

A STUDY OF EMPLOYEE PERFORMANCE ANALYSIS WITH RESPECT TO THE SATISFACTION OF CONSUMERS OF MAHAVITARAN IN SATARA DISTRICT

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ABSTRACT

Energy is an engine of economic growth and future growth will depend on availability and quality of energy. India is world's fifth largest energy producer and seventh largest energy consumer. Electricity is 'concurrent' responsibility of the central and state governments. There is Dominance of public sector institutions in power sector the private participation has been increasing after the adoption of new economic policy. Combination of natural monopoly and oligopolistic market structure. Electricity is a basic need of domestic, agriculture and industrial sector of any economy.

KEYWORDS: Employee Performance Analysis, Satisfaction of Consumers

INTRODUCTION

Indian power sector depends on the national and state level distribution utility policies It is expected that these policies fulfil the needs of various stakeholders, generate income to state, achieve the state's target and increase the stakeholders satisfaction. As Mahavitaran is under performing and there is an

urgent need for proper policy towards achieving a quality and continuous well-functioning electricity market in the state. Regional development, industrial growth and job creation depend on reliable and inexpensive energy supplies that only come after proper implementation of policy that can be designed after Performance Analysis.

Performance Analysis is the process of studying or evaluating the performance of a particular scenario in comparison of the objective which was to be achieved. Performance analysis can be do in finance on the basis of ROI, In HR, performance analysis can help to review an employee's contribution towards a project or assignment, which he/she was allotted. Performance Analysis is the framework for helping employees develops their personal and organizational skills, knowledge, and abilities. Human Resource Development includes such opportunities as employee training, employee career development, performance management and development, coaching, succession planning, key employee identification, tuition assistance, and organization development

INDIAN POWER SECTOR AT A GLANCE

First power station commissioned at Darjeeling on 10th Nov 1897 (3x65 KW) with an installed capacity. On the dawn of independence of country India had an installed capacity of 1362 MW. In Mar 2019 it increased to 2,23,343 MW. There is a Growth 164 times in 66 years from independence. There were over 180 Million consumers in country of which over 13 million consumers were from agriculture the annual revenue for 2019 was Rs. 4,30,000 Crores. India is 5th largest electricity utilizing country next to USA, China, Japan and UK. By year 2019 it is estimated that we will be 4th largest electricity utilizing country. In 2019, per capita consumption will be 970 Units/year. While other side is that 25% Indians still do not have access to electricity

The Central Electricity Regulatory Commission (CERC), as the apex regulatory body, under the Electricity Act 2003, has been vested with several critical roles as an independent regulator in a sector. Sector It opened the sector for private participation in the Electricity Act 2003. Also it can regulate the tariffs of companies and also can specify standards of quality, continuity and reliability of service to be provided by licensees.

MAHARASHTRA STATE POWER SECTOR SCENARIO

In Maharashtra state a separate board – Maharashtra State Electricity Board (M.S.E.B.) – was established in year 1956 Area. M.S.E.B.

performed responsibility of Power generation, power distribution and power transmission. For long fifty years. As the power sector was faced with big problems it became inevitable to unbundle the oversized Maharashtra State Electricity Board. Hence on June 6, 2005, four companies came into existence including MSEB Holding Company, Maharashtra State Electricity Distribution Company (Mahavitaran), Maharashtra State Electricity Transmission Company (Mahapreshan) and Maharashtra State Electricity Generation Company (Mahagenco)

Maharashtra is the Third largest State in country in terms of population and area It is a highly Urbanized State – 45.2% people residing in Urban area. The Gross State Domestic Product (GSDP) – Rs. 11,99,548 Cr financial year 2011-2012. Contribution of the state in industrial investment was 9.6 percent in the year 2013. The electricity consumption in the state was 87396 Million Units in year 2013. It is 14.2 % of Country's consumption

NEED AND IMPORTANCE OF THE STUDY

From the review of literature, it is observed that only a few scattered efforts have made in the field of Performance Analysis in large Govt. organizations, and whatever little was done remained confined to the macro level only. The organizational levels have not been in depth. Thus it is felt that there is need for case studies on the practices of Performance Analysis in specific organizations, so as to understand the

practices being adopted there. This will help to point out the shortcomings and to suggest improvements to make the systems in various sub systems as well as in the whole organizations. The present study is a step in this direction. Electricity is a leading public Utility and it is a socially desirable institution like justice, defence and transport for which there is no direct demand but on which the entire structure of an organized society depends. Second, electricity being a public utility, the efficiency of the MSEDCL has a great bearing on the working of various organization and thus has a multiplier effect on the economy of the state as a whole. The company has introduced computerization in some of its sub-systems, the impact of which on productivity is to be studied. From the discussions, it emerges that the study of Performance Analysis in MSEDCL is quite relevant

SATATEMENT OF THE PROBLEM

Mahavitaran is the public sector electricity distribution company in Maharashtra which is governed by State Government Of Maharashtra, being one of the advanced state in India Mahavitaran plays a vital role in a field of power sector. The power sector in Maharashtra is facing challenges due to which unrest among the stakeholders is evident. The reasons for the unrest are as follows:

Need for enhanced benefits to all the stakeholders of Mahavitaran namely the owner (State Government), Employees and customers.

MSEDCL has a workforce of about 77,109 employees. This force is the real asset of the company. The welfare and well-being of this asset is a major concern

To improve underperformance of state electricity market by designing proper H.R. policy. Negligent attitude of the employees towards the problems of the consumers due to monopoly in the power sector. Lack of effective control, coordination and proper communication due to oversize of the MSEB and accountability is lacking Employee related problem i.e. low motivation, poor productivity, lack of training, lack of competition has caused degradation of the organization

Failure to meet the statutory and regulatory performance standards assigned by regulatory commission. In consideration of the above problems, the proposed study will investigate into the problems and attempt to provide solutions to the Mahavitaran as to how to address the issues mentioned above.

OBJECTIVES OF THE STUDY

To study the relationship between performance of employee and satisfaction of consumer.

HYPOTHESES OF THE STUDY

There is a significant relation between employee performance and stakeholder satisfaction

HYPOTHESIS-: There is a significant relation between employee performance and Consumer satisfaction

Purpose: To study the significance relation between employee performance and Consumer satisfaction

8	34.00	44.33
9	36.81	48.22

Source: Primary Data

Let, H₀: There is no significant relation between employee performance and Consumer satisfaction.

H₁: There is a significant relation between employee performance and Consumer satisfaction

Statistical test: To find the relationship relation between employee performance and Consumer satisfaction, Karl Pearson’s correlation coefficient technique is used as correlation is a statistical test which helps in analyzing the co variation of relation between employee performance and Consumer satisfaction

Level of significance: $\alpha = 0.05$

Classification of relation between employee performance and Consumer satisfaction

Sr No	Mean score of performance of employee	Mean score of satisfaction of stake holders
1	32.31	42.34
2	31.01	40.27
3	33.08	43.30
4	33.41	41.25
5	32.12	40.98
6	32.06	43.37
7	33.26	42.00

Table.: Correlation between employee performance and Consumer satisfaction by Karl Pearson’s Coefficient of Correlation

Particulars	Correlation relation between employee performance and Consumer satisfaction
	r-value
Mean Of Performance Of Employee Performance And Satisfaction Of Consumer.	0.8578

Source: Primary Data

Observation: From the results of the above table, it can be seen that, a significant positive relationship is observed between employee performance and Consumer satisfaction($r=0.8578$).

Conclusion: Hence the null hypothesis is rejected and the alternative hypothesis is accepted. This infers that employee performance is directly dependent on the satisfaction of Consumer. It Clearly Indicates that if

Mahavitaran enhance the performance of employees then automatically customers will be satisfy

SUGGETION

- Mahavitaran needs to establish customer support center as a major tool to handle customer compliances, The call center will resolve customer issues or problems in-time
- It is suggested that Mahavitaran has to take mediate measures to increase awareness among its consumer regarding online facility made available for complaints
- Mahavitaran Employee requires extensive use of mobile application and online services to avoid delay in services.
- Mahavitaran consumer and employee has to utilize online system such as mobile application , web application and toll free number for speedy resolution of the problems regarding Bill correction, Power Failure and allied problems.
- It is suggested to the Mahavitaran that, make use of advanced technology to

proactively notify the problems of power failure in the particular (Location) geographical area

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