

## A STUDY ON EMPLOYEE MOTIVATION IN PENNA CEMENT INDUSTRIES LTD AT NELLORE

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### Abstract

The project work entails an investigation into employee motivation, with a focus on the manufacturing industry. This research is primarily focused on identifying the factors that will inspire employees. The primary responsibility of management is to make good use of human resources to meet corporate goals. Management of personnel is concerned with efficient use of directing human capital in such a way that they produce optimum productivity for the company and that their potential is fully developed at work. motivation occurs when one person, such as a manager in an organization, encourages another, such as a worker, to make ensure that a channel is open by taking action to meet the person's desires and goals is made available to them. Employee motivation is one of the most important problems that any company faces. Any manager's primary responsibility is to motivate their employees in order to create “will to work” It is also important to note that an employee might be extremely able to perform to those tasks. Nothing is possible when he refuses to do his job. A manager must use inspiration effectively to persuade workers to obey them. Employees provided the information required for this study through questionnaires and interviews. Statistical instruments were used for analysis and interpretation, and the data was presented in tables and chart.

### Key words

Employee motivation, Employee satisfaction, Motivational factors, motivation of job, etc.

### Introduction

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 into productivity only when the human element is Introduced. When dealing with unanimated actors of production, management accurately predicts 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

### Review of literature

Employee motivation is one of the policies of managers to increase effectual job management amongst employees in organizations (Shadier et al, 2009).

Financial, economic, and human resources, the latest is more essential and has the capability to endow a company with a competitive edge as compared to others (Rizwan et al, 2010).

### Research Methodology and design

#### NEED OF THE STUDY

- ✓ If the employee motivation levels are not satisfactory, then they can concentrate on increasing the satisfaction level of the company.
- ✓ To increase employee motivation my study will help the HR department to concentrate on specific factors to improve employee motivation avoiding them putting effort into all the factors.

#### SCOPE OF THE STUDY

Employees are the assets of the company and the task of management is to set organizational conditions and methods of operation in such a way 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 by stimulating workers towards productive performance through the motivation process. It is a process of arousing action, sustaining the activity in progress, and regulating the pattern of activity until objectives are attained.

#### OBJECTIVE OF THE STUDY

- To measure the impact of supervisors on employees.
- To measure the impact of per group on employees.
- To measure the impact of the appraisal system on motivation.

#### DATA SOURCE

The primary research has been conducted by administering structured questionnaires and conducting interviews.

## Research Methods

The source for collecting the data is from both

- ✓ Primary Data
- ✓ Secondary Data

### Primary Data

The Primary data collected through the questionnaire method

### Secondary Data

The Secondary data are those which are collected from secondary sources such as books and company websites.

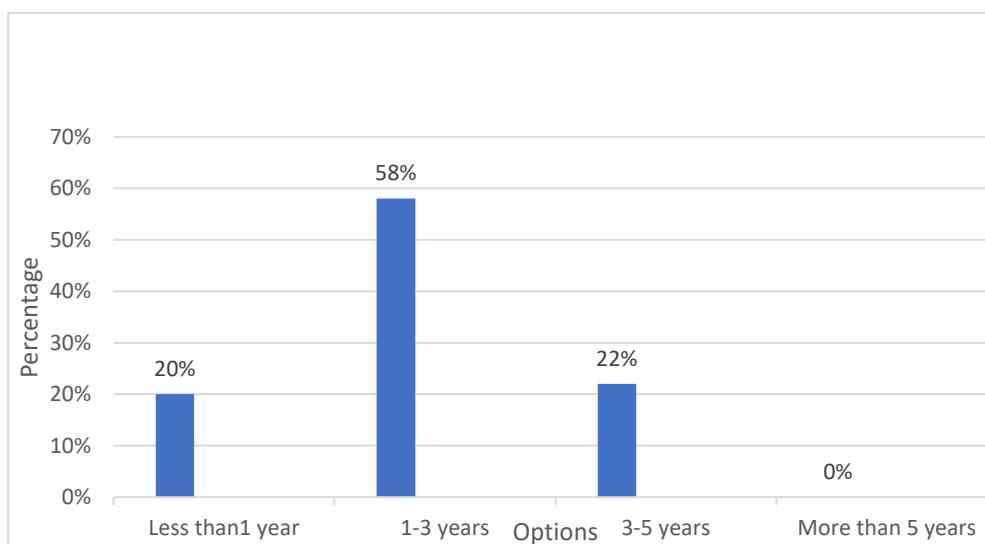
### SAMPLE SIZE

The sample size of the survey is taken as 100 respondents

### SAMPLING METHOD

Random Sampling Method

**Graphical representation of Distribution of sample respondents with respect to Opinions on profiling the Experience of employee**

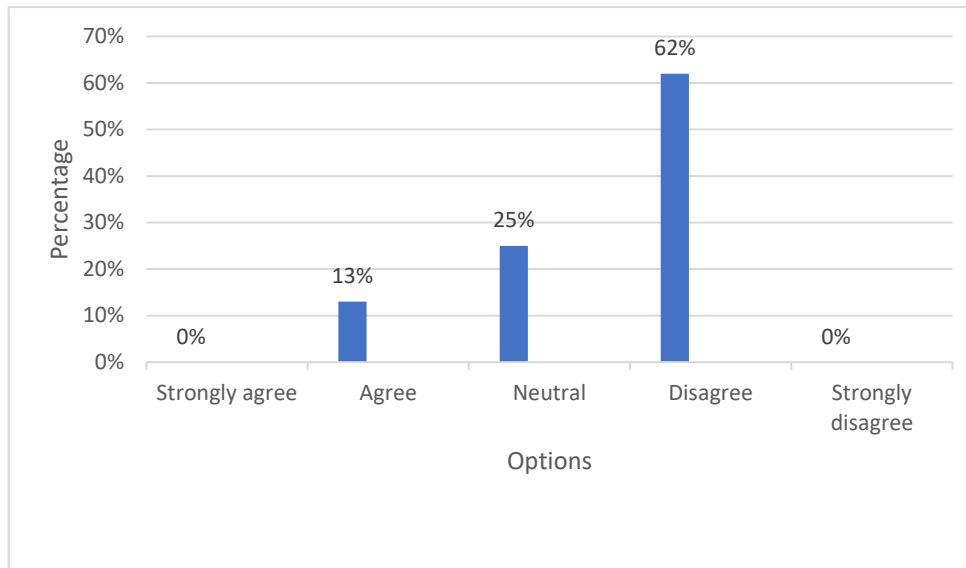


## INTERPRETATION

From the above table and graph, 20% of respondents less than 1 year experience, 58% of respondents have to 1-3 year of experience, 22% of respondents 3-5 year of experience, most are having 3 to 5 years of experience.

**Graphical representation of Distribution of sample respondents with respect to opinions on**

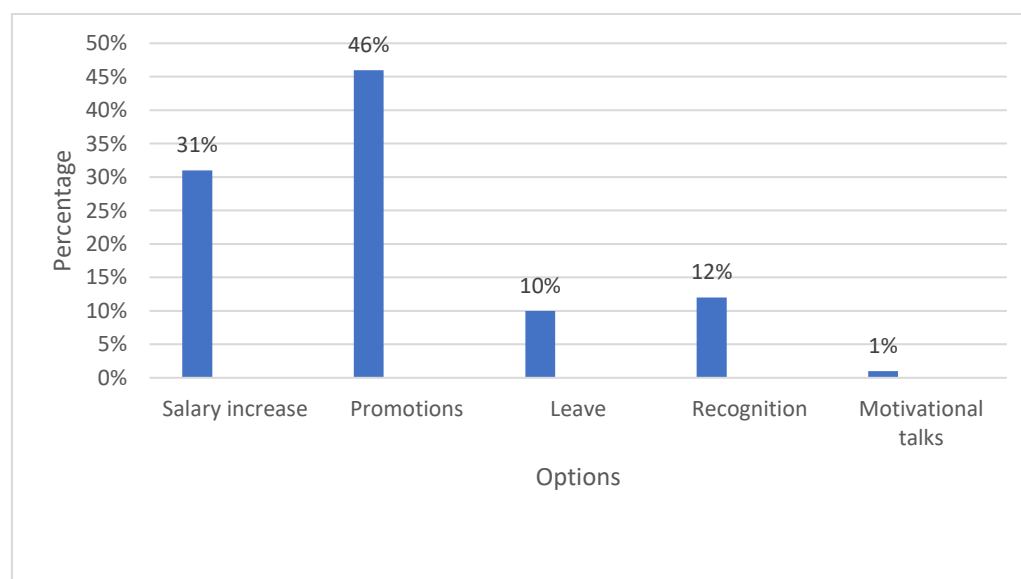
**representing the satisfaction level of employees with the existing salary structure**



## INTERPRETATION

From the above table and graph, 13% of respondents find salary agree, 25% of respondents were neutral, 62% of respondents find it disagree, and the majority of respondents opinion the salary that the disagree.

**Graphical representation of the distribution of sample respondents with respect to opinions on motivational factors**



## INTERPRETATION

From the above table and graph 31% of respondents' motivational factors as salary increase, 46% of respondents' motivational factors as promotions, 10% of respondents' motivational factors as leave, 12% of respondents' motivational factors recognition, 1% of respondents motivational factors as motivational talks, the majority of respondents motivational factors promotions.

### Findings

- ✓ 58% of the employees are 1-3 years of experience.
- ✓ 62% of the employees do not agree with the salary, and 13% of the employees agree with the salary.  
Therefore, most of the employees do not agree with the salary.
- ✓ 46% of the employees are promoted with motivational factors.

### Conclusion

The main objective of the study in Penna Cement Industries Ltd was to find out whether the workers in the company are satisfied with the level of motivation provided by the company. According to the survey report, most employees are satisfied with the motivational factors provided by the company. Employees have expressed their dissatisfaction with various monetary and non-monitory benefits and the facilities provided by Penna Cement Industries Ltd. The motivational practice should be improved further as per the suggestions