

Employees Motivation with special reference to LIC of India

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ABSTRACT

Human resources are the set of individuals who make up the workforce of an organization, business sector, or economy. "Human capital" is sometimes used synonymously with human resources, although human capital typically knowledge the individuals embody and can contribute to an organization). likewise, other terms sometimes used include "manpower", "talent", or simply "people".

1. INTRODUCTION

The professional discipline and business function that oversees an organization's human resources is called human resources management (HRM, or simply HR). the term in practice from the corporate objective, employees have been traditionally viewed as assets to the enterprise, whose value is enhanced by further learning and development, referred to as human resource development. Organizations will engage in broad range of human resource management practices to capitalize on those assets.

STATEMENT OF THE PROBLEM

The motivation is essential factors due to the cut throat competition, this thesis deals with the importance features, causes relevant factors and how the motivation in respect to service sector of insurance, this study deals with in LIC of India at Vellore division.

2. OBJECTIVES OF THE STUDY

- To study the motivation are available in the organization
- To identify about the work pressures of employees'
- To know the effect of job promotions on employees.
- To provide finding and practical suggestions.

3. REVIEW OF LITERATURE

Motivation is the willingness to exert high levels of effort towards organizational goals, conditioned by the efforts ability to satisfy some individuals need.

-Stephan p. Robbins

Motivation means process of simulating people to accomplish desired goals.

-William D.scott

Motivation is the process of attempting to influence other to does their work through the possibility of gain or reward.

-Edwin B flippo

4. SIGNIFICANT OF MOTIVATION

Motivation involves getting the members of the group to bull weight effectively, to give their loyalty to the group, to carry out property the purpose of the organization. The following result may be expected if the employees are property motivated.

- There will be good human relation as friction among the employees themselves and between the Employees and the management will decrease.
- There will be increase in the quality of products. Wastage and scrap will be less. Better of products will also increase the public the public image of the business.

MOTIVATION PROCESS

- Identification of need
- Tension
- Course of action
- Result- Positive/Negative
- Feedback

5. RESEARCH INFESTATION

The research Problem here in this study is associated with the motivation of employees of LIC in Vellore Division. There are a variety of factors that can influence a person's level of the motivation; some these factors include,

- The level of pay and benefits,
- The perceived fairness of promotion system with a company,
- Quality of the working conditions,
- Leadership and social relationship.

MCCLELLAND'S NEED THEORY

McClelland's need theory is closely associated with leaning theory, because he believed that need are leaned or acquired by kinds of events people experienced in their experience in their environment and culture.

He found that people, who acquire a particular need, behave differently from those Who do not have. His theory focuses on array's three need's, power and affiliation.

NEED FOR ACHIEVEMENT

This is the drive to excel, to achieve in relative to set of standard, and strive to succeed In other words, need for achievement is a behavior directed toward competition with standard of excellence.

MCCLELLAND IDENTIFIED THE FOLLOWING THREE CHARACTERISTICS

High need achievers have a strong desire to assume personal responsibility for performing a task or finding a solution to a problem?

Highneed achievers tend to set moderately difficult goals and take calculated risks.

They have a strong desire for performance feedback.

NEED FOR POWER

The need for power is concerned with making an impact on others, the desire to influence others. The urge to change people, and the desire to make a difference in life. People and events.

People who have a high need for power are characterized by;

- Desire to influence and direct somebody else.
- A desire to exercise control over others
- A concern for maintaining leader follower relations

NEED FOR AFFILIATION

- The need for affiliation as a desire to establish and maintain friendly and warm relations with other people.
- The need for affiliation in many ways is similar' to Maslow's social need.

TYPES OF NEEDS

There are three types of needs.

- Primary motives
- General motives
- Secondary motives

1. Primary motives

The use of the term primary does not imply that this group of motives always takes precedence the general and secondary motives. Although the precedence of primary motives is implied in some motivation theories there's there are many situation in which the general and secondary predominate over primary motives.

Example are fasting for a social or political cause. In both cases learned secondary motives are stronger than unlearned primary motives.

2. General motives

A separate classification for general motives is not always given. Yet such a category seems necessary because there are number of motives which lie in the gray area between the primary and secondary classifications. To be included in the general category, a motive must be unlearned but not physiologically based.

3. Secondary motives

Secondary motives are most important. The motives of hunger and this are not dominant amount people living – in the economically developed world. Some examples of secondary motives are power, achievement and status. Every person in a responsible position in business education and act may exhibit a need for power.

MOTIVATION AND MORALE

Motivation and morale in industry are often used interchangeably; though they are referred as two different kinds of phenomena. Motivation refers to the propensity toward a particular behavioral pattern of satisfy a need or deficiency. Morale judgment about his work, peers, supervisors, subordinates and his organization. A highly motivated employee may not have high morale, through motivation to some degree provides potential for morale.

THEORIES OF MOTIVATION

The importance of motivation to human life and work can be judged by the number of theories that have been propounded to explain people's behavior. They explain human motivation through human needs and human nature. Prominent among these theories and particularly relevant to us are Maslow's need hierarchy theory, McGregor's theory 'x' and 'y' and Herzberg, motivation hygiene theory.

WE SHALL DISCUSS THREE IMPORTANT THEORIES IN DETAIL AS FOLLOWS

1. Maslow's Need Hierarchy Theory
2. McGregor's Theory 'x' and 'y' and
3. Herzberg Two Factor Theory

1. Maslow Need Hierarchy

Maslow theory is significant because it encompasses all human needs and classifies them into five neat all-inclusive categories. There are five need-clusters.

(a) Physiological Needs:

Physiological needs are basic to life viz...., thirst, and companionship among others. They are relatively independent of each other and in some areas can be identified with a specific location in the body. These needs are cyclic. In other words they are satisfied for a short period: then they reappear. Every human being wants to fulfill their basic needs that are survival needs like food, water and shelter and sex. Once these basic needs are satisfied to the degree needed for the sufficient and comfortable operation of the body, then other levels of needs become important and start acting as motivators.

[b] safety and security needs

Safety needs also called security needs, find expression in such series as economics security protection from physical dangers and a desire for an orderly and predictable world. Like physiological needs, these become in active once they are satisfied.

These the physiological needs are gratified, the safety and security needs become predominant. These are the needs for self-preservation as against physiological needs which are for survival; these needs include those of security, stability, freedom from anxiety and a structured and ordered environment.

[c] Love and social needs

These needs include the desire for love companionship and friendship these needs reflect persons desire to be accepted by others.

Social needs refer to belongingness. All individuals want to associate with others to gain acceptance and to give and receive friendship from them. People do not work for money alone but also for companionship. Cohesive informal group in that employees have found an outlet for their social needs.

5. CHI-SQUARE TEST

AIM

To find out the significant difference in the supervisor has developed relationship with your company.

HYPOTHESES

Null hypothesis: There is no significant difference in the supervisor has Developed relationship in work place

Alternative hypothesis: There is significant difference in the supervisor has Developed relationship in work place.

THE SUPERIOR HAS DEVELOPED RELATIONSHIP IN WORK PLACE

OBSERVEVALUE (O)	EXPECTED	(o-E)	(O-E) ²	(O-E) ² /E
20	10	10	100	10
14	10	4	16	1.6
11	10	1	1	0.1
5	10	5	25	2.5

TABLE NO 1

Calculated value χ^2 square value = 14.2
= 14.2

Degree of freedom = (r-1)
= 5-1
= 4

Level of significant = 5%

Table value=9.488

Calculated value < tabulated value

Reject Ho INFERENCE

Ho: there is no significant difference in the supervisor has developed work place.

SATISFACTION IN THE ORGANIZATION

AIM

To find out the significant difference of the employees job satisfied.

HYPOTHESES

Null hypothesis: There is no significant difference in the supervisor has Developed relationship in work place

Alternative hypothesis: There is significant difference in the supervisor has Developed relationship in work place.

THE RESPONDENT'S JOB SATISFIED IN THE ORGANIZATION

OBSERVE VALUE (O)	EXPECTED VALUE (E)	(o-E)	(o-E) ²	(o-E) ² /E
13	10	3	9	0.9
12	10	2	4	0.4
22	10	12	144	14.4
3	10	7	49	4.9

TABLE NO 2

Calculated value χ^2 square value = 20.6

Chi-square = $(o-e)^2/e$
= 20.6

Degree of freedom = (r-1)
= 5-1
= 4

Level of significant = 5%

Table value = 9.488

Calculated value = 20.6

Calculated value < Tabulated value

Reject ho Inference

Ho: there is no significant difference in the developed needs and wants in the organization.

6. FINDINGS

In the organization 46% of respondents are in the age group of 36-55. In the organization 58% of the respondent are of married. In the organization 56% of the respondents are Assistants. In the organization 85% of the respondents are less than 10 years' experience. The organizations most of the respondents that is 46% are strongly agree superior are mentor. In the organization 34% of the respondents are strongly agree good relationship with superior. In the organization 50% of the respondent are strongly disagree welfare benefits. In the organization 42% of the respondents are bonus in financial techniques. In the organization 54% of the respondents says that First aid treatment available. In the organization 28% of the respondents are agreeing superior communicate all related matters

7. SUGGESTIONS

The organization can provide more monetary and nonmonetary incentives, which help the employees to perform their job more efficiently. The superior should properly utilize the skills and capabilities of the employee by this the company can get new techniques and ideas. It is better to conduct some training program and business games, to develop advance production. Appropriate performance appraisal should be done after completing the motivation process.

8. CONCLUSION

The study was conducted in LIC motivation plays a vital role in today's industrial world. While charting out future courses of action Indian industries will have to action Indian industries will have to remember to get competitor edge over this rival among employee motivation. To increase the productivity and improve quantity innovation in the market at the understanding of customer needs and delivery of world class service and critical factor and necessary for achieving all this regular and stable motivational force. Such primary force on the strategic management approach has to be an effective utilization of human resource. Motivation of employees should be increased to the great extent if the management taken initiative in making the Employees feel responsible toward their job. Motivation helps the people to work effectively. Motivation of employees is a universal problem and every organization should strive this problem in the best possible way.

9. REFERENCE

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