

**A Study Of Motivational Strategies Of Employees Performance Of
Reliance Industry, Nagpur**

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Abstract:

Motivation is the inner force that drives individuals to accomplish organizational and personal goals. Motivation is the force of goal-oriented behavior. Motivation rooted in the basic need to minimize physical pain and sorrows and maximize pleasure and joy, it include specific needs like relaxing, listening music, eating and resting, desired object, hobby, goal, state of being, ideal, or it may be attributed to less-apparent reasons such as altruism, selfishness, morality, or avoiding mortality. The term is generally used for humans but, theoretically, it can also be used to describe the causes for animal behavior as well. Motivation is said to be intrinsic or extrinsic. An employee must be motivated to work for a company or organization. If no motivation is present in an employee, then that employee's quality of work or all work in general will deteriorate. Keeping an employee working at full potential is the ultimate goal of employee motivation. There are many methods to help keep employees motivated. Some traditional ways of motivating workers are placing them in competition with each other.

Workers in any organization need something to keep them working. Most times the salary of the employee is enough to keep him or her working for an organization. However, sometimes just working for salary is not enough for employees to stay at an organization.

Keywords: physiological, hierarchy, hygiene factors, yarn.

Introduction:

Human motivation has a hierarchical structure, which has hierarchy of needs. There are five basic needs, which are physiological, safety, love, esteem, and self-actualizing. Physiological needs are for instance food, drink, oxygen, sex, and sleep. All needs, which present the basis for life. Safety needs include security, the need for a safe, predictable and organized world, and the avoidance of pain and physical attacks. Love needs refer to affection and belongingness needs. That means a person will strive for good relations with people and a place in his/her group. In addition, all individuals hold the need for a stable and high evaluation of themselves, self-esteem, and respect given to them by other persons. The fifth needs level, the self-actualizing needs, represents the desire for personal development and accomplishment.

Motivation can be divided into two different groups extrinsic and intrinsic factors. The extrinsic factors are compensations the individual receive from the association. Job satisfaction had strong bonds to what type of assignment the individual worker performed. Dissatisfaction had strong connections to how employees were treated and their work environment.

Workers wanted to be treated fairly as regards with their level of skill, hard work, passion, lenience etc. He went further to say that workers have the tendency to compare their rewards with other workers and when they find out that they are not treated alike, they decrease the quality or quantity of

their work, increase absenteeism or even leave the organization for another organization where they feel they could be treated better.

Reliance Company Profile:

It is a Polyester Filament Yarn manufacturing unit based on Technology from Uhde Inventa Fischer (Switzerland). It is situated at about 35 Km from Nagpur on Mumbai –Kolkata National highway no. 6. Industries primarily concerned with the design or manufacture of clothing as well as the distribution and the use of textiles.

Motivational Strategies in Work Place

Motivational Strategies in the Workplace are:-

1. Employee Incentive Programs
2. Create A Comfortable Working Environment
3. Employee Satisfaction Research
4. Treat Employees Fairly
5. Customer Reward Programs
6. Job Security
7. Empower Employees:
8. Involve Employees in Company Development
9. Recognition
10. Praise In Public, Correct In Private

Motivational Tools

Motivational tools which are being used up by the Reliance Company

I) Monetary Tools:

A) Scholarships:-

B) Additional Financial benefits

- (b) Group Life & Health
- (d) Insurance & Annuities
- C) Travelling or Conveyance Allowances
- D) Promotions

II) Non Monetary Tools

- A) Annual Assessments
- B) Appreciation

Method of Data Collection:

Primary data: A structured questionnaire is used to collect the primary data.

Secondary data: Secondary data is collected by referring related books, journals and web sites.

Limitations:

- This study is concerned with the Employees performance within set period and does not involve anything regarding the previous performance.
- The survey was restricted to Nagpur region.

Research Methodology:

A descriptive research design is selected by the researcher.

Objectives of the Study:-

1. To study Motivational Practices to Employees in the Work place.
2. To study Motivational Practices to Employees in Reliance Company.
3. To study the Awareness of various Motivational Strategies among the Employees.
4. To understand the impact of Motivational Strategies on the employee Performance

Sample Size: -

The Sample Size was 70. 50 Lower Management, 20 Top Management Executives.

This Research Study included two Questionnaires as Research Instruments. One for all the levels of the Employees to study the Awareness of Motivational Strategies to the Employees and the other one exclusively for the Top Management.

For Questionnaire 1, Sample Size -20

Census Method:-

Since the number of Top Management Executives of the Company were limited to 20. Census Method was used.

For Questionnaire 2, Sample Size -50

Type of Sampling Method Used:-

Probability Sampling Method: - Lottery Simple Random Sampling Method so as to get the 50 Sample Size from the Lower Management.

Design of Questionnaires:

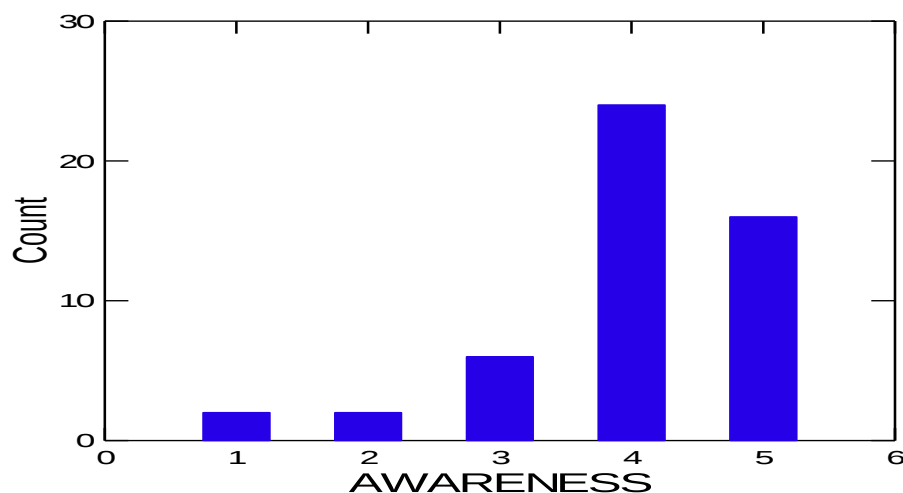
Questionnaire 1:- It was designed on the basis of variables for Awareness of Motivational Strategies. Five point rating scale was used for questionnaire.

The questionnaires use the following 5 point rating scale.

- 1-Strongly disagree
- 2-disagree
- 3-Doubtful
- 4-Agree
- 5-Strongly Agree

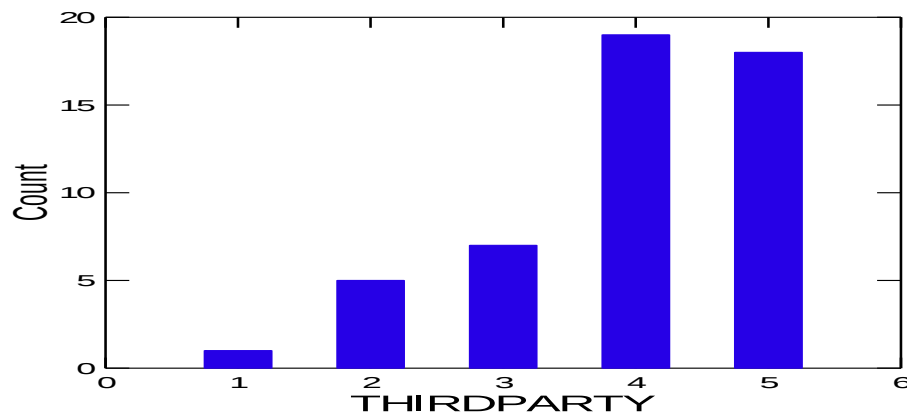
1. Aware of various Motivational Strategies used in the Company so as to motivate the employees

Awareness

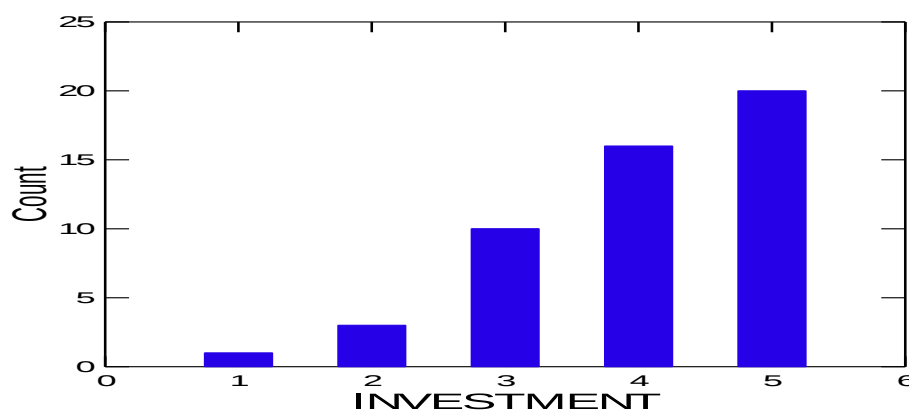


Interpretation:

From the above Data & its corresponding graph, it can be interpreted that nearly 23 of the Employees are agreeing to the statement, 17 strongly agree. 5 of the Employees are neutral to the above statement whereas the remaining are disagreeing to the statement.

2. A third party should conduct motivation programs in your organization**Interpretation:**

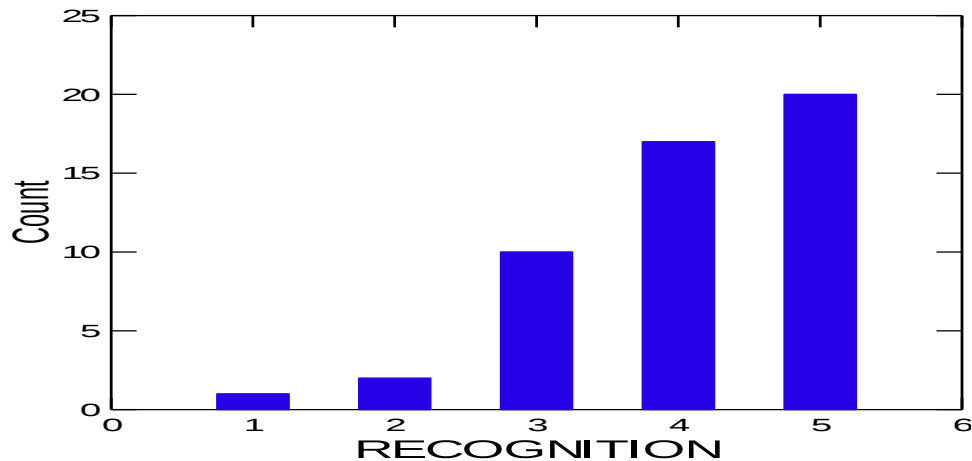
From the above Data & its corresponding graph, it can be interpreted that nearly 19 of the Employees are agreeing that a Third Party should conduct Motivational Programs in the Organization, Almost 17 strongly agree to it. 7 of the Employees are neutral to the above statement whereas the remaining are disagreeing to the statement.

3. Top Management is willing to invest a considerable part of their time & other resources to motivate employees**Interpretation:**

By analyzing the above Data & its corresponding graph, it can be interpreted that nearly 16 of the Employees are agreeing to the statement, 20 strongly agree. 10 of the

Employees are neutral to the above statement whereas the remaining are disagreeing to the statement.

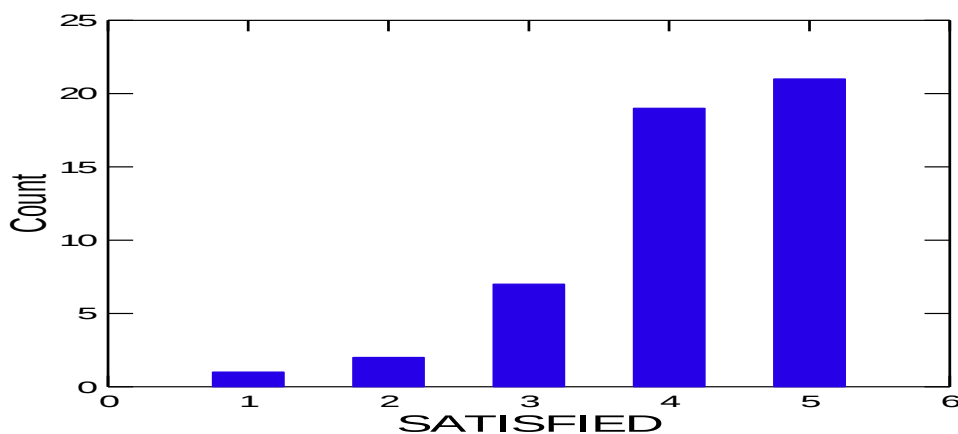
4. Recognition of good work made by the employees is done in the Organization



Interpretation:

From the above Data & its corresponding graph, it can be interpreted that nearly 17 of the Employees are agreeing to the statement, 22 strongly agree. 10 of the Employees are neutral to the above statement whereas the remaining are disagreeing to the statement.

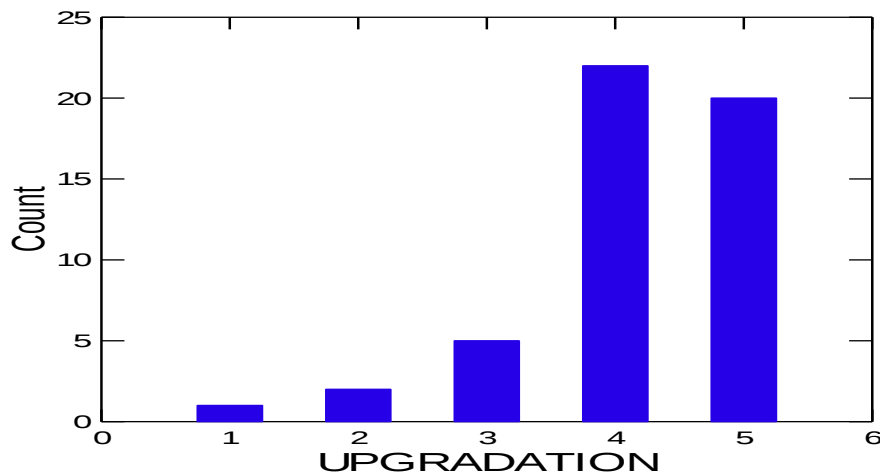
5.You are satisfied with the current Motivation System



Interpretation:

By analyzing the above Data & its corresponding graph, it can be interpreted that nearly 22 of the Employees are agreeing to the statement strongly, 19 agree to it. 7 of the Employees are neutral to the above statement whereas the remaining are disagreeing to the statement.

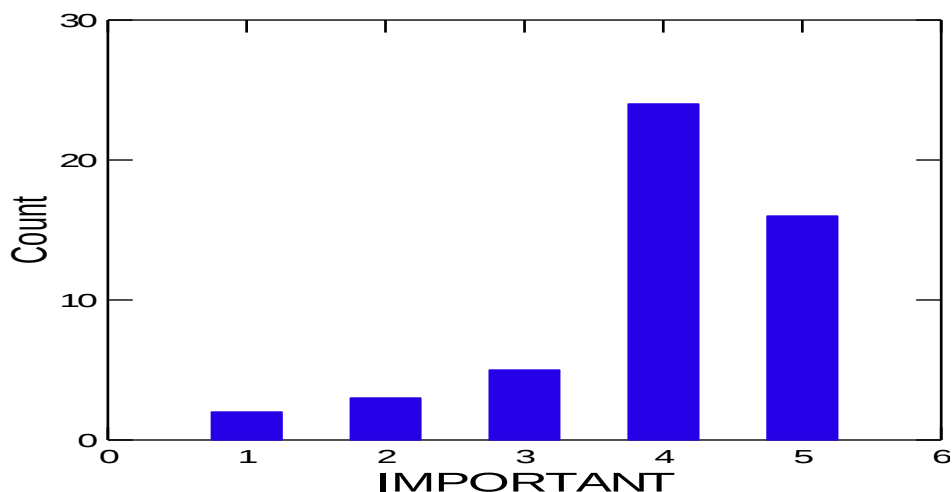
6. Motivation Tools play a pivotal role in the Promotion of the employees



Interpretation:

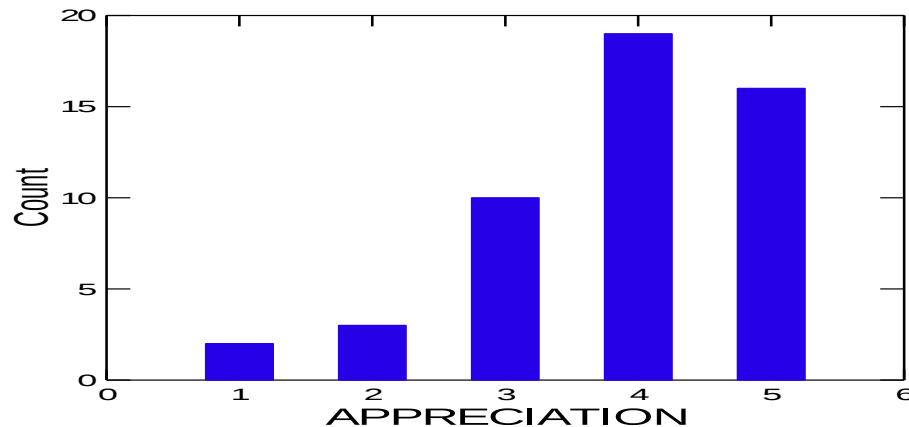
From the above Data & its corresponding graph, it can be interpreted that nearly 23 of the Employees are agreeing that Motivation Strategies are upgrading the employees, 18 strongly agree. 5 of the Employees are neutral to the above statement whereas the remaining are disagreeing to the statement.

7. Motivation to the subordinates is important part of job by the Managers

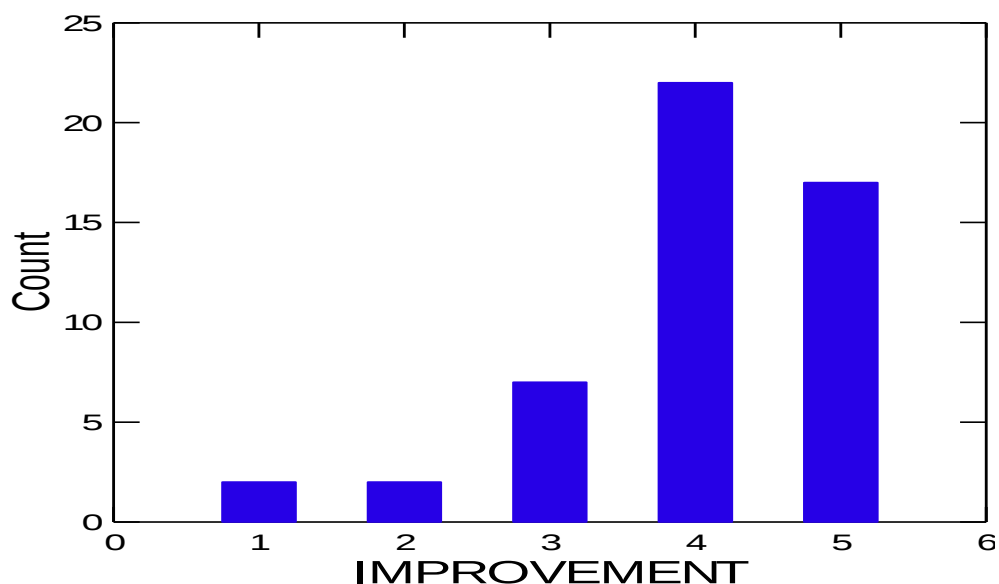


Interpretation:

On the basis of the Data & its corresponding graph obtained, it can be interpreted that nearly 25 of the Employees are agreeing to the statement, 18 strongly agree. 4 of the Employees are neutral to the above statement whereas the remaining are disagreeing to the statement.

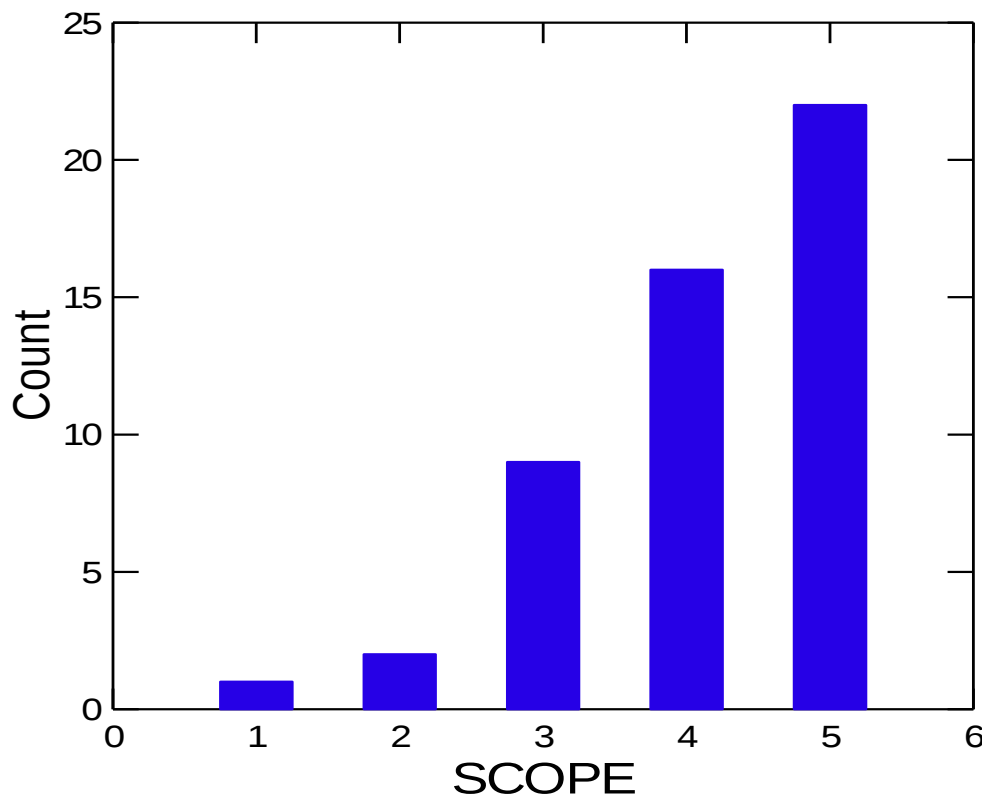
8. Supervising Officers take special care to appreciate its employees**Interpretation:**

From the above Data & its corresponding graph, it can be interpreted that Majority of the Employees are agreeing to the statement, 16 are of the opinion that Appreciation is done so as to motivate employees. 10 of the Employees are neutral to the above statement whereas the remaining are disagreeing to the statement.

9. There is improvement in your performance due to motivation

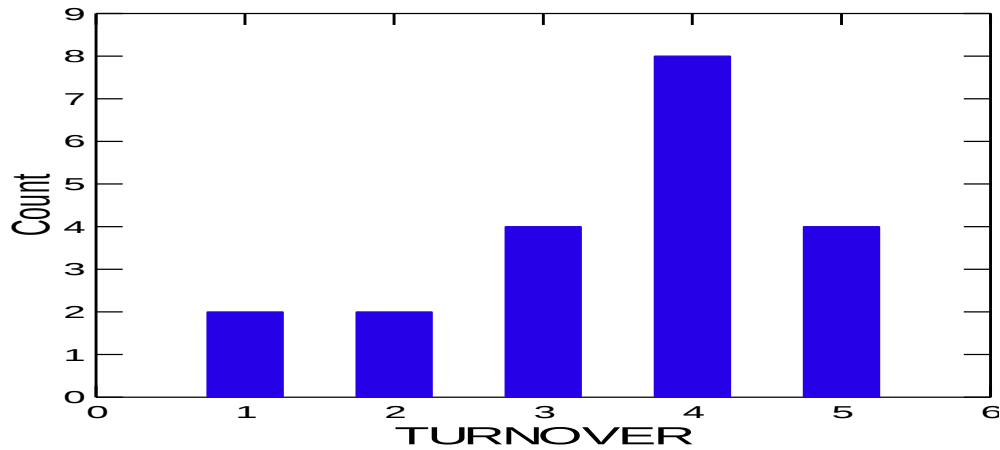
Interpretation:

By analyzing the above Data & its corresponding graph, it can be interpreted that almost 23 of the Employees are agreeing to the statement, 16 strongly agree. 5 of the Employees are neutral to the above statement whereas the remaining are disagreeing to the statement.

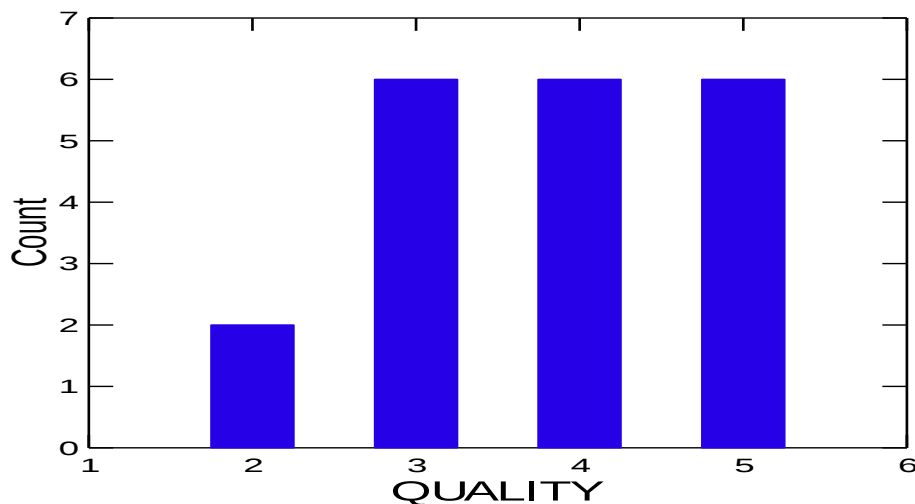
10. There are suggestions or scope to be made in the Motivational Strategies**Interpretation:**

From the above Data & its corresponding graph, it can be interpreted that nearly 16 of the Employees are agreeing that the Motivational Strategies require further improvements whereas nearly 23 strongly agree to it. 9 of the Employees are neutral to the above statement whereas the remaining are disagreeing to the statement

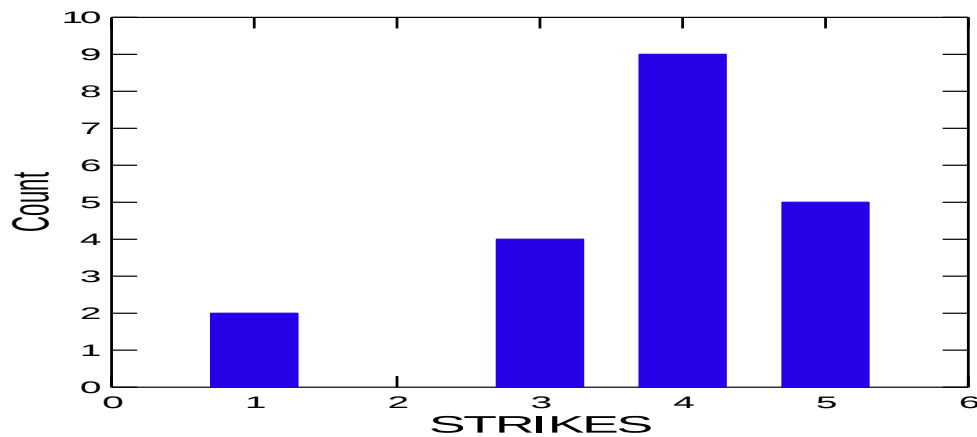
Understanding Impact of Motivational Strategies on Employee Performance**1) The turnover of your Organization has shown considerable improvements**

**Interpretation:**

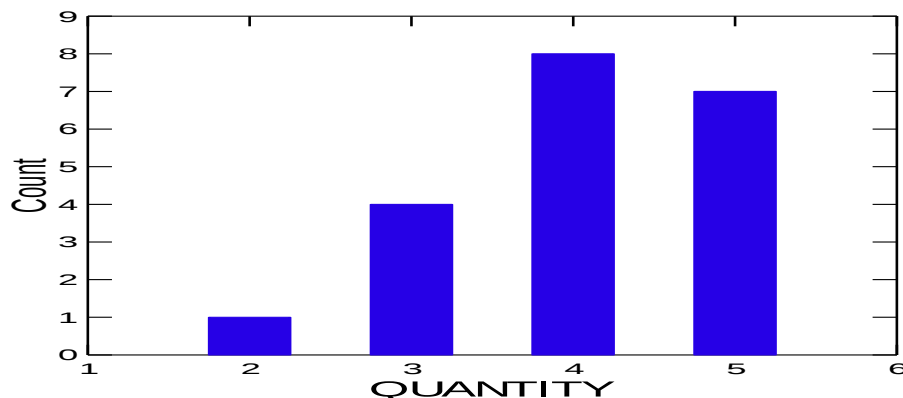
From the above Data & its corresponding graph, it can be interpreted that nearly 8 out of 20 Top Management Executives are agreeing that the Turnover of the Organization has enhanced considerably due to Implementation of Motivational Strategies. 4 strongly agree to it whereas 4 of the Executives are neutral to the above statement & remaining are disagreeing to the statement.

2) The quality of the Products has shown tremendous improvements**Interpretation:**

From the above Data & its corresponding graph, it can be interpreted that nearly 12 Top Management Executives totally agree that the Quality of the Products have improved. 6 are of neutral opinion whereas remaining are disagreeing to the statement.

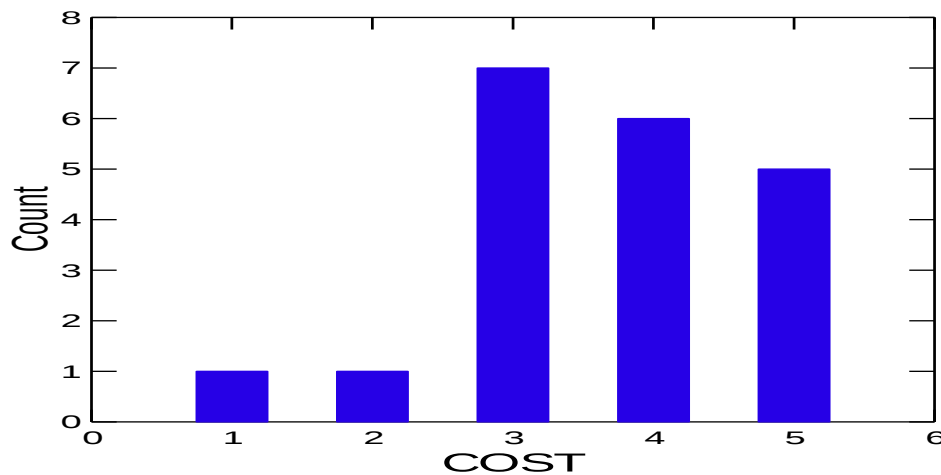
3) The numbers of the employee strikes have being reduced drastically**Interpretation:**

From the above Data & its corresponding graph, it can be interpreted that almost 9 Executives are of the opinion that the number of strikes has shown a downward trend. 5 strongly agree to it whereas 4 of the Executives are neutral to the above statement & remaining is disagreeing to the statement.

4) The Quantity of the Products has reached the desired level**Interpretation:**

From the above Data & its corresponding graph, it can be interpreted that nearly 8 out 20 Top Management Executives are of the opinion that the quantity of products produced is increasing day by day. 7 strongly agree to it whereas 4 of the Executives are neutral to the above statement & remaining are disagreeing to the statement.

5) The cost incurred in the manufacturing products has been reduced



Interpretation:

From the above Data & its corresponding graph, it can be interpreted that nearly 6 & 5 out of 20 Top Management Executives are of the opinion that manufacturing cost of products decreased considerably. 7 Executives are neutral to the above statement & remaining are disagreeing to the statement.

6) The Rate of Employee turnover have decreased considerably

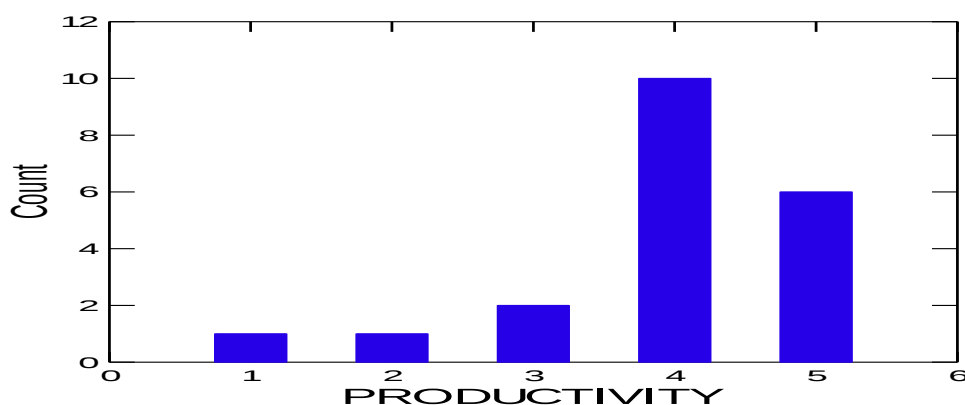


Interpretation:

From the above Data & its corresponding graph, it can be interpreted that almost 10 out of 20 Top Management Executives agree that the Employee turnover has reduced considerably. 6 Executives strongly agree to it. 3 are neutral to the above statement & remaining are disagreeing to the statement.

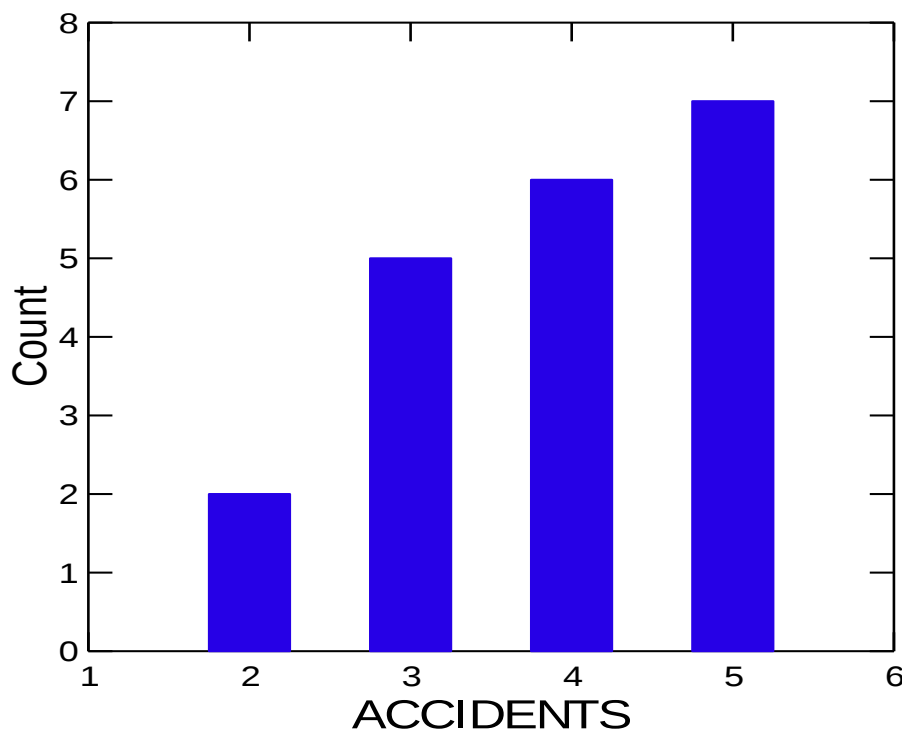
7) The grievances of the employees have shown a downward trend**Interpretation:-**

From the above Data & its corresponding graph, it can be interpreted that almost 11 Top Management Executives say that the grievances have decreased on account of Motivation Strategies being implemented. 7 Executives are neutral to the above statement & remaining are disagreeing to the statement.

8) The Productivity of the employees of your Organization is developing constantly

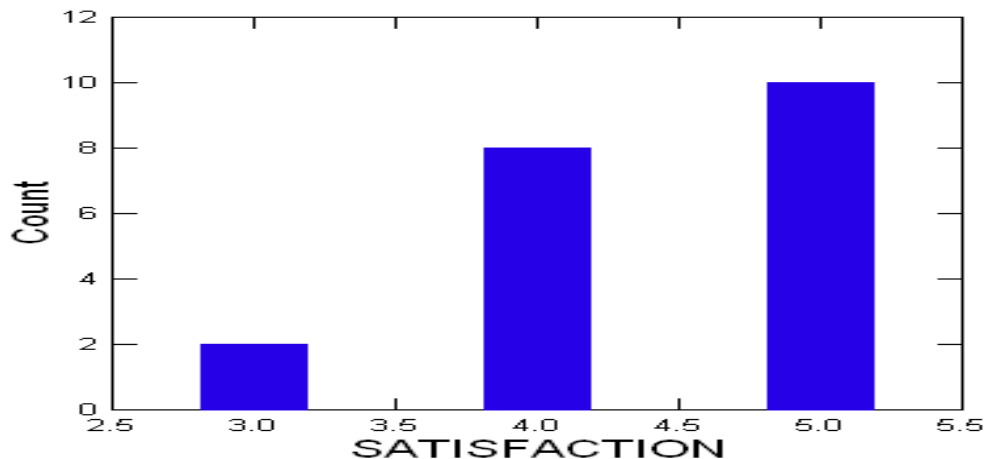
Interpretation:

From the above Data & its corresponding graph, it can be interpreted that almost half of the Top Management Executives agree that productivity of the Organization has improved. Only 5 Executives strongly agree to it. 2 are neutral to the above statement & remaining are disagreeing to the statement.

9) The numbers of Accidents being occurring in the Organization have reduced**Interpretation:**

From the above Data & its corresponding graph, it can be interpreted that 7 of the Top Management Executives strongly agree that the accidents have reduced upto a certain extent. 6 agree to it. 5 are neutral to the above statement & remaining are disagreeing to the statement.

10) The Employees level of Satisfaction has considerably shown a upward trend



Interpretation: From the above Data & its corresponding graph, it can be interpreted that almost half of the Top Management Executives strongly agree that the level of Satisfaction has increased considerably Executives agree to it whereas 2 are neutral to the above statement.

Conclusions

All Employees are very well aware of the purpose of Motivational Strategies being implemented in the Organization. They are of the Opinion that these Strategies are of utmost importance so as to promote as well as upgrade the quality of the Manpower of the Organization. Majority of the employees mainly of the Managerial Cadre, Typist, Clerks are aware of the importance of implementing Motivational Strategies in the Organization. Whereas remaining personnel need more effective training with this regard.

Half of the Employees are of the opinion that Motivation is the most important, half of the Employees think that there is a scope of improvements or innovations in the Motivational Strategies. Majority of the Employees are responding 50-50 to it.

Majority of the Employees are satisfied with the present Motivational Strategies.

Quantity as well as the Quality of the products being manufactured by the Employees has shown a drastic improvements & eventually incrementing the productivity of the Organization.

Number of strikes, Accidents & grievances among the Employees have shown a downward trend because of various Motivational Strategies.

Recommendations:

Following suggestions is made:

1. Organization should organize some Motivational Programs to enhance the awareness.
2. The top Management should be willing to invest a considerable part of their time & other resources to motivate employees.
3. Recognition of good work or any contributions made by the employees should be done in the Organization.
4. Motivation Tools should be such that it plays a pivotal role in the up gradation or Promotion of the employees of the Organization
5. Motivation to the subordinates should be seen as an important part of their job by the Managers & Officers.
6. There should be regular changes or innovations to be made in the Motivational Strategies depending upon the Corporate Scenario.

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