

## “Project On Employee Motivation At Kesoram Cement”

Mr.T. Hruday Kumar, Mrs.B.Sirisha (Ph.D), Dr. K. Veeraiah (Mba,M.Phil,Ph.D,Ugc-Net)

1.student, 2.Assistant Professor ,3.HOD.

Marri Laxman Reddy Institute of Technology and Management Dundigal, Gandimaisamma, Medchal,  
Hyderabad, 500043, Telangana,

### ABSTRACT

*Some say that Kesoram Industries motivates employees through good salaries, promotions, and work-life balance. Others say that the company's bosses are good at motivating and appreciating employees. Employee motivation plays a vital role in the overall success and efficiency of an organization. This study examines the motivation strategies implemented at **Kesoram Cement**, evaluating their effectiveness in enhancing employee performance, job satisfaction, and retention. The research explores key motivational factors, including **financial incentives, work environment, career growth opportunities, and management support**. It also assesses the impact of these factors on employee productivity, commitment, and job satisfaction. Through surveys, interviews, and secondary data analysis, the study identifies the strengths and weaknesses of Kesoram Cement's motivational strategies. Findings suggest that while the company provides **a supportive work environment and training programs**, areas such as **career advancement opportunities, job security, and salary increments** need improvement to enhance overall employee morale. The study concludes by recommending **policy enhancements, employee engagement initiatives, and better performance-based reward systems** to foster a highly motivated workforce at Kesoram Cement*

### INTRODUCTION

The efficiency of a person depends on two factors, firstly, the level of ability to do a certain work, secondly, the willingness to do the work. So far as the first factor is concerned it can be acquired by education and training, but the second factor can be created by motivation. A person may have several needs and desires. It is only strongly felt needs which becomes motives. Thus motives are a product of needs and desires motives are many and keep on changing with time motives are invisible and directed towards certain goals. Motivation means that process which creates on inspiration in a person to motivation is derived from the word ‘motive’ which means the latest power in a person which impels him to do a work. Motivation is the process of steering a person’s inner drives and actions towards certain goals and committing his energies to achieve these goals. It involve a chain reaction starting with felt needs, resulting in motives which give rise to tension which census action towards goals. It is the process of stimulating people to strive willingly towards the achievement of organizational goals motivation may be defined as the work a manager performs an order to Induce Subordinates to act on the desired manner by satisfying their needs and desires.

### NEED FOR THE STUDY

Studying employee motivation is crucial because it directly impacts an organization's productivity, performance, and overall success by influencing factors like employee engagement, job satisfaction, and retention; when employees feel motivated, they are more likely to be productive, innovative, and committed to their work, leading

to better outcomes for the company, making it a critical area for research and improvement within human resource management.

### OBJECTIVES OF THE STUDY

- 1) To study the effect of job promotions on employees.
- 2) To learn the employee's satisfaction on the interpersonal relationship exists in the organization.
- 3) To provide the practical suggestion for the improvement of organization's performance.
- 4) It is the energy that compels employees towards organizational objective. It would be impossible for the organization to generate performance without commitment.
- 5) In order to create a competitive advantage organization need to have a competitive employee policies and practices.

### SCOPE OF THE STUDY

The scope of a study on employee motivation would typically encompass identifying the key factors that influence employee motivation within an organization, analyzing how these factors impact employee performance and job satisfaction, and exploring strategies to enhance motivation levels through various interventions like recognition programs, career development opportunities, work-life balance initiatives, and leadership practices, ultimately aiming to improve overall organizational productivity and employee retention.

### METHODOLOGY OF THE STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of

A STUDY ON EMPLOYEE MOTIVATION"

#### STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about employees

#### SOURCES OF DATA

PRIMARY DATA: Are collected by the investigator conducting the research.

SECONDARY DATA: Is collected from various articles ,published research and review papers , magazines ,published statistics,

SAMPLE SIZE: 100

### LIMITATIONS OF THE STUDY

1. Every successful organization is backed by a committed employee base, and the commitment is the outcome of motivation and job satisfaction.
2. It is the energy that compels employees towards organizational objective. It would be impossible for the organization to generate performance without commitment.

- 3 3 In order to create a competitive advantage organization need to have a competitive employee policies and practices.

### REVIEW OF LITERATURE

Rensis Likert has called motivation as the core of management. Motivation is the core of management. Motivation is an effective instrument in the hands of the management in inspiring the work force. It is the major task of every manager to motivate his subordinate or to create the will to work among the subordinates. It should also be remembered that the worker may be immensely capable of doing some work, nothing can be achieved if he is not willing to work. Creation of a will to work is motivation in simple but true sense of term. Motivation is an important function which every manager performs for actuating the people to work for accomplishment of objectives of the organization. Issuance of well conceived instructions and orders does not mean that they will be followed. A manager has to make appropriate use of motivation to enthuse the employees to follow them. Effective motivation succeeds not only in having an order accepted but also in gaining a determination to see that it is executed efficiently and effectively. In order to motivate workers to work for the organizational goals, the managers must determine the motives or needs of the workers and provide an environment in which appropriate incentives are available for their satisfaction. If the management is successful in doing so; it will also be successful in increasing the willingness of the workers to work, This will increase efficiency and effectiveness of the organization. There will be better utilization of resources and workers abilities and capacities. Job satisfaction is a fulfilling or optimistic expression consequential of the consideration of one's activity (Azash et al, 2011).

### DATA ANALYSIS AND INTERPRETATION

#### Opinion regarding participation in decision making

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	9	8.8
SATISFIED	29	28.4
NEUTRAL	57	55.9
DISSATISFIED	7	6.9
HIGHLY DISSATISFIED	0	0
	100	100%

#### INTERPRETATION:

In the table 55.9% maximum in Neutral

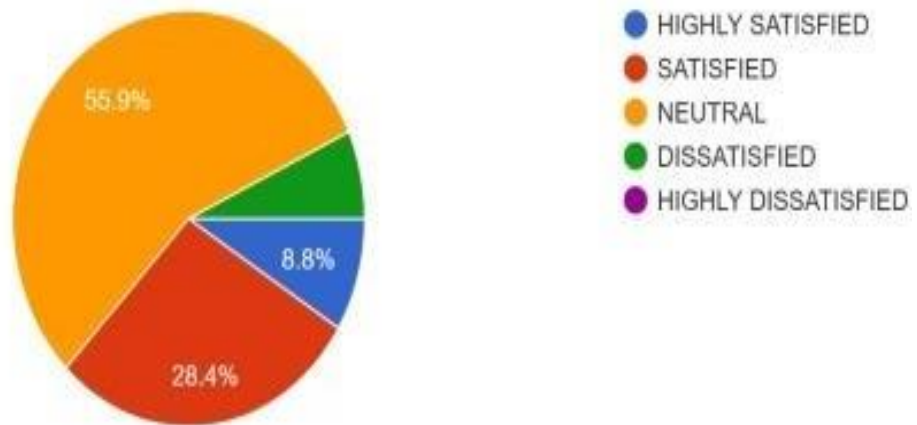
And 0% minimum in Highly Dissatisfied.

**INFERENCE :** Maximum 55.9% in neutral

Chart 4.1.19. Opinion regarding participation in decision making

### OPINION REGARDING PARTICIPATION IN DECISION MAKING

102 responses



Relation with superior as the motivational factor to employees performance

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	9	8.8
SATISFIED	44	43.1
NEUTRAL	48	47.1
DISSATISFIED	1	1
HIGHLY DISSATISFIED	0	0
	100	100%

#### INTERPRETATION:

In the table 47.1% maximum in Neutral

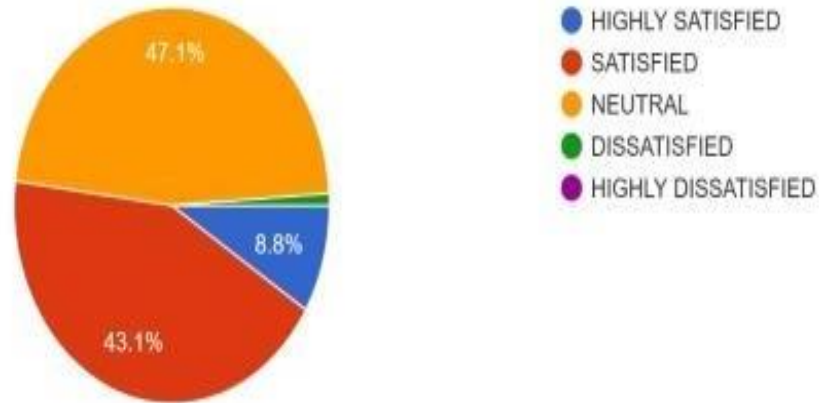
And 0% minimum in Highly Dissatisfied.

**INFERENCE :** Maximum 47.1% in neutral

Chart 4.1.20. Relation with superior as the motivational factor to employees performance

## RELATION WITH SUPERIOR AS THE MOTIVATIONAL FACTOR TO EMPLOYEES PERFORMANCE

102 responses



What is your satisfactional level at your workplace

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	0	0
2	0	0
3	9	8.8
4	72	70.6
5	21	20.6
	100	100%

### INTERPRETATION:

In the table 70.6% maximum in 4

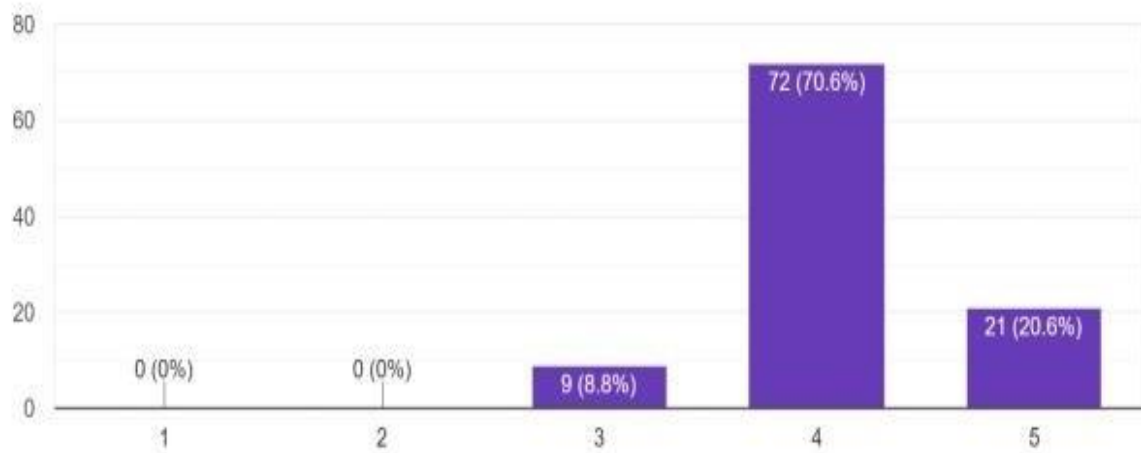
And 0% minimum in 1,2.

**INFERENCE :** Maximum 70.6% in 4

Chart 4.1.21.What is your satisfactional level at your workplace

### WHAT IS YOUR SATISFACTONAL LEVEL AT YOUR WORKPLACE

102 responses



### ANOVA

#### One-way Anova Test:

**Null Hypothesis H0:** There is no significant difference between age of the respondents and satisfaction level with the company management.

**Alternate Hypothesis:** There is significant difference between age of the respondents and satisfaction level with the company management.

### ONEWAY

#### Descriptives

age

					95% Confidence Interval for Mean		Minimum	
N		Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound		Maximum
HS	9	1.00	.000	.000	1.00	1.00	1	1
S	36	1.00	.000	.000	1.00	1.00	1	1
N	52	1.83	.678	.094	1.64	2.02	1	3
D	5	3.80	.447	.200	3.24	4.36	3	4
Total	102	1.56	.815	.081	1.40	1.72	1	4

## ANOVA

age

Sum of Squares		df	Mean Square	F	Sig.
Between Groups	42.905	3	14.302	57.814	.000
Within Groups	24.242	98	.247		
Total	67.147	101			

## Post Hoc Tests Homogeneous Subsets

age

Duncan<sup>a,b</sup>

satisfaction_level_wit h_company_manage ment		Subset for alpha = 0.05		
N		1	2	3
HS	9	1.00		
S	36	1.00		
N	52		1.83	
D	5			3.80
Sig.		1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 11.169.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

## INTERPRETATION:

Since p value is 0.000 is less than 0.05 so the null hypothesis is rejected and alternate hypothesis is accepted.

### 4.3 CHI-SQUARE TEST:

**Null Hypothesis H0:** There is no significant relationship between the experience of the respondents and salary as the motivational factor to employee performance.

**Alternate Hypothesis H1:** There is significant relationship between the experience of the respondents and salary as the motivational factor to employee performance.

#### Crosstabs

#### Case Processing Summary

##### Cases

Valid			Missing		Total	
N	Percent		N	Percent	N	Percent
salary_as_motivational_factor * experience	102	100.0%	0	0.0%	102	100.0%

#### salary\_as\_motivational\_factor \* experience Crosstabulation

experience				5-10	10-15	15-25	Total
0-5							
salary_as_motivational_factor	SA	Count	19	0	0	0	19
		Expected Count	9.7	4.3	3.4	1.7	19.0
	A	Count	33	23	5	0	61
		Expected Count	31.1	13.8	10.8	5.4	61.0
	N	Count	0	0	13	6	19
		Expected Count	9.7	4.3	3.4	1.7	19.0
	D	Count	0	0	0	3	3
		Expected Count	1.5	.7	.5	.3	3.0
	Total		52	23	18	9	102



	Expected Count	52.0	23.0	18.0	9.0	102.0
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### Chi-Square Tests

Value		df	Asymptotic significance (2-sided)
Pearson Chi-Square	116.946 <sup>a</sup>	9	.000
Likelihood Ratio	110.600	9	.000
Linear-by-Linear Association	63.736	1	.000
N of Valid Cases	102		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .26.

### INTERPRETATION:

Since p value is 0.000 is less than 0.05 so the null hypothesis is rejected and alternate hypothesis is accepted.

### FINDINGS

1. Maximum 60.8% in 20-30
2. Maximum 61.8% in male
3. Maximum 58.8% are in single
4. Maximum 72.5% are graduate
5. Maximum 51% in 0-5years
6. Maximum 50% in promotion
7. Maximum 28.4% in behavioral
8. Maximum 42.2% in promotion
9. Maximum 84.3% in yes.
10. Maximum 80.4% in yes.
11. Maximum 59.8% in agree
12. Maximum 62.7% in agree

### SUGGESTIONS


- More financial benefits should be given.

- Promotion system should be communicated among the workers.
- Today, as there is a atmosphere of worker participation in the decisions regarding organization worker should have given opportunity to express their views in the company.
- Money incentives should be given more
- Management policies and practices should be communicated so that workers could understand them easily.


### CONCLUSION

On the basis of the data analysis and interpretations the research come to know that following points Respondents get opportunity to express their views. There is a cooperative relationship between workers and management. Motivation is abstract quality, for which measurement become to difficult task because of the non-availability of standardized test for it. Attitude of workers towards supervisor and co-workers is also extremely favourable. Attitude of workers towards organization is extremely favourable.

### BIBILOGRAPHY:

 Books on Employee Motivation

1. **“Drive: The Surprising Truth About What Motivates Us”** – Daniel H. Pink
2. **“Motivation and Personality”** – Abraham Maslow
3. **“Work and Motivation”** – Victor Vroom
4. **“The Motivation to Work”** – Frederick Herzberg
5. **“Self-Determination Theory: Basic Psychological Needs in Motivation, Development, and Wellness”** – Richard M. Ryan & Edward L. Deci

 Websites for Research

1. **Kesoram Cement Official Website** – <https://www.kesocorp.com>
2. **Cement Manufacturers Association (CMA) India** – <https://www.cmaindia.org>
3. **Ministry of Commerce & Industry, Government of India** – <https://www.commerce.gov.in>
4. **The Economic Times** – <https://economictimes.indiatimes.com> (for business news on the cement industry)
5. **Harvard Business Review (HBR)** – <https://hbr.org>
6. **ResearchGate** – <https://www.researchgate.net> (for academic papers on employee motivation)
7. **Springer Link** – <https://link.springer.com> (for journal articles on HRM and motivation)
8. **Academia.edu** – <https://www.academia.edu> (for research papers on employee motivation and organizational behavior)