

## **CHAPTER - IV**

### **METHODOLOGY**

4.1 Introduction

4.2 Objectives of the study

4.3 Scope of the Study

### **4.4 RESEARCH TOOLS**

4.4.1 Questionnaire on Human Relation Aspects

4.4.2 Questionnaire of Motivation

4.4.3 An explanatory note on motivational factors.

4.4.5 Samples

## 4.1

## INTRODUCTION

Human Relations is the all pervading force which makes for the success of the organisation. The study of Human Relation is important one. In each organisation we combine science and people technology and humanity. Technology is difficult enough by itself but when you add human beings you get on immensely complex social system.

The Human Relations Approach is developmental. It is concerned with the growth and development of people toward higher levels of competency, creativity and fulfillment because people are the central resources in any organisation and in any society.

Motivation is a productive factor in industry. The most important task of the Management is to get the work done by the subordinates and achieve better results. Getting the work done depends mainly on whether a person has been motivated to do it.

In the words of Frederick Herzberg "Motivation says do this because it's very meaningful for me to do it." It is surprising to note that financial want is not considered to be the most important factor in motivation. It has got its own value but after sometime and improvement in standard of living, it ceases to work as motivating factor.

#### 4.2 OBJECTIVES OF THE STUDY

The present study aims to investigate the Human Relation Aspect in the selected Sugar industries, i.e. in relation to Shri Datta Shetkari Sahakari Sakhar Karkhana and Shri Panchganga Sahakari Sakhar Karkhana. Further the study is in relation to Intrinsic and Extrinsic motivational factors of the above selected sugar industries. The following are the specific objectives of the study.

1. To study Human Relations aspects in the present organisation considered for the study includes company's policy and administration, employee's morale, workers participation in the management communication and Labour Welfare activities of the firm.
2. To study the internal motivational factors such as achievement, recognition work itself, responsibility, advancement and growth etc...
3. To evaluate the external motivational factors such as company policy and Administration, Supervision, inter personal relations, Salary , Status, Security, working condition and personal life etc.

4. To find out the relationship between Human Relation aspects and Intrinsic and Extrinsic motivational factors.

#### 4.3 SCOPE OF THE STUDY

The project work encompasses the study of Human Relation aspects in relation to Intrinsic and extrinsic motivational aspects of the workers and supervisor level of the both sugar industries namely Shri Datta Shetkari Sahakari Sakhar Karkhana Ltd., Shirol and Shri Panchganga Sahakari Sakhar Karkhana Ltd., Ichalkaranji.

The study is mainly based on the Frederick Herzberg's Two factor Model Theory which consists of two factors namely 'hygiene factors or extrinsic factors such as company policy and administration, supervision, inter personal relations, working condition, salary, status, security, personal life, relations with peers and relations with subordinates etc. The intrinsic factors or motivational factors such as achievement, recognition, work itself, responsibility, advancement and growth etc..

#### 4.4

#### RESEARCH TOOLS

##### 4.4.1 Questionnaire on Human Relation Aspects.

To achieve the set objectives, first the questionnaire has prepared on human relation aspects of the organisation. This questionnaire contains ten questions which are related to the organisations policy and administration, employees morale, co.operation communication workers participation in management and labour welfare activities of the organisation.

While preparing the questionnaire, the researcher has consulted with Managers of both the organisations and faculties from Management field to know the Human Relation aspect in management. Thus, ten questions have been prepared and ediqued with the help of concerned teacher.

##### 4.4.2 Questionnaire on Motivation

The questionnaire related to intrinsic factors and extrinsic motivational factors has been prepared on various dimensions such as -

**Extrinsic Motivational Factors**

Question No.	Components.
1 & 2	Company Policy and Administration
3 & 4	Supervision
5 & 6	Relation with Supervisor
7 & 8	Work conditions
9 & 10	Salary
10 & 11	Relationship with peers
13 & 14	Personal life
15 & 16	Relationship with subordinates
17 & 18	Status
19 & 20	Security

**Intrinsic Motivational Factors**

21 & 22	Achievement
23 & 24	Recognition
25 & 26	Work itself
27 & 28	Responsibility
29 & 30	Advancement and Growth.

On each extrinsic motivational factors, two questions have been developed. The same pattern has been used for intrinsic motivational factors.

#### 4.4.3 An Explanatory Note on Motivational Factor:

The difference between job content and job context is similar to the differences between intrinsic and extrinsic motivators in the field of psychology. Intrinsic motivators are internal rewards that a person feels when performing a job so there is a direct connection between work and reward. An employee in this situation is self motivated. Extrinsic motivators are external rewards that occur apart from work providing no direct satisfaction at the time the work is performed. Examples are retirement plans, Health Insurance and vacations. It shows that employees primarily are motivated strongly by what they do for themselves when they take responsibility or recognition through their own behaviour they are strongly motivated .

#### 4.4.4 Scoring

Both the questionnaire has been administered in a five point scale namely strongly Agree, Agree, Undecided, Disagree, strongly Disagree as follows :

- |    |                   |          |
|----|-------------------|----------|
| A) | Strongly Agree    | 1 Point. |
| B) | Agree             | 2 Points |
| C) | Undecided         | 3 Points |
| D) | Disagree          | 4 Points |
| E) | Strongly Disagree | 5 Points |

#### 4.4.5 Samples:

A cyclostyled questionnaire was given to the respondents with the help of supervisors of various departments. Since all the respondents were not well versed in English, there was need of explaining the Statement of questionnaire into their vernacular. All the respondents extended their full cooperation in data collection.

The samples were drawn from only supervisor category and workers category of various departments of both the sugar factories.

The total number of employees in Shri Datta Shetkari Sahakari Sakhar Karkhana is around 1443. But it includes temporary workers also. We collect here, samples of permanent employees of supervisor category as well as workers category.

The total number of permanent employees in Shri Panchganga Sahakari Sakhar Karkhana is 1100 employees. We collect here sample of permanent employees in case of workers and supervisors.

We collect 100 samples from Shri Datta Shetkari Sahakari Sakhar Karkhana Ltd., Ichalkaranji.



Data collected on various departments of  
Shri Datta Shetkari Sahakari Sakhar Karkhana Ltd.  
Shirol (STAFF SCHEDULE)

Sr.No.	Department	Perma nent	Season al.	Total	Samples taken
01	Managing Director	01	-	01	-
02	General Administration	15	01	16	—
03	Telephone	04	—	04	03
04	Purchase	05	—	05	02
05	Guest House	05	-	05	01
06	Transport	29	13	42	05
07	Gardening	68	-	68	09
08	Accounts	73	-	73	08
09	Computer	06	04	10	01
10	Recovery	01	-	01	-
11	Petrol Pump	07	-	07	01
12	Labour Welfare	15	-	15	03
13	Godown and excise	07	-	07	02
14	Dispensary	12	05	17	03
15	Stores	20	-	20	06
16	Irrigation	26	-	26	04
17	Civil	30	-	30	04
18	Watch and Ward	55	05	60	09
19	Sanitation	14	-	#4	03
20	Agriculture	47	01	48	05
21	Cane Development	19	46	65	—
22	Land Development	05	-	05	-
23	Cane Yard	08	-	08	-
24	Engineering	255	119	374	20
25	Manufacturing	57	39	96	11
26	Paper Plant	384	01	385	-
27	Distillery	41	-	41	-
TOTAL		1209	234	1443	100

Data Collected on various departments of  
shri Panchaganga Sahakari Sakhar Karkhana Ltd., Ganganagar-  
Ichalkaranji ( STAFF SCHEDULE)

Sr. No	Department	Perma- nent	Seaso- nal	Total	Samples taken
01	Managing Director	01	-	01	-
02	Administration	47	-	47	-
03	General And Guest House	10	-	10	04
04	Labour & Welfare	06	-	06	01
05	Time Office	17	-	17	06
06	Sugar Godown	18	-	18-	04
07	Area Development	12	-	12	05
08	Health & Sanitation	48	-	48	02
09	Watch and ward	51	-	51	05
10	Store and Petrol Pump	67	04	71	07
11	Agriculture, Cane, development & Garden	208	242	450	11
12	Civil Engineering and Water supply	89	10	89	12
13	Garage and work shop	82	43	125	06
14	Accounts	105	29	134	12
15	Manufacturing	30	476	506	06
16	Electrical Engineering and Power House	107	-	107	04
17	Mechanical Engineering	206	473	679	05
TOTAL		1104	1277	2381	90