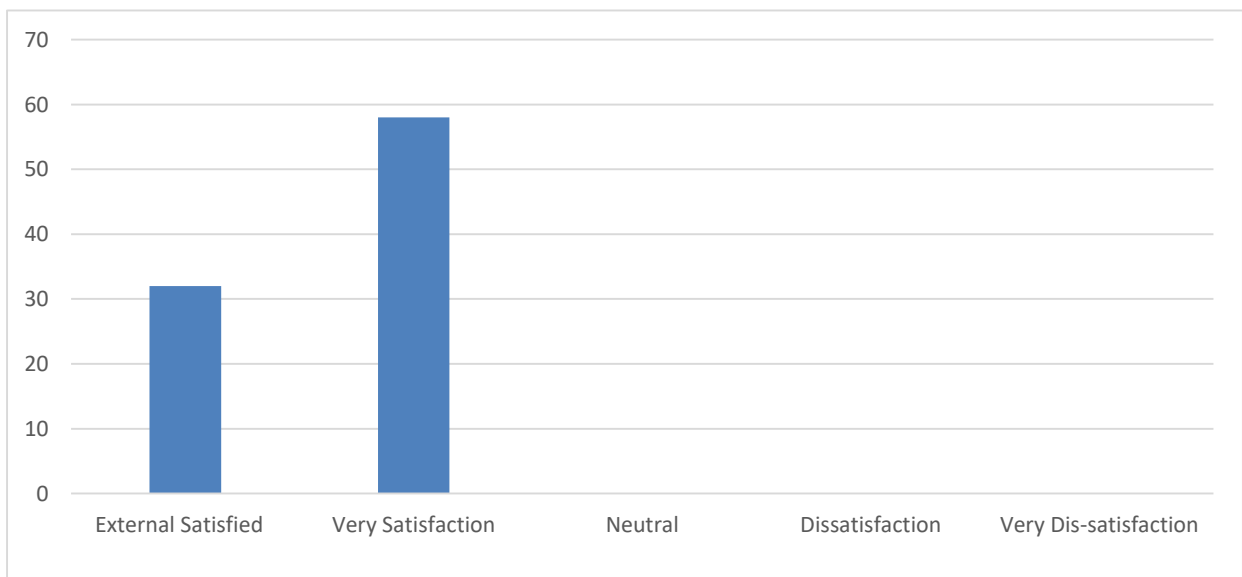


INTERPRETATION:

From the above Table, we can observe 11% of the respondents are external satisfied and 61% of the respondent are very satisfied and 28% are neutral about the statement and none respondent is dissatisfied.

5. How satisfied are you with the review of company and objectives explained by your manager?

S.No.	Option	Respondents	Percentage(%)
1	External satisfied	15	32%
2	Very Satisfied	21	58%
3	Neutral	0	0%
4	Dissatisfied	0	0%
5	Very Dissatisfied	0	0%
	Total	36	100%

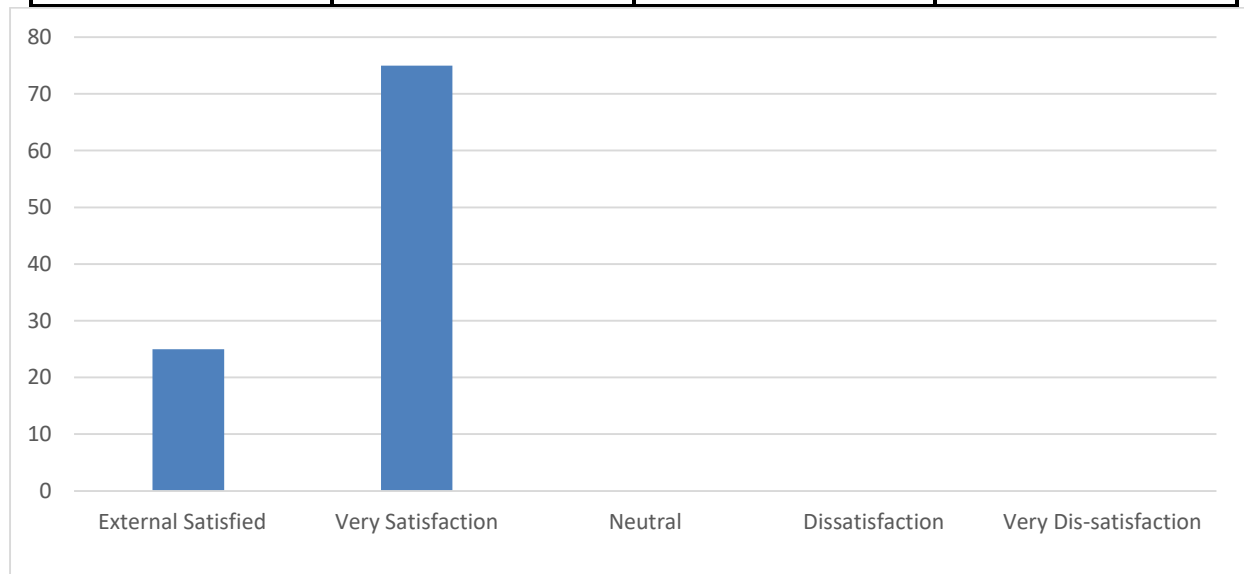


INTERPRETATION:

From the above Table, we can observe 32% of the respondents are external satisfied with the review and objective of company and 5% of the respondent are very satisfied and none respondent is dissatisfied

6. Considering everything, how would you rate your overall satisfaction with company this time?

S.No.	Option	Respondents	Percentage(%)
1	External satisfied	9	25%
2	Very Satisfied	27	75%
3	Neutral	0	0%
4	Dissatisfied	0	0%
5	Very Dissatisfied	0	0%
	Total	36	100%

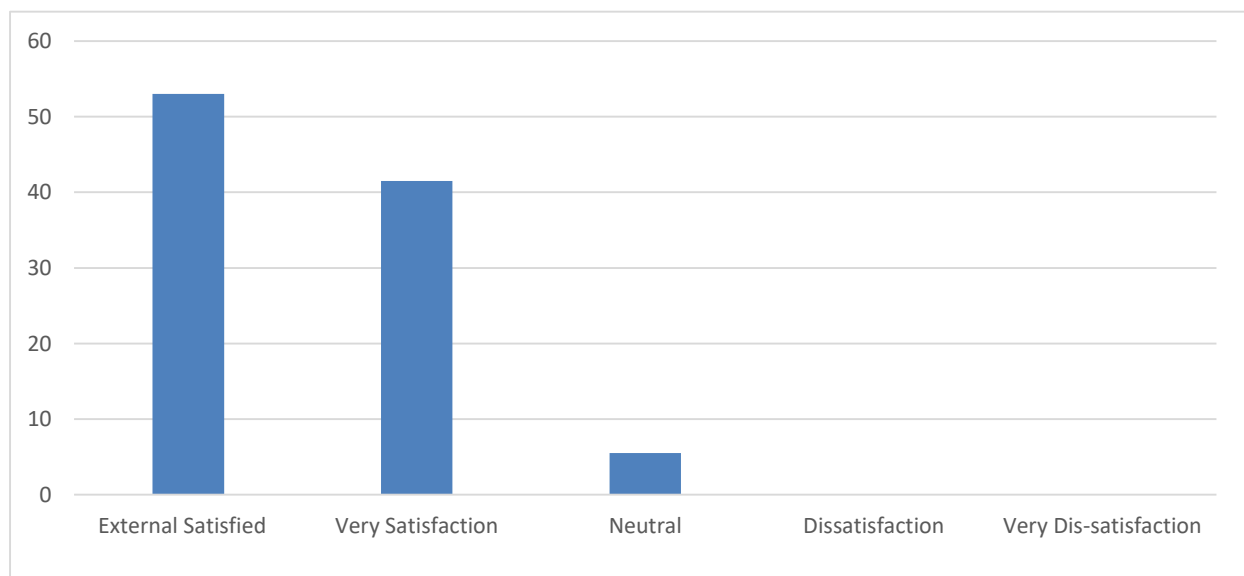


INTERPRETATION:

From the above Table , we can observe 25% of the respondents are external satisfied and 75% of the respondent are very satisfied and none respondent is dissatisfied with the statement

7. Would you recommend Reliance JIO as a good place to work?

S.No.	Option	Respondents	Percentage(%)
1	Strongly Agree	19	53%
2	Agree	15	41.5%
3	Neither agree or disagree	2	5.5%
4	Strongly Disagree	0	0%
5	Disagree	0	0%
	Total	36	100%



FUTURE SCOPE

The Study includes Employees satisfaction on Joining Process at RELIANCE JIO INFOCOMM LTD. GURGAON. The future scope of study it will reduce the time limit of joining process. However, this can also form a basis of a secondary study of similar nature conducted on a large nation-wide scale.

Jio is undertaking the most ambitious and fastest ever 5G rollout plan for any country of our size. Within three months of launch, Jio True5G is now available across 134 cities and would be available across India by December 2023

Suggestion

- Management should try to fast & short the joining process. They should try to complete it within 1 month.
- The Reporting manger should arrange the short meeting and brief about the product etc.
- Base location HR were not informed about 1-2 candidates joining by NHQ HR so, Organization should take some steps to improve

Findings

Major Findings of this project

- Majority of employees heard about the position from friend and recruiter.
- Maximum of the employees are recruited by employee referral.
- Majority of the employees are extremely satisfied with the Organization and scheduling of interview.
- Half employees are satisfied about the time process during applied and hired and half are dissatisfied.
- Only few respondents are dissatisfied about Overall interview process.
- All respondents got offer letter by mail.
- Majority of the respondents informed by both mail and telephonic about on-boarding and pre-boarding process.
- Majority of the employees external satisfied with the on-boarding and pre-boarding process.
- Only few of the respondent found career JIO portal is not easy.
- Majority of the employees found career JIO friendly user.
- Most of the respondents informed from both mail and messages about verification of document.
- Majority of the respondents found pre-boarding and on-boarding is lengthy process.
- Most of the respondents are satisfied with the first day in organization.

Minor/General Findings of this project

- Majority of employees are satisfied with the welcome received from organization.
- None respondent is dissatisfied about provided directions by manager
- Majority of the employees are satisfied about job described during the interview process compared to what they actually doing.
- Majority of the respondent overall satisfied with the company.
- In RELIANCE JIO INFOCOMM LTD. test taken after interview.
- In RJIL during interview HR round is not compulsory.
- In RJIL whole joining process is paperless.
- Base location HR were not informed about 1-2 candidates joining by NHQ HR. who were recruited from head office Mumbai.

CONCLUSIONS

- Companies like Vodafone idea and Airtel which were the three main players in the Indian telecom industry were majorly affected by third blood move by RIL.
- High level of effectiveness on recruitment and selection practice, and training and development program while medium level of effectiveness achieved for reward and compensation system.
- Job satisfaction depend on several different factor, such as satisfaction with pay, promotion opportunity fringe benefits, job security relationship with co- workers and supervisors
- Recruitment has certain processes before selecting the employees like, group discussion, getting information from online portal, personal interview, from external and internal sources.
- Co-workers and supervisors who can support each other and muture respect with lead to confidence and improve the psychological condition of a secure and strong engagement to work.
- 96 % of the customers were satisfied with jio voice quality and 66 % with data speed . Reliance jio used the freemium model of subscription.

Questionnaire

Satisfaction on joining Process at Reliance Jio infocomm

1. Where did you hear about the position?

- Newspaper
- Friend
- Recruiter
- Radio
- Direct Mail
- Other

2. How were you recruited to Reliance Jio Infocomm limited?

- Employee Referral
- Consultants
- Walk In
- Online Portal
- Any other

3. How satisfied were you with the organization and scheduling of your Interview?

- Extremely Satisfied
- Very Satisfied
- Neutral
- Dissatisfaction
- Very Dissatisfaction

4. How satisfied were you with the length of time it took from the time you applied to the time you were hired?

- Extremely Satisfied
- Very Satisfied
- Neutral

- Dissatisfaction
- Very Dissatisfaction

5. Overall, how satisfied were you with reliance Jio interview process?

- Extremely Satisfied
- Very Satisfied
- Neutral
- Dissatisfaction
- Very Dissatisfaction

6. After selection how you got your offer letter?

- E-mail
- Post
- In Hand
- Any other

7. How you informed about pre-boarding and as well as On-boarding formalities?

- E-mail
- Telephone
- Messages
- All above
- Both E-mail & Telephone

8. How satisfied are you with pre-boarding and on-boarding digital process?

- Extremely Satisfied
- Very Satisfied
- Neutral
- Dissatisfaction
- Very Dissatisfaction

9. Is it easy to find Reliance Jio career portal?

- Yes
- No

10. Is Reliance Jio career portal friendly user?

- Yes
- No

11. How you informed that your document has successfully verified?

- E-mail
- Telephone
- Messages
- All above
- Both E-mail & Messages
- Other

12. Did you find pre-boarding and on-boarding lengthy process?

- Yes
- No

13. How you informed that your document has successfully verified?

- E-mail
- Telephone
- Messages
- All above
- Both E-mail & Messages
- Other

14. Did you find pre-boarding and on-boarding lengthy process?

- Yes
- No

15. How satisfied are you with the first day in organization?

- Extremely Satisfied
- Very Satisfied
- Neutral
- Dissatisfaction
- Very Dissatisfaction

16. How satisfied were you with the welcome you received from your department?

- Extremely Satisfied
- Very Satisfied
- Neutral
- Dissatisfaction
- Very Dissatisfaction

17. How satisfied are you with your manager's ability to lead and provide direction to you?

- Extremely Satisfied
- Very Satisfied
- Neutral
- Dissatisfaction
- Very Dissatisfaction

18. How satisfied are you with how the job was described during the interview process compared to what you are actually doing?

- Extremely Satisfied
- Very Satisfied
- Neutral
- Dissatisfaction
- Very Dissatisfaction

19. How satisfied are you with the review of Reliance Jio goals and objectives explained by your manager?

- Extremely Satisfied
- Very Satisfied
- Neutral
- Dissatisfaction
- Very Dissatisfaction

20. Considering everything, how would you rate your overall satisfaction with Reliance JIO at this time?

- Extremely Satisfied
- Very Satisfied
- Neutral
- Dissatisfaction
- Very Dissatisfaction

21. Would you recommend as a good place to work?

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree

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