

A STUDY ON RURAL EMPLOYEE'S MOTIVATION IN SAKTHI SUGARS LIMITED

R. SARAVANAN.

M.Phil Scholar, Economics Department, Bharath Institute of Higher Education and Research,
Chennai. India.

Dr. G.JAYALAKSHMI.,

Associate Professor, Commerce & Economics Department, Bharath Institute of Higher
Education and Research, Chennai. India.

ABSTRACT

The restaurant industry consists of two types of employees: salaried and hourly. This study focuses on hourly employees, and their subdivision: tipped employees. For the purpose of this research hourly employees shall be defined as employees that depend on their hourly wage as their main source of income and tipped employees shall be defined as employees that depend on the receipt of tips as their main source of income. The purpose of this study desires to provide practitioners in the restaurant industry a comparison and analysis of employee motivation between the two employment groups and their level of organizational commitment.

INTRODUCTION

We will be focusing on them employee motivational factors at the company and current satisfaction position of the employees. This study executed in order to measure the employee's current satisfaction of Motivational factors and incentives in the company, as well as to use that information to determine which factors and incentives could be changed, implemented, or eliminated in order to motivate them to do their best work in the future. The study was conducted by issuing questionnaire to employees working at the company. The employees that

participated were all different departments, and have been working at the company for varied period of time. The questionnaire was split into parts and the data derived from the questionnaire was analyzed and presented in this in criteria of motivational factors financial incentives.

RURAL EMPLOYEE PERFORMANCE

If rural employee performance is found to be less than the expected level of performance then this must be investigated and, if appropriate, a formal appraisal should be carried out including 360-degree feedback. The root causes of performance must be identified as these will determine future actions. Root causes for less than expected performance may include: Personal issues that are impacting performance such as bereavement, close family member's sickness, financial or relationship worries

- ❖ Workplace issues that are impacting performance such as helping other colleagues to meet their objectives before own objectives, issues with the work environment such as an excessively noisy office or frequent interruptions
- ❖ Overloaded with too many objectives or conflicting priorities, especially in a matrix management environment
- ❖ Team issues such as working relationship with other team members, dependencies on others to complete their objectives first, access to needed tools, experts or third-party suppliers
- ❖ Employee development issues such as lack of training, experience or expertise to complete the required objective, or lack of people skills to work and deal effectively with others in the situations the employee.

STATEMENT OF THE PROBLEM

The purpose of this study was to determine what types of incentives and motivational factors can more effectively promote innovation and increase employee motivation in the company, as well as to provide recommendations to management, on what to implement, eliminate, or change based on our findings.

Objectives of The Study

1. To Identify The Motivational Factors At Sakthi Sugar Limited, At Appakkudal, Bhavani (Tk), Erode (Dt).
2. To analyze the increment system and incentives provided by the organization.
3. To suggest some measures to improve the motivation level in the organization.
4. To find out the overall perception of the employees about the motivation factors at the company.

Scope of the Study

1. This study has its scope regarding to the individual's motivation to work factors and leadership factors are undertaken in this project.
2. Motivation is a tool which helps to enhance the performance of the workers, and it increases the output of the organization.
3. This study involves great significance because it analysis the individual's motivational level, which gave a great way to the job involvement.
4. Some constraints which are faced by the workers are analyzed and the determinants which are consider as essential that makes to increase the quality of work.
5. Some motivational activities make the workers to feels happy and make them to take the job commitment and responsibility.

RESEARCH METHODOLOGY

Research Design

Descriptive research design is used this project study.

Descriptive Research Design

The main characteristic of this method is that the researcher has no control over the variable that can be only reported about what has happened or what happening in the organization.

Sampling Design

A sampling design is a definite plan for obtaining a sample from a given population. It refers to the techniques or the procedure that researcher would adopted in selection items for the sample.

Sample Size

The size of sample for this present in 120 respondents working units in the company.

Sampling Method

To select the sample the research adopted stratified sampling method. The researcher adopted sampling method conveniently get the feedback from the employees of Sakthi Sugar. The data were collected six departments they are Production Department, Finance, Human Resource, Marketing, Purchase, Store Departments. 20 Respondents Were Selected From Each Departments.

Statistical Tools

The data collected were analysis using test like simple percentage method.

Data Analysis Techniques

- PERCENTGE METHOD
- ANOVA

STEPS IN PRODUCTION OF SUGAR

- ❖ The following are the steps for manufacturing S – 3 grade Sugar.
- ❖ After the sugarcane is cane inside the factory they may produced (i.e) weighted.
- ❖ After weighted the sugarcane bring to the cane ward.

- ❖ In cane ward the sugarcane will be unloading for preparation.
- ❖ After unloading process the cane is crushing and gets juice and baggage.
- ❖ In cane milling the sugarcane is crushed and gets juice and baggage.
- ❖ Baggage is sale to the TNPL paper mill.
- ❖ After getting the juice, it will be weighting is over then the juice may heat in primarily at 60c to 70c.
- ❖ After primary heat is over then adding lime and Sulphitation is simultaneously at 7.2PH.
- ❖ After adding liming and Sulphitation then go for secondary heating at 1 to 2c to 105c.
- ❖ Clarifying the juice after the secondary heat process and gat two things, one is clear juice and press mud.
- ❖ Press moods are filtered and get mud and filtered juice.
- ❖ Mud is send to bio- compost yard.
- ❖ Filtered juice is again sending to juice primary heat process.
- ❖ Clear juice evaporating at 13 to 15 box (box means bricks) and get syrup.
- ❖ Syrup is Sulphitation syrup is send to the pan station.
- ❖ In pan station there is three boilers they are A' Masecuiten, B' masecuite C' Masecuite.
- ❖ In A'masecuite adding syrup + AL + melt it and add B seed to get sugar, AR and AL.
- ❖ Sugar is bagged for sale, it is produced at S-30 grade in ICIMSA value at below 100 i.e., export quality.
- ❖ AH is taken to B Masecuite.
- ❖ AL is used in same A Masecuite.

Limitations

1. This study contains the data, which are collected from various backgrounds, which may leads to personal bias.
2. Time is considered as one of limiting factor for collecting the information from specific category of workers.
3. Respondents are refused first while approaching hem, but after giving explanation they came forward to give response.

4. The primary data is collected from the employee during their very limited leisure hours.

FINDINGS

- The Majority of the respondents belong to the age group of 51 to 60 years.
- The majority of the respondents (87%) are married.
- Most of the employees (34%) have studied SSLC, (27%) of employee have completed HSC, (15%) of employees possess technical Qualification and (24%) to low level education in order categories.
- The Most of the employee (77%) receive their income between Rs. 10001-15000.
- A majority of the employees (36%) satisfied with their income for most of them live in rural area where cost of living is low.
- The most of employees (55%) satisfied about the bonus providing at the company.
- The majority of employees (48%) satisfied about the medical reimbursement at the company.
- The Majority of employees (44%) satisfied about the increments read by the company.
- Since the company is situated in rural area which has a pleasant nature, majority of the employees (48%) feel more content with their work environment.
- The majority of the employees (47%) satisfied about the incentives provided by the company.
- (51%) of employees are satisfied with their job security, because that companies jobs are more secured one.
- The majority of the employees (56%) said that they are satisfied with the relationship with their superiors. There is no communication gap and the transactions are transparency.
- The majority of the employees (43%) said that they are satisfied with the relationship with their co workers.
- Most of the employees (40%) said that they are satisfied about the reward. The reward is very powerful tool for motivation.

- Most of (48%) employees are satisfied with their training programme. The company gives importance to every employee's development.
- The majority of the employees (35%) said that they are satisfied with their technical supervision.
- The communication passed most (44%) of employees satisfied at the company.
- Leave facilities providing at the company are most (56%) of the employees are satisfaction. So, employees feel happy on the job.
- Most of employees (61%) are satisfied with their welfare facilities provided by the company.
- The majority (53%) of employees are highly their grievance settlement procedure of the company.
- The causing of dissatisfaction (34%) of the employees reasons on the salary level.
- The major (39%) of the employees causing of satisfaction on the job of their work it or responsibility.
- 30% of respondents highly satisfied that Medical facilities, 31% of respondents fall under satisfied category, 32% of respondents fall under neutral, 4% of respondents fall under highly dissatisfied category and 3% of respondents were in dissatisfied.
- 38% of respondents highly satisfied that Old age benefit(gratuity,PF,group insurance, loan benefit, etc.,) 35% of respondents fall under satisfied category, 15% of respondents fall under neutral, 9% of respondents fall under highly dissatisfied category and 3% of respondents were in dissatisfied.
- 21% of respondents highly satisfied that employee injury benefit facility, 34% of respondents fall under satisfied category, 35% of respondents fall under neutral, 7% of respondents fall under highly dissatisfied category and 3% of respondents were in dissatisfied.
- 27% of respondents highly satisfied that canteen facilities, 31% of respondents fall under satisfied category, 32% of respondents fall under neutral, 8% of respondents fall under highly dissatisfied category and 2% of respondents were in dissatisfied

- 33% of respondents highly satisfied that canteen facilities, 32% of respondents fall under satisfied category, 30% of respondents fall under neutral, 4% of respondents fall under highly dissatisfied category and 1% of respondents were in dissatisfied.
- 2% of respondents highly satisfied that overtime allowance offered facilities, 20% of respondents fall under satisfied category, 28% of respondents fall under neutral, 38% of respondents fall under highly dissatisfied category and 12% of respondents were in dissatisfied.
- 21% of respondents highly satisfied that provision for safety equipment, 28% of respondents fall under satisfied category, 26% of respondents fall under neutral, 16% of respondents fall under highly dissatisfied category and 9% of respondents were in dissatisfied.
- 8% of respondents highly satisfied that shelter and restroom facilities, 21% of respondents fall under satisfied category, 32% of respondents fall under neutral, 19% of respondents fall under highly dissatisfied category and 20% of respondents were in dissatisfied.
- 16% of respondents highly satisfied that environmental protection, 42% of respondents fall under satisfied category, 33% of respondents fall under neutral, 7% of respondents fall under highly dissatisfied category and 2% of respondents were in dissatisfied.
- 4% of respondents highly satisfied that, fair distribution of work provision for rest hours/breaks 35% of respondents fall under satisfied category, 23% of respondents fall under neutral, 24% of respondents fall under highly dissatisfied category and 8% of respondents were in dissatisfied
- 23% of respondents highly satisfied that, fair distribution of work provision for rest hours/breaks 24% of respondents fall under satisfied category, 35% of respondents fall under neutral, 5% of respondents fall under highly dissatisfied category and 7% of respondents were in dissatisfied.
- 13% of respondents highly satisfied that, overall satisfaction of the employee welfare measures 62% of respondents fall under satisfied category, 18% of respondents fall under neutral, 2% of respondents fall under highly dissatisfied category and 5% of respondents were in dissatisfied.
- That majority of the respondents (55%) are twice a year, (30%) of the respondents no specific time, (15%) of the respondents once a year.

- Majority of the respondents (58%) are thrice, (19%) of the respondents nil, (15%) of the respondents twice, (8%) of the respondents once.
- Majority of respondents (56%) are always, (39%) of the respondents sometimes, and (5%) of the respondents never.
- Majority of the respondents (36%) are highly relevant, (33%) of the respondents relevant, (20%) of the respondents irrelevant, (6%) of the respondents no idea, (5%) of the respondents highly irrelevant.
- Majority of respondents (67%) are yes, and (33%) of the respondents no.
- Majority of respondents (24%) are training evaluation of employees, (23%) of the respondent's job satisfaction of employees, (22%) of the respondent's motivation, (18%) of the respondents training needs, (13%) of the respondent's promotion of employee.
- Majority of respondents (48%) are agree, (26%) of the respondents strongly agree, (11%) of the respondents neutral, (8%) of the respondents disagree, and (7%) of the respondents strongly disagree.
- Majority of respondents (60%) are yes, (30%) of the respondents no, and (10%) of the respondents no comment.
- Majority of respondents (34%) are employee performance, (25%) of the respondents motivation, (21%) of the respondents retention of employees, and (20%) of the respondents self-awareness
- Majority of respondents (53%) are respondents average, (27%) of the respondents v.good , (14%) of the respondents poor , and (6%) of the respondents v.poor
- Majority of respondents (54%) are yes, (34%) of the respondents no, and (12%) of the respondents no comments.
- Majority of respondents (63%) are occasionally, (28%) of the respondents frequently, (9%) of the respondents never
- Majority of respondents (55%) are determined to perform better, (21%) of the respondents ready to learn, (12%) of respondents discouraged and do not want to contribute.

SUGGESTIONS

- Here is suggested to improve the motivational factors. Employees are the backbone of organization. A motivational need of the employees is to be seriously examined. The company may invest more for the development of employees.
- Management can have more training programs for developing the knowledge and skills of employees. The training program can be conducted with the help of experts.
- Management can welcome employee's suggestion by providing suggestion by providing suggestion boxes. There must be system for receiving suggestion. The suggestion must be through boxes or persons and must be scrutinized by a committee.
- Job enrichment may be an activity to reduce the boredom and increase the productivity. They can be enriched by given more management works and can enrich the job.
- Reward can be given for the good suggestions. The reward system should provide motivation. There must be both individual and group reward system, a reward should be immediate and useful.

CONCLUSION

The motivational factors such as working condition, wage increment, relationship, health, safety measures, training and development by Sakthi Sugars, which motivates the employee's performance towards discharge of duties and responsibilities for the betterment of organization by considering the suggestions, the organization may concentrate much better in future.

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