

CAREER PLANNING AND DEVELOPMENT – A KEY TO SUCCESS AND GROWTH OF BSNL & AIRTEL

N. Vijaya Ratnam ¹ and P.S. Rao ²

¹Department of Commerce and Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, Andhra Pradesh, India; ²Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, Andhra Pradesh, India
Corresponding author: vijayaratnam.naladi@gmail.com

This study is based on primary data with of 210 sample respondents 105 each from BSNL and Airtel companies operating at Vijayawada Andhra Pradesh. An attempt is made in this paper to examine the various career planning and employee development activities conducted at Bharat Sanchar Nigam Limited and Airtel companies. Statistical tools like percentage, Chi-square test and p-values were used to analyse the data collected.

Keywords: BSNL, Career planning, HRD organisation