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A STUDY OF MOTIVATIONAL PRACTICES IN AMBUJA CEMENT

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ABSTRACT

Employee Motivation is the key factor to help up the capacity of an association. In the globalization stage, each organization needs to continue itself in a furiously focused market. Representatives are the fundamental elements to show the business objectives into the real world. Subsequently, in the present world each association attempts to deal with its human asset office to keep its representatives inspired. In that specific circumstance, some of the administration speculations have been rehearsing by them. Business work or their presentation in the market can be assessed by surveying the degree of inspiration of representatives. Inspiration can assume a lead job to get the expert achievement in each budgetary year in a less exertion way. While trying to find what inspires representatives, representative inspiration inquire about papers report that what spurs laborers today is fundamentally connected to the qualities and objectives of the person. Starting in the 1970's, it appears that there was a sensational move in the qualities and needs of the ordinary laborer. As individuals turned out to be progressively taught and the economy saw a sharp decay of the Protestant hard working attitudes, what representatives needed from their managers changed also.

Keywords: Motivation, Employee Motivation, Rewarding, Drives and Needs

INTRODUCTION

Ambuja Cement Ltd (ACL) is one of the leading cement manufacturing companies in India. The company was incorporated on 20th October 1981 as Ambuja Cement Pvt.ltd.(GIIC)and N.S.Sekhsaria and his associated, Vinod K. Neotia and Suresh Mulani, for setting up a cement project in the join .The company was converted into public limited company on 19th march,1983and the name was changed to Gujarat Ambuja Cement Limited (GACL),and then stated the phase of rapid expansion with setting up and buying of new plants. In 2006, world's cement leader Holcim acquires stake in GACL,and in2007 it was name as Ambuja Cements .Ambuja Cements is market leader in North India and has control over nearly22%of cements business in India. It has27.25mtictonnecapacitywith 5integratedplantsand8 grinding units, with nearly over 115,00 Ambuja Cements was set up in 1986. In the last decade the company has grown tenfold. The total cement capacity of the company is 18.5 million tones. Its plants are some of the most efficient in the world. With environment protection measures that are on par with finest in the developed world. Ambuja Cements Limited, formerly known as Gujarat Ambuja Limited is a major Cement producing company in India. The Group's principal activity is to manufacture and market cement and clinker for both domestic and export markets. The Company also operates a hotel through its subsidiary GGL Hotel and Resort Company. It has shown innovation in utilizing measures like sea transport, captive power plants, and imported coal and availing of govt. sops and subsidies to constantly check the costs. The Company's most distinctive attribute, however, is its approach to the business. Ambuja follows a unique homegrown philosophy of giving people the authority to set their own targets, and the freedom to achieve their goals. This simple vision has created an environment where there are no limits to excellence, no limits to efficiency. And has proved to be a powerful engine of growth for the company. As a result, Ambuja is the most profitable cement company in India, and one of the lowest cost producers of cement in the world. Its focus: Best quality cement Good packaging Logistic management- strong distribution network Customer service Capacity built up from 0.7 Mn tones in 1986 to 18.0 Mn tones as of today at CAGR of 18% Organic growth and growth through acquisitions. Employeesin 8 states. Motivation is a key aspect of organizational success. It is what drives employees to put in extra effort and perform at their best.

As organizations continue to evolve and face new challenges, the need for effective motivational practices has never been greater. In this paper, we will explore the various motivational practices that organizations can implement to enhance employee performance, satisfaction, and engagement. One of the most important aspects of motivational practices is understanding what motivates employees. This can vary greatly from person to person, but some common motivators include recognition, growth opportunities, and work-life balance. Organizations can create a culture of motivation by fostering a supportive work environment, recognizing and rewarding employees for their achievements, and providing opportunities for growth and development. Another important aspect of motivational practices is providing meaningful work. Employees are more likely to be motivated when they feel their work is valuable and contributes to the organization's success. This can be achieved through goal-setting, feedback, and clear communication of the organization's mission and vision. Incentives and rewards are also crucial components of motivational practices. These can range from monetary rewards, such as bonuses and raises, to non-monetary rewards, such as flexible work hours and additional time off. Rewards should be tied to specific performance goals and should be seen as meaningful by employees. Employee involvement is another important aspect of motivational practices. When employees feel like they are a part of the decision-making process, they are more likely to be engaged and motivated. Organizations can achieve this by involving employees in team-building activities, providing opportunities for them to provide feedback, and encouraging open communication and collaboration. Finally, organizations must be committed to continuous improvement. This means regularly evaluating the effectiveness of their motivational practices and making adjustments as needed. In addition, organizations should seek out new and innovative ways to motivate employees and create a positive work environment. In conclusion, motivational practices are a crucial component of organizational success. By understanding what motivates employees, providing meaningful work, using incentives and rewards, fostering employee involvement, and continuously improving, organizations can create a culture of motivation and enhance employee performance, satisfaction, and engagement.

OBJECTIVES OF STUDY

1. To identify the motivation strategy
2. To identify the working hours given by company to motivate employees
3. To identify the level of satisfaction occurs when employee is motivated.
4. To identify the working condition of employees who is motivated.
5. To identify the working condition of employees who are not motivated

MAJOR DEFINITIONS

1. Motivation

Motivation is the reason for which humans and other animals initiate, continue, or terminate a behavior at a given time.

Motivational states are commonly understood as forces acting within the agent that create a disposition to engage in goal-directed behavior. It is often held that different mental states compete with each other and that only the strongest state

determines behavior. This means that we can be motivated to do something without actually doing it. The paradigmatic mental state providing motivation is desire. But various other states, such as beliefs about what one ought to do or intentions, may also provide motivation. Motivation is derived from the word 'motive,' which denotes a person's needs, desires, wants, or urges. It is the process of motivating individuals to take action in order to achieve a goal. The psychological elements fueling people's behavior in the context of job goals might include a desire for money.

2.2 Types of motivation

• Intrinsic • extrinsic

1. Intrinsic motivation

Intrinsic motivation exists within the individual and is driven by satisfying internal rewards rather than relying on external pressures or extrinsic rewards. It involves an interest in or enjoyment of the activity itself. For example, an athlete may enjoy playing football for the experience, rather than for an award. Activities involving their own inherent reward provide motivation that is not dependent on external rewards. Pursuing challenges and goals comes easier and is more enjoyable when one is intrinsically motivated to complete a certain objective; for example, because the individual is more interested in learning, rather than achieving the goal. It has been argued that intrinsic motivation is associated with increased subjective well-being and that it is important for cognitive, social, and physical development. It can also be observed in animal behaviour, for example, when organisms engage in playful and curiosity-driven behaviours in the absence of reward. Motivation in organizations is a complex and multi-faceted concept that has a significant impact on employee performance and job satisfaction. Organizations that are able to create a motivating work environment are able to attract and retain top talent, improve productivity, and achieve greater success. There are several key elements of effective motivation in organizations. First, it is important to understand what motivates employees, as this can vary greatly from person to person.

2. Extrinsic motivation

Extrinsic motivation occurs when an individual is driven by external influences. These can be either rewarding (money, good

grades, fame, etc.) or punishing (threat of punishment, pain, etc.). The distinction between intrinsic and extrinsic motivation lies within the driving force behind the action. When someone is intrinsically motivated, they engage in an activity because it is inherently interesting, enjoyable, or satisfying. With extrinsic motivation, the agent's goal is a desired outcome distinct from the activity itself. The agent can have both intrinsic and extrinsic motives for the same activity, but usually one type of motivation outweighs the other. Playing tennis to receive an award is an example of extrinsic motivation, while playing because one enjoys the game involves intrinsic motivation. Applications in compliance The findings on intrinsic motivation can be used to achieve legal compliance more effectively. Indeed, while the deterrence theory assumes that punishment will decrease the behavior, some empirical findings suggest a different view. This is based on the idea that fining a behavior puts a price on the violation and provides certainty as to the specific consequences of the violation. At the same time, the crowding out effect has been observed in whistleblowing practices, with the reward discouraging reports among highly internally motivated subjects. These findings indicate that an effective policy should make more use of tools such as advocacy and promoting compliance rather than relying exclusively on deterrence. For instance, corporate compliance programs can be a tool to build a stronger ethical culture within the company, thus increasing intrinsic motivation. However, rewarding them with fine reductions might have crowding-out effects. Extrinsic motivation refers to external factors that drive an individual's behavior, such as rewards and incentives. In organizations, extrinsic motivation is often used to increase employee performance and achieve specific goals. For example, an organization may offer financial incentives, such as bonuses or raises, for meeting performance targets. This type of motivation is seen as tangible and directly linked to the desired behavior. However, extrinsic motivation can also have negative effects on employee engagement and satisfaction. If employees feel that they are only being motivated by external rewards, they may view their work as less meaningful and lose their intrinsic motivation to do their best.

LITERATURE REVIEW

Motivation works as a catalyzer for individual employees working for an organization to enhance their working performance or to complete task in much better way than they usually do. In this paper, authors identified the key motivation techniques from existing literature and linked it through organization performance.

Chandra Sekhar •Manoj Patwardhan • Rohit Kr. Singh Research on motivation has attracted academic and corporate entities over the last two decades. For instance, corporate compliance programs can be a tool to build a stronger ethical culture within the company, thus increasing motivation. (Shekhar, 14 November 2013).

Muhammad AMINU Bawa Petroleum Training Institute, Effurun A substantial body of theory and empirical evidence exists to attest to the fact that motivation and productivity are concepts which have been subjects of immense interest among researchers and managers. This is based on the idea that fining a behavior puts a price on the violation and provides certainty as to the specific consequences of the violation. (Bawa, December 2017).

Jahid Hasan University of Bologna, Italy Most employees must be inspired to feel good and perform best. Some people are driven by cash; others by love and rewards. Motivating levels at work have a significant impact on workers' satisfaction. Motivation in organizations is a complex and multi-faceted concept that has a significant impact on employee performance and job satisfaction. Organizations that are able to create a motivating work environment are able to attract and retain top talent, improve productivity, and achieve greater success (Hasan, August 2021).

Dr. Ankur Jain HOD Department of Management Studies Motivation is a significant factor that urges people to give their best execution and help in arriving at big business objectives. Solid positive inspiration will empower the expanded yield of workers yet a negative inspiration will decrease their exhibition. A key component in work force the executive is motivation. (Jain, 6 December 2019).

Shireesh Nethi Motivation has attracted both the academics and corporate companies from the past few years. It has been argued that motivation is associated with increased subjective well-being and that it is important for cognitive, social, and physical development. . For example, an athlete may enjoy playing football for the experience,

rather than for an award. Activities involving their own inherent reward provide motivation that is not dependent on external rewards (Nethi, 6 June 2020).

Costel Casuneanu Academy of Economic Studies Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivate his subordinates or to create the 'will to work' among the subordinates. It should also be remembered that a worker may be immensely capable of doing some work; nothing can be achieved if he is not willing to work. A manager has to make appropriate use of motivation to enthuse the employees to follow them. (Casuneanu, 2011).

Kenneth A. Kovach P.hD Human Resource Management and Labor Relation In a study that asked 1,00 employees to rank ten possible rewards' "interesting work" was preferred in the majority of cases. One might assume then that all that is necessary is to make all work in industry interesting, and we will have happy, productive employees who come to work and do not leave. Unfortunately, not all jobs can be made interesting and, more important, what is interesting to one person might not be interesting to another person. (Kovach, 1995)

Sajid Tufail Lecturer Department of Business Administration, Bahauddin Zakariya University, Multan, Pakistan If your employees are motivated then they can provide best and quality services to their customer so motivation of employees is most important because it leads to intension of good work. It is often held that different mental states compete with each other and that only the strongest state determines behavior (Tufail, 2015).

Ovidiu-Iliuta Dobre The Bucharest University of Economic Studies The majority of organizations are competing to survive in this volatile and fierce market environment. Motivation and performance of the employees are essential tools for the success of any organization in the long run. On the one hand, measuring performance is critical to organization's management, as it highlights the evolution and achievement of the organization. On the other hand, there is a positive relationship between employee motivation and organizational effectiveness, reflected in numerous studies. This paper aims to analyze the drivers of employee motivation to high levels of organizational performance. (Dobre, 2013).

RESEARCH METHODOLOGY

Research methodology is the specific procedures and techniques used to identify, select, process and analyze information about a topic. Methodology is the systematic, theoretical analysis of the thousand principles associated with a branch of knowledge.

It has been defined also as follows:

1. The analysis of the principles of methods, rules and postulates employed by a discipline.
2. The systematic study of methods that are, can be, or have been applied within a discipline.
3. The study or description of methods.

COLLECTION OF DATA

Data collection is the process where the information is gathered by the survey questioner interviews. This are the primary data, whereas books, journal magazines and the website are the secondary data.

Tools of data collection:

1. The information is collected from the certain group of people.
 2. The information is collected by the interview.
- The tool which is used to collect data and information questionnaire and the interviews from the group of people.

SAMPLING SIZE

The sampling unit is collected from the group of the people who work as the employees in the company. The sample

for the study is chosen from the employees of Ambuja Cement. The number of people is 45.

SAMPLE DESIGN

The data has been studied by the help of column graph & Pie chart

Duration of the study

The study was carried for one and half month.

SOURCE OF RESEARCH METHODOLOGY

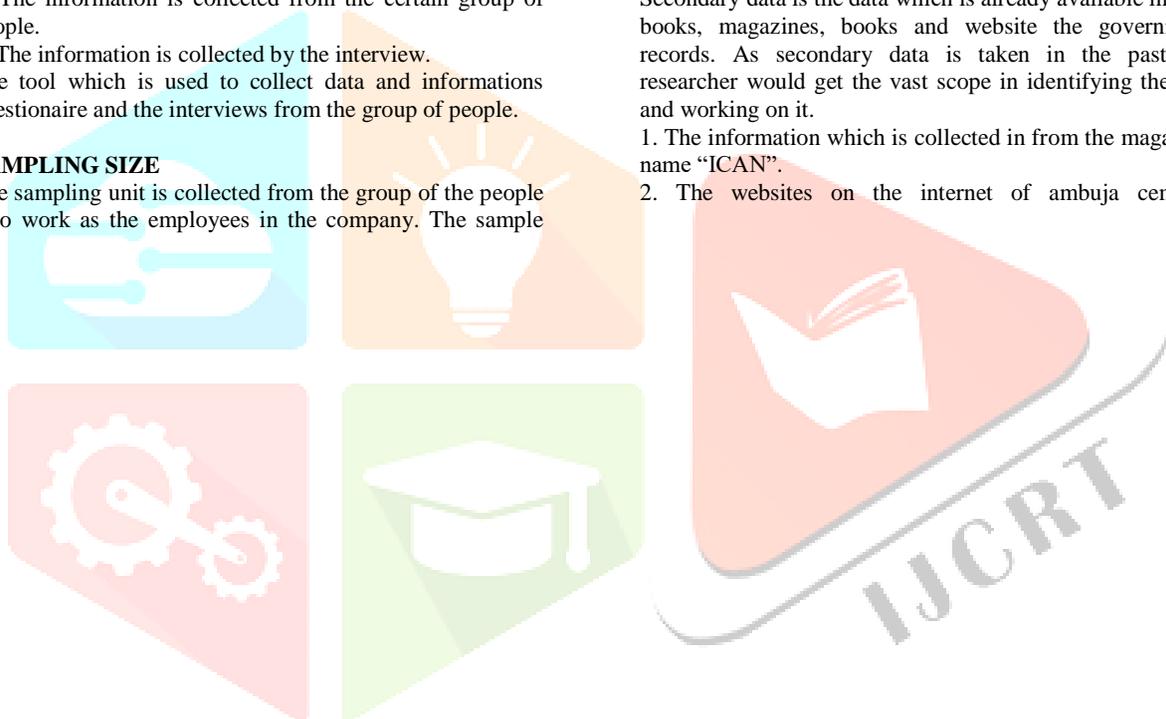
PRIMARY DATA:

Primary data collection is the gathering of raw data for the research. It is of collecting the original data collected by the researcher for the specific research. Primary data is the data which belongs to the researcher that all depends on the present scenario. As we can say that the data which is available the researcher owe that data and information.

SECONDARY DATA:

Secondary data is the data which is already available in the books, magazines, books and website the government records. As secondary data is taken in the past the researcher would get the vast scope in identifying the gap and working on it.

1. The information which is collected from the magazine name "ICAN".
2. The websites on the internet of Ambuja Cement.



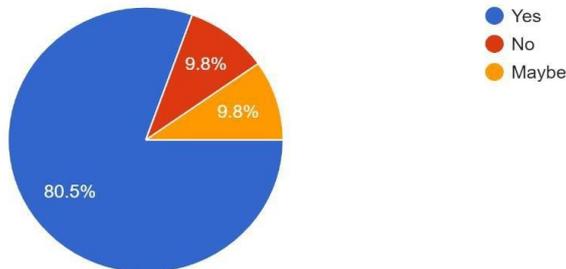
DATA, ANALYSIS & INTERPRETATION

1. Is motivation important?

Importance of motivation	Percentage
Yes	80.5%
No	9.8%
Maybe	9.8%

Do you think motivation is important

41 responses



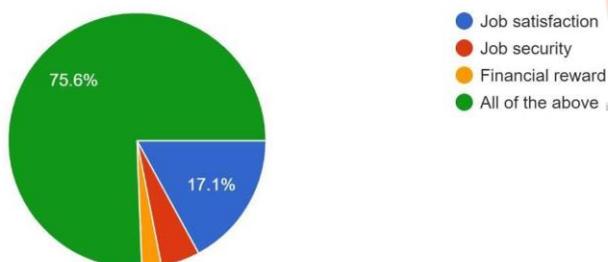
The above table and graph represent the importance of motivation. 80.5% of people are in favor of motivation, 9.8% of people are not in favor of motivation, and the remaining 9.8% of people are not sure about the importance of motivation. Thus, motivation is important.

2. What do you think will motivate you the most?

Things that motivate you	Percentage
Job satisfaction	17.1%
Job security	3.65%
Financial reward	3.65%
All of the above	75.6%

What do you think will motivate you the most

41 responses



The above table and graph represent the factors of motivation that are job satisfaction, job security, financial rewards, and all of the above. 17.1% of people are in favor of job satisfaction, 3.65% of people are in favor of job security, 3.65% of people are in favor of financial reward, and 75.6% of people are in favor of all the above factors.

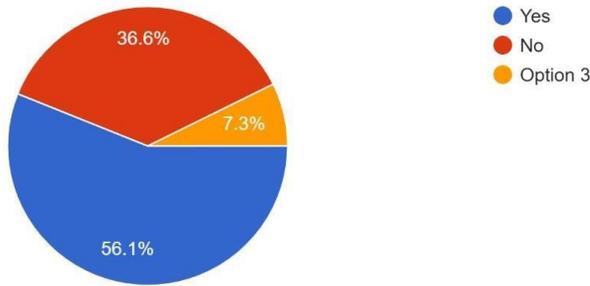
Thus, all the factors such as job satisfaction, job security, financial reward are necessary.

3. Do you work in the company?

Do you work in the company	Percentage
Yes	56.1%
No	36.6%

Do you work in the company

41 responses



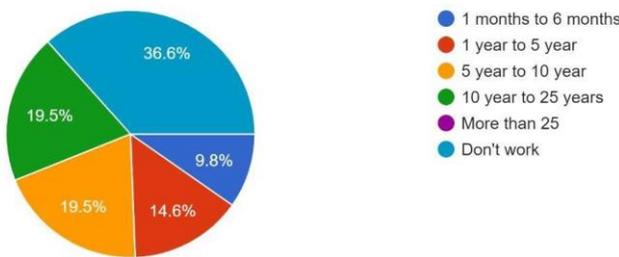
The above table and graph represent the people who works in the company.56.1% of people work in the company , 36.6% of people do not work in company and option 3 here represent the people who are having there business so, 7.3% of people are having business.

4. How much time you work in company?

Time you work in company	Percentage
1 months to 6 months	9.8%
1 year to 5 year	14.6%
5 year to 10 year	19.5%
10 year to 25 year	19.5%
More than 25	0%
Don't work	36.6%

How much time you work in company

41 responses



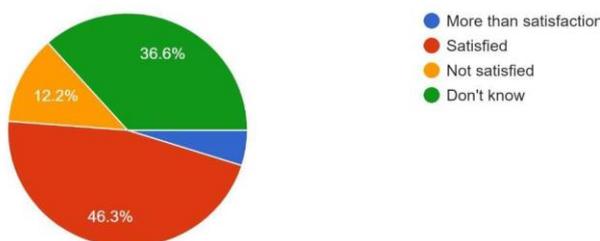
The above table and graph represent the employees who work in company for months and years.9.8% of peoples works form 1 months to 6 months of duration in company, 14.6% of peoples works form 1 year to 5 years of duration in company ,19.5% of people works form 5 years to 10 years of duration in the company, 19.5% of people work from 10 years to 25 years of duration in the company, 0%of people works more than 25 years and 36.6% of people do not work in the company.

5. What is your level of satisfaction?

Level of satisfaction	Percentage
More than satisfaction	4.9%
Satisfied	46.3%
Not satisfied	12.2%
Don't know	36.6

What is your level of satisfaction

41 responses

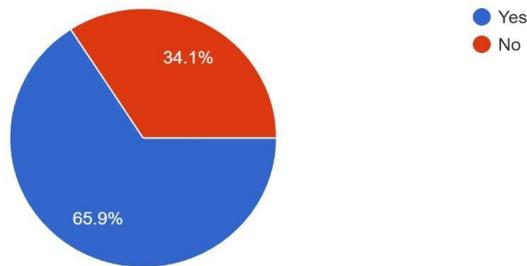


The above table and graph represent the level of satisfaction from motivation. 4.9% of people are more satisfied by the level of motivation, 46.3% of people are satisfied by the level of motivation 12.2% of people are not satisfied by the level of motivation and 36.6% of people do not satisfied by the level of motivation.

6. Is salary the most important attribute towards employees motivation?

Salary the most important attribute towards the employee motivation	Percentage
Yes	65.9%
No	34.1%

Is salary the most important attribute towards employees motivation
41 responses

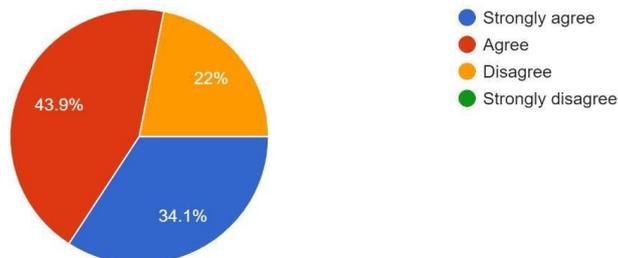


The above table and graph represent the salary is the most attribute to the company. The salary is the most important attributes towards the employees. 65.9% of people agree about the salary whereas 34.1% are disagree about the importance of the salary.

7. Are you encouraged to come up with new better ways of doing things?

Encourage to come up with new better ways of doing things	Percentage
Agree	43.9%
Disagree	22%
Strongly disagree	0%

Are you encourage to come up with new better ways of doing things
41 responses



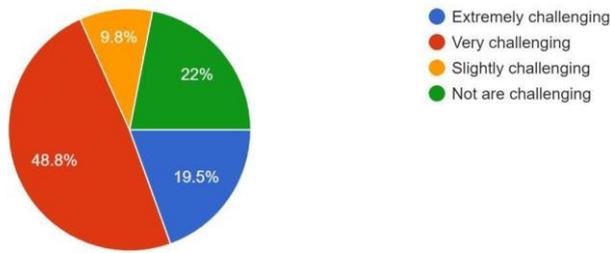
In our day to day life we always face the challenges in various situations. Here we this table and graph represent challenges which took place in the job of employees. 19.5% of people reacted that their job is extremely challenging, 48.8% of people reacted on very challenging aspect, 9.8% of people reacted that their job is slightly challenging, 22% of people reacted that their job is not challenging compare to other. Thus, as we know every person has their own capabilities to face the challenges.

8. How challenging your job is?

Challenging	Percentage
Extremely challenging	19.5%
Very challenging	48.8%
Slightly challenging	9.8%
Not at all challenging	22%

How challenging your job is

41 responses



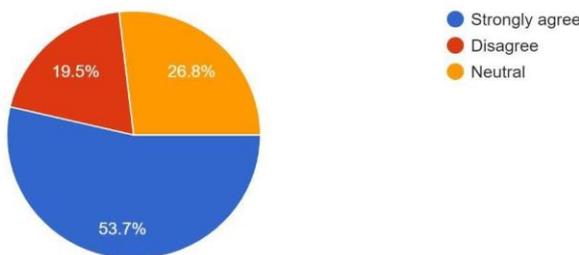
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9. Motivating employees are effective and efficient in their functioning.

Motivating employees are effective and efficient in there functioning	Percentage
Strongly agree	53.7%
Disagree	19.5%
Neutral	26.8%

Motivate employees are effective and efficient in their funcnacting

41 responses



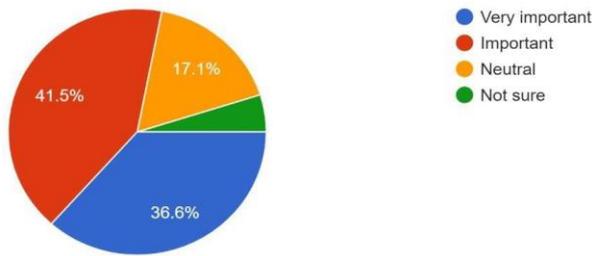
Motivating employees are effective and efficient. Effective means completing a task on time to achieve the result no matter whatever the cost is. Efficiency refer to completing the task with in minimum cost optimum utilities of rescors and in the cost effective manner. Here the above table and graph represent employees motivation on the functioning of their effective and efficient manner.53.7% of people reacted that they strongly agreed. 19.5% of people reacted that they disagree 26.8% of people reacted on neutral bases. Thus, we can identify that motivated employees are effective and efficient in their functioning. **Note:-** effectiveness and efficiency together lead to higher profit and prosperity of an company.

10. Amount of salary effect the motivation positive.

Amount of salary effect the motivation positive	Percentage
Very important	36.6%
Important	41.5%
Neutral	17.1%
Not sure	5.1%

Amount of salary effect the motivation positive

41 responses



The above table and graph represent the amount of salary effect the motivation of employee. 36.6% of people say that motivation is very important. 41.5% of people say that it is important. 17.5% of people are in favor of neutral. Whereas 5.1% of people are not sure about this. Thus, amount of salary do motivates the employees.

LIMITATION OF RESEARCH

- Lack of understanding the question which where asked
- The barrier of language has affected
- The employs were not frank and some were not talking the interest
- The answers were influenced by the others employs also as when given to were asked in the group.

FINDINGS AND SUGGESTIONS

Introduction

This chapter is the summery of the data finding from chapter 4 and further giving suggestion conclusion on the study. The chapter is therefore stricter in to finding, suggestion and the conduction

Summary of finding

Our aim was to find the motivation practices which took place in the Ambuja Cement. The motivation in the company to the employees is given in the several ways that is in the form of salary bonus incentives and the grades. The other facility for the employees are in the form of the facilities that is electricity and some leverages on the education of the children.

The main objective of the research is to find out the effect of motivation in the company. We found out that some of the employees are really satisfied and whereas some are not that much satisfied. The research was in the period of pandemic. The work from home was really difficult for some employee this also has taken a huge impact on the motivation of each and every employee towards the goal of the company.

Suggestion

The various suggestions is given by the respondent are as follow

- The motivation should always be in positive manner
- The employee should not be judged by their grades of improvement
- The medical facility should be upgraded
- The company may increase the salary of the employees on the base of turnover.

CONCLUSION

Motivating the employees as a key influential category which has a direct impact on the company motivation and level among result in maximum utilization of recourses .as the motivating factor varies from person to person. In the report we have discuss in detail on the motivational practices in ambuja cement. We have also discuss about the Maslow's hierarchy of needs that is physiological , safety , social, status and self actualization needs .McClelland's theory of need that is achievement , affiliation and power .McGregor's theory X and theory Y .

Research mythology is a creative and systematic work under taken to increase the stock of knowledge.

Collection of data is a process where the information is gathering by primary and secondary data.

Motivation is also analyses by the data which were collected and it is representing in the form of table chart and pie chart.

From the above given data the motivation practices in ambuja cement stats that threesome employees are satisfied by the motivation and giving there optimum result to the company. There are some employees who are not satisfied with the motivation but trying to give the better perform.

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