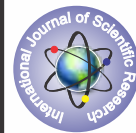


## A STUDY ON ROLE OF INCENTIVES IN EMPLOYEE MOTIVATION AND RETENTION IN TNPL (TAMILNADU NEWSPRINT AND PAPER LIMITED), KARUR



HRM

**KEYWORDS:** Organizational effectiveness, Employee motivation, Employee Retention, TNPL-Karur.

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### ABSTRACT

*The purpose of this study is to identify the factors that effects employee motivation and examining the relationship between organizational effectiveness and employee motivation. The sampling technique used for this study is simple random sampling. The sample size of the study is 101. The statistical tool used in this study is Simple Percentage Analysis and Chi-square Test.*

### INTRODUCTION

Motivation is the process of boosting the morale of employees to encourage them to willingly give their best in accomplishing assigned tasks. Motivation is the key to achieving extraordinary results. It is an employee's basic enthusiasm about accomplishing activities related to work and the cause that drive an individual to decide to take action.

Every employee has activities, events, people and goals in his or her life that he or she finds motivating. So, motivation about some aspects of life exists in each person's consciousness and actions. The trick for employers is to figure out how to inspire employee motivation at work.

To create a work environment in which an employee is motivated about work involves both intrinsically satisfying and extrinsically encouraging factors. Employee motivation is the combination of fulfilling the employee's needs and expectations from work and the workplace factors that enable employee motivation or not. These variables make motivating employees challenging.

### FACTORS TO ENCOURAGE MOTIVATION

These are some of the factors that are present in a work environment that many employees find motivating.

- Management and leadership actions that empower employees.
- Transparent and regular communication about factors important to employees.
- Treating employees with respect.
- Providing regular employee recognition.
- Above industry average benefits and compensation.
- Providing employee perks and company activities.

### LITERATURE REVIEW

Mohammed Javed Kalburgi and Dinesh G.P say that the success of any organization depends on its employees. If employees are taken good care, the performance and efficiency and productivity level increase. The main objective is to analyze the motivational level of executives in the organization.

Khalid Zaman says that relationship between rewards and employees motivation in the nonprofit organizations of Tamilnadu. Business environment companies are facing many challenges are among those challenges acquiring right workforce and retaining.

Hashim Zameer and Mohammed Amir says that motivational plays an important role in all public and private organization. Without motivating their employees organizations cannot run and can't achieve their goal.

Mr.Yudhvir and Ms.Sunita says that employee's performance has been established to be directly related to employee's motivation. This assertion was corroborated by different management theories.

### METHODOLOGY

The steps in which the project was carried out was by collecting both the primary and the secondary. The secondary was collected first. This collection of data was done by means of reading various methods such as books, journals, magazines, articles, etc., looking for similar content online.

### STATEMENT OF THE PROBLEM

In this the problem many of the employees who don't work for everyone have struggled for different incentive programs to motivate their employee. This is the problem which is faced by the many employees of that company. In problem statement, currently problem must be existing in that organization and the manager should need to be improved in that organization. Motivating is the major component of management.

### OBJECTIVES

#### Primary objectives

To study about the employee motivation factors in TNPL, Karur.

#### Secondary objectives

- To study what motivates each employee.
- To study whether motivated employees are satisfied and committed to the organization.
- To study whether incentives helps to retain employee and keep them motivated.

### SCOPE OF THE STUDY

Employee motivation is given to encourage workers to work harder. It can be food, gifts, prizes, time off, or money.

### SAMPLE SIZE

In this project, we used sampling size of 101 employees from TNPL of different age groups, who were below 25yrs to above 55 yrs. For this study the data were collected randomly for employees in the organization.

### METHODS OF DATA COLLECTION

The data was collected using questionnaire method.

### TOOLS USED IN PROJECT

The tools used for this study is Percentage Analysis and Chi-square test.

### LIMITATIONS

In this project, some of the employees are not responding to us. They allowed only 3 days per week.

**DATA ANALYSIS AND INTERPRETATION**

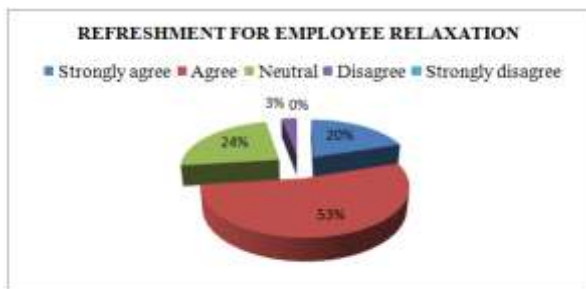
**TABLE 1: REFRESHMENT FOR EMPLOYEE RELAXATION**

Refreshment for employee relaxation	No of respondents	Percentage
Strongly agree	20	20%
Agree	54	53%
Neutral	24	24%
Disagree	3	3%
Strongly disagree	0	0%
Total	101	100%

**Inference:**

In this chart, it is said that 53% of respondents agree with the refreshment for employee relaxation, 24% of respondents are neutral, 20% of respondents are strongly agree, 3% of respondents are disagree and 0% of respondents are strongly disagree.

**FIGURE - 1**



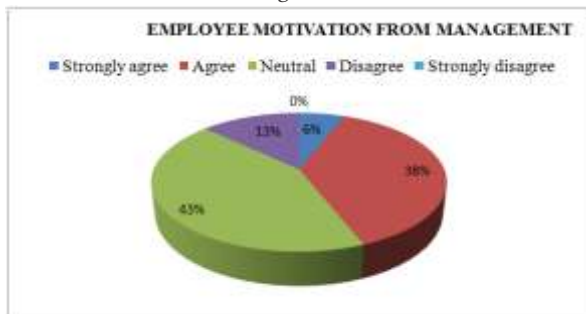
**TABLE 2: EMPLOYEE MOTIVATION FROM MANAGEMENT**

Employee motivation from management	No of respondents	Percentage of respondents
Strongly agree	6	6%
Agree	38	38%
Neutral	44	43%
Disagree	13	13%
Strongly disagree	0	0%
Total	101	100%

**Inference:**

In this chart, it is said that 43% of respondents are neutral for interested in motivating the employees from management, 38% of respondents agree, 13% of respondents disagree, 6% of respondents strongly agree, and 0% of respondents strongly disagree.

**Figure 2**



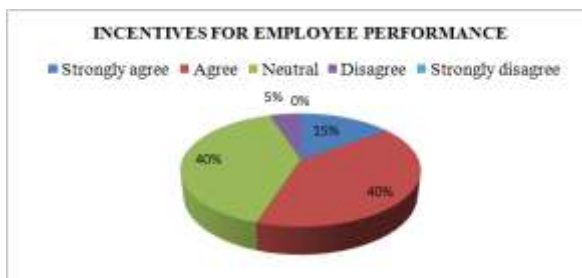
**TABLE 3: INCENTIVES FOR EMPLOYEE PERFORMANCE**

Incentives for employee performance	No of respondents	Percentage of respondents
Strongly agree	15	15%
Agree	40	40%
Neutral	41	40%
Disagree	5	5%
Strongly disagree	0	0%
Total	101	100%

**Inference:**

In this chart, it is said that 40% of respondents are agree with incentives for employee performance, 40% of respondents are neutral, 15% of respondents are strongly agree, 5% of respondents are disagree, and 0% of respondents are strongly disagree.

**FIGURE - 3**



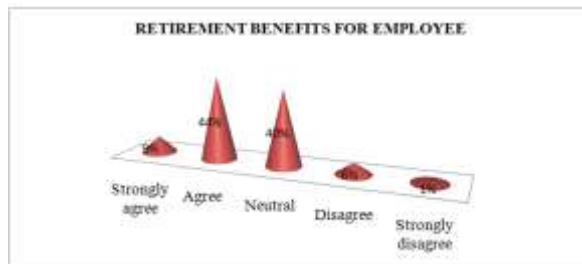
**TABLE 4: RETIREMENT BENEFITS FOR EMPLOYEE**

Retirement benefits for employee	No of respondents	Percentage
Strongly agree	9	9%
Agree	45	44%
Neutral	40	40%
Disagree	6	6%
Strongly disagree	1	1%
Total	101	100%

**Inference:**

In this chart, it is said that 44% of respondents are agree with their retirement benefits, 40% of respondents are neutral, 9% of respondents are strongly agree, 6% of respondents are disagree and 1% of respondents are strongly disagree.

**FIGURE 4**



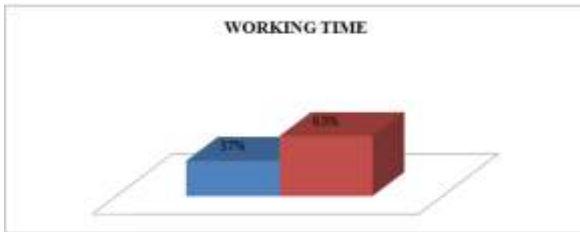
**TABLE 5: WORKING TIME**

Working time	No of respondents	Percentage
Yes	37	37%
No	64	63%
Total	101	100%

**Inference:**

In this chart, it is said that 63% of respondents are uncomfortable about the working time, 37% of respondents are comfortable about the working time.

**FIGURE -5**



**ASSOCIATION BETWEEN EDUCATIONAL QUALIFICATION AND PARTICIPATION IN DECISION MAKING USING CHI-SQUARE TEST**

**Null hypothesis (H<sub>0</sub>):** There exists no association between educational qualification and participation in decision making.

**Alternative hypothesis (H<sub>a</sub>):** There exists association between educational qualification and participation in decision making.

**TABLE: 6**

Participation in Decision Making	Strongly agree	Agree	Neutral	Dis-agree	Strongly disagree	Total
Qualification						
SSLC	1	3	4	0	0	8
HSC	1	5	3	1	0	10
Diploma	1	5	7	1	0	14
UG	6	8	8	4	0	26
PG	12	23	7	1	0	43
Total	21	44	29	7	0	101

Calculated value = 23.3596

Degree of freedom = (c-1)(r-1)=16

The table value at 5% level of significance is 26.296

As calculated value is less than the tabulated value, null hypothesis is accepted.

Calculated Value < Table Value (23.3596 < 26.296), Ho is accepted.

**Inference:**

There exists no association between education qualification and participation in decision making.

**ASSOCIATION BETWEEN NATURE OF THE JOB AND RETIREMENT BENEFITS PROVIDED**

**Null hypothesis (H<sub>0</sub>):** There exists no association between nature of the job and retirement benefits provided.

**Alternative hypothesis (H<sub>a</sub>):** There exists association between nature of the job and retirement benefits provided.

**TABLE: 7**

Retirement Benefits provided	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Nature of Job						
Temporary	0	5	7	2	0	14
Permanent	9	40	33	4	1	87
Total	9	45	40	6	1	101

Calculated value = 4.9838

Degree of freedom = (c-1)(r-1)= 4

The table value at 5% level of significance is 9.488.

As calculated value is less than the tabulated value, null hypothesis is accepted.

Calculated Value < Table Value (4.9838 < 9.488), Ho is accepted.

**INFERENCE:**

There exists no association between nature of the job and retirement benefits provided by the organization. It shows that the nature of the job does not affect the retirement benefits provided to the employees in the organization.

**CONCLUSION:**

Employee motivation is the most important to encourage the employees. Every individual in an organization should be motivated by rewards and incentives. Employee motivation will give energy to the employees to work best for the organization.

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