

Employee Motivation in Cement Industries with special reference to Ambuja Cements

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Abstract: The most important aspect in increasing an association's capacity is employee motivation. Each organisation must maintain itself in a market that is intensely focused throughout the globalisation era. The key components in bringing corporate aims to life are representatives. Therefore, in the modern world, every organisation tries to manage its human resource office to keep its employees motivated. They have been practising some of the administration rumours in that particular situation. By investigating the level of inspiration of representatives, business work or their presentation in the market can be evaluated.

Keywords: Motivation, Employee Motivation, Rewarding, Drives and Needs

I. INTRODUCTION

The demand for successful motivational practises has never been higher as organisations continue to change and face new difficulties. In this essay, we will examine the numerous motivating strategies that businesses can use to improve worker productivity, happiness, and engagement. Understanding employee motivation is one of the most crucial elements of motivational practises. Although this varies considerably from person to person, some typical motivators are recognition, opportunity for professional progress, and a healthy work-life balance. By promoting a positive work atmosphere, praising and rewarding individuals for their accomplishments, and offering chances for professional advancement, organisations can develop a culture of motivation. Providing meaningful employment is a crucial component of motivational practises. When employees believe their work is important and helps the company succeed, they are more likely to be motivated.

Setting goals, receiving feedback, and clearly communicating the organization's mission and vision can all help with this. Rewards and incentives are also essential elements of motivational strategies. These might include monetary benefits like bonuses and raises as well as non-financial benefits like flexible work schedules and more vacation time. Rewards should be meaningful to employees and should be connected to specific performance goals. The involvement of the workforce in motivating practises is another crucial factor. Employee engagement and motivation are more likely to occur when they believe they have a voice in decision-making. Employers can do this by integrating staff in team-building exercises, giving them the chance to offer feedback, and promoting open dialogue and cooperation. Organisations must also be dedicated to ongoing improvement.

This entails constantly assessing the success of their motivational techniques and making modifications as necessary. Organisations should also look for fresh, creative approaches to inspire workers and foster a supportive workplace. In conclusion, motivating strategies are an essential part of an effective organisation. Organisations can develop a culture of motivation and improve employee performance, contentment, and engagement by understanding what drives people, providing meaningful work, utilising incentives and rewards, encouraging employee involvement, and continuously improving.

OBJECTIVES OF STUDY

1. To identify the motivation strategy and study the working hours given by company to motivate employees
2. To identify the level of satisfaction occurs when employee is motivated.
3. To identify the working condition of employees who is motivated.
4. To identify the working condition of employees who are not motivated

Motivation

Motivation is the reason for which humans and other animals initiate, continue, or terminate a behavior at a given time. Motivational states are commonly understood as forces acting within the agent that create a disposition to engage in goal-directed behavior. It is often held that different mental states compete with each other and that only the strongest state determines behavior. This means that we can be motivated to do something without actually doing it. The paradigmatic mental state providing motivation is desire. But various other states, such as beliefs about what one ought to do or intentions, may also provide motivation. Motivation is derived from the word 'motive,' which denotes a person's needs, desires, wants, or urges. It is the process of motivating individuals to take action in order to achieve a goal. The psychological elements fueling people's behavior in the context of job goals might include a desire for money. Types of motivation • Intrinsic • extrinsic.

Intrinsic motivation Intrinsic motivation exists within the individual and is driven by satisfying internal rewards rather than relying on external pressures or extrinsic rewards. It involves an interest in or enjoyment of the activity itself. 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. Pursuing challenges and goals comes easier and is more enjoyable when one is intrinsically motivated to complete a certain objective; for example, because the individual is more interested in learning, rather than achieving the goal. It has been argued that intrinsic motivation is associated with increased subjective well-being and that it is important for cognitive, social, and physical development.

It can also be observed in animal behaviour, for example, when organisms engage in playful and curiosity driven behaviours in the

absence of reward. Motivation in organizations is a complex and multi-faceted concept that has a significant impact on employee performance and job satisfaction. Organizations that are able to create a motivating work environment are able to attract and retain top talent, improve productivity, and achieve greater success. There are several key elements of effective motivation in organizations. First, it is important to understand what motivates employees, as this can vary greatly from person to person.

II. REVIEW OF LITERATURE

Motivation works as a catalyzer for individual employees working for an organization to enhance their working performance or to complete task in much better way than they usually do. In this paper, authors identified the key motivation techniques from existing literature and linked it through organization performance.

Chandra Sekhar •Manoj Patwardhan • Rohit Kr. Singh Research on motivation has attracted academic and corporate entities over the last two decades. For instance, corporate compliance programs can be a tool to build a stronger ethical culture within the company, thus increasing motivation. (Shekhar, 14 November 2022).

Muhammad AMINU Bawa Petroleum Training Institute, Effurun A substantial body of theory and empirical evidence exists to attest to the fact that motivation and productivity are concepts which have been subjects of immense interest among researchers and managers. This is based on the idea that fining a behavior puts a price on the violation and provides certainty as to the specific consequences of the violation. (Bawa, December 2017).

Jahid Hasan University of Bologna, Italy Most employees must be inspired to feel good and perform best. Some people are driven by cash; others by love and rewards. Motivating levels at work have a significant impact on workers' satisfaction. Motivation in organizations is a complex and multi-faceted concept that has a significant impact on employee performance and job satisfaction. Organizations that are able to create a motivating work environment are able to attract and retain top talent, improve productivity, and achieve greater success (Hasan, August 2021).

Dr. Ankur Jain HOD Department of Management Studies Motivation is a significant factor that urges people to give their best execution and help in arriving at big business objectives. Solid positive inspiration will empower the expanded yield of workers yet a negative inspiration will decrease their exhibition. A key component in work force the executive is motivation. (Jain, 6 December 2019).

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).

III. RESEARCH METHODOLOGY

Research methodology is the specific procedures r techniques used to identify select, process and analyze information about a topic. Methodology is the systematic, theoretical analysis of theme thousand principle associated with a branch of knowledge.

It has been define also as follows:

1. The analysis of the principles of methods, rules and postulates employed by a discipline.
2. The systematic study of methods that are, can be, or have been applied within a discipline.
3. The study or description of methods.

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 website are the secondary data.

Tools of data collection:

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

The tool which is used to collect data and information's 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 company. The sample for the study is chosen from the employees of Ambuja Cement. The number of peoples is 45.

SAMPLE DESIGN

The data has been study by the help of column graph & Pie chart

Duration of the study

The study was carried for one and half month.

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 the researcher 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 owe that data and information.

SECONDARY DATA:

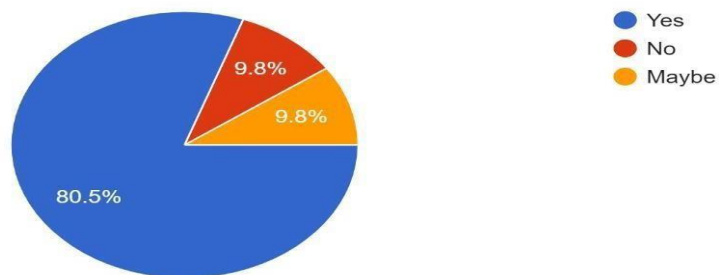
Secondary data is the data which is already available in the books, magazines, books and website the government records. As secondary data is taken in the past the researcher would get the vast scope in identifying the gap and working on it.

IV. DATA, ANALYSIS & INTERPRETATION

1. Is motivation important?

Importance of motivation	Percentage
Yes	80.5%
No	9.8%
Maybe	9.8%

Do you think motivation is important
41 responses



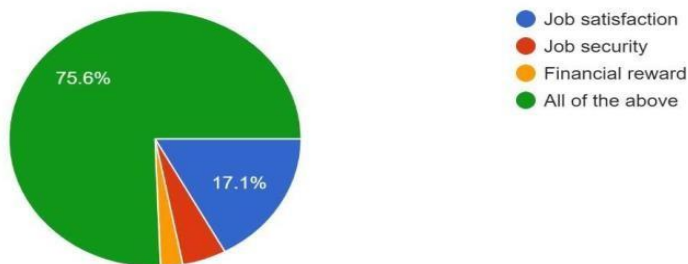
The above table and graph represent the importance of motivation. 80.5% people are in the favor of motivation, 9.8% of people are not in the favour of motivation and the remaining 9.8% people are not sure about the importance of motivation.

Thus, motivation is important.

2. What do you think will motivate you the most?

Things that motivate you	Percentage
Job satisfaction	17.1%
Job security	3.65%
Financial reward	3.65%
All of the above	75.6%

What do you think will motivate you the most
41 responses



The above table and graph represents the factors of motivation that are job satisfaction, job security, financial rewards and all of the above. 71.1% peoples are favor of job satisfaction ,3.65% of people are in favor of job security ,3.65% of people are in the favor of financial reward where as 75.6% of people are in favor of all the above factors

Thus, all the factors such as job satisfaction, job security, financial reward are necessary .

3. Do you work in the company?

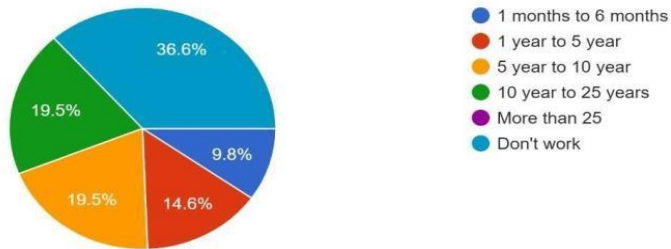
Do you work in the company	Percentage
Yes	56.1%
No	36.6%

The above table and graph represent the people who works in the company.56.1% of people work in the company, 36.6% of people do not work in company and option 3 here represent the people who are having there business so, 7.3% of people are having business.

4. How much time you work in company?

Time you work in company	Percentage
1 months to 6 months	9.8%
1 year to 5 year	14.6%
5 year to 10 year	19.5%
10 year to 25 year	19.5%
More than 25	0%
Don't work	36.6%

How much time you work in company
41 responses

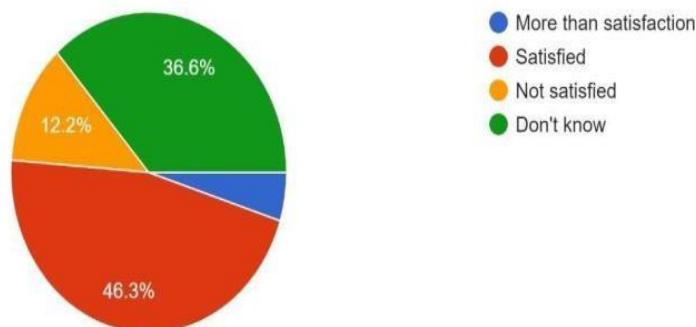


The above table and graph represent the employees who work in company for months and years.9.8% of peoples works form 1 months to 6 months of duration in company, 14.6% of peoples works form 1 year to 5 years of duration in company ,19.5% of people works form 5 years to 10 years of duration in the company, 19.5% of people work from 10 years to 25 years of duration in the company, 0%of people works more than 25 years and 36.6% of people do not work in the company.

5. What is your level of satisfaction?

Level of satisfaction	Percentage
More than satisfaction	4.9%
Satisfied	46.3%
Not satisfied	12.2%
Don't know	36.6

What is your level of satisfaction
41 responses



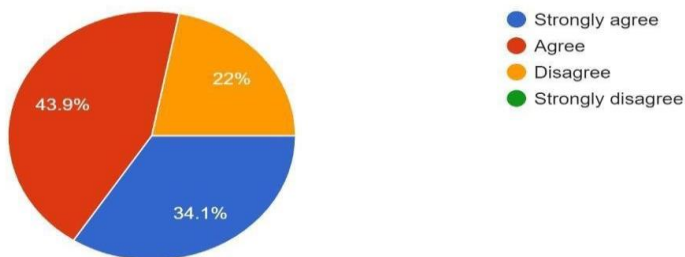
The above table and graph represent the level of satisfaction from motivation. 4.9% of people are more satisfied by the level of motivation, 46.3% of people are satisfied by the level of motivation 12.2% of people are not satisfied by the level of motivation and 36.6% of people do not satisfied by the level of motivation.

6. Are you encouraged to come up with new better ways of doing things?

Encourage to come up with new better ways of doing things	Percentage
Agree	43.9%
Disagree	22%
Strongly disagree	0%

Are you encourage to come up with new better ways of doing things

41 responses



In our day to day life we always face the challenges in various situations. Here we this table and graph represent challenges which took place in the job of employees.19.5% of people reacted that their job is extremely challenging 48.8% of people reacted on very challenging aspect. 9.8% of people reacted that their job is slightly challenging.22% of people reacted that their job is not challenging compare to other. Thus, as we know every person has their own capabilities to face the challenges.

7. How challenging your job is?

Challenging	Percentage
Extremely challenging	19.5%
Very challenging	48.8%
Slightly challenging	9.8%
Not at all challenging	22%

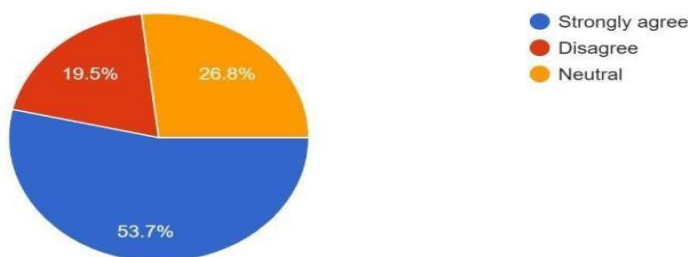
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8. Motivating employees are effective and efficient in their functioning.

Motivating employees are effective and efficient in therefunctioning	Percentage
Strongly agree	53.7%
Disagree	19.5%
Neutral	26.8%

Motivate employees are effective and efficient in their funcnacting

41 responses



Motivating employees are effective and efficient. Effective means completing a task on time to achieve the result no matter whatever the cost is. Efficiency refer to completing the task with in minimum cost optimum utilities of rescors and in the cost effective manner. Here the above table and graph represent employees motivation on the functioning of their effective and efficient manner.53.7% of people reacted that they strongly agreed. 19.5% of people reacted that they disagree 26.8% of people reacted on neutral bases. Thus, we can identify that motivated employees are effective and efficient in their functioning. Note:- effectiveness and efficiency together lead to higher profit and prosperity of an company.

FINDINGS AND SUGGESTIONS

Our aim was to find the motivation practices which took place in the Ambuja Cement. The motivation in the company to the employees is given in the several ways that is in the form of salary bonus incentives and the grades. The other facility for the employees are in the form of the facilities that is electricity and some leverages on the education of the children.

The main objective of the research is to find out the effect of motivation in the company. We found out that some of the employees are really satisfied and whereas some are not that much satisfied. The research was in the period of pandemic. The work from home was really difficult for some employee this also has taken a huge impact on the motivation of each and every employee towards the goal of the company.

The various suggestions is given by the respondent are as follow

- The motivation should always be in positive manner
- The employee should not be judged by their grades of improvement
- The medical facility should be upgraded
- The company may increase the salary of the employees on the base of turnover.

CONCLUSION

The best use of resources is achieved when people are motivated, a key influencing area that directly affects firm motivation and level. Because what motivates different people differently. The motivational practises in Ambuja Cement are covered in detail in the study. We also talked about Maslow's hierarchy of wants, which includes demands for safety, status, belonging, and self-actualization. McClelland's theory of need, which emphasizes power, affiliation, and achievement. The theories X and Y of McGregor. A creative and methodical endeavour to extend the body of knowledge is research mythology. Data collection is the process of acquiring information from both primary and secondary sources. The data that was gathered and analyzed about motivation is shown in the form of table charts and pie charts.

According to the aforementioned data, Ambuja Cement's motivational practises show that three or more employees are content with their motivation and are producing their best work for the business. Some employees are working to improve their performance because they are not happy with their level of motivation.

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