

# A Study Evaluating the Problems and Challenges Faced by the Employees of the Indian Telecom Industry

Mr. Shaikh Shoaib Hanif Fatima<sup>1</sup>, Dr. Mukesh Kumar Verma<sup>2</sup>

<sup>1</sup>Research Scholar, JJTU, NKES College of Arts, Commerce and science.

<sup>2</sup>Research Guide

## Abstract:

The nation's economic expansion, connectivity, and digital transformation are all greatly aided by the telecom sector in India. However, workers in this industry frequently face difficulties including fierce competition, interruptions from technology, changes in regulations, and unstable employment. Despite these challenges, the sector is nevertheless vital to India's society, trade, and communication growth. This research paper was conducted with the focus on evaluating the problems and challenges faced by the employees of the Indian Telecom Industry. Text mining technique using the qualitative tool NVIVO 12 has been used in the current study. It is was found that the most important challenges faced by the employees of the Indian Telecom Industry are High workload, Intense competition among companies, Technological advancements, Network congestion, Poor infrastructure, Security concerns and Work-life balance. Whereas, minor challenges faced by the employees of the Indian Telecom Industry are Gender discrimination, Limited career growth, Language barriers, Increasing Customer expectations, and Rapid changes in consumer preferences

**Keywords:** Telecom Industry, Telecommunication sector, NVIVO 12, exploratory, qualitative.

## INTRODUCTION

The Latin word "communicare," which means "to share," and the Greek prefix "tele," which means "far off," are the sources of the phrase "telecommunication." It includes sending signals across long distances to communicate. Telecommunications has advanced from antiquated techniques like drums and smoke signals to complex systems utilising satellites and high-speed underwater cables. This business has a significant influence on our lives by enabling flawless worldwide supply chains and facilitating contact between faraway persons. It is widely acknowledged that telecom services are essential for socioeconomic development as they promote modernization and expansion in a variety of economic sectors. The National Telecom Policy (NTP) of 1994 and its revision in 1999 have been the driving forces behind the substantial development of the telecom industry in India. The telecom sector in India is currently among the largest and fastest-growing in the world thanks to these changes, which have sparked extraordinary development. India's telecom industry has grown at an exponential rate in recent years, as evidenced by a significant rise in infrastructure investments and user base. The nation is well-positioned for continued penetration and growth in telecommunications services because to continuous initiatives to improve internet, broadband, and mobile connections. (Pavnesh 2022).

India's telecom sector is a vital component of the country's economic strength, contributing to its ranking as one of the world's youngest and fastest-growing economies. The Indian telecommunications network is the third biggest in the world, with an astounding 621 million connections as of March 2010, indicating its substantial impact on economic growth. This incredible growth, which has been recorded at a strong 45% annual growth rate in recent years, is largely attributable to aggressive government policies and partnerships between the public and private sectors. Liberal policies have made it easier for telecom equipment to enter the market and have established a just regulatory framework, guaranteeing that Indian customers would be able to afford services. The government's initiatives, especially in the area of rural connection, hold up the prospect of further economic prospects by using the enormous potential of rural markets. The telecom industry has advanced at a rate never seen before since 1991, when the New Economic Policy signalled the beginning of liberalisation. Delicensing the manufacture of telecom equipment, allowing the private sector to access value-added services, and ensuing liberalisation policies have encouraged the creation of domestic manufacturing facilities and promoted telecom equipment production self-sufficiency. An important turning point was the National Telecom Policy resolution passed on May 13, 1994, which demonstrated the government's commitment to liberalising the telecom industry and opened the door for revolutionary development and innovation in India's telecom market. (Pavnesk 2022).

### Review of Literature:

- 1. Pavnesk, Kumar (2022).** The study aimed to examine the evolution of the telecom sector in India, focusing on the shift from government control to privatization and the effects on socio-economic growth. The results showed a strong positive association between the development of telecom infrastructure and the expansion and modernization of different economic sectors. The sector saw exponential development and drastic structural changes in the late 1990s when it was liberalized and moved away from government control. Even if there have been irregularities and frauds throughout the years, the telecom industry is well positioned to fight misconduct thanks to new government efforts focused at transparency and anti-corruption measures.
- 2. Kanapathipillai, K., & Azam, S. F. (2020).** The study sought to ascertain how training affected employees' work happiness and performance in Malaysian telecom firms. The study examined empirical data to investigate the connection between work performance, job satisfaction, and training. By referencing existing research on training, work performance, and job satisfaction, the study sought to close knowledge gaps and emphasize the importance of training initiatives in improving employee outcomes. The investigation produced statistically significant results that showed a robust correlation between work performance and job satisfaction and training. The study's premise was validated, suggesting that employee work performance and job satisfaction are considerably impacted by the training programmes implemented by telecommunications businesses.
- 3. Vishal, Mahajan., et al. (2019).** This chapter begins with a summary of the telecommunications industry, following the development of wireless technology and mobile phone communication. It describes the state of the business today and draws attention to some of the most common problems, especially about the exponential increase in data network traffic. The chapter also examines how big data analytics, in conjunction with cutting-edge methods and tools, may spur innovation in the telecom industry. These developments give service providers better tools for making wise decisions and reacting quickly to new threats in the market.

4. **Sahni, J. (2019).** The objective of the empirical investigation was to examine the correlation among Quality of Work Life (QWL), employee engagement, and organisational commitment in the Saudi Arabian telecom sector. Evidence for a strong correlation between QWL and organisational commitment was discovered by the study. It did, however, highlight a tenuous connection between QWL and worker involvement. Being the first to examine the relationship between these three crucial workplace constructs—QWL, organisational commitment, and employee engagement—this study is noteworthy. As a result, it significantly adds to the body of knowledge already available on QWL and its effects on organisational results.
5. **Priyanka, et al. (2017).** The study's goal was to investigate talent management (TM) procedures and practices in the Indian telecom sector, emphasising that human capital is the main element that determines an organization's ability to succeed. The results emphasised the importance of technology management (TM) in the Indian telecom industry, stressing its role in maintaining organisational competitiveness and financial sustainability. Problems in finding, keeping, and developing talent were noted, along with observations on contemporary TM procedures. Furthermore, the study highlighted new developments and potential paths for talent management (TM) in the Indian telecom sector, providing insightful guidance on talent management tactics to HR professionals and organisational executives.
6. **Nonhlanhla, P., et al. (2014).** The research aimed to examine the leadership obstacles faced by female workers in the telecommunications sector, applying gender, characteristics, leadership, hierarchy of needs, and development theories as the theoretical foundation. To get a wider view, a systems thinking method was used. The research pinpointed certain obstacles that prevent female workers from progressing to leadership roles, such as the congruence of their desired leadership roles with current credentials, age-related considerations, and hiring and placement procedures. The results emphasized how important it is to create management development initiatives that specifically target the difficulties experienced by female employees.

**Objectives of the Study:**

1. To evaluate the problems and challenges faced by the employees of the Indian Telecom Industry.
2. To give appropriate suggestions to Indian Telecom Industry Stakeholders towards eradication of the problems and challenges faced by their employees.

**Research Methodology:**

Research Design	<b>Qualitative and Exploratory</b>
Research Approach	Inductive Approach
Sampling Techniques	Non-Random Convenience Sampling Techniques
Sample Size	Face to face interview was conducted of 60 Telecom Industry Employees
Statistical Tool	NVIVO 12
Statistical Technique	Text mining Viz. Mind map, word frequency and word cloud

**Data Analysis and Interpretation:**

**Table No: 1 Summary table**

Word	Length	Count	Weighted Percentage (%)
High workload	12	40	14.23
Intense competition among companies	18	38	13.52
Technological advancements	25	33	11.74
Network congestion	17	29	10.32
Poor infrastructure	18	27	9.61
Security concern	15	23	8.19
Work life balance	15	21	7.47
Gender discrimination	20	18	6.41
Limited career growth	19	18	6.41
Language barriers	16	14	4.98
Increasing Customer expectations	20	10	3.56
Rapid changes in consumer preferences	12	10	3.56

As per table No: 1 It can be seen that **major problem** faced by employees of the Indian Telecom Industry are high workload with 40 counts and 14.23 weighted percentage, Intense competition among companies with 38 counts and 13.52 weighted percentage, technological advancements with 33 counts and 11.74 weighted percentage, network congestion with 29 counts and 10.32 weighted percentage, poor infrastructure with 27 counts and 9.61 weighted percentage, security concerns with 23 counts and 8.19 weighted percentage and work-life balance with 21 counts and 7.47 weighted percentage. It can be seen that minor problems faced by employees of the Indian Telecom Industry are gender discrimination and limited career growth with 18 counts and 6.41 weighted percentage, language barriers with 14 counts and 4.98 weighted percentage, increasing customer expectations and rapid changes in consumer preferences with 10 counts and 3.56 weighted percentage.

**Figure No: 1 Word cloud**



As per Figure No: 1 of word cloud, it is seen that the most important challenges faced by the employees of the Indian Telecom Industry are High workload, Intense competition among companies, Technological advancements, Network congestion, Poor infrastructure, Security concern and Work life balance. Whereas, minor challenges faced by the employees of the Indian Telecom Industry are Gender discrimination, Limited career growth, Language barriers, Increasing Customer expectations and Rapid changes in consumer preferences

### Conclusion:

Significant insights into the difficulties faced by workers in the Indian telecom sector have been obtained from the analysis conducted. The study revealed several significant obstacles, such as an excessive workload, fierce rivalry between organisations, advances in technology, network congestion, inadequate infrastructure, security vulnerabilities, and difficulties managing work and personal life. It has also drawn attention to smaller issues including language obstacles, limited job advancement opportunities, discrimination based on gender, rising customer demands, and swift shifts in consumer preferences. The various challenges that telecom workers face are highlighted by these findings, which also highlight the intricate dynamics that are present in this quickly changing sector.

### Recommendations:

- Implement programs to assist staff in effectively managing their workload and preserving a healthier work-life balance.
- Promote collaboration among telecom companies to foster innovation and effectively handle competitive difficulties.
- Invest in ongoing training and development programs to provide employees with the skills they need to stay current with technological advancements.
- Network congestion may be decreased with the support of optimization efforts and infrastructure upgrades.
- Infrastructure development should be given top priority to improve connectivity, particularly in underserved and rural areas.
- Promote diversity and inclusion initiatives to combat discrimination and enhance fair opportunities for career advancement.
- Boost cybersecurity protocols to handle security issues and safeguard critical data.
- Keep up with the changing needs and preferences of your customers to adjust offers provided by the company.

### References:

1. Deepika, Pandita., Ms., Anusaya, Yadav. (2022). A Decision Model for Talent related challenges in the Telecom Sector in India. doi: 10.1109/DASA54658.2022.9765209
2. Dubey, U. K. B., Kothari, D. P. (2022). Research Methodology: Techniques and Trends. United Kingdom: CRC Press.
3. Handbook of Research Methodology: A Compendium for Scholars & Researchers. (n.d.). (n.p.): Educreation Publishing.
4. Kanapathipillai, K., & Azam, S. F. (2020). The impact of employee training programs on job perform-

- ance and job satisfaction in the telecommunication companies in Malaysia. *European Journal of Human Resource Management Studies*, 4(3).
5. Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. India: New Age International (P) Limited.
  6. Kumar, R. (2010). *Research Methodology: A Step-by-Step Guide for Beginners*. United Kingdom: SAGE Publications.
  7. Nonhlanhla, P., Shangase., Cecile, N., Gerwel, Proches. (2014). Leadership challenges facing female employees in the telecommunications industry. *Gender and behaviour*, 12(2):6275-6285.
  8. Pavnesh, Kumar, (2022). Telecom Sector in India: Issues and Challenges. *Management Dynamics*, 11(2):65-82. doi: 10.57198/2583-4932.1139
  9. Pirani, S. (2024). Navigating Research Ethics: Strategies for preventing and Addressing Research Misconduct, *International Journal of Multidisciplinary Research & Reviews*, Vol 03, No. 02, PP.96-104.
  10. Pirani, S. (2024). Navigating the complexity of sample size determination for Robust and Reliable Results, *International Journal of Multidisciplinary Research & Reviews*, Vol 03, No. 02, PP.73-86.
  11. Pirani, S. (2024). Simplifying statistical Decision Making: A Research Scholar's Guide to parametric and Non-Parametric Methods, *International Journal of Multidisciplinary Research & Reviews*, Vol 03, No. 03, pp. 184-192.
  12. Priyanka, Anand., Puja, Chhabra, Sharma. (2017). Empirical study on the employee perception of talent management processes in Indian telecom sector. *SMART Journal of Business Management Studies*, 13(2):51-60. doi: 10.5958/2321-2012.2017.00014.8
  13. Prrachi, A, Sasankar. (2017). Indian Telecom Industry- Overview, Challenges and Future Scope.. *Imperial journal of interdisciplinary research*, 3(2)
  14. Sahni, J. (2019). Role of quality of work life in determining employee engagement and organizational commitment in telecom industry. *International Journal for Quality Research*, 13(2), 285.
  15. Vishal, Mahajan., Renuka, Mahajan., Richa, Misra. (2019). Indian Telecom Industry: Challenges and Use of Analytics to Manage Customer Churn. 353-376. doi: 10.4018/978-1-5225-6225-2.CH018