



“Low motivation and dedication amongst the employees of PTCL due to lack of trust, poor communication and misinterpretation of facts on both sides (management and employees of PTCL)”

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ABSTRACT

In today's world we see the telecommunication sector playing a very significant role in the economic development of the country. Within this context, significance of PTCL cannot be overlooked as it still holds a firm grip as one of the major revenue generators in Pakistan's economy. But as per many Pakistani setups we see this particular sector facing problems in terms of poor communication, mistrust between the employees and management and low motivation levels amongst the employees of PTCL and not adopting a holistic approach towards achieving organizational goals and creating synergy.

This paper focuses on how Pakistan Telecommunications Company Ltd (PTCL) needs to move its center of attention from individual growth objectives to a holistic approach towards achieving organizational goals referring to ways that creates a synergy through different organizational levels of strategies.

This project aims at covering aspects related to lack of cohesiveness, inter departmental coordination and cooperation all resulting in poor business performance. Hence Individual growth objectives should be of less focus and adopting a holistic approach towards achieving organizational goals is of prime concern for success.