

## **EFFECTS ON EMPLOYEE MOTIVATION AT DISTRICT CO-OPERATIVE MILK PRODUCERS UNION LTD IN TAMILNADU**

**K.Vikram**

*Assistant Professor, Management Studies, Bharathidasan College of Engineering, Natrampalli, Vellore, Tamilnadu.*

### **Abstract**

*The research work was undertaken in “Effects of Employee Motivation at District Co-Operative Milk Producers Union Ltd in Tamilnadu” The research design used for the study is descriptive research, descriptive research study involves survey and fact finding enquiries of kinds of which helps the researcher to describe the present situation that makes the analysis about the effect of employees motivation easily and helps to reach the objectives. The data collection methods include two sources like primary sources and secondary sources. This study comprises of primary sources which is collected from the respondents. The secondary data were administered from organizations internal records, magazines, text books and internet. The number of respondent is 100. The questionnaire method is best when the respondents will feel reluctant to give their responses in a survey method. The tool used in this project is Simple percentage analysis and interpretation, bar diagram, Pie Diagram Based on the findings, suitable suggestion is also given in order to increase the operational efficiency of the organization. The projects from very honestly furnishing their respondents response.*

### **1.1 Introduction of the Study**

The efficiency of a person depends on two factors, firstly, the level of ability to do certain work, secondly, the willingness to do the work. So far as the first factor is concerned it can be acquired by education and training, but the second factor can be created by motivation. A person may have several and desires. It is only strongly felt needs which motives become. Thus motives are a product of needs and desires motives are many and keep on changing with time motives are invisible and directed towards certain goals. Motivation means that process which creates an inspiration in a person to motivation is derived from word ‘motive’ which means the latent power in a person which impels him to do a work.

Motivation is the process of steering a person’s inner drives and actions towards certain goals and committing his energies to achieve these goals. It involves a chain reaction starting with felt needs, resulting in motives which give rise to tension which causes action towards goals. It is the process of stimulating people to strive willingly towards the achievement of organizational goals motivation may be defined as the work a manager performs an order to induce subordinates to act on the desired manner by satisfying their needs and desires.

Rensis Likier has called motivation as the core of management. Motivation is an effective instrument in 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 motion. Motivation is an important function which every manager performs for actuating the people to work for accomplishment of objectives of the organization. Issuance of well-conceived instructions and orders does not mean that they will be followed. A manager has to make appropriate use of motivation to enthuse the employees to follow.

### **Significance of Motivation**

The following results may be expected if the employees are properly motivated. The workforce will be better satisfied if the management provides them with opportunities to fulfill their physiological and psychological needs. The workers will co-operate voluntarily with the management and will contribute their maximum towards the goals of the enterprise. Workers will tend to be as efficient as possible by improving upon their skills and knowledge so that they are able to contribute to the progress of the organization. This will also result in increased productivity. The rates of labors turnover and absenteeism among the workers will be low. There will be good human relations in the organization as friction among the workers themselves and between the workers and the management will decrease. The number of complaints and grievances will come down. Accident will also be low. There will be increase in the quantity and quality of products. Wastage and scrap will be less. Better quality of products will also increase the public image of the business

### **Needs of Employee Motivation**

Motivation is one of the most crucial factors that determine the efficiency and effectiveness of an organization with its help a desire is born in the minds of the employees to achieve successfully the objective of the enterprise. All organization facilities will remain useless people are motivated to utilize these facilities in a productive manner. Motivation is an integral part of management motivated people.

1. Motivation sets in motion the Action of people.
2. Motivation Improve the Efficiency of Work Performance.
3. Ensures Achievement of Organization Goals.
4. Motivation creates Friendly and Supportive Relationships.
5. Motivation Leads to the Stability in the Work Force.
6. Acceptance of Organizational Changes.

### **1.2 Scope of the Study**

1. This study will show the overview of employee motivation in the organization.
2. The study is to analyze the effectiveness of motivation given to the employees in effects of employee motivation at district co-operative milk producer's union ltd in Tamilnadu. This study would also help to analyze the inter department satisfaction level in the organization.
3. This study also analyzes the current performance level in the organization. It will help to handle the human resources management.

### **1.3 Objectives of the Study**

1. To study the monetary and non-monetary benefits provided by the organization on the employees performance.
2. To study the satisfaction level of employees.
3. To study the employee's opinion about various factors this determines motivation.
4. To evaluate of the employees about the factors such as job contents, training and development.
5. To study the opinion of the employees to find out the degree of employee motivation.
6. To study the employees motivational level.

### **1.4 Limitation of the Study**

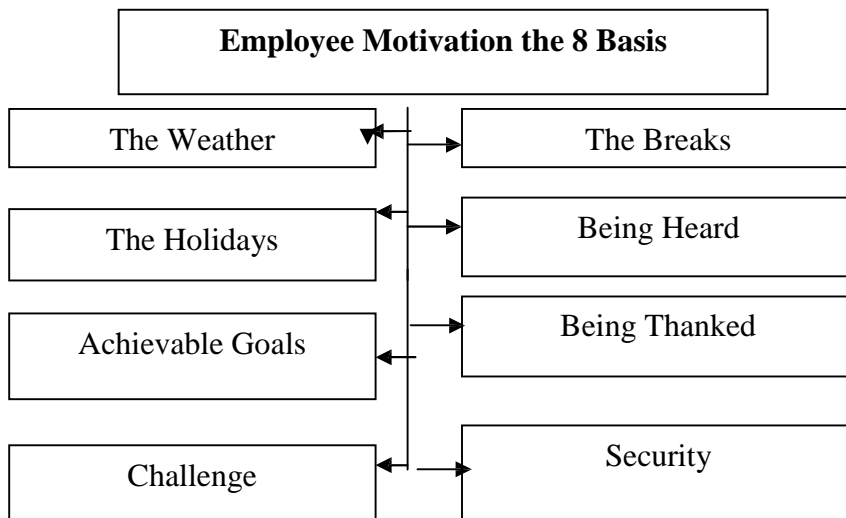
1. The data was collected through questionnaire the responds from the respondents may not be accurate.

2. The sample taken for the study was only so and the results drawn may not be accurate.
3. Since the organization has strict control, it acts as another barrier for getting data.
4. Another difficulty was very limited time-span of the project.
5. The sample selected it doesn't cover the entire population.
6. The respondent may guard some for crucial question.
7. The time duration is a major constraint for the study.
8. To study has been carried out with the assumption that the responses of the worker are genuine.
9. The researcher very difficult to collect the so

### 2.1. Review of Literature

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**The Weather:** Is it too hot, or too cold? Your people need an environment which is, like Goldilocks said, 'just right'. So is the office too stuffy in summer? Or too icy in winter? Is it draughty? Do people get wet when accepting deliveries, because the outside roof leaks? Literally make sure that external factors are as they wish.

**The breaks:** Sometimes working in a day to day job can get boring and exhausting. So people need to know when their breaks are and that they will be able to take them – it's not that complicated.

**Holidays:** And vacations/holidays are important too – some would say it's the most important thing on the working year calendar.

**Being Heard:** You people need you to listen to them and hear them – really hear what they are saying and respond with action and /or acknowledgement.

**Achievable Goals:** By being really, really clear about what you expect from your employees, you will set the scent for committed staff. Through knowing exactly what their performance should look like to be judgment excellent, by you, gets buy-in, big-time. So be clear, give them the resource to achieve success and they will be well onside.

**Being thanked:** As they do a good job for you each day – tell them. It’s easy – just say “thank you”! Appreciation for achieving success, especially when it’s from the boss is so important.

**Challenge:** People like to do new things, to explore, to seek out and utilize their potential, sometimes this means they will have to be ‘stretched’ in what they do. With a helping hand, to support, coach and grow the skills of your people, you are setting in place a keen, ambitious and ready-for-the-next-experience star in the making. So find new ways to develop them.

**Security:** In today’s business climate, it is not always easy to build the best future consistently things change too much, too quickly. But you can go some way to ensure that it is a safe place to be.

## 2.2. Research Methodology

The success of an enquiry is based upon the proper collection of data. The present study depends only upon primary data collected from employees in effects of employee motivation at district co-operative milk producer’s union ltd in Tamilnadu.

### Descriptive Research

Descriptive research designs are concerned with the research studies with a focus on the portrayal of the characteristics of a group or individual or a situation. In this type of research studies, two methods are alternatively used, viz., case study methods to solve the problems.

### Sampling Method

A random sample is a sample selected in such a way that every item in the population has an equal chance of being included. Random samplings are further divided into unrestricted and restricted methods. Unrestricted methods are used in restricted methods also in one stage or another.

### Sample size

The sample size is restricted to 100 employees.

**Sample area:** The sample area is the effects of employee motivation at district co-operative milk producer’s union ltd in Tamilnadu.

### Data Collection Method

The task of data collection defines after a research problem has been destined and research design charted out. These are two types of data. Primary data & Secondary data

**Primary data:** The primary data are those, which are collected a fresh and for the first time for the collection as primary data sample survey method was used in the study personal interview was conducted with the help of a questionnaire prepared for the survey.

**Secondary data:** Secondary data are those, which have been already collected and analyzed by someone for its own use later the same data are used by the different agency. The secondary data collected by researched **books, articles, journals, in magazines, newspapers** etc

### Tools for analysis

No conclusion can be drawn unless using statistical tools processes the collected data. The following tools are used to analyze the data. Percentage analysis, Pie diagram, bar diagram

**Percentage analysis:** In this research, the researcher used various percentages analysis is identified and these are represented a pictorially representation by the way of pie and bar diagram. In order to have better and effective understanding. It is used to find the present value for all the efficient questions used. It is used in making comparisons between two or more series of data

**Pie diagram:** This type of diagram is used to show the breaking of a total into components parts. A very common use of the pie chart is to represent the division of a sum of money into its components. This pie chart is so called because the entire graph is like a pie and component resembles slices cut from pie.  $\text{Pie value} = \text{component value} * 360/100$

**Bar diagram:** It is a pictorial representation of the numerical data by a number of rectangles (called bars) of uniform width erect vertically or horizontally with equal spacing between them X-axis represents the data and Y-axis represents the percentages. The bar diagram is of equal width and of varying heights depending upon the percentage of each data.

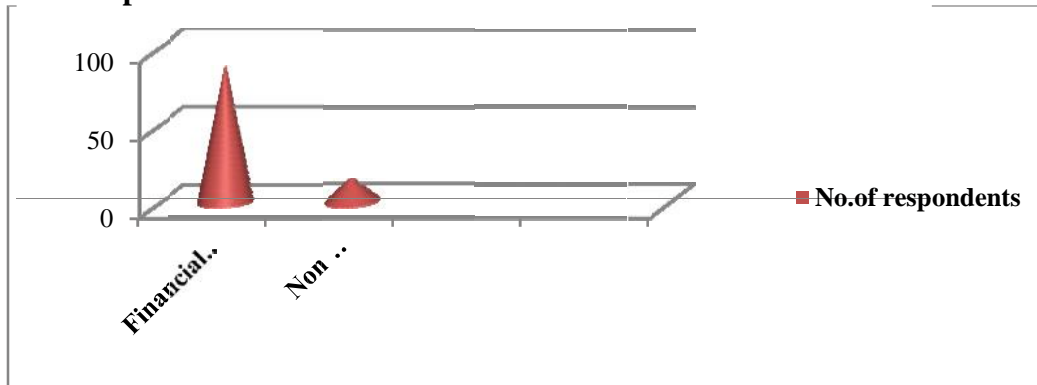
### 3. Data Analysis and Interpretation

#### 3.1. Most of the Respondents are Motivation Incentives

S.no	Motivation of Incentives	No. of respondents	Percent
1.	Financial incentives	86	86%
2.	Non-financial incentives	14	14%
3.	Both	0	0%
	Total	100	100%

**Inference:** From the above table 86% respondents are financial incentives 14% of Non-financial respondents and both 0% respondents

#### 3.1. Most of the Respondents Are Motivation Incentives

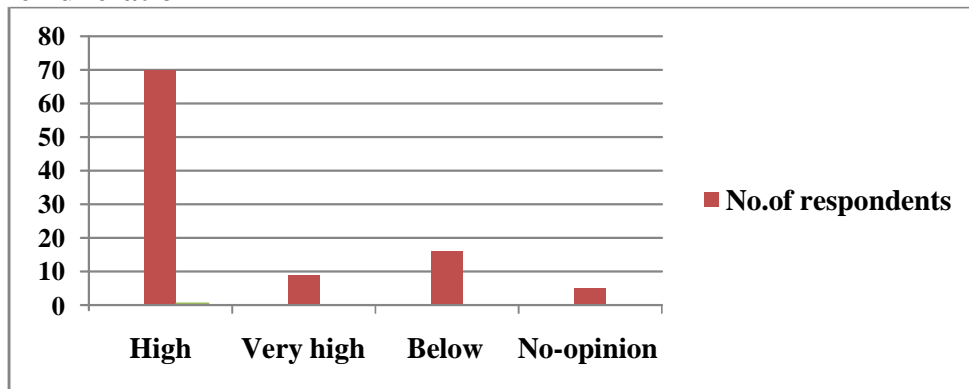


#### 3.2 .Level of Remuneration

S.no	Remuneration	No. of respondents	Percent
1.	High	70	70%
2.	Very high	9	9%
3.	Below	16	16%
4.	No-opinion	5	5%
	Total	100	100%

**Inference:** From the above table 70% of the respondents say the level of remuneration excellent, 9% are respondents of very high, 16% of below respondents and 5% of no-opinion respondents.

### 3.2. Level of Remuneration

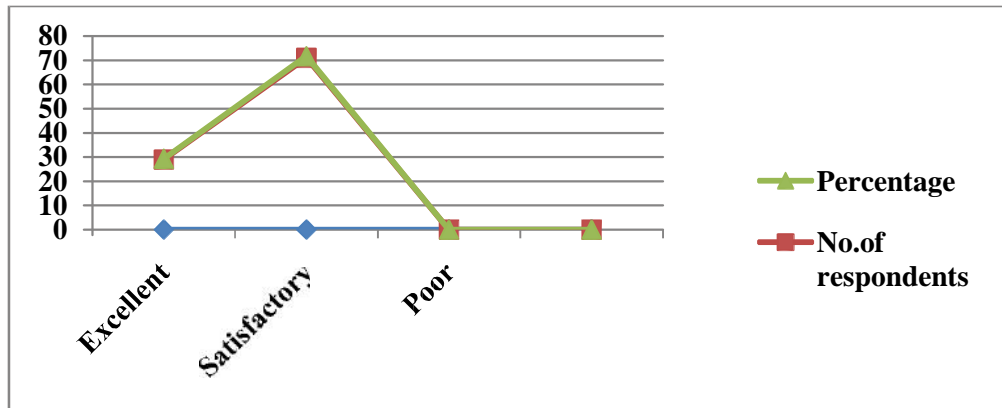


### 3.3. Level of Performance after Motivation

S.no	Performance	No. of respondents	Percentage
1.	Excellent	29	29%
2.	Satisfactory	71	71%
3.	Poor	0	0%
	Total	100	100%

**Inference:** From the above table 29% of respondents say the level of performance is good. 71% of respondents say the level of performance is excellent, 0% of respondents is poor.

### 3.3. Level of Performance after Motivation

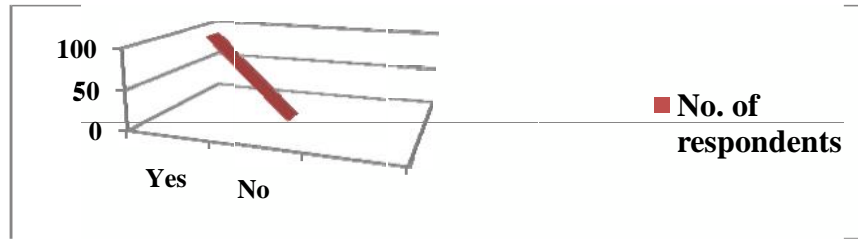


### 3.4. Level of Interest in Motivation

S.no	Interest in motivation	No. of respondents	Percentage
1.	Yes	100	100%
2.	No	0	0%
	Total	100	100%

**Inference:** From the above table 100% of the respondents are interest in motivation.

**3.4. Level of Interest in Motivation**

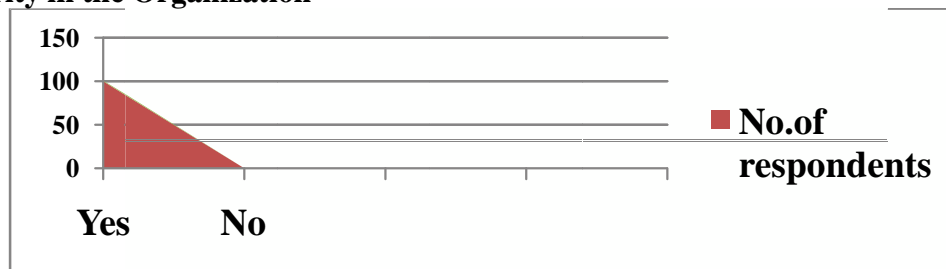


**3.5. Job Security in the Organization**

S.No	Job security	No. of respondents	Percentage
1.	Yes	100	100%
2.	No	0	0%
	Total	100	100%

**Inference:** From the above table 100% of the respondents say that job security in the organization.

**3.5. Job Security in the Organization**

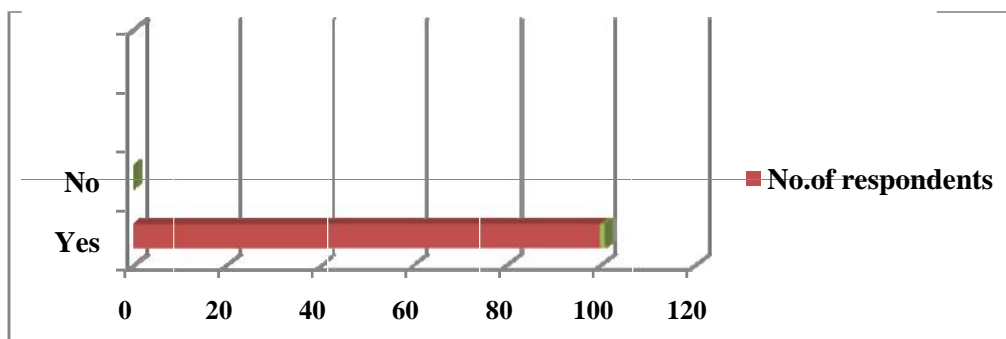


**3.6. Level off the Job Training**

S.no	Job training	No. of respondents	Percentage
1.	Yes	100	100%
2.	No	0	0%
	Total	100	100%

**Inference:** From the above table 100% of the respondents say that the level of job training has increased to a large extent.

**3.6. Level off the Job Training**

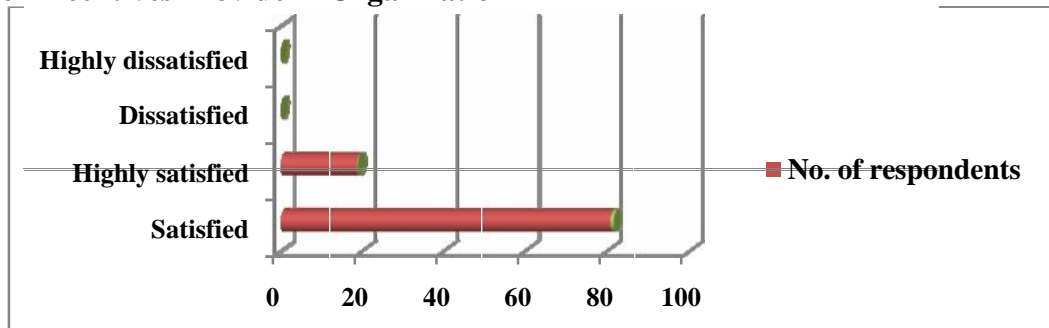


**3.7. Level of Incentives Provide in Organization**

S.No	Provide the incentives are satisfied	No. of respondents	Percentage
1.	satisfied	81	81%
2.	Highly satisfied	19	19%
3.	dissatisfied	0	0%
4.	Highly dissatisfied	0	0%
	total	100	100%

**Inference:** From the above table 81% of respondents are satisfied. 19% of respondents are highly satisfied. Dissatisfied 0% of respondents, highly dissatisfied 0% of respondents.

**3.7. Level of Incentives Provide in Organization**

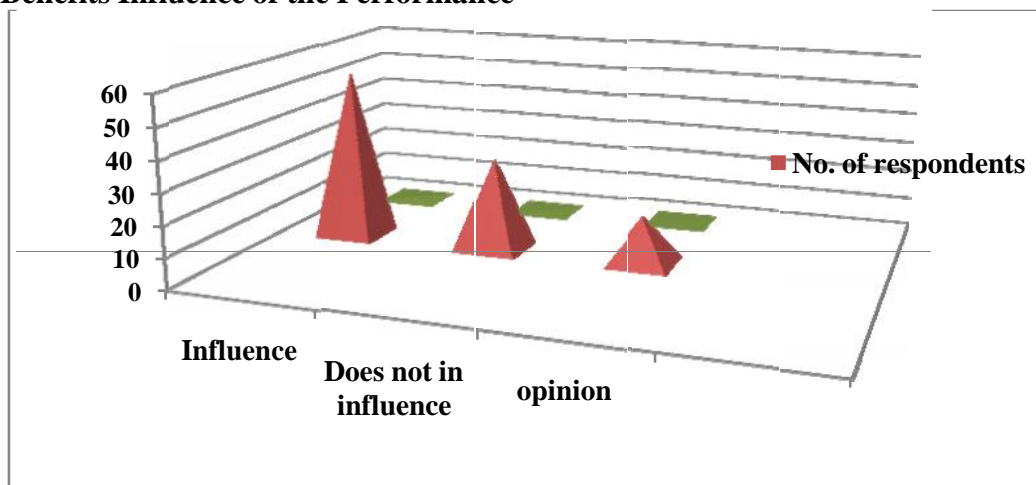


**3.8. Other Benefits Influence of the Performance**

S.No	Benefits of performance	No. of respondents	Percentage
1.	Influence	55	55%
2.	Does not in influence	30	30%
3.	Opinion	15	15%
	Total	100	100%

**Inference:** From the above table 55% respondents of influence. 30% respondents of Does not in influence and 15% respondents of opinion.

**3.8. Other Benefits Influence of the Performance**



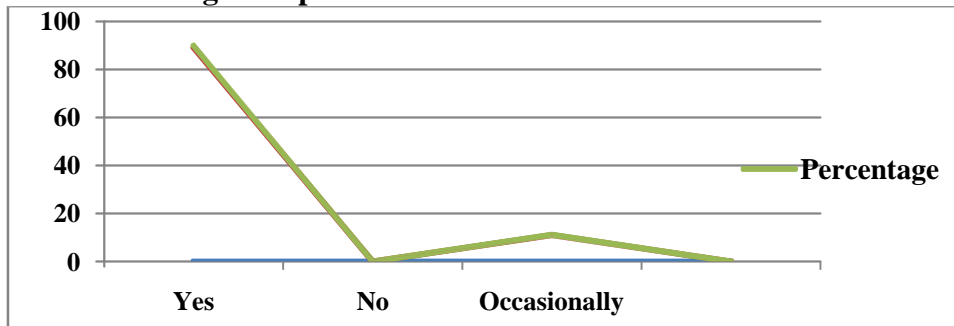


**3.9. Level of Decision Making in Department**

S.No	Decision making	No. Of respondents	Percentage
1.	Yes	89	89%
2.	No	0	0%
3.	Occasionally	11	11%
	Total	100	100%

**Inference:** From the above table 89% of the respondents are level of decision making in department. 11% of respondents are occasionally.

**3.9. Level of Decision Making in Department**

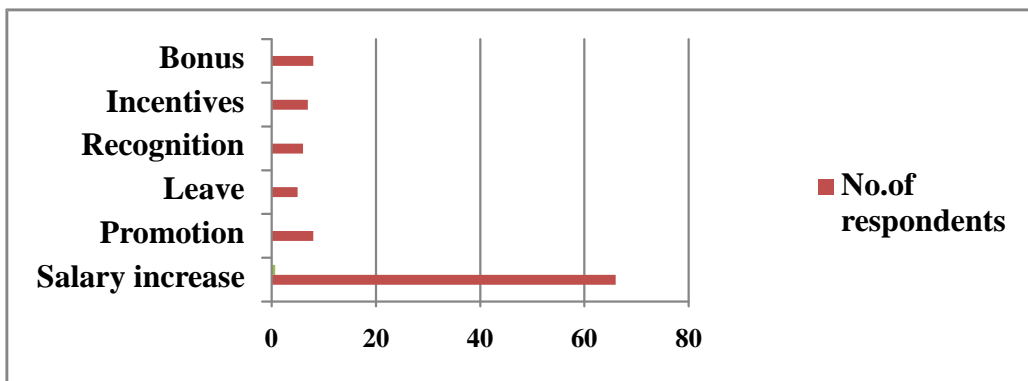


**3.10. Level of Rank Motivation in Most**

S.No	Rank of motivation	No. Of respondents	Percentage
1.	Salary increase	66	66%
2.	Promotion	8	8%
3.	Leave	5	5%
4.	Recognition	6	6%
5.	Incentives	7	7%
6.	bonus	8	8%
	Total	100	100%

**Inference:** From the above table shows that, most of the respondents 66% of salary increase. 8% of respondents are promotion. 5% of respondents are leave. 6% of respondents are Recognition. 7% of respondents are Incentives. 8% of respondents are Bonus.

**3.10. Level of Rank Motivation in Most**



#### 4.1 Findings of Study

1. Most of the respondents are male. Most of the respondents are in the age 35-40.
2. The majority of the employees 10<sup>th</sup> and 12<sup>th</sup>. Most of the respondents are in married.
3. The majority of the respondents are satisfied with their remuneration. The majority of the employee's non-technical workers.
4. The majority of the respondents are satisfied with their job. Most of the employees are satisfied with their level of performance after motivation.
5. Motivate leads to create interest towards the job. Around 50% Of the employees say that the motivation creates interest towards the job.
6. Most of the employees are motivates a more financial incentives. Most of the workers have very good relationship with the workers team.
7. Most of the respondents are satisfied with the incentives provided by the organization.
8. Most of the respondents have excellent training programming in their organization.

#### 4.2 Suggestions and Recommendation

At the outset it is understood that employee's basic needs has to be fulfilled with his salary. In this connection if his basic needs are fulfilled he can perform well in his duty which helps in company's development. So the company should concentrate on financial motivation. Secondary the highly experienced people, in other works old employees can be given some recreation in their job so their work can be lessened so that they can perform and get interest in their job. The concern should arrange training programmed to the employees in periodical interval. It will create efficiency of workers as well as efficiency of the concern. From this study the employee satisfaction is a tangible asset of concern

#### 4.3. Conclusion

People are being called on take on higher and more complex responsibilities. With increased responsibility, comes higher impact on the organizations success. Being able to identify the motivation needs for success in a position. As a result, thousands of organizations are viewing employee motivation as a strategy has been managed and developed. There are various factors that influence motivational factor such as salary, working conditions, training interpersonal relations and job satisfaction. Motivation is the ultimate function of so many individual attitudes taken together. It is very complex, complicated and personal experience. A number of **material** and **immaterial** factors contribute.

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