

A Study on Motivation Practices for Employees of the HR Practices at Aruna Alloy Steels Pvt Ltd

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1. ABSTRACT

Employee motivation is one of the most important factors influencing organizational performance and employee productivity. This study focuses on analyzing the motivation practices followed in Aruna Alloy Steels Pvt. Ltd. and their impact on employee satisfaction and performance. The research examines factors such as salary, incentives, recognition, training, workplace environment, safety measures, and employee welfare benefits.

The study is based on both primary and secondary data. Primary data was collected from 120 employees through a structured questionnaire using the Simple Random Sampling Method. Statistical tools such as percentage analysis, chi-square, correlation, and ANOVA were used for data analysis. The findings reveal that employees are highly motivated through training programs, incentives, recognition, and safety measures provided by the organization. The study concludes that effective motivational practices improve employee satisfaction, productivity, and organizational growth.

2. INTRODUCTION

Employee motivation refers to the level of enthusiasm, commitment, and willingness of employees to perform their work effectively. In today's competitive business environment, organizations must focus on motivating employees to improve productivity, reduce turnover, and achieve organizational goals.

Motivation can be provided in both financial and non-financial forms such as salary increments, incentives, promotions, recognition, appreciation, training programs, and welfare measures. Motivated employees contribute positively toward organizational success and maintain better relationships with management.

The present study aims to analyze the motivation practices followed in Aruna Alloy Steels Pvt. Ltd. and understand employee satisfaction levels regarding workplace motivation. The study also evaluates how motivation influences employee performance and organizational effectiveness.

3. LITERATURE REVIEW

Mansoor (2022), employee motivation helps organizations improve productivity and achieve competitive advantages. Motivated employees contribute more effectively toward organizational goals.

Schunk (2023) stated that motivation is influenced by internal and external factors such as rewards, recognition, and expectations. Employees perform better when organizations provide proper incentives and appreciation.

Christine and Yvonne (2024) emphasized that motivated employees improve work quality and increase organizational productivity. Employee commitment plays a significant role in organizational success.

Jonathan (2024) explained that higher motivation levels improve employee performance, innovation, and efficiency in organizations.

Lindner (2025) highlighted that motivated employees are essential for organizational growth, whereas unmotivated

employees may show absenteeism and poor performance.

Reiss (2025) explained the importance of extrinsic motivation such as rewards and incentives in improving employee performance and job satisfaction.

4. METHODOLOGY

Research Design

The study adopted a **Descriptive Research Design** to analyze employee motivation practices and satisfaction levels.

Data Collection

- **Primary Data:** Collected through structured questionnaires.
- **Secondary Data:** Collected from journals, books, company records, and websites.

Sampling Method

The study used the **Simple Random Sampling Method**. Employees were selected randomly, and each employee had an equal chance of being selected.

Sample Size

The sample size of the study consisted of **120 employees**.

Table 1: Gender of Respondents

Gender	Respondents	Percentage
Male	80	66.7%
Female	40	33.3%
Total	120	100%

INTERPRETATION

The majority of respondents (66.7%) are male employees. Chart 1: Gender Distribution

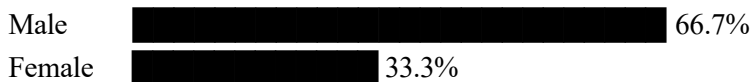


Table 2: Age Group of Respondents

Age Group	Respondents	Percentage
20–25 Years	40	33.3%
26–30 Years	22	18.0%
31–40 Years	26	21.7%

41–45 Years	23	19.2%
Above 50 Years	9	7.5%

INTERPRETATION

Most respondents belong to the age group of 20–25 years. Chart 2: Age Group Distribution

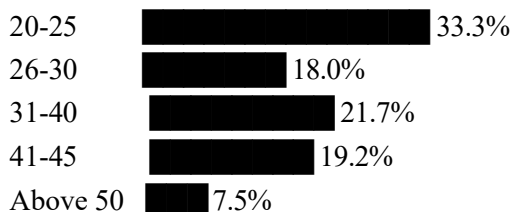
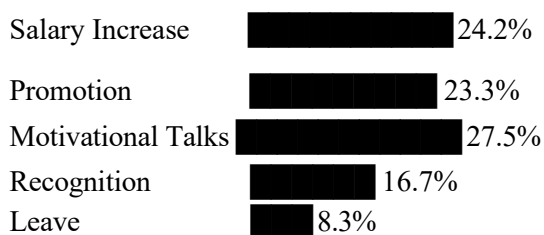


Table 3: Factors Motivating Employees

Factors	Respondents	Percentage
Salary Increase	29	24.2%
Promotion	28	23.3%
Motivational Talks	33	27.5%
Recognition	20	16.7%
Leave	10	8.3%

INTERPRETATION

Most employees are motivated through motivational talks and encouragement programs. Chart 3: Motivation Factors



5. ANALYSIS & RESULTS

The analysis of the study shows that employee motivation practices have a positive impact on employee performance and satisfaction.

Major Findings

1. Majority of employees are satisfied with recognition and appreciation practices.
2. Training and mentoring programs motivate employees effectively.

3. Bonus schemes are the most preferred incentive plans.
4. Employees are satisfied with workplace safety and welfare measures.
5. Communication between management and employees is effective.
6. Most employees are willing to recommend the organization to others.

Chi-Square Analysis

The chi-square test identified a significant relationship between employee age and benefits provided by the organization.

Correlation Analysis

A strong positive correlation was found between educational qualification and incentive schemes provided to employees.

ANOVA Analysis

ANOVA results indicate a significant relationship between years of experience and employee performance satisfaction.

6. CONCLUSION

The study concludes that employee motivation plays a crucial role in improving organizational productivity and employee satisfaction. The motivational practices followed by Aruna Alloy Steels Pvt. Ltd. such as incentives, recognition, training programs, safety measures, and employee welfare activities positively influence employee morale and performance.

Organizations should continue improving motivational strategies to retain talented employees and enhance productivity. Proper communication, fair rewards, career advancement opportunities, and employee recognition can further improve organizational effectiveness and employee commitment.

7. REFEREMCES

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