

CHAPTER-V

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CHAPTER-V

MOTIVATIONAL FACTORS -

The handling of physical, material and financial resources is quite different from the human resources. Human beings differ from one another in their basic mental ability, personality, Interest, Skill, intelligency attitudes energy, education, qualification, experience etc.

A man might be possessing all the physical, mental and technical capacities to work but these are of no use to his employer if he is not willing to make use of his abilities for the ultimate good of the enterprise. So, will to work is different from the capacity to work. This willingness to work can be created by motivation.

MOTIVATION IS PRODUCTIVITY FACTOR IN INDUSTRY -

It is the sum total of managerial science. Motivation has been defined by J. Jucius as 'the act of stimulating some one or one self to get a desired course of action to push the right button to get a desired reaction'.

There are two types of motivations :--

- I) Monetary motivation,
- II) Non monetary motivation.

I) MONETARY MOTIVATION :

Monetary motivation includes wages, allowances, profit, bonus, overtime earning and other payments which may be made to worker in recognition of his increased productivity. Incentive

wage system is one of the most powerful factors. For increasing productivity of Labour the wage Incentive scheme is essentially a managerial device to increase the workers productivity. It is a method of sharing gains in productivity with workers by regarding them financially for their increased rate of out put according prof-chatterjee ' an offer of additional money will motive workers to work harder and more skillfully for a greater part of their working time which will result in a stepped up rate of output."

The experience gained in India is that the wage motivation has resulted in gains in productivity. The National productivity council had pointed out that about 80 % of the reporting co have adpoted wage incentive plans. The national commission on labour has reached the conclusion that under our conditions the wage incentive is the cheapest, quickest and surest means of increasing productivity with an effective utilisation of man-power.

Keeping in mind above aspects of motivation let us analyse the monetary motivational factors adpoted by the Mill.

TABLE V-1: AMOUNT SPENT FOR WAGE AND BONUS
(1987-88 to 1992-93)

Year	Wages including Supervisory Staff	Bonus
1987-88	2,83,98,471	22,84,876
1988-89	3,21,28,029	25,60,436
1989-90	3,54,81,353	28,21,077
1990-91	4,07,90,341	32,10,755
1991-92	4,85,50,105	3,67,5172
1992-93	5,25,23,159	43,75,179

Table:V-1: Shows the amount spent by the mill for the wage and bonus. The Mill has spent Rs.28398471 for wages during the year 1987-88 and bonus of Rs.22,84,876 in same year. The table shows that giving the bonus to the worker increased though the mill is running profit to year after year. The mill has proposed to spend Rs.50,25,185 for the bonus of the workers during the year 1993-94.



II) NON MONETARY MOTIVATIONAL FACTORS -

Recent empirical researchers have shown that the monetary incentive alone do not bring about the desired motivation, greater importance has been placed to non-economic factors as status position, emotional satisfaction, sense of participation etc. Mr. Alport remarks that employees in an industry are not economicmen' .So such as they are 'ego man ' what they want above all else is credit for the work done, appreciation approval and congenial relation with their employers and fellow workers. This satisfaction they need even more than high wages and other monetary benefits.

Non monetary motivations includes job security, training schemes, sympathetic attitude of the supervisors, welfare schemes etc.

Now we shall observe the above factors with reference to Deccan Co-operative Spinning Mill Ltd., Ichalkranji.

WELFARE MEASURES ADOPTED BY THE MILLQUARTERS :

The mill has undertaken the construction work of quarters for officers, emergency staff and watchmen, driver and Bachler supervisor staff in the following chart.

TABLE V-2: Amount spent on staff quarters

Year	A types Quarters	B Types Quarters	C types Quarters	Bachler Supervisor Quarter	Total Amount spent
1962	27,936	54,927	--	-	82,863
1964	-	50,352	-	-	50,352
1967	-	30,890	54,655	-	85,545
1972	-	-	71,923	-	
1979	-	-	-	2,99,118	2,99,118
1984	10,0000	-	-	-	10,00,000
				Total	13,17,878

Table V:2: Indicates the amount spent for the construction of staff quarters. The mill is constructing 4 types of quarters i.e. A, B, C and Bachler quarters so far it has spent 13,17,878 for the construction of the quarters.

The General Manager has a separate newly constructed quarters which is not included in the above table. The analysis of above quarters are as follows. A types = Assistant Manager, B Types = Supervisor, C types = Driver and Watchmen, Bachler supervisor = unmarried supervisor.

REST HOUSE AND CATEEN -

Construction of the rest house and canteen
undertaken by the mill in the year 1967-68 .

Table V : 3: Amount spent on Rest-House and Canteen -

Year	Rest house and canteen in same building
1967	2,30,981

Total	2,30,981

Table V:3 : Indicates the amount spent for the construction of the rest house and canteen the rest house and canteen was constructed in same building and it is completed in 1967.

At present the Bachelor quarters is completed on the top flower of rest house and canteen and there are 16 room's for Bachelor quarters.

MEDICAL AID :

The mill has adopted E.S.I.Scheme.The E.S.I.Hospital is situated in Ichalkranji city, and 6 K.M.away from factory premises.Free medical service to the workers and his family members is being provided by E.S.I.Every worker has to contributes 2.25 % of his wages and 5 % contribution is made by the management.

In case of major accidents and treatment, 75 % of wages is paid to the workers.

TABLE V-4: AMOUNT SPENT ON MOTIVATIONAL AND WELFARE SCHEME

(1988 to 1993)

Year	Bonus	Uniform to peon and watchmen	P.F. Equal Contribution to Management	E.S.I.	Library Garden	Canteen/ Rest House
1987-88	2,83,98,471	17,000	19,34,364	11,41,786	31,557	26,672 -
1988-89	3,21,28,029	17,000	70,17,743	15,03,350	40,153	32,027 -
1989-90	3,54,81,353	17,300	31,43,634	16,39,008	43,651	25,471 -
1990-91	4,07,90,341	17,500	27,68,624	13,85,386	44,414	85,533 -
1991-92	4,85,50,105	19,000	43,52,149	16,89,750	52,349	81,169 -
1992-93	5,25,23,159	22,000	49,19,428	21,07,251	57,874	59,573 2,30,981