



## A Study on Employee Motivation in Heritage Food India Ltd at Chittor

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### ABSTRACT:

In today's business environment as it is true with high job losses due to layoff and retrenchment to create a lean organization, it is also noteworthy for organizations to stop losses of performing employees due to decreasing job satisfaction and lack of motivation to continue with the organization for long. Motivated and satisfied employees will have committed approach towards organizational objective; in turn organizations will also have to show similar commitment towards employee objectives. It can be achieved by creating inspiring work environment which promotes and addresses employee need for growth and development. These factors although complex in nature and as they could not be addressed for individual employee basis as it may vary case to case it is important for HR to explore the common areas of intersection. Job satisfaction or employee motivation is studied not just to handle the turnover but also there are other adverse effects of dissatisfaction like absenteeism, low performance, lower morale, low contribution to the team, less coordination, less orientation towards organizational objective these could affect the organization capacity to compete in the highly competitive business environment. Hence the HR has to induce an organizational environment and promote organizational culture which takes in to consideration of the prevailing need.

**KEY WORDS:** Job satisfaction, Motivation, Human resource Management, worker commitment, organizational culture.

### INTRODUCTION:

#### MOTIVATION:

Motivation is a Latin word meaning "to move" performance results from the Interaction (movement) of physical, financial & human resources. The first two are in Animate. They are translated unto productivity only when the human element in Introduced. When dealing with unanimated factors of production, management can accurately predict the input-output production. In dealing with employees an intangible Factor of will, freedom of choice is introduced and workers can increase or decreases their Productivity as they choose this human quality gives rise to motivation.

#### DEFINITION:

According to Berelson and Steiner state that "motive is an inner state that energizes activates or moves and directs of channels behaviour towards goals.

Human motives are internalized goals within individuals when there is strong positive Motivation, the employee's output increases but when there is negative or weak positive Motivation, his performance level is low. Motivation is an interviewing variable for it cannot be seen bared or felt and can only be inferred from behaviour. For example, Motivational feelings such as hunger, power, will etc. cannot be seen it is a psychological phenomenon, which generates within oneself.

#### IMPORTANCE OF MOTIVATION:

In the direction process, motivation is one of the important elements by motivating the Employees there are guided in the desired way to enable them to achieve the Organizational objectives. For performing a job two important things are necessary viz, will to work & ability to work. The important of motivation lies in converting this ability to work into the will to work. Without the willingness, ability to work is of no use. Hence, there is a need for motivation a person to do his job performance depends on ability and willingness depends on motivation. Motivation but also in not only increasing the efficiency and output of employees. It also deist in reducing employee turnover and absenteeism by making them realize their goals.

#### NEED FOR THE STUDY

### A Study on Employees Motivation at **Heritage Foods**

- ✓ By knowing the level of employee motivation, the HR department can know whether employee motivation of them is at the expected level or not.
- ✓ If the employee motivation levels are not satisfactory, then they can concentrate on increasing the satisfaction level of company.
- ✓ To increase the employee motivation my study will help the HR department to concentrate on specific factors to improve employee motivation avoiding them to put efforts on all the factors.
- ✓ Adding to the above my questionnaire concentrates on collecting feedback and specific suggestions from the employees.

### SCOPE OF THE STUDY

Employees are the assets of the company and the task of management is to arrange organizational condition and methods operation so that employees can achieve their own goals best by direction of their own efforts towards organizational objectives. The goals of the individuals and the organizations can be achieved through stimulating workers towards productive performance through motivation process. It is a process of arousing action, sustaining the activity in progress and regulating the pattern of activity until objectives have attained.

### OBJECTIVES OF THE STUDY

- To measure current motivational level of employees on salary, bonus, incentives etc.
- To measure satisfaction level of employees with various facilities like medical, insurance etc.
- To study satisfaction levels of employees with exiting training and promotion, career development practices.
- To study satisfaction level with power and authority given by the company to employees.
- To measure impact of appraisal system on motivation.
- To measure the effect of motivation on employee behaviour inturnover, absenteeism, work efficiency.

### LIMITATIONS OF THE STUDY

The study will conclude about the motivational level in the organization, Motivational techniques and practiced in the organization studies limited to one unit a sample size small in a count of time and budget constraints.

- ✓ The survey was conducted on limited no. of employees which can't be generalized for the whole organization.
- ✓ The survey has a time limit of one month. So, the respondents will be less and size of the sample will be small.

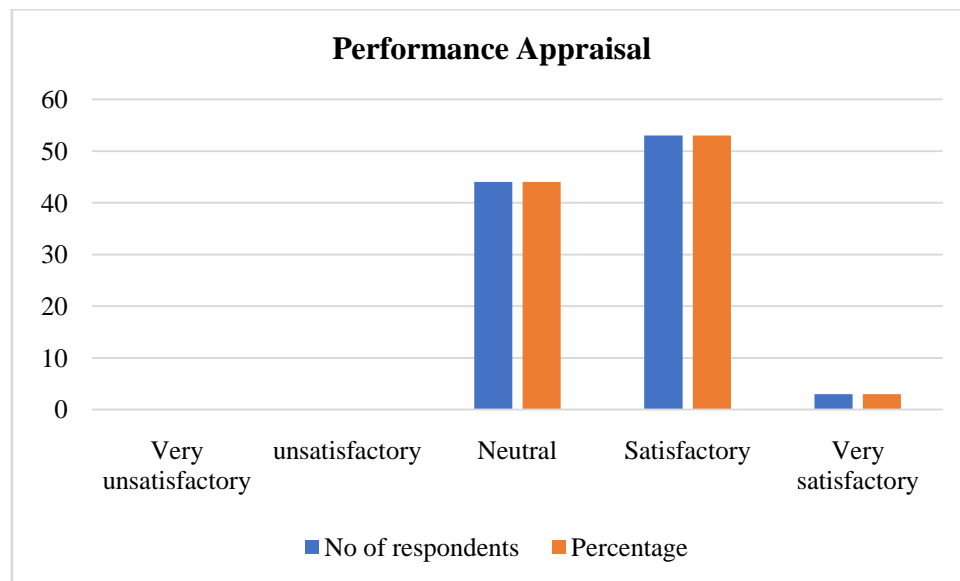
Few of them were reluctant to answer the questions.

## DATA ANALYSIS AND INTERPRETATION

### REPRESENTING SATISFACTION LEVEL WITH PERFORMANCE APPRAISAL

Table:

S. No	Options	No of respondents	Percentage
1	Very unsatisfactory	0	0
2	unsatisfactory	0	0
3	Neutral	44	44
4	Satisfactory	53	53
5	Very satisfactory	3	3
		100	100

**Graph****Analysis:**

- 44% of respondents find performance appraisal as neutral.
- 53% of respondents find performance appraisal as satisfactory.
- 3% of respondents find performance appraisal as very satisfactory.

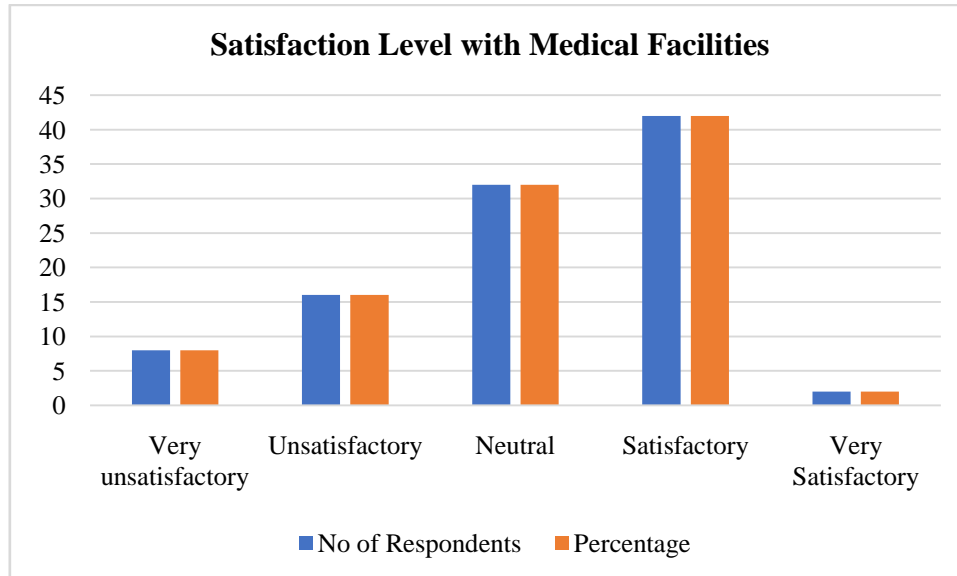
**Inference:**

The majority of respondent's opinion on performance appraisal is satisfied.

**REPRESENTING SATISFACTION LEVEL WITH MEDICAL FACILITES PROVIDED****Table:**

S.No	Options	No of Respondents	Percentage
1	Very unsatisfactory	8	8
2	Unsatisfactory	16	16
3	Neutral	32	32
4	Satisfactory	42	42
5	Very Satisfactory	2	2
Total		100	100

**Graph:**



**Analysis:**

- 8% of respondents find medical as very unsatisfactory.
- 16% of respondents find medical as unsatisfactory.
- 32% of respondents find medical as neutral.
- 42% of respondents find medical as satisfactory.
- 2% of respondents find medical as very satisfactory.

**Inference:**

The majority of respondent's opinion is between neutral and satisfactory.

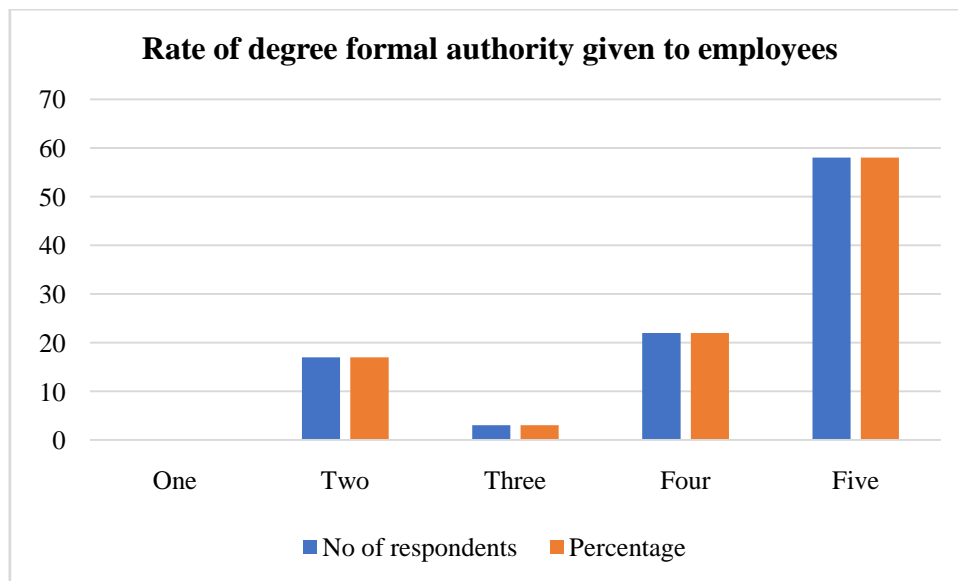
The majority of respondent's opinion on supervision is satisfactory.

#### REPRESENTING THE RATE OF DEGREE FORMAL AUTHORITY GIVEN TO EMPLOYEES

**Table:**

S. No	Rate	No of respondents	Percentage
1	One	0	0
2	Two	17	17
3	Three	3	3
4	Four	22	22
5	Five	58	58
Total		100	100

**Graph:**

**Analysis:**

- 17% of respondents rate the degree of formal authority as low.
- 3% of respondents rate the degree of formal authority as average.
- 22% of respondents rate the degree of formal authority as high.
- 58% of respondents rate the degree of formal authority as very high.

**Inference:**

The majority of respondent's rate they'reof formal authority as very high.

**FINDINGS:**

- ✚ 37% of the employees are not satisfied with the Salary, 19% of employees are neutral and 40% employees are satisfied. Therefore, majority of the employees are not satisfied with the salary.
- ✚ 20% of employees are unsatisfied with the Bonus provided, 38% of the employees are neutral and 22% of employees are satisfied.
- ✚ Therefore, majority of the employees are between neutral and satisfactory.
- ✚ 82% of employees are unsatisfied with Incentives provided, 5% are neutral and 42% are satisfied. Therefore, majority of the employees are not satisfied with incentives.
- ✚ 24% of employees are unsatisfied with the medical facilities are satisfied Therefore, majority of the employees are between neutral and Satisfactory.
- ✚ 16% of employees are unsatisfied with the Insurance facilities provided, 40% are neutral and 44% of employees are satisfied. Therefore, majority of the between neutral and satisfactory.
- ✚ 28% of employees are unsatisfied towards Promotion. 1.5% is neutral and 57% are satisfied. Therefore, majority of the employees are between neutral and satisfactory.
- ✚ 20% of the employees are unsatisfied with the Training and Development program, 10% are average and 70% are satisfied. Therefore,

majority of the employees are satisfied.

- ✦ 5% of the employee's opinion on Supervisor is unsatisfactory, 2% neutral and 93% of employees are satisfied with supervisor. Therefore, majority are satisfied.
- ✦ 56% of employees are satisfied with Performance appraisal and 44% of average. Therefore, majority are satisfied
- ✦ The company never recognizes the achievement of the employees by rewards gifts etc.

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### SUGGESTIONS:

- ✦ Employees salary has to be increased according to the experience.
- ✦ Incentives must be provided.
- ✦ Promotion must be given according to the performance and experience.
- ✦ Training must be done frequently.
- ✦ The company must provide stress-allocating program
- ✦ The employees must be reward for their performance
- ✦ Job enrichment in medical facilities.
- ✦ Job rotation must be undertaken.
- ✦ The company should select a representative in every batch.
- ✦ Employee's opinion must be asked while decision-making.
- ✦ Increase in bonus.

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### CONCLUSION:

The main objective of the study in Heritage Foods (India) Limited was to find out whether their workers in the company are satisfied with the level of motivation provided by the company. According to the survey report, majority of employees are satisfied with the motivational factors provided by the company.

Employees have expressed their dissatisfaction with various monetary and non-monetary benefits and the facilities provided by Heritage Foods (India) Limited. The motivational practice should be improved further for better employee motivation of the employees. Improved motivational practices are eroding employee confidence and satisfaction.

Hence ensuring improved motivational practices to employees must be the concern of organization all time retain and succession of an organization.

### Reference:

S1.no.	Title of the books	Authors
1	Human Resource Management	ShashiK.Gupta
2	Organizational behaviour	K.Ashwathappa

### Websites:

[www.employeemotivation.com](http://www.employeemotivation.com)

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