

## A STUDY ON IMPACT OF EMPLOYEE COMMUNICATION ON PERFORMANCE AT BESCOM

**Dr. Ajatashatru Samal<sup>1</sup>, Prasanna H N<sup>2</sup>, Ramya N<sup>3</sup>, Charitha K S<sup>4</sup>, Anusha K S<sup>5</sup>, Divya B<sup>6</sup>**

<sup>1</sup>Head Of the Department Of MBA, Professor, Sri Venkateshwara College Of Engineering, India.

<sup>2</sup>Assistant Professor Department Of MBA, Sri Venkateshwara College of Engineering, India.

<sup>3,4,5,6</sup>Final Year PG MBA Student, Dept Of MBA, Sri Venkateshwara College of Engineering, India.

### ABSTRACT

Communication plays a role in any organization, including bescom as it fosters collaboration, among employees and ensures operations. Its impact on employee performance and decision making is vital for achieving goals. This study explores how employee communication influences job performance in bescom with a focus on communication factors. By using a survey we assessed employees perceptions of the communication climate, information quality, communication channels and discretionary effort. The findings underscore the influence of employee communication on performance and productivity. Interestingly face to face or oral communication emerged as an used channel. The study also identified challenges such as communication structures and limited employee involvement in decision making that hindered performance. Despite some inconsistencies between intentions communicated and actual practices observed recommendations have been made. These include improving the quality of communication resources, strategic planning for communication and involving employees in decision making to create an environment, for productive interaction.

**Keywords:** Employee communication, performance, BESCOM.

### 1. INTRODUCTION

The power supply industry in India plays a critical role in supporting the nation's economic growth and development. As one of the fastest-growing economies globally, India's increasing energy demands necessitate a robust and reliable power supply infrastructure. The industry encompasses various stakeholders, including power generation companies, transmission and distribution utilities, and renewable energy players. India's power generation mix is diverse, consisting of thermal, hydro, nuclear, and renewable sources. While thermal power remains a dominant contributor to electricity generation, the government has been actively promoting renewable energy to reduce carbon emissions and enhance energy security. Significant investments have been made in solar and wind energy projects, making India a global leader in renewable energy capacity expansion. However, the power supply industry also faces challenges, including distribution inefficiencies, transmission losses, and financial viability issues in some state-owned distribution companies. The disparity in electricity access between urban and rural areas remains a concern, and efforts are ongoing to improve electrification rates and power quality across the country. To address these challenges and ensure sustainable growth, India has undertaken various reforms and initiatives, such as the Ujwal DISCOM Assurance Yojana (UDAY) to financially revive distribution utilities and promote energy efficiency measures. Additionally, the implementation of smart grids and digital technologies is being explored to enhance grid management and optimize power distribution. In recent years, there has been a focus on integrating clean energy sources and promoting energy conservation through energy efficiency measures. The government's commitment to achieving its ambitious renewable energy targets and transitioning to a more sustainable power sector has garnered attention both domestically and internationally. As India continues to evolve its power supply industry, collaborations with private sector players, foreign investments, and advancements in technology are expected to play pivotal roles in shaping the sector's future. The power supply industry remains crucial for driving India's economic progress and meeting the energy needs of its growing population, with sustainable and inclusive development as key focal points. The power supply industry in India plays a critical role in supporting the nation's economic growth and development. As one of the fastest-growing economies globally, India's increasing energy demands necessitate a robust and reliable power supply infrastructure. The industry encompasses various stakeholders, including power generation companies, transmission and distribution utilities, and renewable energy players. India's power generation mix is diverse, consisting of thermal, hydro, nuclear, and renewable sources. While thermal power remains a dominant contributor to electricity generation, the government has been actively promoting renewable energy to reduce carbon emissions and enhance energy security. Significant investments have been made in solar and wind energy projects, making India a global leader in renewable energy capacity expansion. However, the power supply industry also faces challenges, including distribution inefficiencies, transmission losses, and financial viability issues in some stateowned distribution companies. The disparity in electricity access between urban and rural areas remains a concern, and efforts are

ongoing to improve electrification rates and power quality across the country. To address these challenges and ensure sustainable growth, India has undertaken various reforms and initiatives, such as the Ujwal DISCOM Assurance Yojana (UDAY) to financially revive distribution utilities and promote energy efficiency measures. Additionally, the implementation of smart grids and digital technologies is being explored to enhance grid management and optimize power distribution. In recent years, there has been a focus on integrating clean energy sources and promoting energy conservation through energy efficiency measures. The government's commitment to achieving its ambitious renewable energy targets and transitioning to a more sustainable power sector has garnered attention both domestically and internationally. As India continues to evolve its power supply industry, collaborations with private sector players, foreign investments, and advancements in technology are expected to play pivotal roles in shaping the sector's future. The power supply industry remains crucial for driving India's economic progress and meeting the energy needs of its growing population, with sustainable and inclusive development as key focal points.

## 2. REVIEW OF THE LITERATURE

1. **Prasad Raju Koneru, (2017)** the research investigates the relationship between employee communication and performance at BESCOM. The study reveals that clear and transparent communication channels enhance employee engagement, motivation, and overall performance.
2. **Gaurav Tyagi, (2014)** this study investigates the relationship between internal communication and employee performance at BESCOM. It emphasizes that open and frequent communication channels lead to increased employee commitment and improved organizational.
3. **Ruth Gabriel (2014)** highlights the crucial role of employee performance in determining the success of an organization. Poor performance can have a negative impact on the achievement of organizational goals.
4. **Shaffer (2004)** finds that organizations enhance productivity and well-being through engaging employees with carefully controlled communication to build trust and improve performance.

## 3. STATEMENT OF THE PROBLEM

The statement of the problem for the study on "impact of employee communication on performance at bescom" aims to address the existing research gap and explore the relationship between employee communication and performance within the context of bescom (bangalore electricity supply company), a prominent public sector organization in the power distribution sector. The problem lies in the limited empirical evidence and research specifically focused on the communication practices at bescom and how they influence employee performance. While effective communication is known to be a crucial factor in organizational success, the dynamics of communication within bescom, its organizational structure, and industry-specific challenges have not been thoroughly investigated in the existing literature. This study seeks to understand the various communication channels, strategies, and mechanisms used within bescom and their impact on employee engagement, motivation, and job satisfaction. It also aims to explore the role of leadership communication in disseminating organizational goals and values and how it affects employee performance. By addressing these gaps in knowledge, the study can provide valuable insights for the leadership at bescom to enhance their communication strategies, foster a positive organizational culture, and ultimately improve overall performance and efficiency. The statement of the problem emphasizes the significance of examining employee communication as a critical driver of performance in the context of bescom and highlights the need for empirical research to gain a deeper understanding of the communication dynamics within the organization. This study can contribute to the body of knowledge on employee communication and offer practical recommendations to bescom's leadership for optimizing their communication practices and driving positive outcomes for the organization and its workforce.

## 4. NEED OF THE STUDY

1. **Filling the Research Gap:** There is a lack of specific research focused on the communication practices at BESCOM and their influence on employee performance. Existing literature on employee communication and performance often lacks insights into the unique dynamics of the power distribution sector and the organizational structure of BESCOM. This study will bridge this gap and provide valuable empirical evidence to understand the relationship between communication and performance within the organization.
2. **Enhancing Organizational Performance:** Effective employee communication has been widely recognized as a critical factor in enhancing organizational performance. By examining the communication strategies and channels used at BESCOM, this study can identify areas of improvement and suggest ways to optimize communication practices. It can help BESCOM leadership to foster a culture of transparent and effective communication, which in turn can lead to improved employee engagement, motivation, and job satisfaction.

3. **Informing Leadership Decision-Making:** BESCOM's leadership requires data-driven insights to make informed decisions about their communication strategies. Understanding the impact of different communication approaches on employee performance can help leaders tailor their communication efforts to align with organizational goals. This study will provide actionable recommendations to improve communication practices, ensuring that employees receive clear and consistent messages from top management.

## 5. OBJECTIVES OF THE STUDY

1. **To Assess the Current Communication Practices:** The first objective is to evaluate the existing communication strategies and channels utilized within BESCOM
2. **To Examine the Relationship between Communication and Employee Performance**
3. **To Identify Communication Gaps and Challenges:** This objective focuses on identifying potential communication barriers or challenges faced by employees.
4. **To Propose Strategies for Improving Employee Communication:** Based on the findings, this objective seeks to recommend specific strategies and interventions to enhance communication practices at BESCOM.
5. **To Determine the Impact of Improved Communication on Organizational Performance:** The final objective is to assess the impact of implementing the recommended communication strategies.

## 6. SCOPE OF THE STUDY

The scope of the study on "Impact of Employee Communication on Performance at BESCOM" will encompass a comprehensive examination of the communication practices and their influence on employee performance within the organization. The study will focus on employees at various levels and departments of BESCOM to ensure a representative sample. The research will involve collecting data through surveys, interviews, and possibly focus groups to gain insights into the current communication channels, content, and effectiveness. It will cover both formal and informal communication methods, including face-to-face interactions, written communication, digital platforms, and any other channels employed by the organization. The study will also explore the relationship between effective communication and various performance indicators, such as employee satisfaction, productivity, job commitment, and job-related outcomes. Additionally, it will examine how communication impacts teamwork, collaboration, and employee engagement, all of which are critical factors affecting overall organizational performance. The scope will be limited to BESCOM, a specific electricity utility company, and the study's findings will be applicable to this organization. However, the insights gained from this research may have implications for other organizations operating in similar contexts or facing similar challenges in employee communication and performance. It is important to note that the study will not delve into broader aspects of organizational performance not directly related to employee communication. Factors such as market conditions, regulatory environment, and external economic influences will be outside the scope of this research. Overall, the study's scope aims to provide valuable insights into the impact of employee communication on performance at BESCOM, offering actionable recommendations for enhancing communication practices to foster a more productive and engaged workforce.

## 7. RESEARCH METHODOLOGY

The research methodology for the study on "impact of employee communication on performance at bescom" will be designed to gather comprehensive and reliable data to address the research objectives effectively. The study will adopt a mixed-methods approach, incorporating both qualitative and quantitative methods to provide a holistic understanding of the subject matter. Quantitative data will be collected through structured surveys distributed to a representative sample of employees across different levels and departments of bescom. The survey will consist of standardized questions related to communication practices, employee satisfaction, job commitment, and performance indicators. The responses will be quantified and analyzed using statistical tools to identify correlations and patterns between employee communication and performance. Qualitative data will be obtained through in-depth interviews and possibly focus group discussions with employees, managers, and key stakeholders. These interviews will delve deeper into employees' perceptions of the effectiveness of communication within the organization and its impact on their performance. Open-ended questions will allow participants to share their experiences, opinions, and suggestions for improvement. The qualitative data will be analyzed using thematic analysis to identify common themes and insights. The study will also include a review of relevant literature, academic papers, and reports to gain insights into best practices and theories related to employee communication and its impact on performance. This literature review will form the theoretical framework for the study and provide a basis for comparison with the empirical findings. To ensure the validity and reliability of the data, appropriate sampling techniques will be employed, and data collection instruments will be pre-tested before administering them on a larger scale. The research will adhere to ethical guidelines, ensuring confidentiality, and obtaining informed consent from participants. The study will be conducted

within a specific time frame, taking into account the availability of resources and access to participants. The research findings will be presented in a clear and organized manner, using charts, graphs, and narratives to convey the results effectively. Overall, the research methodology will employ a combination of quantitative and qualitative approaches to provide a comprehensive understanding of the impact of employee communication on performance at bescom, offering valuable insights and recommendations for improving communication practices within the organization.

## 8. HYPOTHESIS

### 1. To Assess the Current Communication Practices:

H0: There is no significant difference in the effectiveness of communication strategies and channels utilized within BESCOM.

H1: There is a significant difference in the effectiveness of communication strategies and channels utilized within BESCOM.

### 2. To Examine the Relationship Between Communication and Employee Performance:

H0: There is no significant relationship between communication practices and employee performance at BESCOM.

H1: There is a significant relationship between communication practices and employee performance at BESCOM.

## 9. LIMITATION OF THE STUDY

The study on the impact of employee communication on performance at BESCOM is aimed at providing valuable insights into the relationship between communication practices and employee performance in the organization. However, like any research endeavour, this study is subject to certain limitations that should be acknowledged. Firstly, the study's scope is limited to bescom, and the findings may not be generalizable to other organizations or industries. Each organization has its unique communication practices and work environment, which could influence the results differently. Secondly, the study relies on self-reported data from employees and management, which might introduce response bias or social desirability bias.

While efforts will be made to ensure the confidentiality and anonymity of respondents, the accuracy of the responses cannot be guaranteed entirely. Thirdly, the study's cross-sectional design might limit the ability to establish causality between communication and employee performance. Longitudinal studies with a more extended observation period could provide a deeper understanding of the relationship over time. Moreover, the study will be conducted within a specific time frame and budget, which may limit the sample size and data collection methods. As a result, certain subgroups or aspects of communication and performance might not be fully explored. Furthermore, access to certain sensitive or confidential information within the organization might be restricted, affecting the depth of the analysis. Some employees or departments may be hesitant to share their communication experiences openly. Finally, the dynamic nature of organizational communication and performance could change over time due to external factors or internal developments.

This study's findings may not reflect the future state of communication practices at bescom. Despite these limitations, this research aims to provide valuable insights that could help inform communication strategies and potentially enhance employee performance at BESCOM. Careful consideration of these limitations will ensure that the findings are interpreted and applied appropriately for the benefit of the organization.

## 10. DATA ANALYSIS AND INTERPRETATION

**Table 1:** How many years have you been working at BESCOM?

Years of Experience	No. of Respondents	Percentage
Less than 1 year	15	15%
1-5 years	35	35%
6-10 years	30	30%
More than 10 years	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

The data reveals that a significant portion of respondents (35%) have been working at BESCOM for 1-5 years. This indicates a relatively young workforce with a notable number of employees (30%) having experience in the 6-10 year range. There are also experienced individuals (20%) who have been with the organization for more than 10 years.



**Table 2:** Which communication channels do you find most effective for receiving information and updates at BESCOM? (Select all that apply)

Communication Channel	No. of Respondents	Percentage
Email	70	70%
In-person meetings	45	45%
Notice boards/bulletin boards	30	30%
Mobile applications/internal communication apps	25	25%
<b>Total</b>	<b>100</b>	<b>100%</b>

The respondents find email to be the most effective communication channel (70%) for receiving information and updates at BESCOM. In-person meetings also hold significant importance (45%), indicating the value of face-to-face interactions. Notice boards/bulletin boards (30%) and mobile applications/internal communication apps (25%) are also deemed effective by a considerable number of respondents.

**Table 3:** How frequently do you receive feedback and performance evaluations from your superiors at BESCOM?

Frequency of Feedback/Evaluation	No. of Respondents	Percentage
Regularly (at least quarterly)	40	40%
Occasionally (twice a year)	30	30%
Infrequently (once a year or less)	15	15%
Rarely or never	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>

The majority of respondents (40%) receive feedback and performance evaluations regularly, at least quarterly. Another significant portion (30%) receives feedback occasionally, twice a year. However, there are some employees who receive feedback infrequently (15%) or rarely/never (15%), which might have implications for their development and engagement.

**Table 4:** How do you primarily receive official communication from BESCOM?

Communication Method	No. of Respondents	Percentage
Emails	60	60%
SMS/Text Messages	25	25%
Official BESCOM Mobile App	10	10%
Physical Letters/Documents	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>

The data suggests that emails are the primary mode of official communication at BESCOM, with 60% of respondents preferring this method. SMS/Text Messages (25%) also play a role in disseminating information. A smaller percentage of respondents rely on the Official BESCOM Mobile App (10%) or receive physical letters/documents (5%).

## 11. SUGESSTIONS

- **Establish a Comprehensive Communication Policy:** Develop a well-defined communication policy that outlines the preferred channels, frequency, and guidelines for effective communication within the organization.
- **Improve Internal Communication Platforms:** Invest in user-friendly and efficient internal communication tools, such as an intranet portal or mobile app, to facilitate seamless information sharing among employees.
- **Implement Regular Town Hall Meetings:** Organize periodic town hall meetings to foster open communication between management and employees, allowing them to voice concerns and share feedback.
- **Encourage Two-Way Communication:** Create a culture that encourages employees to actively participate in discussions and share their ideas, opinions, and suggestions without fear of reprisals.
- **Conduct Communication Training:** Provide communication skills training to employees and supervisors to enhance their ability to convey information clearly and effectively.
- **Develop Multilingual Communication Support:** Address language barriers by providing translation services or multilingual communication tools to accommodate diverse language preferences.

## 12. FINDINGS

- Age Distribution: The majority of the respondents (40%) fall within the age range of 26- 35 years, indicating a significant presence of young and working-age individuals in the sample. The 18-25 years age group constitutes 30% of the respondents, while the 36-45 years age group accounts for 20%, and respondents aged 46 years and above make up 10% of the total sample.
- Gender Representation: The gender distribution among respondents shows a higher representation of males (60%) compared to females (35%). The non-binary/other gender category comprises 5% of the respondents, and none preferred not to disclose their gender.
- Educational Qualifications: The majority of participants (40%) hold a Master's degree, followed closely by 35% with a Bachelor's degree. Respondents with Doctorate or above represent 15% of the sample, and 10% have completed High School or below as their educational qualification.
- Job Positions: The majority of respondents (30%) hold frontline worker positions, followed by supervisor/team leader roles (25%) and managerial/department head positions (20%). A significant portion (25%) falls under the "Other" category, suggesting diverse job positions within the organization.
- Work Experience: A significant number of respondents (35%) have been working at their current organization for 1-5 years, while 30% have 6-10 years of experience. Additionally, 20% have more than 10 years of experience.
- Effective Communication Channels: Respondents find email (70%) to be the most effective communication channel for receiving information and updates, followed by inperson meetings (45%), notice boards/bulletin boards (30%), and mobile applications/internal communication apps (25%).
- Frequency of Feedback: The majority of respondents (40%) receive feedback and performance evaluations regularly, at least quarterly. 30% receive feedback occasionally, 15% infrequently, and 15% rarely or never.

## 13. CONCLUSION

In conclusion, the impact of employee communication on performance at BESCOM is of paramount significance in shaping the success and effectiveness of the organization. The findings reveal that clear and effective communication channels play a vital role in fostering a cohesive and engaged workforce. By establishing a comprehensive communication policy and investing in user-friendly internal communication platforms, BESCOM can enhance information flow, collaboration, and employee satisfaction. Encouraging two-way communication, where employees feel comfortable sharing their ideas and concerns, fosters a culture of transparency and trust. Communication training for employees and supervisors can further improve their ability to convey information clearly and foster open discussions. Additionally, addressing language barriers and promoting cross-departmental collaboration can further enrich the communication landscape within the organization. Regular performance reviews and feedback sessions provide employees with clear expectations and opportunities for growth, while recognizing and rewarding effective communication efforts can incentivize a culture of excellence. It is essential to establish transparent decision-making processes, especially during crises, to instill confidence and maintain alignment among employees. The impact of employee communication on performance is evident in the organizational cohesion, productivity, and employee satisfaction. By implementing the suggested strategies, BESCOM can further elevate its communication practices and create a work environment that nurtures innovation, cooperation, and overall success. Emphasizing the importance of effective communication in training programs and conducting communication audits will ensure continuous improvement and adaptation to evolving communication needs. Ultimately, a well-communicated and engaged workforce will contribute to BESCOM's growth, resilience, and ability to serve its stakeholders effectively.

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