

A STUDY ON EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO KOVAI MARUTHI PAPERS AND BOARDS PVT LTD, NAMAKKAL.

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ABSTRACT

Motivation is the impulse that an individual has in a job or activity to reaching an end goal. There are multiple theories of how best to motive workers, but all agree that a well-motivated work force means a more productive work force.

Employee motivation, i.e. methods for motivating employees, is an intrinsic and internal drive to put forth the necessary effort and action towards work-related activities. It has been broadly defined as the "psychological forces that determine the direction of a person's behavior in an organization, a person's level of effort and a person's level of persistence" Also, "Motivation can be thought of as the willingness to expend energy to achieve a goal or a reward. Motivation at work has been defined as 'the sum of the processes that influence the arousal, direction, and maintenance of behaviors relevant to work settings. Motivated employees are essential to the success of an organization as motivated employees are generally more productive at the work place.

Keywords: Motivation, Employee, Organization, Work place

STATEMENT OF THE PROBLEM

Employees are the main factors in organization, without the employees company process cannot be goes on. In every organization they are depending the employees and also we want to know the employee satisfaction at which level are they satisfied or not. There is need for research on the impact of motivation on employee performance since motivated workforce will have an increased propensity to work hence increase in productivity to the organization. An organization should be in a position to identify human resource needs that satisfy the employees at their places of work as they are the most valuable assets in an organization. Without them, an organization is prone to deterioration leading to lack of success. So the study aims at employee motivation on the company. The study also aims employee's opinion about the motivational factors, reason for dissatisfaction.

The study was also taken up to find out the most effective training methods that help in ensuring learning and its transfer to real life situations. The study is conducting in order to evaluate the effectiveness of employee motivation programs conducted in "KOVAI MARUTHI PAPERS AND BOARDS PVT LTD".

OBJECTIVES OF THE STUDY:

- ✓ To find out the motivational factors of employees in the present working environment.
- ✓ To study the effectiveness of the techniques adopted by the company for employee motivation.

RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data. This type of research will be an analytical research.

Sampling Design

Sample design provides the basic plan and methodology for selecting. sample design involved in this study is questionnaire.

Sample Size

The sample size is the number of observations that constitute it. The same size was limited to 200 respondents

Sample Method

The technique that is adopted in selecting for this research is convenience sampling

Area of the Study

The study has been focused on employee motivation in Kovai Maruthi Papers and Boards limited at NAMAKKAL city.

TOOLS USED:

1. Simple Percentage Analysis
2. Ranking method

Data Analysis and Interpretation:**RANK ANALYSIS OF EMPLOYEE MOTIVATION VARIABLES:****Table: 1. EMPLOYEE MOTIVATION**

Variables	5	4	3	2	1	Total	Weighted Total	Weighted Mean	Rank
Job Security	92	32	76	0	0	200	217	14.47	1
Salary Increment	56	120	24	0	0	200	208	13.87	2
Motivational Tasks	36	92	72	0	0	200	191	12.73	6
Recognition	48	104	48	0	0	200	200	13.33	5
Good Relationship With Colleagues	52	104	44	0	0	200	202	13.47	4
Performance Appraisal System	8	128	56	4	4	200	183	12.2	7
Good Physical	84	100	16	0	0	200	204	13.6	8

Working Conditions									
Company's Training System	48	104	48	0	0	200	191	13.33	3
Cultural Programs	52	104	44	0	0	200	173	13.47	10
Team Spirit	56	120	24	0	0	200	202	12.2	11
Leave	36	92	72	0	0	200	179	13.33	9

Inference:

From the above table it can be said that Job security is the major factor in Maruthi paper industry and it is ranked first by respondents. The next major factor is Job security which and it is ranked second by the respondents. The factor which is ranked third by the respondents is Company training system. The next factor which is ranked fourth by the respondents is Good relationship with colleagues for Recognition and performance appraisal system is ranked as fifth and sixth by the respondents. The factor which is ranked seventh by the respondents is Motivational task given to the employees.

RANK ANALYSIS OF COMPENSATION MANAGEMENT VARIABLES**Table. 2. COMPENSATION MANAGEMENT**

COMPENSATION MANAGEMENT									
Variables	5	4	3	2	1	Total	Weighted Total	Weighted Mean	Rank
Ventilation	84	56	8	48	4	200	192	12.8	6
Water	76	72	36	8	8	200	200	13.33	4
Restroom	8	124	48	12	8	200	178	11.87	8
Space	96	68	16	20	0	200	210	14	3
Vehicle	12	104	76	4	4	200	179	11.93	7
Parking Place	80	112	8	0	0	200	210	14.53	5
Temperature	100	72	20	4	4	200	215	14.33	2
Salary	28	132	32	8	0	200	218	14.53	1
Job Security	8	124	48	12	8	200	165	9.93	11
Allowances	96	68	16	20	0	200	210	10.29	10
Leave	12	104	76	4	4	200	178	11.93	9

INTERPRETATION:

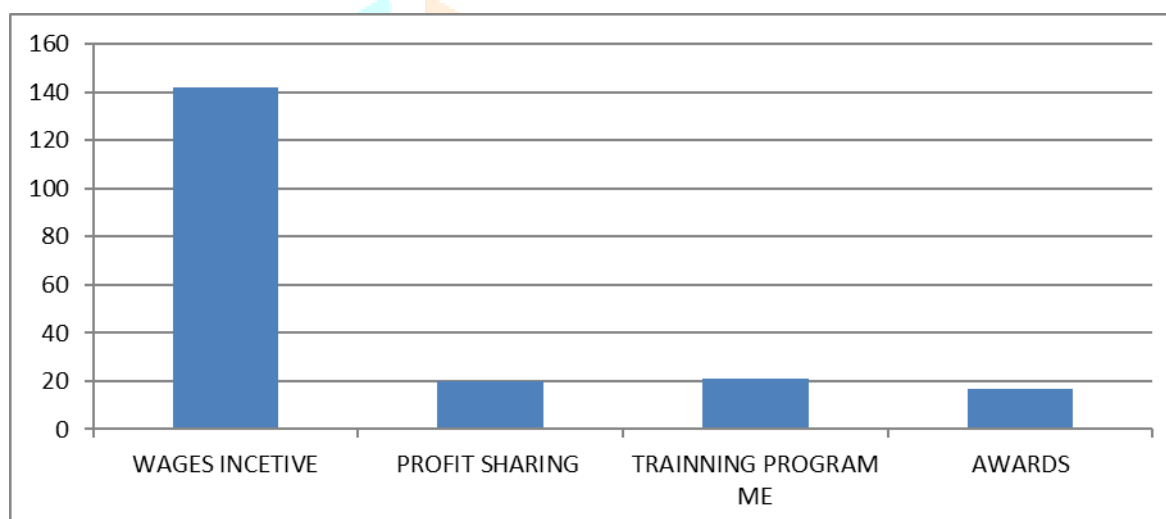
From the above table it can be inferred that Salary is the major factor in the industry and it is ranked first by respondents. The next major factor is temperature which and it is ranked second by the respondents. The factor which is ranked third by the respondents is space. The next factor which is ranked fourth by the respondents is Water. Parking place and Ventilation is ranked as fifth and sixth by the respondents. The factor which is ranked seventh & eighth by the respondents is link between leave of and allowance to the employees.

Table.3. TECHNIQUES OF MOTIVATION

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Wages Incentive	142	71
2	Profit Sharing	20	10
3	Training Programme	21	10.5
4	Awards	17	8.5
	Total	200	100

INTERPRETATION:

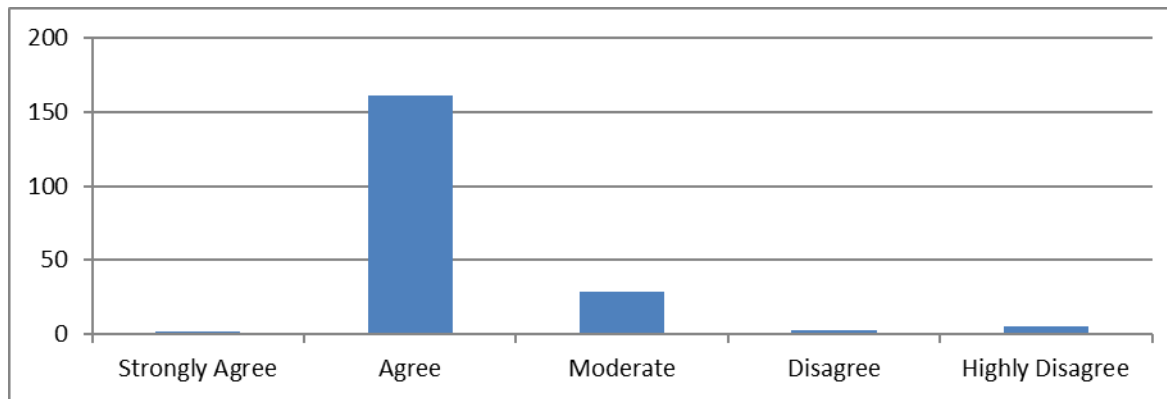
The above table inferred that 71% of the employees are motivated in wages incentive, 10.5% of the employees are training programme, 10% of the employees are profit sharing in training program me and rest 8.5% are motivated in getting awards and recognition.

CHART 1. TECHNIQUES OF MOTIVATION**Table. 4. EFFECTIVENESS ON TRAINING OF THE EMPLOYEES**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	2	1
2	Agree	161	80.5
3	Moderate	29	14.5
4	Disagree	3	1.5
5	Highly Disagree	5	2.5
	Total	200	100

INTERPRETATION:

The above table inferred that 80.5% of the employees strongly agree, 14.5% of the moderate, 2.5% of the employees highly Disagree in effectiveness of training, 1.5% of the employees highly disagree in effectiveness of training. 1% of the employees are under strongly agree of the effectiveness training of the employees.

CHART 2. EFFECTIVENESS TRAINING OF THE EMPLOYEES**CONCLUSION:**

The research paper helps to arrive at a conclusion through the discussion and analysis of data. The motivational programme is an important aspect of employee's job satisfaction. But to motivate the employees one of the important aspects is compensation management i.e. proper compensation policies. The results also showed that if the compensation policies are managed effectively it will directly affect the motivation level of employees. It can be concluded from the above results that variables which contribute to compensation management are promotion system, performance reviews and wages and salary. The factors which influence motivation level of employees in Maruthi paper Industry is job security, workplace flexibility and performance appraisal. It is a major factor that makes an employee feels good in his work and results in his satisfaction too.

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