

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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**EMPLOYEE MOTIVATION: ANALYSIS OF SELECT SMALL SCALE UNITS IN MYSURU**

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**ABSTRACT**

A major of feature of post-Independence India is the emergence of small scale sector as a major force in the manufacturing segment of our country's economy. It has been playing a vital role in a number of ways – creating employment opportunities, small investment, quick returns as a result of short gestation period. It is equally important to note that it has been a major foreign exchange earner since the goods manufactured in this sector has boosted our exports. As a result, it is important to analyses the different aspects of this important segment of our economy. This study is one such effort with special reference to select small scale industrial units based in Mysore. For the success of every business, motivation is very important. Motivation helps to improve the confidence of employees and increase of productivity. The performance of motivation is creating condition in which people are willing to work with initiative, interest, enthusiasm, with high moral satisfaction. Employees always get motivated by various factors such as bonus, incentives, appraisals, etc... It is very much essential to motivate employees to achieve more profitability and productivity. Employees get motivated on different factors; hence it is very essential to identify the right factors and to imbibe them. In the small scale unit motivation is very helpful to improve the loyalty and physical presence. And which is helpful to achieve a desired goal and improve the financial level. In every business highly motivated persons work hard compare to unmotivated person. The present study is focused on small-scale industries in Mysore city. For this purpose survey will be conducted among select small scale located in Mysore. The questionnaire will be incorporate sector that are helpful in knowing the level of motivation that the employer has been providing to the worker.

**KEYWORDS**

Small scale industry, employee motivation, productivity.

**THEORETICAL ASPECTS****SMALL SCALE INDUSTRY**

In Indian economy small-scale and cottage industries occupy an important place, because of their employment potential and their contribution to total industrial output and exports.

Government of India has taken a number of steps to promote them. However with the recent measures small-scale and cottage industries facing both internal competition as well as external competition.

There is no clear distinction between small-scale and cottage industries. However it is generally believed that cottage industry is one which is carried on wholly or primarily with the help of the members of the family. As against this, small-scale industry employs hired labor.

**PRODUCTIVITY**

A measure of the efficiency of a person, machine, factory, system, etc., in converting inputs into useful outputs.

Productivity is computed by dividing average output per period by the total costs incurred or resources (capital, energy, material, personnel) consumed in that period. Productivity is a critical determinant of cost efficiency.

**MOTIVATION**

Motivation is one of the most crucial factors that determine the efficiency and effectiveness of an organization with its help a desire is born in the minds of the employees to achieve successfully the objective of the enterprise. All organizational facilities will remain useless people are motivated to utilize these facilities in a productive manner.

Motivation is an integral part of management process. An enterprise may have the best of material, machines and other means of production but all these resources are meaningless so long as they are not utilized by properly motivated people. There was a time when the human resource of production was treated like other non-human resources and was not given any special importance. But this old concept has lost all importance in this competitive age classifying the importance of motivation Renis Likert has called it "The core of Management".

**OBJECTIVES**

1. To study the various motivation strategies of small business.
2. To understand the employee satisfaction towards the existing motivation strategies.
3. To study the various factors those influence the motivation of employees.
4. To study the effect of various motivational strategies in the organization.

In Mysore city several small industries are there, in that I chose four small scale industries those are as follows.

- **Abhi Fiber Products (Small Scale Industries):** Which is producing fiber products.  
M 29, Industrial Area, Near Sankalpa Group, Yadavagiri, Mysore
- **Abhinay Industries (Small Scale Industries):** Which is producing Almera & Steels.  
55,2nd Stage, Near St. Thomas School, Vishweshwara Nagar,
- **Bharath Enterprises(Small Scale Industries):** Which is Arachnnt industry  
77/E, Hootgali, Hebbal Industrial area, Near R P G cables, Hebbal, Mysore.
- **Archana Industries(Small Scale Industries):** Which manufactures Metal Fabricators of Machine Compoments ,Hebbal Industrial area, Near Ring road,



**RESEARCH METHODOLOGY**

**Data collection:** Data is collected through primary and secondary sources.

**Primary Data:** Primary data was collected through the distribution of questionnaires, direct interaction with the employees. .

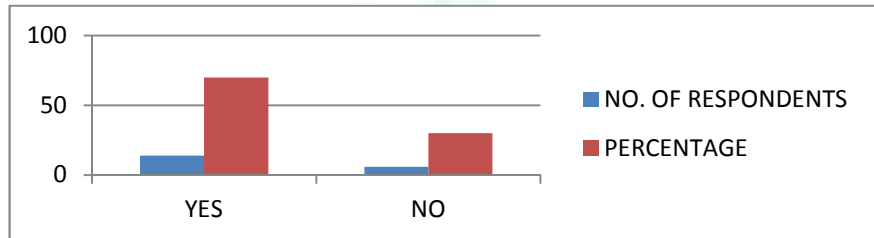
**Type of research:** Survey method.

**ANALYSIS AND DATA INTREPRETATION**

**TABLE NO. 1: MOTIVATION IS AN IMPORTANT MANAGEMENT FUNCTION**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	14	70
NO	6	30
<b>Total</b>	<b>20</b>	<b>100</b>

**GRAPH NO. 1**



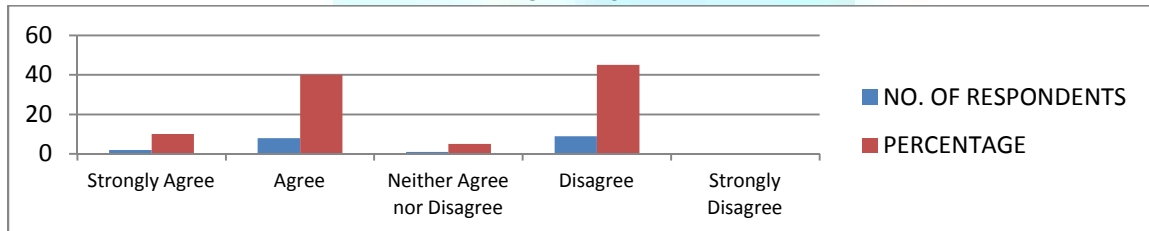
**ANALYSIS:** From the above table it can be seen that 70% of respondents are agreed motivation is an important management function, rest of 30% of respondents is not agreed.

**INFERENCE:** From the above analysis, it can be inferred that the majority of the employees are concentrating the motivational strategies.

**TABLE NO. 2: OPINION ON THE PERIODICALLY INCREASE IN SALARY MOTIVATIONAL STRATEGIES IMPLEMENTED IN THE SMALL SCALE INDUSTRY**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	02	10
Agree	8	40
Neither Agree nor Disagree	1	5
Disagree	9	45
Strongly Disagree	0	0
<b>Total</b>	<b>20</b>	<b>100</b>

**GRAPH NO. 2**



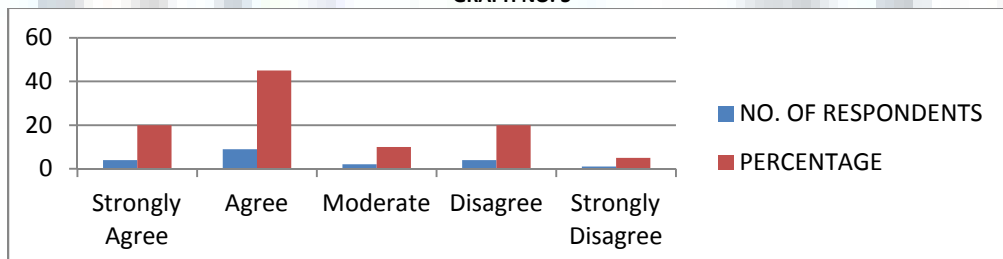
**ANALYSIS:** From the above table it can be analyzed that 10% of respondents strongly agree, 40% respondents agree , 45% of respondents disagree, 0% of respondents strongly disagree and 5% of respondents are moderate with compensation given by employees.

**INFERENCE:** From the above analysis, it can be inferred that the majority of employees are not happy with the Salary.

**TABLE NO. 3: SHOWING THE OPINION OF EMPLOYEES TOWARDS EFFECTIVE PERFORMANCE APPRAISAL SYSTEM**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	04	20
Agree	9	45
Moderate	02	10
Disagree	04	20
Strongly Disagree	01	5
<b>Total</b>	<b>20</b>	<b>100</b>

**GRAPH NO. 3**



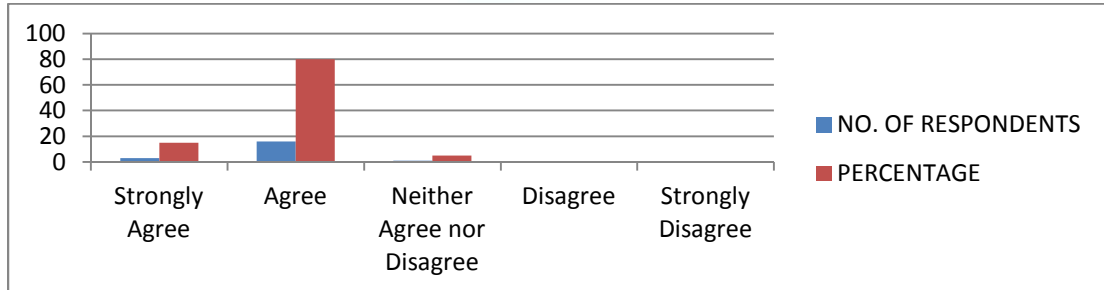
**ANALYSIS:** From the above table it can be analyzed that 20% of respondents strongly agree that appraisal system is a motivation factor,45% of respondents agree appraisal is a motivation factor, 20% of respondents disagree,5 % respondents strongly disagree and 10% of respondents neither agree nor disagree.

**INFERENCE:** From the above analysis, it can be inferred that majority of the respondents are aware of the effective performance appraisal system done in the company to motivate employees.

TABLE NO. 4: TABLE SHOWING THE OPINION OF EMPLOYEES TOWARDS EFFECTIVE PROMOTIONAL OPPORTUNITIES

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	3	15
Agree	16	80
Neither Agree nor Disagree	01	5
Disagree	00	00
Strongly Disagree	00	00
<b>Total</b>	<b>20</b>	<b>100</b>

GRAPH NO. 4



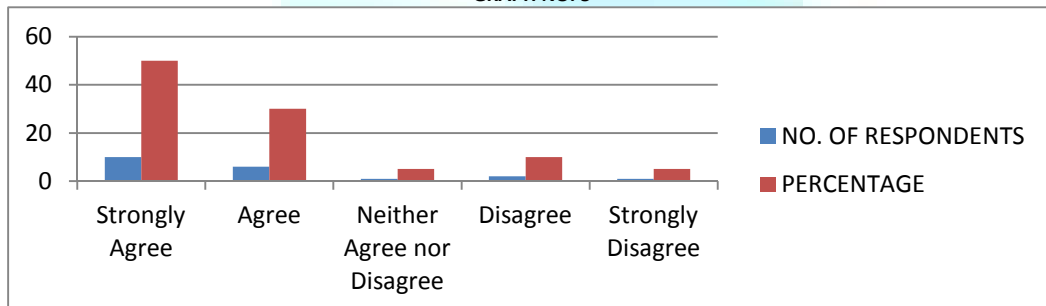
**ANALYSIS:** From the table it can be observed that 15% of respondents strongly agree that promotional opportunity is a motivation factor for them, 80% of respondents agree and 0% of respondents disagree, 5% of respondents neither agree nor disagree that promotional opportunities is motivational factor for them.

**INFERENCE:** From the above analysis, it can be inferred that the majority of the respondents think they get effective promotional opportunities by which they will be motivated.

TABLE NO 5: SHOWING THE OPINION OF EMPLOYEES WHETHER THE COMPANY IS FOLLOWING REWARD & RECOGNITION PROGRAM TO MOTIVATE EMPLOYEES

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	10	50
Agree	6	30
Neither Agree nor Disagree	01	05
Disagree	02	10
Strongly Disagree	01	05
<b>Total</b>	<b>20</b>	<b>100</b>

GRAPH NO. 5



**ANALYSIS:** From the above table it can be analyzed that 50% of respondents strongly agree that Recognition is a motivation factor, 30% of respondents agree Recognition is a motivation factor, 5% of respondents disagree, 5% respondents strongly disagree and 10% of respondents neither agree nor disagree that recognition is a motivation factor for them.

**INFERENCE:** From the above analysis, it can be inferred that the majority of the respondents are aware of reward & recognition program done in the company.

**FINDINGS**

1. Most of the employees agree that company implements best appraisal system
2. Employees are not happy with the salary they are been getting.
3. Employees in the company are happy with the promotional opportunities.
4. Most of the employees agree that the relationship with the superiors and co-workers will increase when motivated.
5. Employees expressed their opinion that performance increases when they are been motivated in the organization.
6. The Employees feel the organization is giving best career growth & development.

**CONCLUSION**

A study on employee motivation was carried out in Small scale industries. From the study it can be concluded that most of the employees are given enough opportunity for improving the performance. Employees are satisfied with the various incentives and benefits provided to motivate their performance and many of the employees feel that these policies in the organization boost their moral and create a sense of belongingness towards the company.

**REFERENCES**

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2. www.smallscale business.com
3. www.smallscale units in mysore.com

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