A Study on Employee Motivation with Special Reference to Surabhi Aqua Minerals Limited, Palakkad”

1K. Senthil Kumar, 2P. Devika,
Asst. professor, Department of commerce
Assistant professor, Department of Business Administration with CA
Sri Krishna Arts and Science College

Abstract -Motivation is not a simple concept instead; motivation pertains to various drives, desires, needs, wishes and other factors. The Management should motivate by providing an environment that induces (organization members to contribute by effective and efficient way). No matter how much technology and equipment an organization has, these resources cannot be put to use until they are released and guided by people who have been motivated.

Key Words: Motivation, Self Motivation

INTRODUCTION TO THE STUDY

“Motivation is the result of processes internal or external to the individual that arouses enthusiasm and persistence to pursue a certain course of action”. Motivated employees are always looking for better ways to do a job. This statement can apply for corporate strategists and to production workers who are looking for better ways to do a job. When people actively seek new ways of doing thing, they usually find them. It is the responsibility of managers to make employees look for better ways of doing jobs. An understanding if the nature of motivation is helpful in this context.

A Motivated employee generally is more quality oriented. This is true whether we are talking about a top manager spending extra time on data gathering and analysis for a report, or a clerk taking extra care when filing important document. In either case, the organization benefits, bi-cause individuals in and outside the organization see the enterprise as quality conscious. A clear understanding of the way motivation works helps a manager make his employees quality oriented.

Methods of Motivation

- Positive reinforcement / high expectations
- Effective discipline and punishment
- Treating people fairly
- Satisfying employees needs
- Setting work related goals
- Restructuring jobs
- Base rewards on job performance

Positive reinforcement

Positive reinforcement and praise are two of the most powerful employee motivators. The following are the methods to positive reinforcement.

Guidelines given for Effective Recognition

- Give it often.
- Provide recognition as soon as possible, to link praise with the performance. It's much more powerful that way.
- Focus reinforcement on specific individuals or teams. General statements such as, "Good job everybody" are not very helpful.
- Make your reinforcement as specific, descriptive, and precise as possible. People need to know why they are being reinforced and what they did to earn your attention. If they know why you are praising them they are more likely to do it again.
- Make sure the employee knows why his performance is important to you and the company.
- Make your recognition personal. It shows you cared enough to take the extra time to do it.
- Make your reinforcement appropriate and proportionate. Don't exaggerate or you will lose credibility. Be sincere and substantive.
- Think small. Acknowledge small achievements. Do not wait until an employee has completed a project or performed perfectly to provide recognition.
- Make sure you are reinforcing what you think you are reinforcing. Remember, you get what you reward.

Effective discipline and punishment

Two discipline models progressive discipline or positive discipline is followed by Surabhi Aqua Minerals Limited. Progressive discipline follows a four-step progression: an oral warning, a written warning,
suspension, and dismissal. The second model positive discipline is a participatory approach that can be used to encourage the employee to recognize his or her deficiencies and recommit to the goals and mission of the organization. Positive discipline places the responsibility of change upon the employee, thus serving as an employee incentive to improve job performance.

Treat people fairly

The organization always treats people fairly in all levels. The union leader are called for scheduled meetings and most of the problems are solved in a fair manner.

Satisfying employees needs

The Surabhi Aqua Minerals Limited provides most of the employee needs.

Setting work related goals

The employees are given targets based on their work nature. The targets are classified into shit, day, weekly and monthly.

Restructuring jobs

The training and development programmes are conducted in a pre scheduled manner. The employees are trained to achieve maximum productivity with latest techniques.

Base rewards on job performance

The Surabhi Aqua Minerals Limited provides monitory and non monitory benefits to their employees.

OBJECTIVES OF THE STUDY

Primary Objective:

➢ To study the motivation methods followed in Surabhi Aqua Minerals Limited Palakkad.

Secondary Objectives:

➢ To analyze the need of motivation in the present scenario at Surabhi Aqua Minerals Limited Palakkad.
➢ To examine the relationship between motivation and productivity of employees.
➢ To learn the factors that influences the motivation
➢ To study Surabhi Aqua Minerals Limited Motivating the employees.

SCOPE OF THE STUDY

➢ The study and its findings will very much useful to the company itself. Because company could know about their strength and weakness regarding their motivational activities.
➢ The study will help to highlight the impact of motivators on productivity
➢ This study will be useful to the government. Because government is the prime authority to ensure the welfare measures to all employees within the region.

➢ It helps to make policy implementation in Organization.
➢ The study will give some help to research scholars to refer close motivational methods and its influence on employee’s productivity.

LIMITATION OF THE STUDY

➢ Availability of time is a limitation to persuade more into their various problem areas constituting their opinion.
➢ A minor fraction of the employees were hesitated to reveal the actual data.
➢ The survey was restricted to a sample size of 100.

RESEARCH METHODOLOGY

Sampling Method:

Sampling is generally the process of selecting the respondents from the desired population.

Sampling Size

Out of a total population of 150 employees belonging to various departments, the study was carried-out by collecting data from 100 respondent.

Data Collection:

The data collected or the present study constitute primary and secondary data.

Primary Data:

This research was based on the primary data which is collected from the employees through structured questionnaire.

Secondary Data:

The Secondary data was gathered through sources like published reports, brouchers and journals etc from the company.

Data Analysis:

The collected primary data were converted into suitable tables for the purpose of analysis.

Suitable statistical techniques such as Simple percentage were used in this project.

Tools used for Analysis

The following tools are used for analyzing the project report is

➢ Simple Percentage analysis
➢ Rank Correlation

ANALYSIS AND INTERPRETATION
Table 1.1 Department Of Employees

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Employees Monthly Income</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accounts</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>HR</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>IT</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>Marketing</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>5</td>
<td>Other Specify</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 1.2 Classifications of Employees Based On Their Working Experience

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Employees Experience</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less than 1 years</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>1-5 years</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>6-10 years</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>Above 10 years</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Interpretation: The employees are classified based on the department of employees 36% of employees are in Marketing department, 24% are accounts department, 20% Human Resource department and 16% & 4% are IT and other specify department.

Table 1.3 Showing Employees Motivation to Join In This Firm

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Motivation</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Job security</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Salary</td>
<td>46</td>
<td>46</td>
</tr>
<tr>
<td>3</td>
<td>Nature of work</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>4</td>
<td>Pension</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Interpretation: The employees are classified based on the Motivation as job security, Salary, Nature of Work and pension and It reveals that 5% of employees are motivated by Job security, 46% of the employees are motivated by Salary, 24% of the employees are motivated by Nature of work, and 25% of the employees are motivated by pension.

Rank Correlation

<table>
<thead>
<tr>
<th>ATTRIBUTES</th>
<th>Total Score</th>
<th>MEAN RATIO</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training programme</td>
<td>7</td>
<td>0.7</td>
<td>V</td>
</tr>
<tr>
<td>Induction programme</td>
<td>12</td>
<td>1.2</td>
<td>IV</td>
</tr>
<tr>
<td>Salary</td>
<td>36</td>
<td>3.6</td>
<td>I</td>
</tr>
<tr>
<td>Allowance</td>
<td>24</td>
<td>2.4</td>
<td>II</td>
</tr>
<tr>
<td>Recognition</td>
<td>21</td>
<td>2.1</td>
<td>III</td>
</tr>
</tbody>
</table>

Interpretation: The employees are classified on the basis of working experience as less than 1 years, 1-5 years, 5-10years, Above 10 years and It reveals that 6% of the employees are of less than 1 years experience, 13% of the employees are of 1-5 years experience, 28% of the employees are of 6-10 years and 53% of the employees are above 10 years experience.
Interpretation: From the above table it is inferred that the opinion of the respondents on job motivation the mean value 3.6 of Salary gets rank I, mean value 2.4 of Job related Allowance gets rank II, mean value 2.1 of Recognition gets rank III, mean value 1.2 of Induction programme gets rank IV and mean value 2.1 of Training programme gets rank V.

FINDINGS
- Majority of the respondents of the employees are Male.
- 36% of employees are in Marketing department
- 53% of the employees are above 10 years experience in the organization.
- 46% of the employees are motivated through Salary.
- 39% of the employees are Satisfied with the Medical facilities in organization
- 50% of the employees are Dissatisfied with the relationship with supervisor in organization
- 50% of the employees are Satisfied with the Relationship with co workers in an organization

SUGGESTIONS
- The facilities provided in canteen must be improved
- Human relation in the company should be improved. The management should give importance to it.
- The training programs provided to the employees are in-adequate. Proper training must be provided to the employees as well as new innovative methods of training are to be adopted.
- Management should give job description to employees properly.
- Rewards should be given to employees based on performance to motivate them.

CONCLUSION
The study on motivation in Surabhi Aqua Minerals Limited, Palakkad. Thus the study concludes that the company had improved the motivation methods. This study helps me to get more information about motivation methods in this organization and how ever the organization may proactively react to changes in the environment and provide a good standard of living to the employees at par with the prevailing economy.

References: