

**A STUDY ON EMPLOYEE MOTIVATION WITH SPECIAL
REFERENCE TO HYDERABAD INDUSTRIES LIMITED,
COIMBATORE**

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ABSTRACT

The project work entitled a STUDY ON EMPLOYEE MOTIVATION with special reference to Hyderabad Industries Ltd; Coimbatore is mainly conducted to identify the factors which will motivate the employees and the organizational functions in Hyderabad Industries Ltd,Coimbatore.Management's basic job is the effective utilization of human resources for achievements of organizational objectives. The personnel management is concerned with organizing human resources in such a way to get maximum output to the enterprise and to develop the talent of people at work to the fullest satisfaction. Motivation implies that one person, in organization context a manager, includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs and aspirations becomes available to the person. In addition to this, the strong needs in a direction that is satisfying to the latent needs in employees and harness them in a manner that would be functional for the organization.Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivate his subordinates or to create the 'will to work' among the subordinates.

KEY WORDS: Employee motivation, Incentives,Satisfaction Level,Monetary, Non-Monetary.

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INTRODUCTION

Employee Motivation:

The word motivation has been derived from motive which means any idea, need or emotion that prompts a man in to action. Whatever may be the behavior of man, there is some stimulus behind it .Stimulus is dependent upon the motive of the person concerned. Motive can be known by studying his needs and desires.

There is no universal theory that can explain the factors influencing motives which control mans behavior at any particular point of time. In general, the different motives operate at different times among different people and influence their behaviors. The process of motivation studies the motives of individuals which cause different type of behavior.

Definition of Motivation.

According to Edwin B Flippo, "Motivation is the process of attempting to influence others to do their work through the possibility of gain or reward.

Types of Motivation.

Intrinsic motivation occurs when people are internally motivated to do something because it either brings them pleasure, they think it is important, or they feel that what they are learning is morally significant.

Extrinsic motivation comes into play when a student is compelled to do something or act a certain way because of factors external to him or her (like money or good grades)

INDUSTRIAL PROFILE

Asbestos is a group of minerals with long, thin fibrous crystals. The word "asbestos" is derived from a Greek adjective meaning inextinguishable.

The main product ASBESTOS CEMENT SHEET is primarily a cement based product were about 10-15% asbestos fiber is needed to reinforce the cement is weather proof, even through it absorbs moisture, the water will not pass through the product. Asbestos cement is used for corrugated sheets, slates, flat sheet for animal pens, cladding molded fitting, water system rain water gutters, down pipes, under ground pipes and sewer pipes, skills, chalkboards. Most of the asbestos consumed globally is chrysolite. Russia, Kazakhstan is major producers of asbestos. The studies across the globe had not found any increased risk of carrier to the workers even at the levels of fiber/cubic centimeter, whereas the Indian chrysolite cement industry works well

bellow 0.5 fiber/cubic centimeter.

COMPANY PROFILE

The HYDERABAD INDUSTRIES LIMITED, Coimbatore is situated 10 km away from the Coimbatore town. The exact place where the company is situated is Athani, which is an industrial area. This company was incorporated in the year 1985 and commenced production in 1986 in the name as MALABAR BUILDING PRODUCTS, which was a joint venture by HIL and KSIDC (Kerala State Industries Development Corporation. Later in the year 2005 April the company was merged with the HIL completely from the KSIDC. And in the same year the company changed its name to HYDRABAD INDUSTRIES LIMITED. About 200 employees are working in HIL, Coimbatore as a whole. In that 110 employees are working in plant, 72 are office staffs and 18 are bargaining staffs. The plant is working for 24 hours and there are three shifts per day. The whole plant is completely automated. The HIL Coimbatore plant is producing only the AC roofing sheets in the name of CHARMINAR. .

Mission and Vision of Hyderabad Industries Limited To maintain leadership in Fibre cement products industry and develop complementary products and services to strengthen the core business of building products.

LITERATURE REVIEW

Rensis Likerthas called motivation as the core of management. Motivation is the core of management. Motivation is an effective instrument in the hands of the management in inspiring the work force .It is the major task of every manager to motivate his subordinate or to create the will to work among the subordinates .It should also be remembered that the worker may be immensely capable of doing some work, nothing can be achieved if he is not willing to work .creation of a will to work is motivation in simple but true sense of term.

RESEARCH PROBLEM

The research problem here in this study is associated with the motivation of employees of HYDERABAD INDUSTRIES LIMITED, Coimbatore. There are a variety of factors that can influence a person's level of motivation; some of these factors include

1. The level of pay and benefits,
2. The perceived fairness of promotion system within a company,
3. Quality of the working conditions,

4. Leadership and social relationships,
5. Employee recognition
6. Job security
7. career development opportunities etc.

Motivated employees are a great asset to any organisation. It is because the motivation and Job satisfaction is clearly linked. Hence this study is focusing on the employee motivation in the organisation. The research problem is formulated as follows: *“What are the factors which help to motivate the employees”*

SIGNIFICANCE OF THE STUDY

The study is intended to evaluate motivation of employees in the organization. A good motivational program procedure is essential to achieve goal of the organization. If efficient motivational programmes of employees are made not only in this particular organization but also any other organization; the organizations can achieve the efficiency also to develop a good organizational culture. This helps in retaining and nurturing the true believers *“who can deliver value to the organization. Proliferating and nurturing the number of “true believers”*¹ is the challenge for future and present HR managers.

OBJECTIVES OF THE STUDY

Primary objective

1. To study the important factors which are needed to motivate the employees.

Secondary Objective.

1. To study the effect of monetary and non-monetary benefits provided by the organization on the employee's performance.
2. To study the effect of job promotions on employees.
3. To learn the employee's satisfaction on the interpersonal relationship exists in the organization.

RESEARCH METHODOLOGY.

Research is a systematic method of finding solutions to problems. It is essentially an

¹ HRM Review (The ICFI University Press) July 2008

investigation, a recording and an analysis of evidence for the purpose of gaining knowledge. According to Clifford woody, “research comprises of defining and redefining problem, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, reaching conclusions, testing conclusions to determine whether they fit the formulated hypothesis.

UNIVERSE.

The universe chooses for the research study is the employees of Hyderabad Industries Ltd, Coimbatore.

METHODS OF DATA COLLECTION.

The data were collected through Primary and secondary sources.

Primary Sources

Primary data are in the form of “raw material” to which statistical methods are applied for the purpose of analysis and interpretations. The primary sources are discussion with employees, data collected through questionnaire.

Secondary Sources

The secondary data mainly consists of data and information collected from records, company websites and also discussion with the management of the organization. Secondary data was also collected from journals, magazines and books.

SAMPLING DESIGN.

A sample design is a finite plan for obtaining a sample from a given population. Simple random sampling is used for this study.

TOOLS AND TECHNIQUES FOR ANALYSIS.

- ✧ Simple percentage analysis
- ✧ Correlation is used to test the hypothesis and draw inferences.

ANALYSIS AND INTERPRETATION OF DATA

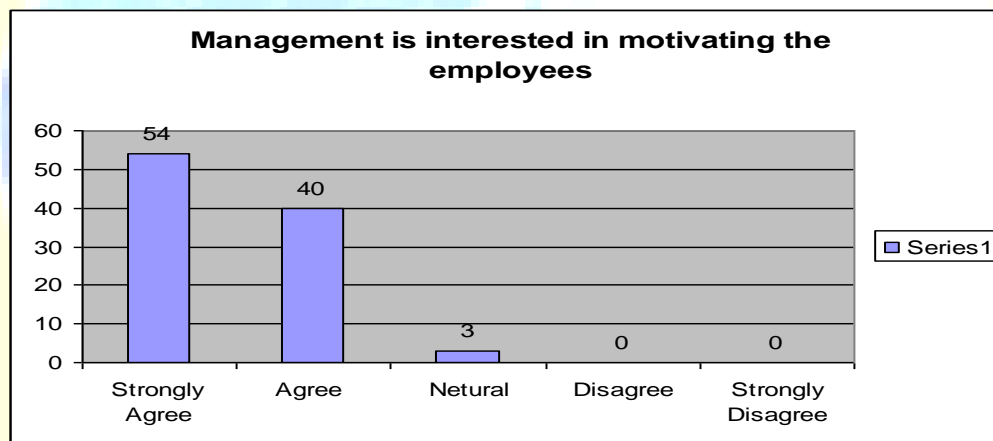
This chapter is allocated for analysis and interpretation of data.

SIMPLE PERCENTAGE ANALYSIS:

1. Management is interested in motivating the employees

SL NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	27	54
2	Agree	20	40
3	Neutral	3	6
4	Disagree	0	0
5	Strongly Disagree	0	0
	Total	50	100

(Table 1)



(Chart 1)

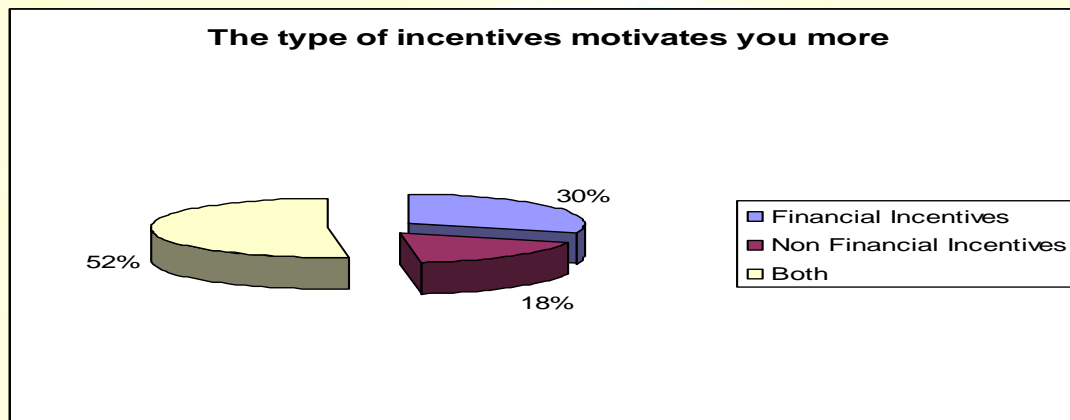
INTERPRETATION

The table shows that 54% of the respondents are strongly agreeing that the management is interested in motivating the employees.

2.The type of incentives motivates you more

SL NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	Financial Incentives	15	30
2	Non financial Incentives	9	18
3	Both	26	52
	Total	50	100

(Table 2)



(Chart 2)

INTERPRETATION

The table shows that 52% of the respondents are expressing that both financial and non financial incentives will equally motivate them.

INFERENTIAL STATISTICS

1.Ho: There is no significant relationship between incentives and employee’s performance.

	Mean	Std. Deviation	N
Incentives	1.72	.573	50
Employee performance	1.50	.707	50

		Incentives	Employee performance
Incentives	Pearson Correlation	1	.655(**)
	Sig. (2-tailed)	.	.000
	Sum of Squares and Cross-products	16.080	13.000
	Covariance	.328	.265
	N	50	50
	Employee performance	Pearson Correlation	.655(**)
Sig. (2-tailed)		.000	.
Sum of Squares and Cross-products		13.000	24.500
Covariance		.265	.500
N		50	50

Correlations

** Correlation is significant at the 0.01 level (2-tailed).

Inference:

Since the Correlation is significant at the 0.01 level (2-tailed) the null hypothesis that is “**There is no significant relationship between incentives and employee’s performance**” is rejected and an alternative hypothesis is framed.

H1: There is significant relationship between incentives and employee’s performance.

2.Ho: There is no significant relationship between career development opportunities and the extent of employee motivation

	Mean	Std. Deviation	N
career development opportunities	3.70	1.035	50
extent of motivation	3.36	1.317	45

Correlations

		career development opportunities	extent of motivation
career development opportunities	Pearson Correlation	1	.909(**)
	Sig. (2-tailed)	.	.000
	Sum of Squares and Cross-products	52.500	52.111
	Co variance	1.071	1.184
	N	50	45
extent of motivation	Pearson Correlation	.909(**)	1
	Sig. (2-tailed)	.000	.
	Sum of Squares and Cross-products	52.111	76.311
	Covariance	1.184	1.734
	N	45	45

** Correlation is significant at the 0.01 level (2-tailed).

Inference:

Since the Correlation is significant at the 0.01 level (2-tailed) the null hypothesis that is **“There is no significant relationship between career development opportunities and the extent of employee motivation”** is rejected and an alternative hypothesis is framed.

H1: There is significant relationship between career development opportunities and the extent of employee motivation

SUGGESTIONS

The suggestions for the findings from the study are follows

- Most of the employees agree that the performance appraisal activities are helpful to get motivated, so the company should try to improve performance appraisal system, so that they can improve their performance.
- Non financial incentive plans should also be implemented; it can improve the productivity level of the employees.
- Organization should give importance to communication between employees and gain co-ordination through it.
- Skills of the employees should be appreciated.
- Better carrier development opportunities should be given to the employees for their improvement.
- If the centralized system of management is changed to a decentralized one, then there would be active and committed participation of staff for the success of the organization

CONCLUSION

The study concludes that, the motivational program procedure in HYDERABAD INDUSTRIES LTD is found effective but not highly effective. The study on employee motivation highlighted so many factors which will help to motivate the employees. The study was conducted among 50 employees and collected information through structured questionnaire. The study helped to findings which were related with employee motivational programs which are provided in the organization.

The performance appraisal activities really play a major role in motivating the employees of the organization. It is a major factor that makes an employee feels good in his work and results in his satisfaction too. The organization can still concentrate on specific areas which are evolved from this study in order to make the motivational programs more effective. Only if the employees are properly motivated- they work well and only if they work well the organization is going to benefit out it. Steps should be taken to improve the motivational programs procedure in the future. The suggestions of this report may help in this direction.

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