



Research Paper

Employee Satisfaction at an Ngo Working in the Educational Sector in Mumbai:

WAJIDA IRFAN SHAIKH

Master of Arts in Economics

ABSTRACT

The Research paper "Employee satisfaction in a NGO working in the educational sector in Mumbai" aims to throw light on the fact that NGOs have risen as a lucrative career option, especially for the youths of the nation. NGOs do not only tend to support the government by working for the welfare of the people and especially for the deprived and along with that they are transforming into a sector that tackles the problem of unemployment by hiring young and creative minds with a will to do work for social causes. By offering a lucrative salary and a good work environment, NGOs provide livelihood to people and hence the employees gain an extraordinary experience of providing quality service at a subsidized or free rate and hence helping people gain equal status.

Received 11 Jan., 2023; Revised 25 Jan., 2023; Accepted 27 Jan., 2023 © The author(s) 2023.

Published with open access at www.questjournals.org

I. INTRODUCTION:

NGOs are called an important pillar of the nation and are termed civil society. The main task of civil society is to be the voice of the deprived and downtrodden, approach the poor and needy, and provide them with relevant services.

In short, the NGOs are moving ahead and trying to provide better employee satisfaction at an NGO so that they can get dedicated youths to work for them.

"SERVICE TO OTHERS IS THE RENT YOU PAY FOR YOUR ROOM HERE ON EARTH" - MUHAMMAD ALI

2.3 AIMS:

To create awareness about the positive aspects of working at an educational based NGO by explaining employee satisfaction working in such NGO'S and hence studying the parameters such as salary paid, work environment, and motivation to work which satisfies the employees and increases the will to work in an NGO which in turn help them to contribute in a better way to the nation.

2.8 STATEMENT OF PROBLEM:

To study the factors which satisfy the employees working in an educational-based NGO and hence create awareness about it among the youth to take this as a career option and contribute to the nation.

2.9 IMPLICATIONS OF THE STUDY:

After the research, the answer to the following question can be derived:

1. Study will suggest why NGOs are better places to work for youth.
2. The answer to what major challenges people face while working at an NGO.
3. The positive aspects of working at an NGO will be disclosed.
4. The rising job opportunities of an NGO.
5. The factors which satisfy the employee who is working at an NGO.
6. Links between the cause the NGO is working on and the satisfaction gained.
7. Awareness about the employment hike at the NGO.

2.10 LIMITATION:

There are certain limitations of the study:

1. Only 50 respondents were chosen for the study and therefore the real scenario is supposed to be hidden.
2. Only the vicinity of Mumbai was taken into consideration. There is high chance the response would differ for the NGO in rural areas.
3. Also, as humans tend to hide reality, the responses can be different.
4. The NGOs working in the educational sector were taken into consideration, there are thousands of NGOs who has different motives and hence the work environment will vary.
5. The research can be extended more by approaching the people in person but due to time and location constraints, this could not be possible.

2.11 RESEARCH METHODOLOGY:

❖ PRIMARY RESEARCH:

In order to conduct the research, a primary and secondary source of data collection is used.

The primary source of data collection was a questionnaire where a set of 15 questions were prepared and sent to the people working in an educational-based NGO and they were supposed to answer those questions. Along with that 10 questions were prepared for the management level and they were supposed to answer those questions. Nearly 4–5 NGO employees were sent these questionnaires and they were located in the vicinity of Mumbai.

The questions were closed-ended and open-ended to understand the views in a better way.

❖ SECONDARY RESEARCH:

A secondary method of data collection was also used and a study about employee satisfaction at an NGO is done with the help of the data available on

- Internet and
- Relevant theory papers existing on the internet
- Articles
- Websites

Sample size: 50 employees from randomly selected NGOs were given the questionnaire to answer the questions.

Sampling method: A convenience sampling method is used. NGOs easily reachable and friendly were given the questionnaire so that collection of data becomes handy.

The nonprobability sampling method is used where the respondents are predecided and hence reaching out to them is easier.

It is an analytical study where the research is done to create authentic awareness about employee satisfaction at an NGO.

RESEARCH DESIGN:

Descriptive research design is adopted for the research. With the help of this research design, the description of what is an NGO. For what does the NGO work, what beneficial aspects of working at an NGO, and what factors motivate the employee to work at an NGO are explained in detail.

Various NGOs working in the educational sector are approached from the vicinity of Mumbai.

The Response from the employees:

1. Gender:

It is very evident that females are the majority employee who work in the NGOs. The ratio of females is higher than males.

This can be due to the kind of social work being done in NGO sector and the desire to do social work in women is higher as compared to males.

The decision-making ability and the behavior method required to work in NGO is existing in women.

The ratio of males is quite low.

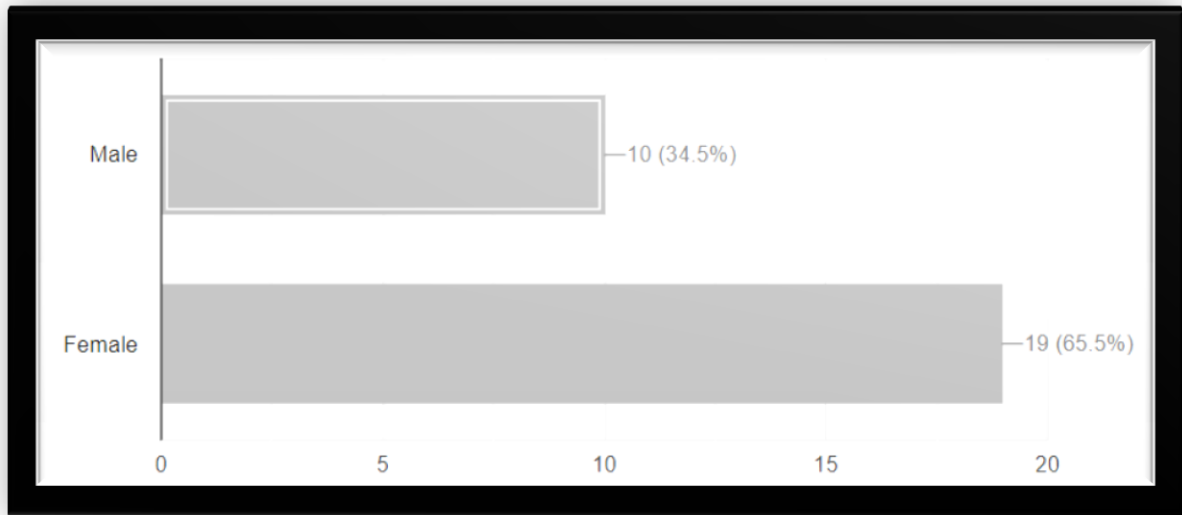


Figure 1: Ratio of males and females in the NGO.

2. Experience before joining:

It is evident that more 50% employees are fresher. They join the NGO so that they can explore the various departments in the NGO, the kind of atmosphere and workforce and to understand the future scope of the work.

Other kind of workforce may have an experience of 1 year to 5 years. They may have interned or worked in some firm and then may plan to try hands on working in social sector.

Generally, the employees working in NGO are young and enthusiastic with a vision to figure out how a person can earn along with contribute to the nation.

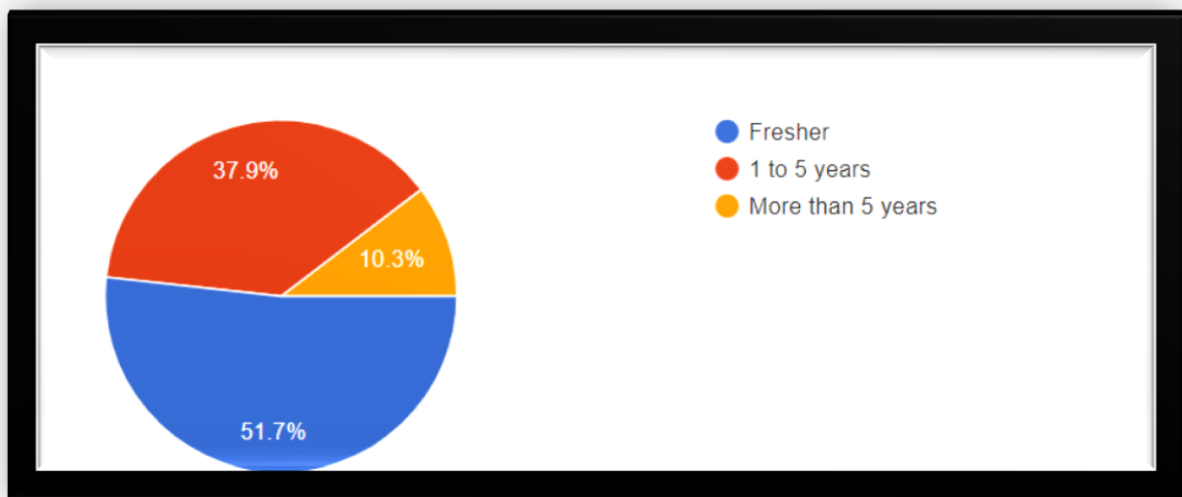


Figure 2: Experience before joining.

3. Experience in a particular NGO:

During the research, it has been observed that the respondents stay in an organization for approximately 1–4 years. This gives them an exposure of the skills they possess, the onfield experience, the future scope, their ability to master a task, to be a part of social sector and understand how they can contribute to the nation.

Very few of them has an experience to work more than 4 years in an NGO might this gives them a chance to explore in some other sectors or NGO.

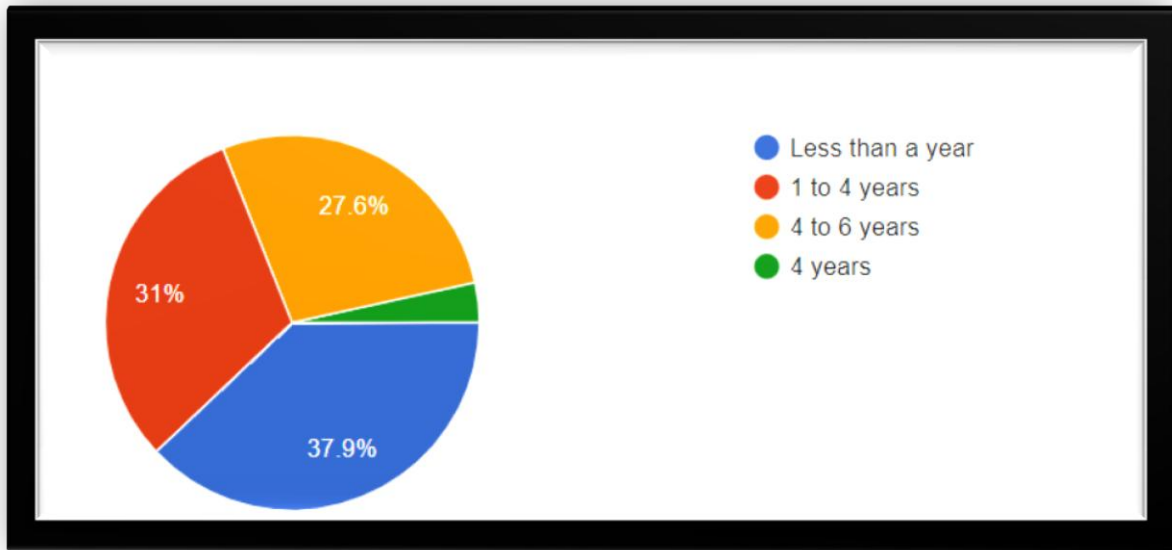


Figure 3: Experience in the NGO.

4. **Age group of the colleagues:**

It is happening to see that the employees belong to the age group 21–40 years and they contribute to approximate 79% to the workforce. This helps the colleagues and the workers to work with those employees who have similar mindset, like minded approach, to have an easy-going atmosphere and have less stressed atmosphere.

Other age groups are years, to years, above years or may be a combination of all.

When youths come together to work for a particular cause, it makes the working process interactive and interesting which helps them to learn, earn and grow.

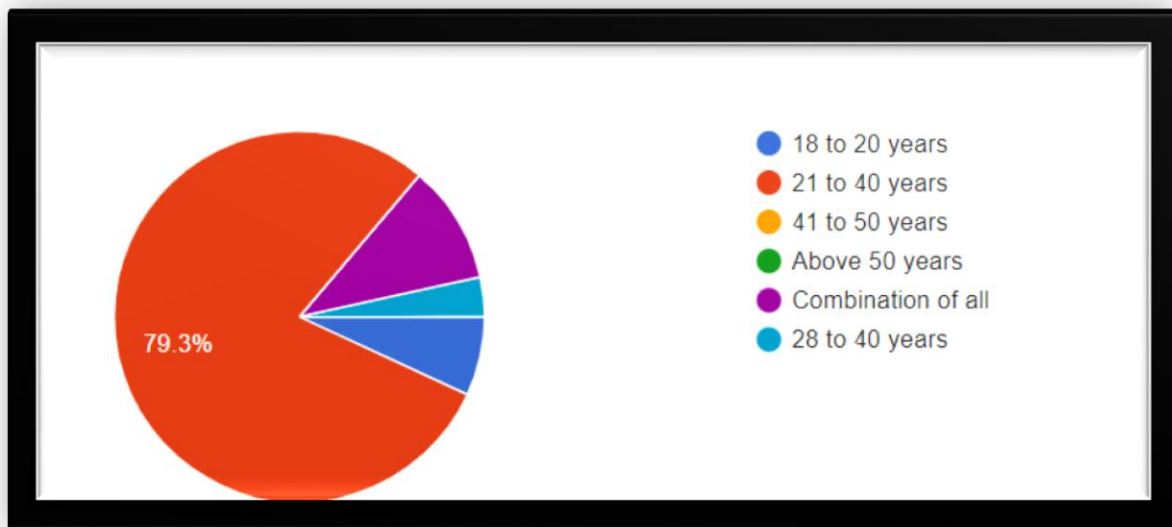


Figure 4: Age group of the colleagues.

5. **Provision of basic necessities at Workplace:**

While working at a particular office and workforce, it is mandatory that the environment and the surrounding should provide satisfactory conditions and assets at workplace. Comfortable chairs and desks, the sanitation conditions especially for females, the internet condition and laptop, the kind of employees existing to work with helped their work at office easier.

93% of the employees agreed that these conditions are fulfilled by the NGO and hence it makes it a better place to work at.

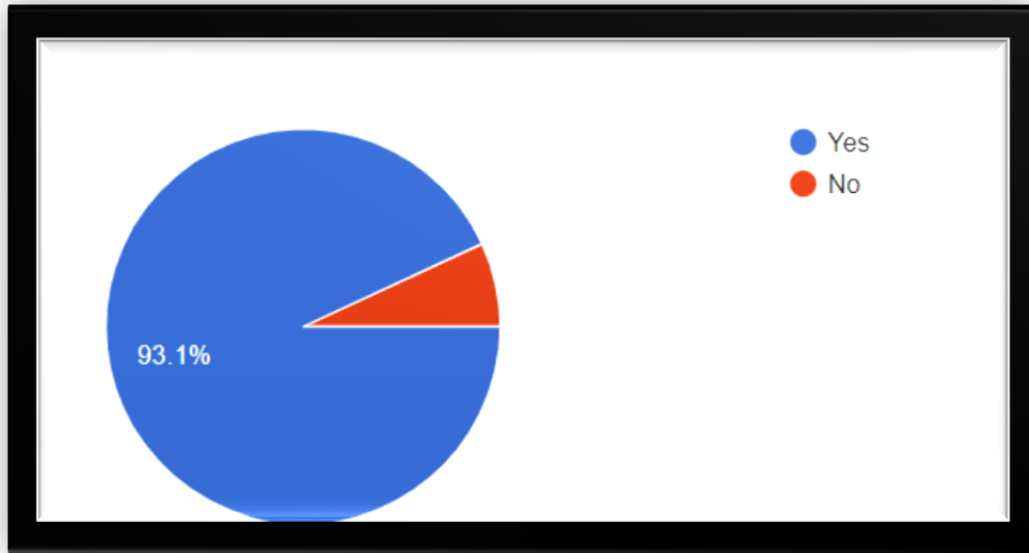


Figure 5: Provision at Workplace.

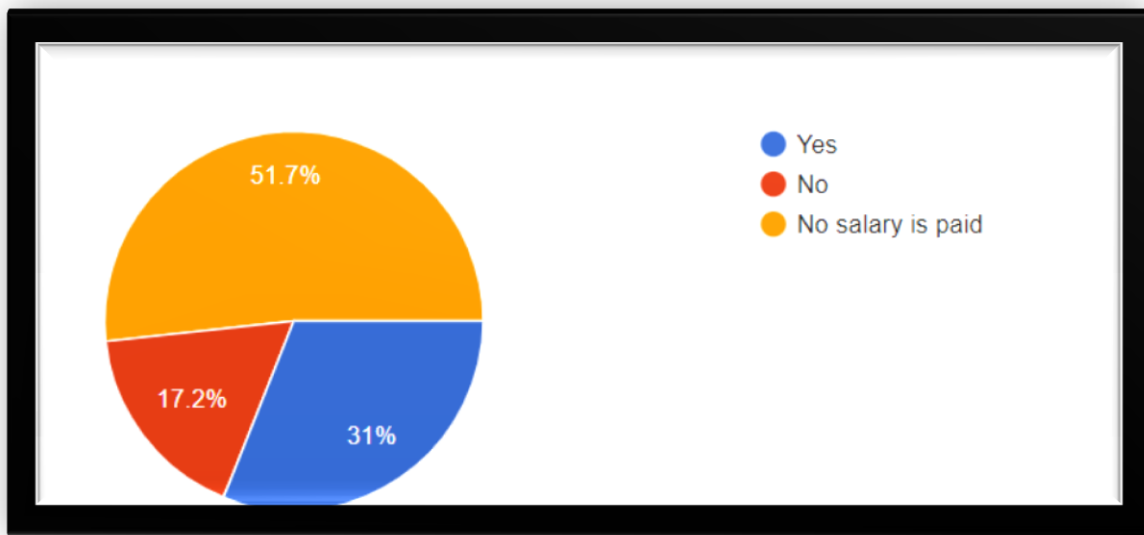


Figure 6: Satisfaction in terms of salary

The employees are satisfied with the work environment they are exposed to and they would therefore prefer to spend more time working here.

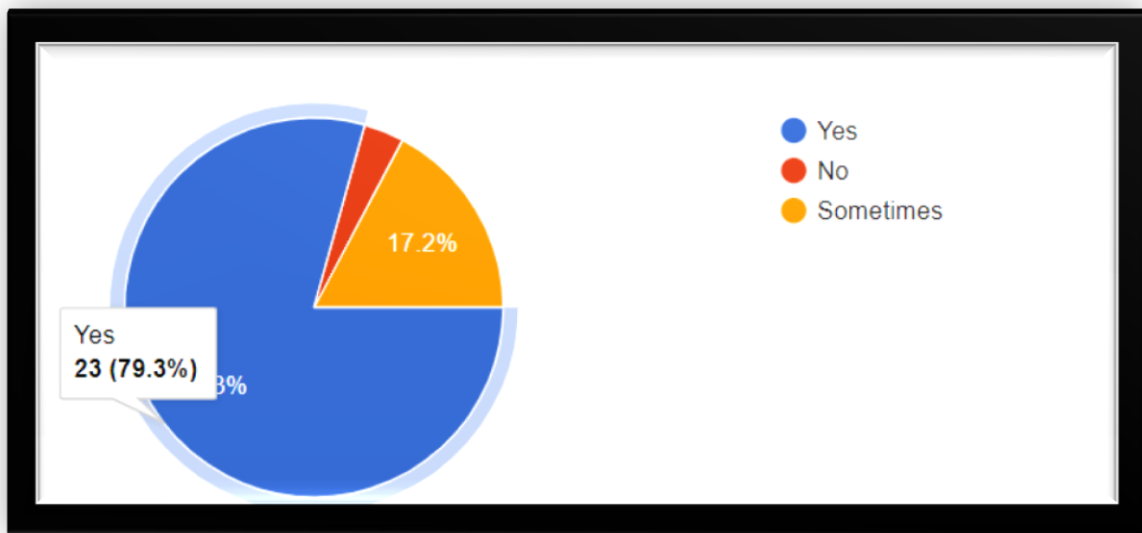


Figure 7: Work Environment at NGO

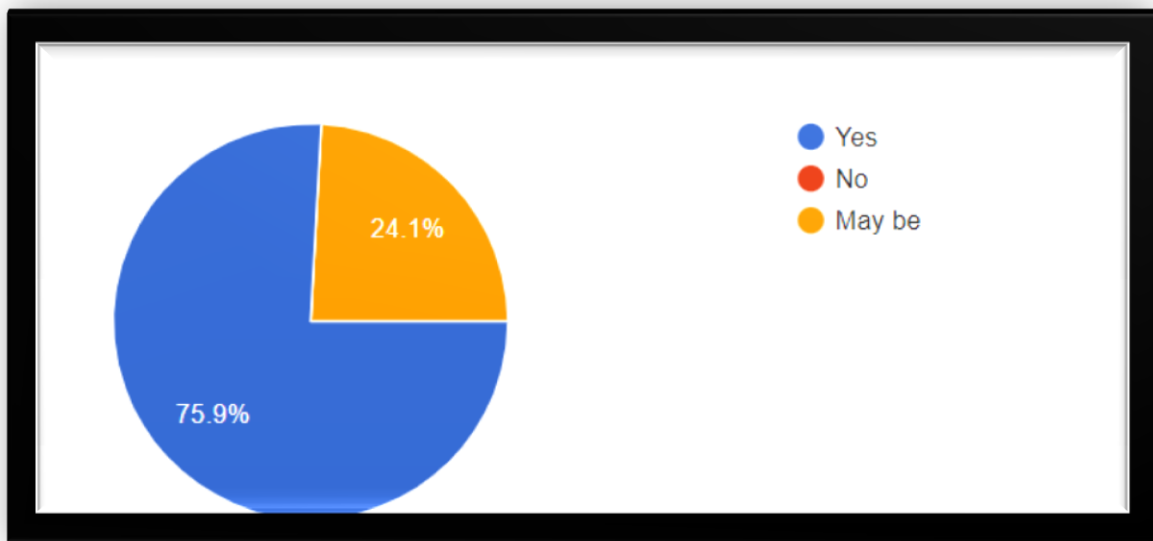


Figure 9: Recommendations to Work

The Response from the management.

In order to understand the employee satisfaction from both the ends of the management, the responses from the management were also taken into consideration.

The managers from different NGO responded to the questionnaire distributed.

1.AGE GROUP:

The managers were in the age group of early 30s with prior experience of working at an NGO.

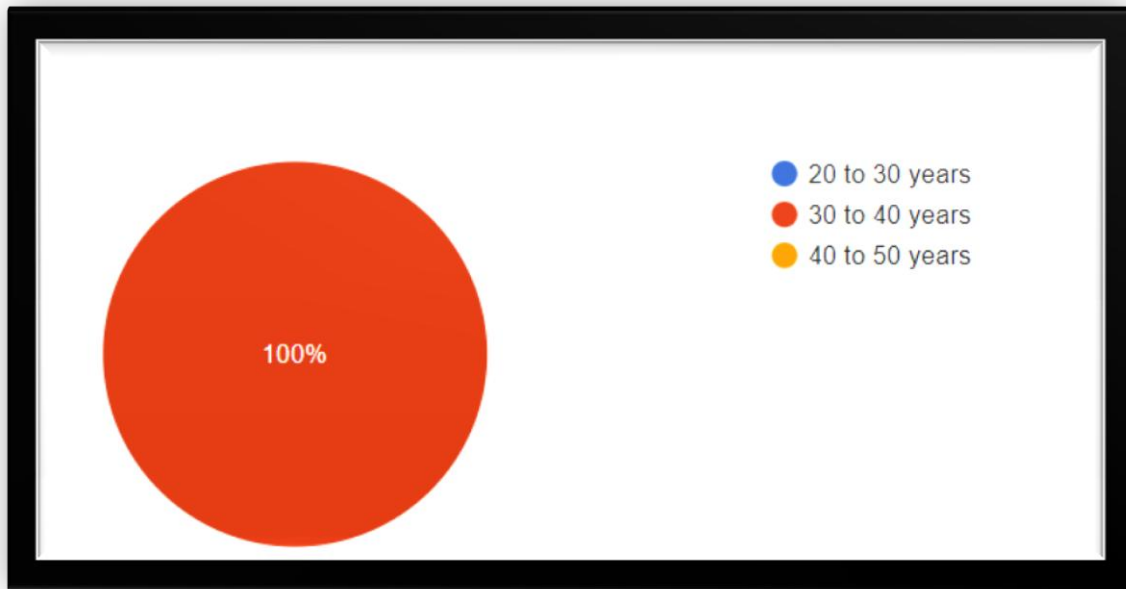


Figure 11: Age Group

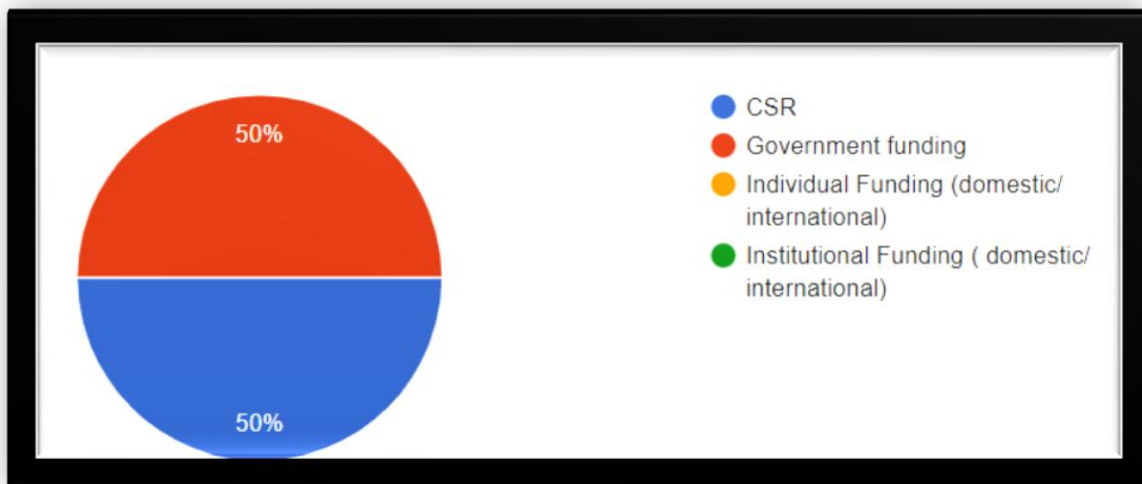


Figure 12: Funds for NGO

4.STEPS TO SATISFY THE EMPLOYEES:

Few steps taken to satisfy the employees working at an NGO so that their participation increases.

1. Good Salary and recognition
2. Timely payments, realistic targets and feedback to improve.
3. Employee engagement activities and celebrations.
4. Leaves planning.
5. Supervision to tackle issues on ground.

7.Can you explain the hierarchy at your NGO and the employee size?

Hierarchy is similar to all normal organizations and the count is generally between 75 and 100.

For new setting up NGO it can be 20. For a fully developed NGO it can be more than 200–250.

Hierarchy goes like CEO then project heads, then project managers then senior leaders then ground staff/support staff. It may vary department to department considering different needs of the departments.

8.TACKLING ISSUES FOR DISSATISFIED NGO:

Group and individual conflicts are a part of every organization be it profit or nonprofit. As a result, there should be some tackling mechanism. They can be tackled either by managements rules and regulations or by the ordinary laws existing in the society. In conflict situations, Managers provide feedback and discuss the issues. Decisions are made based on protocols and within law. Employee gets enough time to improve and decide further.

As a result, with the help of circulation of questionnaire among the respondents who are working at an NGO either as an employee or as a worker helped to get the data and interpret.

5.3 FINDINGS:

Few shocking and evident findings have also been highlighted due to this research which gives an evident picture of how the NGO can be a suitable place to work.

1. **Enthusiastic youngsters:** Thought it is a notable fact that young and freshers are welcomed in the NGOs, but they require a very enthusiastic, diligent and hardworking and adaptable person who would learn and grow along with the organization. Therefore, an inquisitive person with a curious mind is needed to work at an NGO.
2. **Low or No salary:** Though NGOs are known for paying a good salary but some NGO who are at a startup stage and cannot afford good salary also hire people on voluntary basis. Or sometimes give stipends quite low. But people still do the work in order for spiritual satisfaction and the benefits in longer run.
3. **Job roles:** The job roles available in NGOS are various and of multiple character. A person is expected to do roles apart from their major job roles. Due to this multiple job roles, a person is not bounded by a single task rather gets hang of multiple departments and jobs roles.
4. **Duration of working in a particular NGO:** During the research, it is noted that the fluctuations in the NGO in terms of hiring new employees is not very quick. People stay back even after a year. Minimum one or two years are being spent on a particular NGO which helps them to understand the working of an NGO and decide what needs to be picked up in future.
5. **Provision of basic necessities:** Basic necessities indicates good space to work, proper ventilation, good ambience, availability of workable assets to work with, and clean sanitation conditions especially girls. The respondents agreed that their respective NGOs are providing these facilities to work at ease.
6. **Satisfaction with salary:** More than 75% of the employees are satisfied with the salary given to them as their major aim is to work for the society and help develop a mindset that in future one can take up a career where one is ready to task risk.
7. **Environment of the NGO:** As the colleagues are as the same age, the bonding process becomes easier. The understanding level, the coordination and problem-solving attitude of the colleagues make the working easier.
8. **Recommending to work in ones NGO:** About 60% of employees think that their NGO is a good a soothing place for any of the freshers to get experience and develop a good profile.
9. **Working for the NGO in long term:** Taking up a job which can give a you a good salary along with a sense of happiness to work in a particular field, NGO are the best choice for those people. Therefore, people feel that they will be working in long run in NGO and earn a living along with working for society.
10. **Finding NGO as good career:** Being a social worker which helps you to develop a better sense of empathy toward the people and work for the betterment. NGOs are considered to be a place where a student can pursue their education along with work to be a better employee for any organization. Therefore, it is considered as a good career option.
11. **Positive aspects of NGO:** Working at an NGO gives the exposure which is quite different from. Working at any corporate or other sectors. Able to do conversation with the founder of the NGO, appreciation for doing noble task at a young age, seeing others smile because the work you do, working for the betterment of your society and experience you gain simultaneously is the most crucial aspect of working at an NGO.

Also, the research tried to get few answers to the questions from the managers so that the perspective from their end can also be gained and to understand their notion of having employees can be mapped and mentioned:

The age group of the managers is around 30–40 years and these NGO get funds from CSR, government funds and even from individual and institutional funds.

The follow the similar hierarchical pattern – team lead, senior manager, manager, assistant manager, executive and intern.

1. **Annual. Turnover:** The annual turnover is not calculated the way it is done for the corporates. When the funds are greater than the expenses the turnover seems to be in a positive state.
2. **Steps to satisfy the employees:** the managers and top-level hierarchy plans to satisfy the employees by giving them suitable working hours, giving performance-based incentives and at least satisfactory incentive.
3. **Criteria to hire employees:** they look for such employees who have a vision to work in a social. Sector, bare the heat and stress during on field visits, able to connect with the vulnerable section of the society and be on toes whenever needed.
4. **Yearly profit:** the calculations of yearly profit is not similar to the corporate. When the required target is met in terms of outreaching the vulnerable section, the year is said to have gone in profit.
5. **Steps to avoid dissatisfaction:** in order to maintain positivity and goodness in the workplace, regular meetings and feedback are taken so that the employee can share their views and hence this develops the environment.

5.5 CONCLUSIONS:

The research paper, “Employee satisfaction at an NGO working in educational sector in Mumbai” was conducted in order to develop an understanding regarding the role the civil society in providing employment opportunities to the youths and in what aspect the NGO can be a good career option for them.

The developed NGO provide all the necessary and needed facilities for an employee to be a part of it along with developing a good identity as well. This also paves way to join the civil services job opportunities and to build a strong career in social work in near future.

Along with pursuing the education, the experience enhances the person and develops necessary skills which can help them taking a career which not only suffices their materialistic needs but also to be satisfied for the work a person is doing for the upliftment of the nation and society.

REFERENCES

- [1]. 1.Manavkartavya, (July 2019), Reasons Why Join An NGO Working For Education in Ahemdabad- A journal stating benefits for working at an NGO. https://issuu.com/manavkartavya/docs/reasons_to_work_for_an_ngo
- [2]. Mohammed Mahin Uddin Md. Zia Uddin, RajeshPaul Tajdar Khan, SumranAli School of Public Affairs, University of Science and Technology of China, Hefei, China, (August 2019), Exploring the Factors Affecting Employee’s Satisfaction in Non-Government Organizations (NGOs) of Bangladesh: An Experience from Bangladesh Rural Advancement Committee (BRAC) Comilla University, Comilla, Bangladesh, Open Journal of Social Sciences, Vol 7, No 8 <https://www.scirp.org/journal/paperinformation.aspx?paperid=94162>
- [3]. Svetlana Rubashkina, (December 2002), Why work for a non-profit: article featured for alliance magazine. <https://www.alliancemagazine.org/feature/why-work-for-a-non-profit/>