

**A STUDY ON EMPLOYEE MOTIVATION AT INDIA CEMENT LIMITED,
YERRAGUNTLA, KADAPA DISTRICT**

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Abstract

This study expects to research the necessities of workers, vital elements for inspiring them, and the resultant fulfillment levels inside the setting of ICL Yerraguntla. Through an extensive assessment, this exploration looks to distinguish powerful inspiration procedures and give commonsense proposals to improving hierarchical execution. By understanding representative necessities and inspiration factors, associations can fit methodologies to cultivate a favorable workplace, eventually prompting further developed efficiency and in general hierarchical achievement.

Keywords:

Employee Motivation, Organizational Performance, Work Environment.

Introduction:

Worker inspiration assumes a crucial part in the achievement and maintainability of any association, and the concrete area is no exemption. With its requesting functional climate and work concentrated processes, the concrete business depends intensely on persuaded representatives to drive efficiency, guarantee quality, and keep up with security norms. In this presentation, we dig into the elements of worker inspiration inside the concrete area, investigating the one of a kind difficulty it faces and the methodologies utilized to motivate and draw in its labor force. By understanding the elements that impact inspiration in this industry, we can reveal potential open doors for development and advancement, at last adding to the development and seriousness of concrete organizations in the worldwide market.

Defination of Employee Motivation:

Motivation is the driving force behind actions, behaviors, and goals. It can be intrinsic (internal desires or values) or extrinsic (external rewards or pressures), and it plays a crucial role in determining our persistence, effort, and achievement in various endeavors.

What is Employee Motivation?

Representative Inspiration implies the drive or motivation that an individual needs to perform at work. It makes an individual need to get up in the first part of the day and be eager to go to work. At the point when workers are spurred, they're bound to be useful, imaginative, and participated in their work.

Worker Inspiration is impacted by various variables. These incorporate acknowledgment, potential learning experiences and a positive workplace. By getting it and advancing such factors, a superior work environment culture is made. This, thusly, further develops in general work fulfillment for representatives.

Types Of Employee Motivation:

Sorts of Representative Inspiration

The following are a couple of the normal Representative Inspiration types.

Outward inspiration: This kind of inspiration depends on outer factors like compensations, rewards, and rewards. These impetuses can be utilized to inspire representatives to work harder, fulfill time constraints, and accomplish organization objectives. Outward inspiration is many

times seen as an unmistakable method for showing appreciation for a representative's diligent effort.

Natural inspiration: This sort of inspiration comes from inside the representative. It is driven by private fulfillment and happiness regarding the actual work. Representatives who are characteristically persuaded feel a feeling of achievement and fulfillment from their work. Additionally, they don't depend on outer motivators to remain spurred.

Social inspiration: This sort of inspiration comes from the craving to work with others towards a shared objective. Workers who are socially spurred appreciate teaming up with their partners and feel a feeling of having a place with a gathering. They are in many cases more persuaded when they feel that they are important for an option that could be bigger than themselves.

Money related inspiration: This kind of inspiration centers around monetary motivating forces. These may incorporate increases in salary and rewards, to persuade representatives to work harder. Money related inspiration can be compelling in empowering workers to meet execution objectives. Nonetheless, it very well might be less powerful in making long haul inspiration.

Acknowledgement inspiration: This kind of inspiration comes from recognizing and remunerating representatives for their diligent effort and accomplishments. Acknowledgment can come as open acclaim, grants, or unique honors. This sort of inspiration assists workers with feeling esteemed and appreciated, which can help their inspiration and occupation fulfillment.

Obligation motivation: This kind of inspiration comes from giving workers greater obligation and dynamic power in their positions. Representatives who are given greater obligation feel a more prominent feeling of pride and pride in their work. For representatives searching for professional success amazing open doors, this sort of inspiration is particularly powerful.

Objectives for study:

- To study employee motivational strategies used in ICL
- To find out the impact of motivational strategies on performance and job satisfaction at ICL.

Review Of Literature:

Inspiration fills in as a catalyzer for individual representatives working for an association to upgrade their functioning exhibition or to follow through with responsibility in much preferred manner over they typically do. In this paper, creators recognized the key inspiration methods from existing writing and connected it through association execution.

- Chandra Sekhar •Manoj Patwardhan • Rohit Kr.Singh Exploration on inspiration has drawn in scholar and corporate substances throughout recent many years. For example, corporate consistence projects can be an instrument to construct a more grounded moral

culture inside the organization, hence expanding inspiration. (Sekhar, 14 November 2022).

- Jahid Hasan College of Bologna, Italy most representatives should be motivated to feel better and perform best. Certain individuals are driven with cash; others by adoration and prizes. Persuading levels at work fundamentally affect laborers' fulfillment. Inspiration in associations is a complex and multi-layered idea that essentially affects representative execution and occupation fulfillment. Associations that can establish a rousing workplace can draw in and hold top ability, further develop efficiency, and make more prominent progress (Hasan, August 2021)
- **Shireesh Nethi** Motivation has attracted both the academics and corporate companies from the past few years. It has been argued that motivation is associated with increased subjective well-being and that it is important for cognitive, social, and physical development. . For example, an athlete may enjoy playing football for the experience, rather than for an award. Activities involving their own inherent reward provide motivation that is not dependent on external rewards (Nethi, 6 June 2020).
- Costel Casuneanu Academy of Economic Studies 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. It should also be remembered that a worker may be immensely capable of doing some work; nothing can be achieved if he is not willing to work. A manager has to make appropriate use of motivation to enthuse the employees to follow them. (Casuneanu, 2011).
- In a survey conducted by McKinsey & Company's in the year 2009 among 1,000 employees it was found that an opportunity to lead projects or task forces was a more effective motivator than the three highest-rated financial Incentives-base pay increases, cash bonuses and stock or stock options (Giancola20, 2011).
- In a concentrate on inspiration and persuasive projects for workers in the wood business and in other assembling undertakings (designing, food, synthetic and material) in Slovak Republic presumes that in an extensive stretch of time all representatives keep their inspiration at a consistent level (Hitka and Štípalova1,2011).

Need for study :

In the concrete business, representative inspiration is fundamental for supporting efficiency, guaranteeing high wellbeing guidelines, keeping up with gear productivity, advancing cooperation, and driving advancement, which are all basic for functional achievement and seriousness.

RESEARCH METHODOLOGY:

Research methodology is the specific procedures & techniques used to identify, process and analyze information about a topic. Methodology is the systematic, theoretical analysis of theme thousand principle associated with a branch of knowledge. The type of research carried out for my study is **Descriptive research**.

COLLECTION OF DATA:

Data collections the process where the information is gathered by the survey, questioner, interviews this are the primary data, where as books, journal, magazines and the websites are the secondary data.

TOOLS FOR DATA COLLECTION:

1. The information is collected from the certain group of people.

The tool which is used to collect data and information is Structured **questionnaire** and the interviews from the group of people.

SAMPLING SIZE:

The sampling unit is collected from the group of the people who work as the employees in the cement company. The sample for the study is chosen from the employees of India Cement Limited. The number of people selected for my study is **120**.

SAMPLE DESIGN:

Simple random sampling is the sampling method used for this study.

SOURCE OF RESEARCH METHODOLOGY

PRIMARY DATA:

Primary data collections of gathering of raw data for the research. It is of collecting the original data collected by their searcher for the specific research. Primary data is the data which belongs to the researcher that all depends on the present scenario. As we can say that the data which is available the researcher owes that data and information.

SECONDARY DATA:

Secondary data is the data which is already available in the books, magazines, books and website the government records. As secondary data is taken in the past there searcher would get the vast scope in identifying the gap and working on it.

- The websites on the internet of shodhganga.com, Google scholar, Indian Journals

DATA ANALYSIS:

1) What type of rewards or incentives do you find most motivating?

Type of reward or incentives is most motivating?	Number of respondents	Percentage
Monetary bonuses	10	8.4%
Promotion opportunities	70	58.4%
Public recognition	15	12.5%
Extra time off	0	0
Training and development opportunities	25	20.83%
Others	0	0
Total	120	100

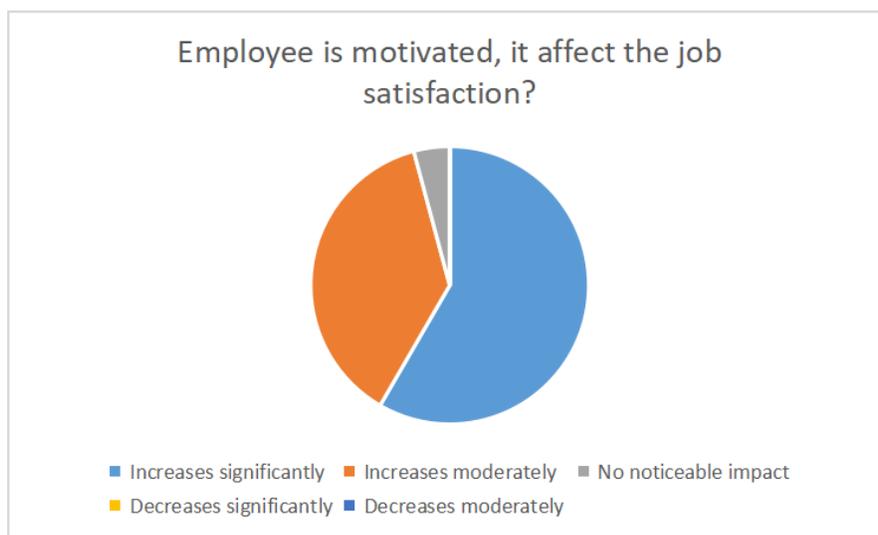


Interpretation:

From the study, it is found that 58.4% employees were promotion opportunities, 20.83% employees were training and development opportunities, 12.5% employees were public recognition, 8.4% employee were monetary bonuses is the most motivating reward in the organization.

2) When you are motivated at work, how does it affect your overall job satisfaction?

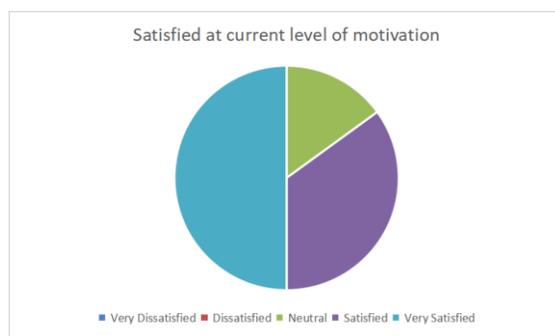
The employee is motivated, how it affect the job satisfaction	Number of respondents	Percentage
Increases significantly	70	58.4%
Increases moderately	45	37.5%
No noticeable impact	5	4.17%
Decreases significantly	0	0
Decreases moderately	0	0
Total	120	100

**Interpretation:**

From the study, it is found that 58.4% employees were increases significantly, 37.5% employees were increases moderately and 4.17% employees were no noticeable impact on their job satisfaction, when the employee is motivated in their workplace.

3) How satisfied are you with your current level of motivation at work?

Satisfied at current level of motivation	Number of respondents	Percentage
Very Dissatisfied	0	0
Dissatisfied	0	0
Neutral	18	15%
Satisfied	42	35%
Very Satisfied	60	50%
Total	120	100



Interpretation:

From the study, it is found that, 50% employees were very satisfied, 35% employees were satisfied, 15% employees were neutral in their satisfaction at current level of motivation in workplace.

4) Which of the following motivation strategies are implemented in your workplace?

Motivation strategy is implemented in ?	Number of respondents	Percentage
Performance - based bonuses	20	16.7%
Promotion opportunities	40	33.3%
Recognition and awards	15	12.5%
Training and development programs	20	16.7%
Employee feedback mechanism	5	4.17%
Team - building activities	5	4.17%
Flexibility in work arrangements	10	8.3%

Others	5	4.17%
Total	120	100

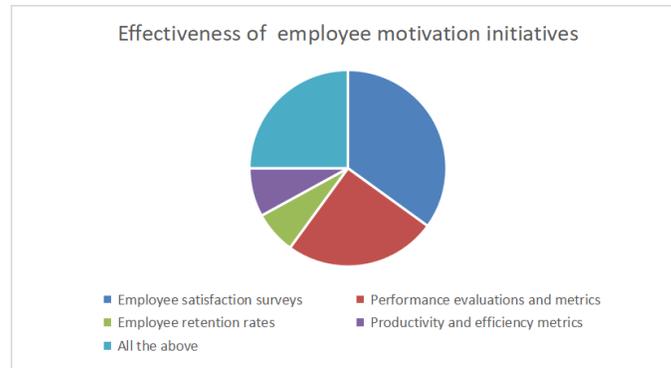


Interpretation:

From the study, it is found that 40% employees were Promotion opportunities, 20% employees were both Performance – based bonuses and Training and development programs, 15% employees were Recognition and awards, 10% employees were Flexibility in work mechanism and 5% employees were Employee feedback mechanism, Team – building activities and Others is the motivation strategy is implemented in the organization.

5) How do you think the organization can measure the effectiveness of its employee motivation initiative?

Effectiveness of employee motivation initiative	Number of respondent	Percentage
Employee satisfaction surveys	42	35%
Performance evaluations and metrics	30	25%
Employee retention rates	9	7%
Productivity and efficiency metrics	9	8%
All the above	30	25%
Total	120	100



Interpretation:

From the study, it is found that, 35% employees were employee satisfaction surveys, 25% employees were performance evaluations and metrics, 25% employees were all the above, 8% employees were productivity and efficiency metrics, 7% employees were employee retention rates to measure the effectiveness of its employee motivation initiatives in the organization.

FINDINGS:

- From the survey most of the respondents said that promotional opportunities is the most motivating strategy is used in the organization.
- From the survey 50% of the respondents are very satisfied at the current level of motivation strategies used in the workplace.
- From the survey nearly 60% of the respondents are motivated, and it should be affect on job satisfaction.
- Leadership plays an important role in motivating employees and driving organizational performance.
- Training and development, Recognition and awards, Promotional opportunities these strategies are implemented in ICL company.

Suggestions:

- Conduct regular surveys in the organization.
- Implement a variety of motivation strategies, which feel happy and enhance the skills at workplace.
- Provide employee wellness initiatives for physical and mental well – being.
- Analyze employee performance before and after promotions to measure their impact on motivation and productivity.
- Implement reward system like employee of the month awards or performance bonuses to motivate the employees.

CONCLUSION:

From the study, I would like to conclude that Training and development programs, Recognition and awards and Promotional opportunities are the motivating strategies used in ICL. Further it is

suggested by the employees that its better if the organisation should Take feedback from employee regularly, recognize their efforts, and offer opportunities for growth to motivate them further. Based on this factor employees get motivated and perform well in their job roles within the organization. By focusing on this, we can create a happier, more motivated workforce that drives success to the organization as well as employee.

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