

**A Study on employee motivation towards amruth agro farm Pvt. Ltd****( Mydukur)**\* D. Aswini<sup>1</sup> \*\* D.Subramanyam<sup>2</sup>[damireddyashwini@gmail.com](mailto:damireddyashwini@gmail.com) , [Subramanyam.mba@cbit.edu.in](mailto:Subramanyam.mba@cbit.edu.in)

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**Abstract**

“EMPLOYEE MOTIVATION” is a crucial factor in organizational success, influencing productivity, job satisfaction, and overall performance. The amruth agro farm private limited company abstract explores various strategies and theories aimed at enhancing employee motivation within the workplace. However, contemporary research highlights the role of autonomy, mastery, and purpose in driving employee engagement and satisfaction, as proposed by self-determination theory and concept of “meaningful work”

**Key words:**

Employee Motivation, productivity, Job satisfaction.

## **Introduction**

The term ‘motivation’ is derived from the word ‘motive’ it means to ‘move’. A motive is defined as an inner state that energizes, activates or moves and directs or channels behavior towards goal

Employee motivation depends on several factors that are classified as internal and external factors that drive people to work towards accomplishing their business-related objectives and targets. It includes to want and eagerness of representatives to invest energy, persevere in their undertakings, and contribute emphatically to the organization. Motivated workers are ordinarily more connected with, useful, and committed to their work.

Representative inspiration is the main thrust behind a singular's ability, energy, and obligation to play out their work really inside an association. It includes understanding and taking special care of the requirements, wants, and desires of workers to move them to achieve their maximum capacity and contribute decidedly to the association's goals. Motivated representatives are more useful, connected with, and steadfast, prompting further developed execution, higher work fulfillment, and turnover rates. Different hypotheses and techniques, like inborn and extraneous inspiration, acknowledgment and prizes, profession improvement potential open doors, and a strong workplace, are employed by associations to upgrade worker inspiration

## **Review of literature**

- **Kuwait (2020)** research showed employee performance is directly related to motivation of employees, a well-motivated employee will always result in improves productivity and the performance of de-motivated employee will decline.
- **Barbarianism(2019)** research revealed that financial incentives are most important factors of motivation to motivate the employees.
- **Chatterjee and Priya (2016)** suggested significant positive association among petrification of employees in decision making, job satisfaction, and employee productivity, and commitment
- **Elaraby & Johari(2014)** handsome salary and effective incentive scheme and well treatment by their managers are most effective mean to motivate the employees and improve their productivity.
- **Yamamoto (2013)** analysed that if an employee perceives they will be getting rewards for good work and their job is secured one, the performance will automatically be better.
- **Giannakos and Mihail(2010)** findings revealed that full times prefer extrinsic rewards, while part timers prefer intrinsic rewards
- **Vilma and Egle( 2007)** research revealed no significant differences among nurse practitioners and executives motivational factors in private health care organization.

- **Ashmos and Duchon (2000)** recognised that employees have both mind and spirit and seek to finding meaning and purpose in their work, and an aspiration to be part of a community, hence making their jobs worthwhile and motivating them to do at a high level with a view to personal and social development.

## **OBJECTIVES**

1. To study the impact of various factors on motivation and individual performance
2. To recommend strategies for enhancing employee motivation in amruth agro farm private limited company.
3. To assess the relationship between the motivation and performance.
4. To analyse the effects of motivation and satisfaction at workplace
5. To identify the employee participation in decision making

## **Need for the study**

The basic need of the study was to identify the motivational factors on employee's performance as motivation plays a vital role on employees' performance and productivity of the organization. Hence a project was conducted to see how different variables motivate the employees and support the organization (AMRUTH AGRO FARMS Pvt ltd) to improve the performance of employees.

## **Scope for the study**

And closed ended self developed descriptive questioner is used for data collection from responders. This also improves employee relationship with the management and employee's performance.

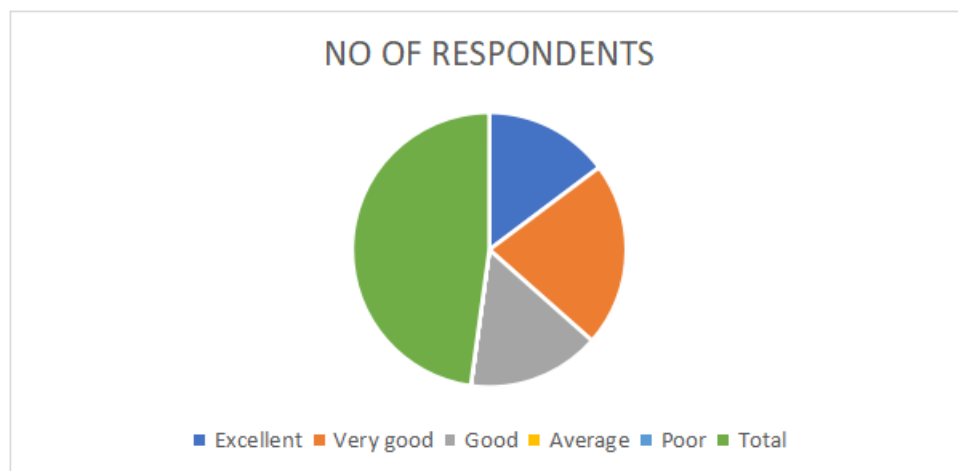
## **Research methodology**

The study was conducted on one of the dairy industries.(AMRUTH AGRO FARMS Pvt ltd). It is done by using primary data. **Descriptive research** carried out for my study. The study was conducted on about to **100 employees** (sample size) out of 180 and survey was conducted on employees of different culture, levels and on employees with different experience and different qualifications. Sampling technique used is **sample random sampling**. Both primary and secondary data collected for the study. Primary data has been collected by using **structured Questionnaire**. Data has been analysed by using the statistical tool i.e simple percentage method. Pie charts have been used to represent the data in the graphical form

## Data Analysis

1. How motivated do you feel in your current role?

OPINION	NO OF RESPONDENTS	PERCENTAGE
Excellent	34	34
Very good	40	40
Good	26	26
Average	0	0
Poor	0	0
Total	100	100

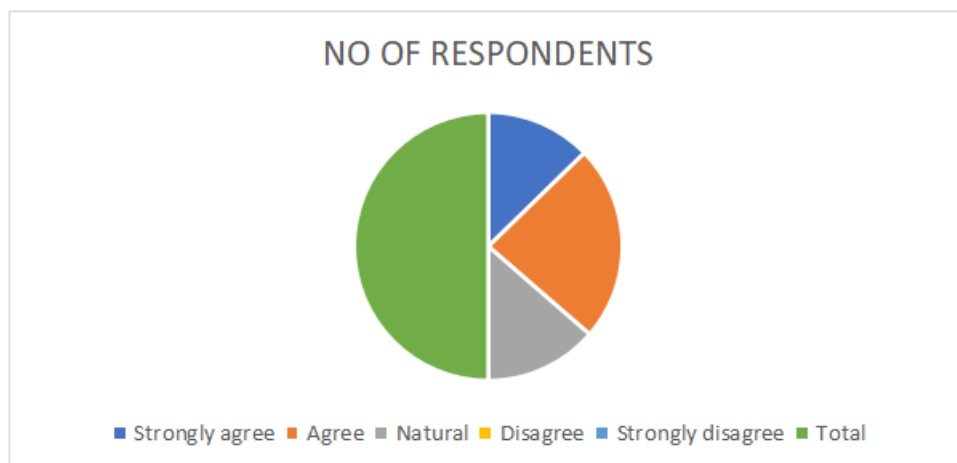


### Interpretation:

From the above graph it is known that 34% of the respondents are feeling excellent, 40% of the respondents are very good, 26% of the respondents are feeling good about their current role of the company.

## 2. Do you think motivation affected by your economical condition?

OPINION	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	28	28
Agree	52	52
Neutral	20	20
Disagree	0	0
Strongly disagree	0	0
Total	100	100

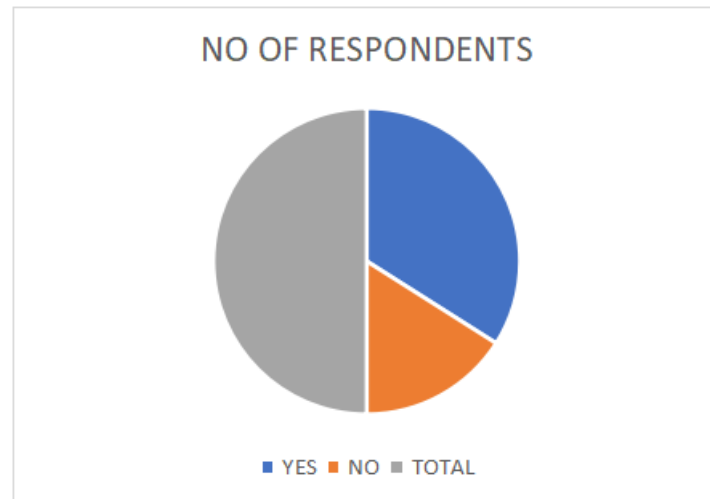


**Interpretation:** The above graph shows that 28% of the respondents are strongly agree , 52% of the respondents are agree, 20% of the respondents are having neutral opinion, about economic condition that affect employee motivation.

## 3. you satisfied with the present salary given to you?

OPINION	NO OF RESPONDENTS	PERCENTAGE
YES	68	68
NO	32	32

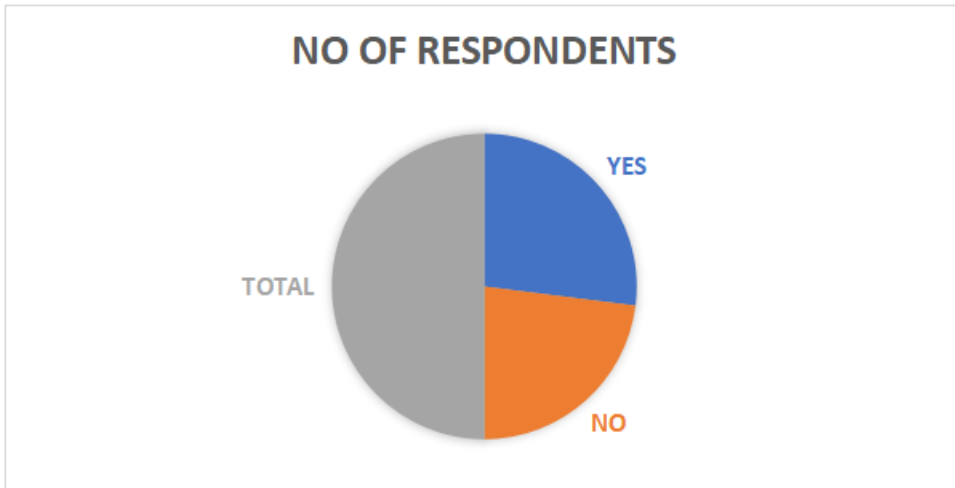
TOTAL	100	100
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**INTERPRETATION:** From the above graph it is known that 68% of the respondents are satisfied with the present salary provided by the company, 32% of the respondents are not satisfied with the present salary provided by the company.

4.Are you getting promotions at the right time?

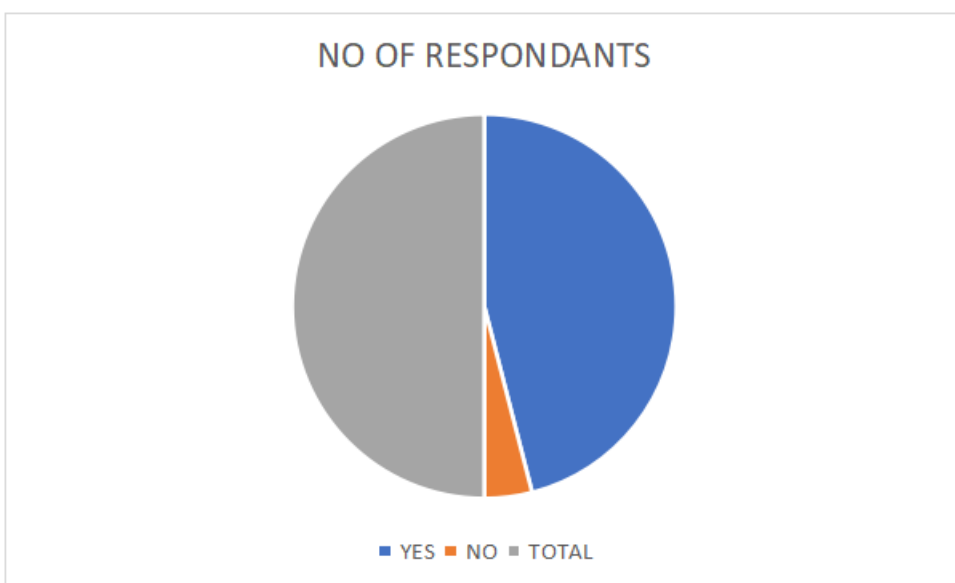
OPINION	NO OF RESPONDENTS	PERCENTAGE
YES	54	54
NO	46	46
TOTAL	100	100



**INTERPRETATION:** From the above graph it is known shows that 54% of the respondents are satisfied with the promotions right time provided by the company, 46% of the respondents are not feeling that the promotions are provided at the right time.

5. Do you have good professional relationship with your officemates?

OPINION	NO OF RESPONDANTS	PERCENTAGE
YES	92	92
NO	08	08
TOTAL	100	100



**INTERPRETATION:** From the above graph it is known shows that 92% of the respondents are having good professional relation with officemates and the remaining 8% of the respondents said that they are not having good professional relation with their officemates.

### **Findings:**

Ater analysing the data it is found that

- 74% of the employees are feeling good about their current role of the company.
- 80% of the respondents agree and 20% of the respondents are having neutral opinion, about economic condition that affect employee motivation
- Majority (68%) of the respondents are very much satisfied with salary provided by amruth agro farm and hence salary as it impacts on the employee's performance. And 32% of the respondents are not satisfied with the present salary provided by the company.
- 54% of the respondents are satisfied with the promotions and they felt that the promotions are given at the right time by the company, and 46% of the respondents are not feeling that the promotions are provided at the right time.
- 92% of the respondents are having good professional relation with officemates which motivates them perform better and also providing job satisfaction to them.
- Very good learning opportunities have been provided by the organization so that the employees can improve their skills and knowledge.

### **Suggestions**

After analysing data, it is suggested that

- Only 26% of employees not feeling good in their current role. So the organisation should take care about this.
- 32% of the employees are not satisfied with their salary so the organisation should identify the potential employees among these and has to use appropriate strategies to retain them
- 46% of the employees feeling that the promotions are not given in the right time so the management should identify the reason for dissatisfaction and has to reduce dissatisfaction in this aspect.



## **Conclusion**

The study was carried out AMRUTH AGRO FARMS Private limited mydukur. It was conducted to understand the various motivational factors implemented in organization in order to motivate the employees and to assess the relationship between the motivation and performance at AMRUTH AGRO FARM Pvt. Ltd. Various aspects of the organization related to employee motivation such as, salary, increments, promotion, recognition, etc were studied as part of .the study.

After analysing the data I would like to conclude that the employees are feeling good about their current role, they are happy with salary, incentives and promotions provided by the company timely in the organisation even they felt happy with the learning opportunities provided to them all these made them feel highly motivated

It was found between the employees motivation factors such as salary, increments, promotions, appreciation, recognition, for the work performed and employee performance

Overall, the study was very helpful . It helpful in understanding various employees' motivational factors aspects of the organization. It enhance my knowledge about work culture and style of an organization and give me practical exposure to the theoretical aspects learned.

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