

A study of Employee Motivation Techniques and its Effect on Productivity (With Special Reference to Hindustan Media Venture Limited, Meerut)

Nisha Singh

Assistant Professor, AVGSCMC Subharti University.

Varsha Singh,

MBA Student, AVGSCMC Subharti University.

Abstract- Productivity growth plays a valuable role in up the performance of each organization.

Productivity is full of several factors during which labor productivity is that the key live of any organization performance and productivity. it's thought-about that labor productivity, however, depends on motivation of workers. Therefore, so as to boost the labor productivity, managers and employers ought to specialize in motivation and also the ways/techniques through that employee's motivation are often strong. the most drawback that managers and employer's area unit.

Experience during this method is that the lack of data or lack of communication regarding ways that and factors that may facilitate the organization to supply enough motivation on workers. This paper examines the impact on organization productivity because of the dearth of motivation.

Key words- Motivation, Productivity, Job Satisfaction

I. INTRODUCTION

1.1 Employee Motivation

Motivation may be a series of energizing forces that originate each with and on the far side an individual's self. Motivation may be a complicated development that is influenced of individual, cultural, ethnic and historical factors. Assuming that a manager's primary task is to encourage others to perform the task of the using organization at high levels, the managers should realize the motivation factors that may get subordinates to return to figure often and on time, to figure exhausting, and to form positive contributions toward the effective and economical action of structure objectives.

Performance is taken into account to be a perform of ability and motivation, thus:

- Job performance =(ability)(motivation)

Ability successively depends on education, expertise and coaching and its improvement may be a slow and long method. On the opposite hand motivation are often improved quickly.

As a suggestion, there area unit generally seven ways for motivation.

- Positive reinforcement / high expectations
- Effective discipline and penalization
- Treating individuals fairly
- Satisfying workers desires
- Setting work connected goals
- Restructuring jobs
- Base rewards on job performance

This concept of worker motivation had its major begin within the part trade. It allowed a bunch of dedicated workers to focus along as a team on any given project. this concept of worker motivation worked particularly well since it allowed for artistic input from variety of workers while not proscribing the thought of any single person or antagonistic anybody worker particularly.

This concept of worker motivation has since evolved and become common in several fields of study. There area unit variety of seminars offered that area unit specifically designed and promoted as a method to supply not solely worker motivation, however to make an environment of team work that's astonishingly helpful to employee productivity.

II. OBJECTIVE OF THE STUDY

1. To review the identity of the worker with the organization as a full.
2. To search out the satisfaction level of the workers.
3. To review the social relationship.

III. REVIEW OF LITERATURE

Rinse Linker has referred to as motivation because the core of management. Motivation is that the core of management. Motivation is an efficient instrument within the hand of management in inspiring the personnel. It is the most important task of each manager to encourage its subordinates or to make the need to figure among the subordinates. It ought to be remembered that the employee is also vastly capable of performing some work, nothing is often achieved if he's not willing to figure. Creation of a can to figure is motivation in straightforward however true sense of term.

Motivation is a vital important} perform that very manager performs for activating the individuals to figure for accomplishment of objectives of the organization. issuing of well-formed directions et al doesn't mean that they'll be followed.

A manager must build applicable use of motivation techniques to enthuse the workers to follow them. Effective motivation techniques succeed not solely in having AN order accepted however additionally in gaining a determination to examine that it's dead with efficiency and effectively.

In order to encourage employees to figure for the structure goal, the managers should confirm the motives and wishes of the employees and supply AN setting during which applicable incentives area unit on the market for his or her satisfaction. If the management is fortunate in doing so; it'll even be fortunate in increasing the productivity and temperament of employees to figure. this can increase potency and effectiveness of the organization. there'll be higher utilization of resources and employees' skills and capacities.

The general assumption is that AN adequately motivated employee can successively give up his or her best towards the attainment of a general accord. Consequently once a employee is motivated the question of poor performance and unskillfulness are a forgotten issue in a company.

Today managers cannot bank exclusively on the manipulation of pay, profit or operating conditions to encourage employees to perform effectively and potency. it's the duty of the manager to make and develop an efficient setting during which worker are motivated to become productive members of the organization by nusus for what's going to bring them reward.

IV. IMPACT OF MOTIVATION ON STRUCTURE PRODUCTIVITY

Motivation occupies a vital place and position within the whole management method. this system is often used productively for encouraging employees to form positive contribution for achieving structure objectives.

Motivation is important as attribute desires some variety of inducement, encouragement or incentive so as to induce higher performance. Motivation of employee's offers could edge to the Organization and additionally to the workers. Motivation acts as a method for up the performance of workers acting at totally different levels.

To survive in profitable method within the extremely difficult and competitive international economic system, small the issue of worker Retention & Production - machine, materials & men, - ought to be managed in an exceedingly spectacular method among the factors of production the human resource constitutes the most important challenge as a result of not like different inputs worker management concerns accomplished handling of thoughts, feelings & emotions to protected highest productivity.

High productivity may be a long-run advantage of worker motivation. motivated worker may be a valuable quality that delivers Brobdingnagian worth to the Organization in maintaining and strengthening its business and revenue growth, thus that employees ought to be motivated for top performance and for the assembly of excellent quality merchandise.

Eldin and lasiocampid moth noted that construction productivity has been declining steady in spite of the rising value and enormous labour intensive nature of construction comes around the world. The decline within the employee performance causes the failure of the building business to deliver comes

Timely with the plain consequences of cost. Labour productivity is outlined as labour output per day's

The productivity of people, that successively affects the productivity of an organization, may be a important parameter to observe because it measures a company's competitive power. It

is associate degree indicator of a firm's ratio, a live of the firm's survival in business, a yardstick for remuneration of workers, and a way of recognition of labor.

V. RESEARCH METHODOLOGY

The analysis is conducted by victimization descriptive analysis style in nature. A descriptive study may be a reality finding investigation with adequate interpretation. it's involved with describing the importance or specific Individual, teams or scenario. The universe of the study was the workers and executives of geographic region Venture restricted. The man of science used easy sampling style for gathering the helpful info.

The data was collected through primary supply through records and discussions with the involved authority and high-level management and middle/lower level management and from workers operating within the organization with the assistance of form methodology. The respondents World Health Organization were provided a group of structured question stuffed the form and feedback was obtained by in person administering the discussion on question by respondent. form methodology is extremely versatile virtually each drawback is approached by this methodology. Knowledge, opinion, motivation and intent are sometimes not receptive observation. multiple-choice question was introduced as they're quicker to administer. They lend themselves to analysis victimization numerous applied math techniques. they're not at risk of inquirer bias. The sample size within the project was taken as ten workers performing at the top-ranking management and twenty-five workers performing at the center and thirty at lower level management within the organization.

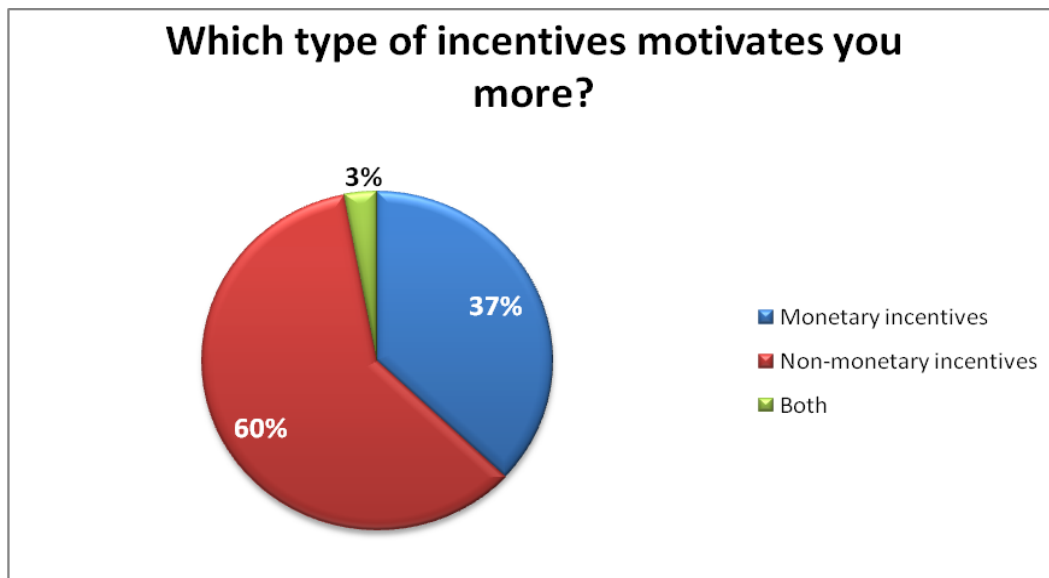
Secondary supply of knowledge assortment for the study would be from journals, books and websites. Primary supply of knowledge assortment would be from sample unit by victimization the form methodology.

VI. FINDING OF THE STUDY

1. Affordable periodical increase in wage.
2. Job security.
3. Sensible relationship with alternative workers members.
4. Effective performance appraisal system.
5. Effective promotional opportunities.
6. Performance appraisal activities are useful to urge motivated.
7. Support from the opposite workers members is useful to urge motivated.
8. Organizations acknowledge and acknowledge your work.
9. Structure policies motivates for achieving its aims and objectives.

6.1 Which style of incentives motivates you more?

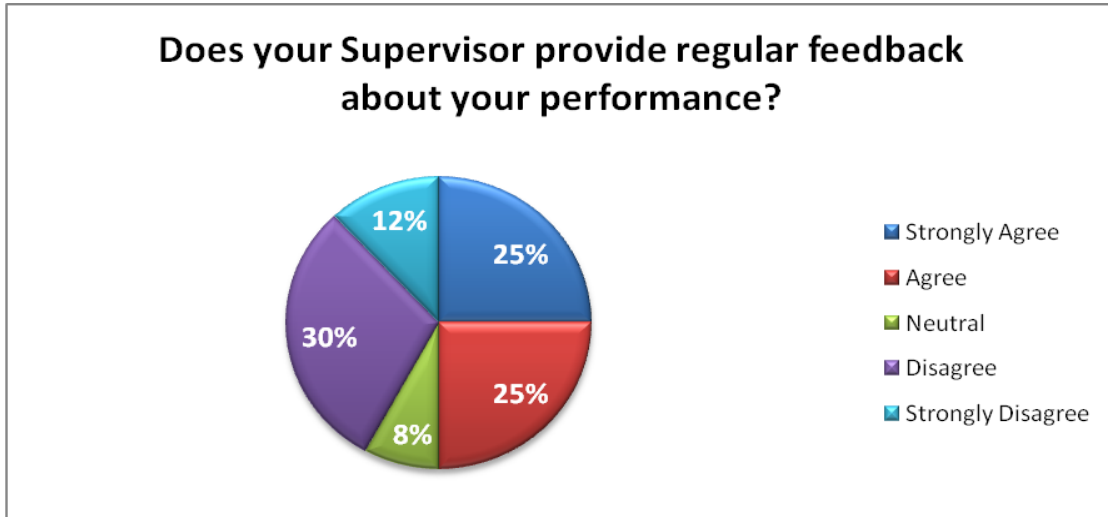
- Monetary incentives - thirty-seven
- Non-monetary incentives - sixty
- Both- 3



Inference: At HMVL, majority of the workers get influenced by non-monetary incentives instead of cautionary gains.

6.2. Does your Supervisor offer regular feedback regarding your performance?

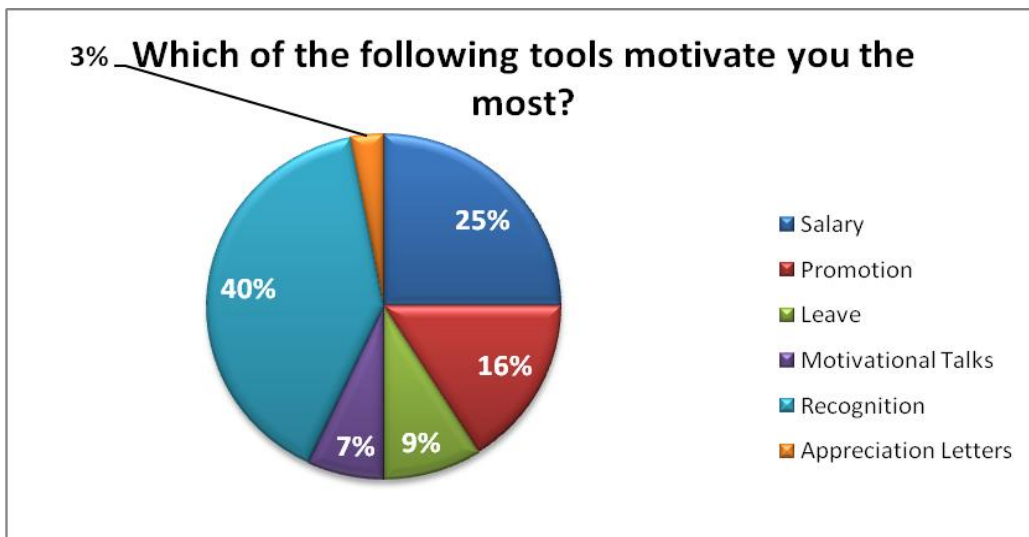
- Strongly Agree- twenty-five
- Agree-25
- Neutral – eight
- Disagree- thirty
- Strongly Disagree - twelve



Inference: Many of {workers the staff} say that their superiors provide them feedback regarding their performance and really few employees are neutral with regard to identical.

6.3. Which of the subsequent tools encourage you the most?

- Salary Increase - twenty-five
- Promotion- sixteen
- Leave- 9
- Motivational Talks- seven
- Recognition- forty
- Appreciation Letters- three



Inference: Majority of the workers believe they're motivated once their efforts are recognized. Next twenty fifth believe a wage hike will encourage them. Few workers are motivated by leave, psychological feature talks and really few by appreciation letters.

VII. SUGGESTIONS

After gathering a large style of info on the varied aspects of psychological feature approach within the company, few recommendations are price attention.

1. Responsibility while not authority is harmful.
2. Management shouldn't order, however ought to inspire. It shouldn't impose however influence.
3. Management ought to create each worker of the organization provide their hearts not simply heads to the goals.
4. A timely presentation of the work done ought to be there to the highest management.
5. Cooperation altogether operational method should be inspired.
6. Equip folks with the talents necessary to perform their duties.
7. Enable the voice of the employees to be detected.
8. The management ought to let his folks grasp that it thinks about them valuable capable individual.
9. Offer the worker enough work.
10. Codification ought to be there.
11. Increase Communication.
12. Recognition/ Attention

VIII. REFERENCES

- [1] <http://HML.in/vision.htm>
- [2] <http://HML.in/mission.htm>
- [3] www.google.com
- [4] www.livehindustan.com
- [5] <http://economictimes.indiatimes.com>
- [6] <http://www.HML.net.in/growth/index.html>
- [7] <http://www.dot.gov.in/profile.htm>