



Research Paper

**A STUDY ON LEVEL OF MOTIVATION
 AMONG EMPLOYEES AT SREE
 RENGARAJ ISPAT INDUSTRIES
 (P) LIMITED**

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ABSTRACT

Motivation is the key to performance improvements of the employees. It is one of the tool to accomplish the personal and organizational goals. Through motivation employees will be more be productive and creative. Descriptive research design was adopted to study the research topic. Probability sampling technique was adopted under which simple random sampling technique was used to select the samples. The sample size is 120. Primary data was collected through questionnaire method from the respondents, secondary data were collected from company journals, books and websites. The main findings of the study were that the respondents are satisfied by the financial rewards and welfare, safety and health measures offered by the organization and they are not much aware about non-financial rewards. A few suggestion have, however been given by the respondents and researcher for the benefits of the employees in organization. It is hoped that the company would consider those suggestion.

KEY WORDS: Motivation, Financial Rewards, Non-Financial Rewards, Employees.

1.1 INTRODUCTION

Human resources are important assets for the organization. In every organization human resources are a pivotal variable without which the in animate assets are worthless. Human resources differ by nature not only in their ability to perform a specific task but also in their will to do so. Unless those persons are motivated in a proper way they will hesitate to do the job in a effective manner to achieve the organizational objectives. SREE RENGARAJ ISPAT Industries (P) Limited is Manufacturer of Sponge Iron, M.S.billet& Generation of Power established on 2005.

Motivation is a process that starts with physiological or psychological deficiency or need that activates behavior or a drive that is aimed of a goal or

incentive. It is the relationship among needs, drives and incentives. It is an going process because human needs/ goals on never completely satisfied.

Need → Drives → Goals/incentives
 (Deficiency) (Deficiency with direction) (Reduction of drives and fulfills Deficiencies)

TYPES OF MOTIVATION

If a manager wants to get work done by his\her employees, he\she may either hold out a promise of a reward for them for doing work. In a better or improved way, or he\she may constrain them, by installing fear in them or by using force, to do the desired work. In other words he\she may utilize a positive or a negative motivation both these types are widely used by managements.



POSITIVE MOTIVATION

It involves the possibility of increased motive satisfaction.

NEGATIVE MOTIVATION

It involves the possibility of decreased motive satisfaction.

1.2 OBJECTIVE OF THE STUDY

1. To identify the factors influencing employee motivation.
2. To know the satisfactory level of employees motivation.
3. To find the employees opinion towards the types of rewards provided by organization.
4. To analyze physiological and psychological needs.

1.3 NEED FOR THE STUDY

The research can be utilized or less utilized, but they can never have output greater than the sum of outputs. Human resources available can grow and develop. Human resource can be utilized at its maximum only when they are motivated with their job. It is very much essential to study the impact/contribution of various factors of motivation the employees of the organization to retain its human resource and also to increase their productivity.

1.4 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. The methodology of this study includes the design of the study and collection of data. The study is based secondary data obtained from the employee through questionnaire. A research design is a arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Ratio Analysis was the main tool used to attain the objectives of the study. Schedule Descriptive research is used for this study.

1.5 SAMPLING METHOD

The data collection was done by the circulation of questionnaire within the organization. It was personally taken to the various persons. Sample size is 120. Probability sampling technique has been used in selecting the respondents under which simple random sampling technique was adopted.

1.6 STATISTICAL DESIGN

The collected data can be manipulated by applying all possible statistical tools which coincides with various view and ideas of the researcher. More over the use of statistical tools may differ from researcher to other

researcher in the contact of money time and availability of data.

The statistical tools used for analysis are

1. Simple percentage method.
2. Weighted average method.

1.7 LIMITATION OF THE STUDY

1. The respondent may not understand the question due to language problem.
2. Minor fraction of the employees was hesitate to reveal the actual fact and feel.
3. The study is applicable to the Sree rengaraj Ispat limited only.

1.8 RESULTS

FINDINGS

- 61% of the respondents were mainly motivated towards financial rewards offered by the organization. (table1.2)
- It was found that 68% of respondents were given salary increment as motivational techniques that are followed in their organization. (table1.1)
- It was examined that 65% of respondents are neutral in satisfaction of safety and health measures. (table14.)
- Most of the respondents felt that team spirit in internal factors that influence their motivation. (table1.5)
- Reward and recognition benefits were main external factors that motivates the respondents. (table1.6)
- It was found that 53% of respondents said motivational technique are not reviewed periodically in their concern. (table1.3)

1.9 SUGGESTION

- Some of the new motivational technique could be adopted and to be reviewed periodically in the organization.
- Employees should be motivated through non-financial reward like participating on decision making.
- Welfare measures can be improved by organization to satisfy and retain the employee in their work.
- Financial reward such as leave with wages, bonus must be improved for employee standard of living.

1.10 CONCLUSION

It is concluded that respondents were mainly motivated towards financial rewards like leave with wages, increments etc. They were not aware about non-

financial factors like job rotation, participation in decision making and developmental opportunities. Motivation is a process through which the objectives of the organization can be attained through improving employee satisfaction and thereby increase the production.

1.11 TABLES ANALYSIS

**TABLE 1.1
TYPES OF MOTIVATIONAL TECHNIQUE**

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
salary increment	82	68
Promotion	13	11
Bonus	4	3
Reward	21	17
Others	0	0
TOTAL	120	100

**TABLE 1.2
CLASSIFICATION BASED ON THE TYPES OF REWARDS**

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Financial reward	74	61
Non-financial reward	35	30
Both	11	9
TOTAL	120	100

**TABLE 1.3
MOTIVATIONAL TECHNIQUE REVIEWED PERIODICALLY**

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Yes	56	46
No	64	53
TOTAL	120	100

**TABLE 1.4
LEVEL OF SATISFACTION WITH SAFETY AND HEALTH MEASURES**

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Very Satisfied	6	5
Satisfied	23	19
Neutral	78	65
Dissatisfied	13	11
TOTAL	120	100

TABLE 1.5
INTERNAL FACTORS OF MOTIVATION

FACTORS	RANK				WEIGHTED SCORE	MEAN	RANK
	I	II	III	IV			
Sense Of Responsibility	48	33	84	55	220	22	3
Level Of Achievement	32	9	110	54	205	20.5	4
Task Accomplishment	200	159	22	6	387	38.7	2
Team Spirit	200	159	24	5	388	38.8	1

TABLE 1.6
EXTERNAL FACTOR OF MOTIVATION

FACTORS	RANK				SCORE	weighted avg score	RANK
	I	II	III	IV			
Salary And Other Monetary Benefits	220	126	24	11	381	38.1	2
Reward And Recognition	216	165	16	3	400	40	1
Promotion	24	33	100	53	210	21	3
Career Growth	20	36	100	53	209	20.9	4

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