

# **CHAPTER 1**

## **INTRODUCTION TO THE STUDY**

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## CHAPTER 1 INTRODUCTION TO STUDY

### 1.1 INTRODUCTION:

Every person has different reasons for working. The reasons for working are as individual as the person. But, we all work because we obtain something that we need from work. The something obtained from work impacts morale, employee motivation, and the quality of life. In today's competitive world getting done the excellent work from employee is the major job of HR Manager. Human nature can be very simple, yet very complex too and for this Motivational practices, techniques are used by many organization to effectively utilize Human resource.

Motivation is the key to performance improvement. There is an old saying you can take a horse to water but you cannot force it to drink; it will drink only if it's thirsty- so with people. They will do what they want to do or otherwise motivated to do. Whether it is to excel on the workshop floor or in the 'ivory tower' they must be motivated or driven to it, either by themselves or through external stimulus. This is essential for any business to survive and succeed. Performance is considered to be a function of ability and motivation, thus:

$$\text{Job performance} = f(\text{ability})(\text{motivation})$$

Ability in turn depends on education, experience and training and its improvement is a slow and long process. On the other hand motivation can be improved quickly. There are many options and an uninitiated manager may not even know where to start. As a guideline, there are broadly seven strategies for motivation. Positive reinforcement, high expectations, Effective discipline and punishment, Treating people fairly, Satisfying employees needs, Setting work related goals, Restructuring jobs and Base rewards on job performance, this are basic strategies, though the mix in the final 'recipe' will vary from workplace situation to situation.

Essentially, there is a gap between an individual's actual state and some desired state and the manager tries to reduce this gap. Motivation is, in effect, a means to reduce and manipulate this gap. It is inducing others in a specific way towards goals specifically stated by the motivator. Naturally, these goals as also the motivation system must conform to the corporate policy of the organization. The motivational system must be tailored to the situation and to the organization.

### **1.2 PURPOSE OF THE STUDY:**

Most of the times salary of employee is enough to keep him working for an organization. However, sometimes just working for salary is not enough for employees to stay at organization. An employee must be motivated to work for a company or organization. If no motivation is present in an employee, then that employee's quality of work or all work in general will deteriorate. So the purpose of the study is the present motivational practices are effective to achieve goal, to know best suitable practice and positive or negative impact on employees productivity.

### **1.3 STATEMENT OF RESEARCH PROBLEM:**

The research is regarding of various types of motivational practices applied to increase productivity and job satisfaction of employees. So the statement of research problem is, **Impact of Motivational Practices on Productivity with special reference to Engineering Industry in Satara**

### **1.4 HYPOTHESIS OF THE STUDY :**

Study put forth to test following hypothesis.

Motivational practices does not lead to productivity.

### **1.5 OBJECTIVES OF STUDY :**

Present study purports following objectives:

1. To study the existing motivational practices.
2. To assess the perception of employees towards motivational practices.

3. To evaluate the impact of motivational practices on employee productivity.

### 1.6 SCOPE OF THE STUDY :

The study is conducted in selected units in engineering industry in Satara. Following is the list of these five units with data period (data period of pre and post implementation of motivational practices):

Table 1.6.1

List of Engineering Units with data period taken for study.

| Sr. | Unit Name                                   | Data period of pre Motivational reforms | Data period of post Motivational reforms |
|-----|---|---|--|
| 1.  | Utkur Iron and Steel Co. Pvt. Ltd., Satara. | March-10 to November-10                 | April-11 to December-11                  |
| 2.  | Mutha Spherocast (I) Pvt. Ltd., Satara.     | June-10 to February-11                  | July-11 to March-12                      |
| 3.  | Kavistu Transmission Pvt. Ltd., Satara.     | May-10 to February-11                   | June-11 to March-12                      |
| 4.  | Cooper Corporation Pvt. Ltd., Satara.       | June-10 to February-11                  | June-11 to February-12                   |
| 5.  | Alfa Laval (I) Pvt. Ltd., Satara.           | January-10 to November-10               | March-11 to January-12                   |

The research encompass concept like different motivational practices viz. monetary and non-monetary motivation, theories of motivation and its impact on productivity, culture, relationships of superior-subordinates, job satisfaction of employees and reinforcement of organization. The data is analyzed with the help of simple statistical tools viz. percentage, averages, paired 't' test.

### 1.7 IMPORTANCE OF THE STUDY :

The study is important for Engineering Industry because to retain good staff and to encourage them to give of their best while at work requires attention to the financial and psychological and even physiological rewards that is motivational schemes offered by the organization as a continuous exercise. For enhancing productivity, job satisfaction of employees every organization introduces various schemes of motivations. So for company's stakeholder it's important to know the present

motivational practices are their effectiveness, its impact, productivity, best suitable practices and is this motivational practices achieve motto of application.

## **1.8 RESEARCH METHODOLOGY :**

Descriptive research design is used. The collected data is quantitative in nature. Data is collected using inferential approach.

### **1.8.1 Data Required:**

Data regarding different applied practices of motivation, theories and techniques of motivation, perception of employees regarding these practices, previous records of motivational policies result, Annual reports for profitability, pre-motivational and post motivational data of production, percentage of rejection, rate of absenteeism, retention rate, rate of accidents etc. is required to reach objectives and test the hypothesis.

### **1.8.2 Data Sources:**

#### **1.Primary Data Source:**

The primary data is collected through schedule. The data regarding motivational applied practices, techniques of motivation, perception of employees regarding these practices is collected through primary source.

#### **2. Secondary Data Source:**

The data is collected through previous records of motivational policies result, Annual reports, pre-motivational and post motivational data is collected.

### **1.8.3 Instrument:**

The researcher has used structured schedule in order to collect the data from required samples. Two schedules were developed one for employees and another for HR Managers.

**1.8.4 Sampling:**

Using Purposive Sampling method 5 units of Engineering Industries in Satara is selected as a sample. The units who have implemented the motivational reforms have been taken into consideration. The lists of these five units are:

1. Utkur Iron and Steel Co. Pvt. Ltd., Satara.
2. Mutha Spherocast (I) Pvt. Ltd., Satara.
3. Kavistu Transmission Pvt. Ltd., Satara.
4. Cooper Corporation Pvt. Ltd., Satara.
5. Alfa Laval (I) Pvt. Ltd., Satara.

Employees come in per view of Motivational practices have taken as a sample so purposive sampling is use for employees as well. 30 employees working at Operational level of each unit have been taken as sample, so total sample size of employees is 150.

**1.8.5 Data Analysis:**

In order to accomplish the objectives of the study, the data is analyzed using statistical tools viz. percentage, averages, t test and hypothesis is tested by using paired sample 't' test and one sample 't' test. The Table1.8.5.1 indicates data analysis includes productivity parameters of selected 5 units.

Table 1.8.5.1

List of Engineering Units and their Productivity parameters taken for study.

| Sr. | Selected Unit Name                          | Productivity parameters  |
|-----|---|--|
| 1.  | Utkur Iron and Steel Co. Pvt. Ltd., Satara. | 1. Employee Efficiency<br>2. Rate of Rejection<br>3. Rate of accidents<br>4. Attendance ratio<br>5. Attrition ratio  |
| 2.  | Mutha Spherocast (I) Pvt. Ltd., Satara.     | 1. Total Production<br>2. Rate of Absenteeism<br>3. Attrition rate<br>4. Rate of Accidents   |
| 3.  | Kavistu Transmission Pvt. Ltd., Satara.     | 1. Total Production(Rs.)<br>2. Attrition rate<br>3. Rate of Absenteeism<br>4. Authorized Leave rate<br>5. Rate of Accidents(in numbers)  |
| 4.  | Cooper Corporation Pvt. Ltd., Satara.       | 1. Total Production<br>2. Rate of Rejection<br>3. Cost of Poor Quality<br>4. Productivity-Labour Utilization (hrs)<br>5. Absenteeism Rate<br>6. Rate of Accidents (in numbers) |
| 5.  | Alfa Laval (I) Pvt. Ltd., Satara.           | 1. Total Production<br>2. Rate of Absenteeism<br>3. Rate of Accidents (in numbers)   |

**1.9 LIMITATIONS OF STUDY :**

The major limitation of this study is researcher assumption that other environmental things are constant while calculating pre and post effect of motivational parameters on organizational output.

### **1.10 CHAPTERIZATION**

This study is presented with the help of five chapters as follows:

Chapter 1 is titled as Introduction to the Study:

This includes the Introduction to the Study, Objectives of the Study, Scope and Importance of Research, Research Methodology and the like.

Chapter 2 is titled as Conceptual Framework:

This chapter discusses the basic concept of project report. It is basically deals with the theoretical background and basic concepts of the study.

Chapter 3 is titled as Review of Literature:

This chapter covers brief summaries of previous related research articles and journals.

Chapter 4 is titled as Data Analysis and Interpretation

It includes data presentation, analysis and interpretation to facilitate conclusion.

This chapter reveals the presentation of data and analysis of data. Data presentation is done in five parts as per company units and every part has its three subparts.

Chapter 5 is titled as Findings and Suggestions

Includes observations and suggestions of the study based on analysis. The report has been appended with instrument used for data collection and relevant documents.

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