



EMPLOYEES SATISFACTION SURVEY ON SURVIVAL IN INDIAN SOFTWARE COMPANIES

¹D.Senthilnathan, ²Dr.A.R.Kanagaraj

¹Assistant Professor, ²Professor, Department of Corporate Secretaryship,
Dr. N.G.P Arts and Science College (Autonomous), Coimbatore – 641048, India.

Abstract: The Indian IT industry has played a key role to bring India on the global map. According to NASSCOM, India's IT growth in the world is primarily dominated by IT software and services such as CADM (Custom Application Development and Maintenance), System Integration, IT Consulting, Application Management, Infrastructure Management Services, Software Testing, Service- Oriented Architecture and Web services. India continues to be the most preferred destination for companies looking to offshore their IT and back-office functions. It also retains its low-cost advantage among the most financially attractive locations. When viewed in combination with the business environment it also offers the availability of skilled people.

1. Introduction

India continues to be the most preferred destination for companies looking to offshore their IT and back-office functions. It also retains its low-cost advantage among the most financially attractive locations. When viewed in combination with the business environment it also offers the availability of skilled people. According to global management consultancy AT Kearney, India has retained its number one position even as some other well-established outsourcing hubs dropped, in their attractiveness by new emerging destinations. As per the Global Services Location Index (GSLI) 2019, the top three countries (India, China and Malaysia) remain the same.

In the present scenario, most of the countries around the world have relied upon Indian Software Companies for their software development activities, as the country possesses global competency in the IT sector. The Software development companies in India comprise of businesses related to the production and maintenance of computer software. The root of the Software Industry in India lies in the largely available English speaking, IT savvy population. Software services such as training, consulting and maintenance are the parts of this ever-growing industry. The Software companies are witnessing a rapid growth and offer lucrative job opportunities, making IT a premium career option for the youth. In fact, it is one of the fastest growing sectors of Indian economy and India is emerging as a Global IT superpower. This success can be attributed to the advantage of existing high quality software professionals in high concentration.

The IT industry is one that mostly offers a job to a fresher at a high salary. This industry is growing in leaps and bounds in India and the prospect of finding employment with a good company is really bright. The IT/ ITES industry employed 1.38 lakh employees in 2019-20, which has raised the total number of ITES-BPO employees about to 5.53 lakh. According to an estimate by the NASSCOM, the Indian BPO sector had generated 1.1 million jobs in 2020. Large BPO companies offer ample opportunities for career progression based on merit.

Growth of Indian Software Industry is estimated to be worth \$ 65 billion. Unfortunately the growth has been limited to few cities- Bangalore, Mumbai, Delhi, Noida, Chennai, Kolkata and Cochin. Career opportunities in IT sector are bright and growing in India as well as abroad. IT is a diverse industry in which companies are looking for a multi-skilled as well as tech savvy workforce. IT sector (besides generating revenue and employment) is also assisting in improving the supply of talent pool and development of physical and social infrastructure, either directly by themselves or by spurring the Government to action.

2. Literature Review

Paul.R et.al (2016) in their empirical research work it is state that text book treatments of training evaluation typically equate evaluation with the measurement of change and focus on formal experimental design as the mechanism for controlling threats to the inference that the training intervention produced whatever change was observed. As per the research it is very true that training gives some sort of security to an employee in terms of confidence in performances as well as improving employability coefficient. This research study tries to relate different kinds of employees with different kinds of training in order to elicit information on the perceived impact of training on possible positive outcomes.

Paul L. Garavaglia (2017) says that in order to demonstrate the value of training to an organization, it's important that the HRD department plans, budgets and implements transfer measures. This study states the methods to ensure that trainees' supervisors provide data about trainees' strengths and weakness, no matter which method is used to measure training; it is better to measure the responses of a similar group that didn't receive the training. It is possible to have experimental and controlled groups. The present research takes a cross section of employees spread over different companies which are geographically dispersed. The differences among the training programmes were to pivot them on various demographic variables such as age, gender, education etc .

Jane and Joseph (2018) examined the effects of task labeling and trainees age on learning outcomes. Results indicate an interaction between task labeling and age: Younger employees who received training labeled as 'play' showed higher motivation to learn and performed better in an objective test of software knowledge than older employees. In contrast, no differences were found between younger and older employees receiving training labeled as 'work'. Implications for training are discussed in this study. The present study also tries to draw a similar perspective of training from the respondents.

Judith (2019) opined that lack of familiarity with database design methods could prevent many end users from effectively implementing their database management system packages. An inexpensive solution would be for end users to learn required database design skills from software tutors tailored to their needs. This research describes about the two tutors who developed a method to teach these skills to end users. Empirical comparison of the tutors tested the teaching effectiveness of the facilitators. The results lead to recommendations for closing the gap between skills required and skills learned by end users in database design. The study undertaken cannot compare different trainees' relative, competence/effectiveness because there are numerous companies involved and many training programmes assessed; but, this study tries to bring out some light on trainer effectiveness in a generic way.

3. Research Methodology

The current study is a descriptive research which attempts to find the facts influencing status of training in IT/ITES industries with adequate interpretation. The study is also prescriptive in nature which aims to bridge the gap by developing and testing methods to help in conforming desired principles. It is designed to gather descriptive information and provides a foundation for formulating more effective applications.

4. Area of the Study and Sample Design

The major cities of country where IT/ITES industry has significantly presence were considered to decide the population of the study. The index published in 2019 October is the primary source of population. The following table indicates the major cities in India which employs technical and non-technical professionals.

Table: 1.1
IT Employees Profile in India

State	Technical	Non-Technical	Total	Percentage
Coimbatore	25448	11052	36500	10.53
Bangalore	76343	33157	109500	31.57
Chennai	35627	15473	51100	14.74
Others	100565	49085	149650	43.16
Total	237983	108767	346750	100

- **Delhi and NCR (includes Gurgaon and Noida)** regions have focused on call centers, transaction processing, chip design and software related activities. The prominent companies are General Electric Company, American Express, ST Microelectronics, Wipro Spectra Mind, Convergys, Daksh, and Excel. All of these companies employ approximately 73,000 employees.
- In **Mumbai**, IT activities related to financial research, back office, software are more prominent. The major companies are TCS, Mphasis, i-flex, Morgan Stanley, Citigroup *etc.* and they employ approximately 62050 workers.
- In **Bangalore**, BPOs are mainly engaged in Chip design, software, Bio-informatics, call centers, IT consulting, tax processing *etc.* Main firms are Infosys, Wipro, Intel, IBM, SAP, SAS, Dell, Tisco, TI, HP, Oracle, Yahoo, AOL, E & Y, Accenture *etc.*, and the total number of employees is 1,09,500.
- **Coimbatore** regions have mainly concentrated in software, back office and product design activities. HSBC, Satyam, Microsoft are some of the prominent players of the field employing as many as 36,500 people.
- **Chennai** is known for Software, transaction processing and animation as their main areas of specialization. Some of the prominent BPOs are Cognizant, Standard Chartered, Polaris, EDS and Penta media. Together they employ as many as 51,100 people.
- **Pune** has Call centers, chip design, embedded software are the main areas. Msource, C-DAC, Persistent Systems, Zensar are the key players and they employ approx. 7,300 people.

There were totally around 3,50,000 employees are employed in technical and non-technical fields. The researcher has adopted area sampling method by which the cities are selected. Based on the number of employees in IT&ITES industries of various cities the data was collected in a purposive sampling for the current research by administering a structured questionnaire.

Table: 1.2
Sample Size of Employees

Technical	Non-Technical	Total	Percentage
69	41	110	18.80
125	75	200	34.20
94	56	150	25.60
78	47	125	21.40
366	219	585	100

The study was conducted the above mentioned regions. 600 questionnaires were distributed. Out of the 600 questionnaires 15 were incomplete, those incomplete mailed questionnaires were deleted from actual sample size. Thus, the sample was restricted to 585 IT professionals from the selected cities in India.

5. Conclusion

The problems related to obsolescence of professionals in IT industry may be tackled by various T&D programmes which ultimately help the employees to learn and contribute to the growth of an organization. A training needs assessment that can identify performance requirements or needs within an organization in order to direct resources to the areas of greatest need such as fulfilling the organizational goals and objectives, improving productivity and providing quality products and services.

6. References

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