

A STUDY ON EMPLOYEE MOTIVATION IN AMARA RAJA BATTERIES LTD

AT TIRUPATI [AP]

Ms. PUJARI ALEKHYA

Under The Esteemed Guidance Of

Mr. V. HARI KUMAR, MBA, AP SET, UGC NET.

MBA DEPARTMENT

NARAYANA ENGINEERING COLLEGE AUTONOMOUS, GUDUR

EXECUTIVE SUMMARY

This paper addresses the issue of employee motivation which is considered one of the most important ways for a sustainable organizational development. Motivation is one of the most important concept of HRD in most organizations. It can be understood as the desire or drive that an individual has to get the work done. Further, the absence of motivation leads to underperformance and loss of competitiveness which resulting in loss of productive resources for the organization. For this reason HR managers stress on employees having high levels of motivation to get the job done. Motivation is said to be intrinsic or extrinsic. There are some factors that which promotes employee motivation in an organization. Most of the people are get motivated by promotions, incentives and job security only, few people get motivated because of recognition and welfare benefits and least number of employees are get motivated for safety and healthy benefits provided by an organization. Conceptually, motivation. According to various theories, motivation may be rooted in a basic need to minimize physical pain and maximize pleasure. The HRM- performance often invokes an assumption of increased employee commitment to the organization and other positive effects of motivational type. We present theoretical framework in which motivational effects of HRM are conditional on its intensity, utilizing especially the idea of HRM.

REVIEW OF LITERATURE

Fredrick W Taylor was one of the first theorists to attempt to understand employee motivation. His theory of scientific management, also referred to as Taylorism, analyses the productivity of the workforce.

Taylor's theory developed in the late 1890s and can still be seen today in industrial engineering and manufacturing industries. In the mid-1920s another theorist, Elton Mayo, began studying the workforce. His study of the Hawthorne Works, lead him to his discovery of the Hawthorne effect. The Hawthorne effect is the idea that people change their behavior as a reaction to being observed.

Elton Mayo found that employee's productivity increased when they knew they were being watched. He also found that employees were more motivated when they were allowed to give input on their working conditions and that input was valued.

Smith and Rupp stated that performance is a role of individual motivation, organizational strategy, and structure and resistance to change, is an empirical role relating motivation in the organization.

Vuori and Okkonen stated that motivation helps to share knowledge through an intra-organizational social media platform which can help the organization to reach its goals and objectives (2012). **Den and Verburg** found the impact of high performing work systems, also called human resource practices, on perceptual measures of firm performance (2004)

Ashmos and Duchon recognizes that employees have both a mind and a spirit and seek to find meaning and purpose in their work, and an aspiration to be part of a community, hence making their jobs worthwhile and motivating them to do at a high level with a view to personal and social development(2000).

RESEARCH METHODOLOGY

Methods of Sampling:

There are various method of sampling what method should we use, this decision depends on the aim of the study, the expected degree of accuracy or the survey results, and the sampling cast. The sampling method used in Convenience sampling. This sampling method was used because of lack of thorough knowledge about the universe. The sample size was 110 respondents the sampling procedure is response form.

METHODOLOGY:

Total population: 12500

Sampling method: Convenience Sampling

Sample Size: 110

Sample unit: Employees of Amara Raja (IBD, ABD, Corporate Office)

Data analysis method: Simple Percentage Methods

Sources of Data

Primary Data Collection:

Primary data those which are collected a fresh and for the first time and thus happens to be original and collect primary data by visiting organization premises and various departments employees by using Questionnaire.

Secondary Data Collection:

It is collected from the internal records of the company such as trade Journals, various manuals of the company, various Recruitment Programs previously conducted and its response etc., it is also conducted from the officials of the organization.

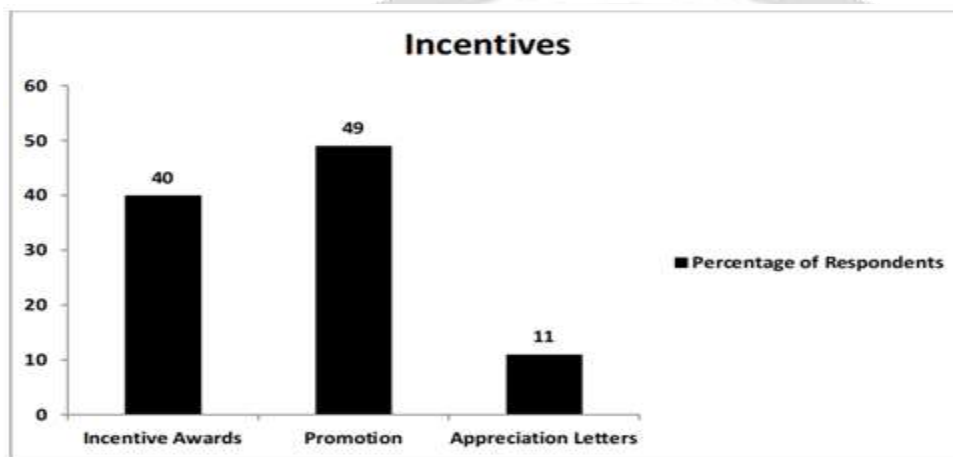
DATA ANALYSIS AND INTERPRETATION

1. What is the key factor to get motivated?

TABLE- 5.2: Distribution Of Sample Respondents With Respect To Their Opinion On Effective Motivational Factors

S.No	Opinion	No. of respondents	Percentage
1	Incentive Awards	43	40
2	Promotion	54	49
3	Appreciation letters	13	11
	TOTAL	110	100

CHART- 5.2: Graphical Representation And Distribution Of Sample Respondents With Respect To Their Opinion On Effective Motivational Factors



INFERENCE:

From the above table it is clear that, majority of the employees opine that promotion (49%) is the factor which helps to motivate the employee and also 40% choose incentive awards (Monetary) also a factor to motivate the employee and 11% choose recognitions in the organization.

SUGGESTIONS

- Gratuity and insurance can be provided to the employees as nearly 60% of the employees are unmotivated toward the safety measurement.
- The company make the working hours more flexible as more than the half of the employees always work till midnights when the project deadline approach.
- The management should also concentrate on improving free flow of communication by providing induction programs and company policies as nearly 29% of the employees opined that there is no free flow of communication in the organization.

CONCLUSION

This study, though confined to the area of studying the Employee Motivation, has also infused the organizational behavior, culture and the process of work flow which gave me an opportunity in understanding the real environment of business operations.

BIBLIOGRAPHY

Sl.no.	Title of the books	Authors
1	Human Resource Management	ShashiK.Gupta
2	Organizational behavior	K.Ashwathappa

