

A Study on Employee Motivation at Rayalaseema Thermal Power Limited, Kadapa

*Ms. D.ANITHA, Student MBA II Annamacharya Institution of Technology & Sciences (Autonomous).

**Dr.K.Tirumalaiah, Assistant Professor, Department of MBA, Annamacharya Institution of Technology & Sciences (Autonomous), Tirupathi. Mail Id-tirumalaiahk2002@gmail.com

Abstract

Employee motivation is a vital determinant of organizational success, particularly in the power sector where work is highly demanding and technical. At Rayalaseema Thermal Power Station, Kadapa, motivation ensures efficiency, safety, and reliability in operations. This study examines both intrinsic motivators such as job satisfaction and extrinsic rewards like financial incentives. Leadership, effective communication, and welfare measures are highlighted as central to sustaining morale and teamwork. Employees value stability and long-term security typical of government enterprises, while also seeking career growth, training, and recognition. A motivated workforce enhances productivity, reduces absenteeism, and minimizes turnover by retaining skilled manpower. Challenges such as stress, monotony, and limited advancement opportunities require modern HR practices and continuous skill development. Overall, motivation at Rayalaseema Thermal Power Station emerges as a dynamic process and a key driver of sustainable growth and long-term success.

INTRODUCTION:

The purpose of this article is to highlight the significance of **Human Resource Management (HRM)** in modern organizations and to explain how it contributes to overall growth and efficiency. HRM is not just about recruitment and training but also about ensuring employee satisfaction, teamwork, and career development. It emphasizes the role of human resources as the true wealth of a nation and demonstrates how managing people effectively leads to organizational prosperity. By addressing employee needs—economic, social, and personal—HRM acts as the driving force behind smooth operations and long-term success.

Equally important, the article explores **employee motivation** as a key factor in enhancing performance. It discusses intrinsic, extrinsic, social, monetary, and recognition-based motivations, showing how each influences employees differently. Managers are encouraged to understand these diverse motivators and apply them strategically to improve productivity. The article also stresses that motivation alone is insufficient; performance depends on ability, resources, and proper management support. Ultimately, the purpose is to provide managers with insights into HRM and motivation strategies that foster employee growth, organizational development, and ethical responsibility toward society.

REVIEW OF LITERATURE

- **Abraham Maslow (1908–1970):** He introduced the *Hierarchy of Needs*, showing motivation as a stepwise journey from basic survival needs to self-actualization. His model helps managers understand how fulfilling different levels of needs drives employee performance.
- **Frederick Herzberg (1923–2000):** He developed the *Two-Factor Theory*, separating hygiene factors from motivators. His work explains why removing dissatisfaction isn't enough—true motivation comes from meaningful work and recognition.
- **Victor Vroom (1932–2015):** He proposed the *Expectancy Theory*, linking motivation to the belief that effort leads to performance and rewards. This theory emphasizes the importance of aligning employee expectations with organizational incentives.
- **W. Edwards Deming (1900–1993):** A pioneer in quality management, he stressed that people are the real wealth of nations. His philosophy tied motivation to teamwork, respect, and continuous improvement for long-term success.

OBJECTIVES OF THE STUDY:

1. To analyze the conceptual framework of employee motivation.
2. To identify and evaluate factors influencing employee motivation at RTPL.
3. To assess the level of employee motivation among RTPL employees.
4. To examine the relationship between employee motivation and productivity.

NEED OF THE STUDY:

Employee motivation is the driving force behind organizational success. At RTPL, motivation programs are designed to enhance job satisfaction and commitment, ensuring employees perform at their optimum level. A motivated workforce not only achieves organizational goals but also builds long-term loyalty and efficiency. Without motivation, performance and commitment would be impossible, making it a crucial element of human resource management.

SCOPE OF THE STUDY:

The study at RTPL focuses on the employee motivation system across all levels of staff. It helps the organization assess the effectiveness of its programs, gather feedback, and make improvements. The research also identifies employee satisfaction with welfare measures, ensuring motivation and commitment are aligned with organizational goals.

DATA COLLECTION

Data Sources:

Primary Data

This primary data was collected through a structured questionnaire as placed in the project report at annexure. The questionnaire was carefully planned to cover aspects of employee motivation.

Secondary data

The secondary data was collected from magazines, journals, newsletters company manuals, employee records, company websites and relevant articles

Sampling Method: Simple Random Sampling (Probability Sampling)

Sample Size: 60

Research Instrument: Close-ended questionnaire

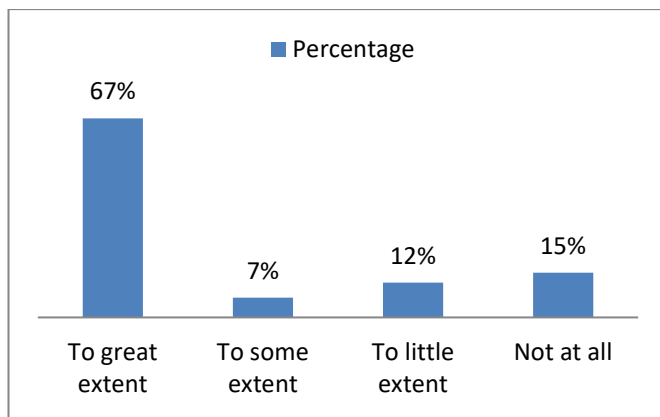
Data Analysis Tools: Percentage Analysis

DATA ANALYSIS & INTERPRETATION

TABLE:1 Company provides the opportunity for improving the skills and knowledge

| Respondent opinion | No. of. Respondents | Percentage |
|--------------------|---------------------|------------|
| To great extent | 40 | 67% |
| To some extent | 04 | 7% |
| To little extent | 07 | 12% |
| Not at all | 09 | 15% |
| Total | 60 | 100% |

GRAPH-1



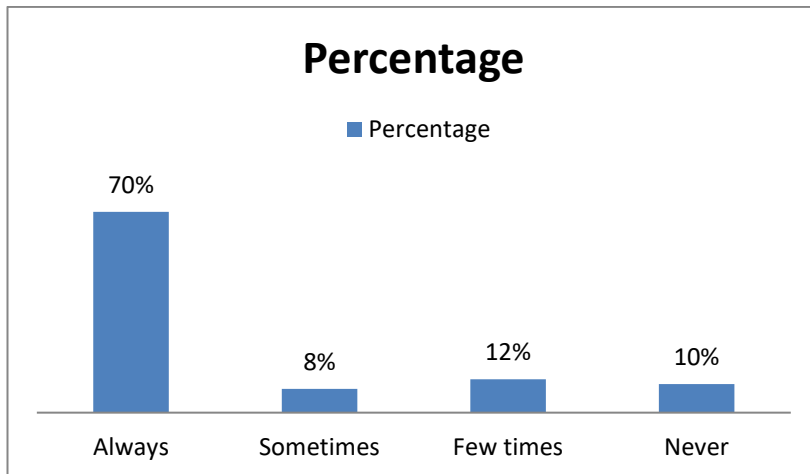
INTERPRETATION

The above table and subsequent chart shows that about 67% respondents feel that company provides opportunity for improving skills and knowledge to great extent 7% feel it to some extent, 12% feel it provides to little extent, while 15% feel it does not provide an opportunity. From the above analysis it can be inferred that the majority of employees have the opportunity to improve the skills and knowledge

TABLE:2 Company provide opportunity to rectify mistake

| Respondent opinion | No. of. respondents | Percentage |
|--------------------|---------------------|------------|
| Always | 42 | 70 |
| Sometimes | 05 | 08 |
| Few times | 07 | 12 |
| Never | 06 | 10 |
| Total | 60 | 100 |

GRAPH:2

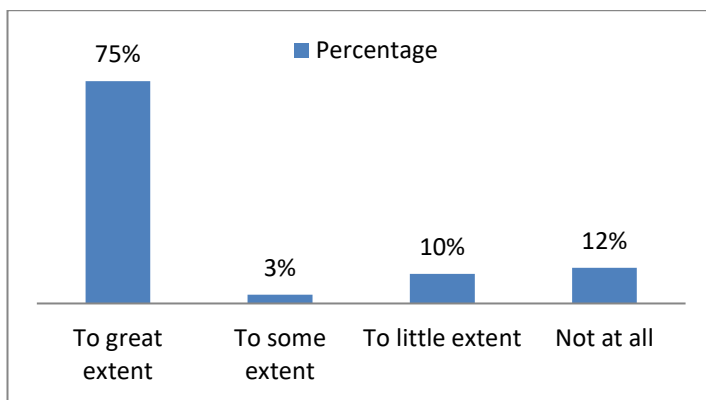


Interpretation: The above table and subsequent chart shows that about 70% respondents feel that company provides opportunity to rectify mistakes always, 8% feel it to sometimes, 12% feel it provides to few times, while 10% feel it never provide an opportunity. From the above analysis it can be inferred that the majority of employees have the opportunity to rectify mistakes.

TABLE:3 Company provides regular and fair appraisal

| Respondent opinion | No. of. respondents | Percentage |
|--------------------|---------------------|------------|
| To great extent | 45 | 75% |
| To some extent | 02 | 3% |
| To little extent | 06 | 10% |
| Not at all | 07 | 12% |
| Total | 60 | 100% |

GRAPH 3



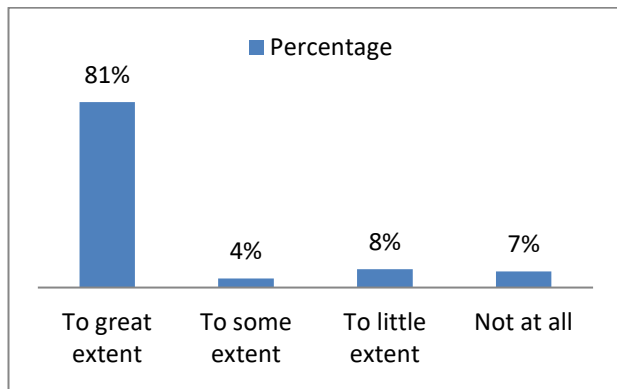
Interpretation:

The above table and subsequent chart shows that about 75% respondents feel that Company provides opportunity for improving their Performance to great extent 03% feel it to some extent, 10% feel it provides to little extent, while 12% feel it does not provide an opportunity. From the above analysis it can be inferred that the majority of the employees are getting fair appraisal.

TABLE:4 Promotion act as a motivating factor

| Respondent opinion | No. of. respondents | Percentage |
|--------------------|---------------------|------------|
| To great extent | 49 | 81% |
| To some extent | 02 | 4% |
| To little extent | 05 | 8% |
| Not at all | 04 | 7% |
| Total | 60 | 100% |

GRAPH 4.

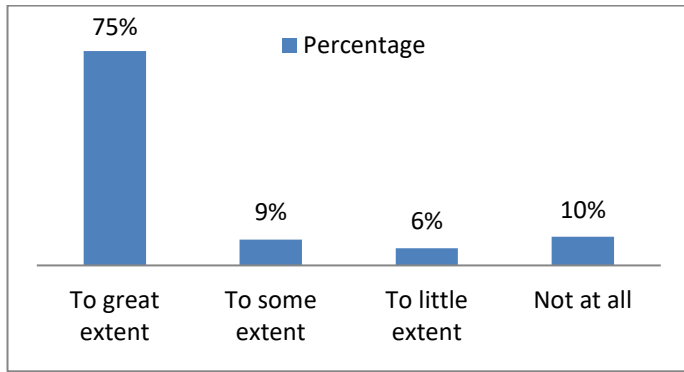


Interpretation:

The above table and subsequent chart shows that about 81% respondents feel that company provides opportunity for Motivating Employees to great extent 04% feel it to some extent, 08% feel it provides to little extent, while 07% feel it does not provide an opportunity. From the above analysis it can be inferred that the majority of employees are motivated through promotions.

TABLE:5 Superior is friendly and effective

| Respondent opinion | No. of. respondents | Percentage |
|--------------------|---------------------|------------|
| To great extent | 45 | 75% |
| To some extent | 05 | 9% |
| To little extent | 04 | 6% |
| Not at all | 06 | 10% |
| total | 60 | 100 |

GRAPH:5**Interpretation:**

The above table and subsequent chart shows that about 75% respondents feel that company provides opportunity for improving effectiveness to great extent 09% feel it to some extent, 06% feel it provides to little extent, while 10% feel it does not provide an opportunity. From the above analysis it can be inferred that the majority of the employees are friendly with the superior. His helps to get the work done easily.

DATA ANALYSIS AND INTERPRETATION

The analysis reveals the following key insights:

- A significant majority (67%) of respondents perceive that the organization provides substantial opportunities for skill and knowledge enhancement.
- Approximately 70% of employees indicate that they are consistently given opportunities to rectify mistakes, reflecting a supportive organizational climate.
- Around 75% of respondents express satisfaction with the fairness and regularity of the appraisal system.
- Promotions are identified as a strong motivational factor by 81% of employees.
- A majority (75%) perceive their superiors as friendly and effective, facilitating better communication and task execution.

FINDINGS :

1. The study reveals that a substantial proportion of employees perceive the organization as providing adequate opportunities for skill enhancement and knowledge development, indicating a positive learning environment.
2. It is observed that the organization fosters a supportive work culture by allowing employees to identify and rectify mistakes, thereby promoting continuous learning and performance improvement.
3. A majority of respondents express satisfaction with the performance appraisal system, suggesting that it is perceived as fair, systematic, and conducive to employee motivation.
4. Promotional opportunities are identified as a significant motivational driver, with most employees associating career advancement with increased job satisfaction and organizational commitment.
5. The relationship between superiors and subordinates is generally perceived as cordial and effective, which facilitates better communication, teamwork, and operational efficiency.
6. However, a notable proportion of employees indicate limited exposure to challenging tasks and advanced learning opportunities, which may restrict their professional growth and innovation capabilities.

SUGGESTIONS:

1. The organization should strengthen its compensation and benefits structure by introducing performance-linked incentives, allowances, and welfare measures to enhance employee satisfaction and social recognition.
2. It is recommended that wage structures be periodically reviewed and aligned with job responsibilities, industry standards, and employee expectations to ensure equity and fairness.
3. Management should focus on fostering a more participative and transparent work environment by improving communication channels and encouraging constructive feedback between superiors and subordinates.

4. The performance appraisal system should be further enhanced by incorporating greater transparency, objectivity, and employee involvement to build trust and motivation.
5. The organization should design and implement continuous training and development programs, including skill upgradation, leadership development, and career planning initiatives to address the gap in learning opportunities.
6. Job enrichment strategies such as task variety, role expansion, and challenging assignments should be introduced to reduce monotony, enhance engagement, and stimulate employee innovation.

CONCLUSION

The study concludes that RTPL provides a conducive work environment with effective motivational practices that positively influence employee performance. Motivation plays a pivotal role in enhancing productivity, reducing employee turnover, and ensuring organizational stability. However, continuous improvement in HR practices, particularly in areas such as career advancement and skill development, is essential to sustain employee motivation in the long run. A strategically motivated workforce will significantly contribute to the operational efficiency and sustainable growth of the organization.

Book References:

1. C.B. Mamoria & S.V. Gankar, *Human Resource Management*, 22nd Edition, Himalaya Publishing House, Mumbai, 2002.
2. C.B. Mamoria & S.V. Gankar, *Human Resource Management*, 3rd Edition, Himalaya Publishing House, Mumbai, 2004.

Websites :

- <https://apgenco.gov.in>
- www.citeHR.com