



## A Study of Motivate Workers in Hindustan Glass And Industry Limited

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<b>ABSTRACT</b>	Hindustan National Glass & Industries Ltd (HNG) was founded in 1946 at Rishra (near Kolkata). It is engaged in manufacturing of container glass and tumblers at its six manufacturing units across the country. HNG also has a mould manufacturing workshop to manufacture bottle moulds of several designs and shapes. It has its client base in more than 23 countries in Asia, Europe, North America and Africa. As on March 2010, it has two subsidiaries viz. Quality Minerals Limited and Glass Equipment (India) Ltd.
<b>KEYWORDS</b>	Glass Industry, Motivate Workers, Finance

### INTRODUCTION

HNG is one of the largest manufacturers of container glass in India. It has a 10,30,925 Metric Tons Per Annum (MTPA) aggregate installed capacity for manufacturing of glass bottles and vials, while for pressed tumblers it has the manufacturing capacity of 5,000 MTPA. It has its manufacturing plants located at Rishra (West Bengal), Bahadurgarh (Haryana), Rishikesh (Uttar Pradesh), Neemrana (Rajasthan), Nashik (Maharashtra) and Puducherry (Puducherry). It also has six marketing offices across the country. Diversified and strong clientele HNG provides container glass and tumblers to various industries viz. beer, liquor, pharmaceutical, food, dairy products, beverages, and aerated water. The company has increased its scale of operations significantly in the last couple of years with the merger of Ace Glass Containers Ltd, an associate company, engaged in the similar line of business, and acquisition of container glass unit of Haryana Sheet Glass Ltd during FY08. Its clientele include United Breweries, SAB Miller, Radico Khaitan, Bacardi, Pepsi, Coca-Cola, Nestle, Hindustan Unilever, Glaxo Smithkline, Dabur, Reckitt Benckiser. This diversified customer base across industries mitigates the risk of downturn in any particular industry.

### REVIEW OF LITERATURE

**Bhatt D.J (1992)** recognized achievement, responsibility, growth opportunities and work itself to motivate the workers in the concern. These factors are motivating factors or satisfiers reflecting a relative impact on the productivity of the workers.

**Shukla, Prabhavati (2003)** found interaction with seniors and peers, working conditions, and advancement which provide maximum satisfaction and policy of the company, excessive supervision and control as dissatisfiers.

**R.K Lamba (2008)** got responses from 80 corporate managers to give answers of job factors based on Herzbergian theory. Career advancement, possibility of growth are the factors to sustain job satisfaction. Interpersonal relationship with subordinates, salary and job security are hygiene factors (Maintenance factors)

**Sharma (2004)** noted that executives ranked work group, sense of belonging, open conversation with superiors and peers, factors for satisfying employees various needs.

**Gupta and Verma (2009)** identified that top level managers

ranked potentialities realization, need for self-assertion, creative thinking and perceived fulfillment, and the elements for providing required satisfaction.

### MOTIVATION

Motivation is the internal condition that activates motivates and gives it direction; energizes and directs goal-oriented motivate. The term is generally used for human motivation. Motivation is one of the most important parts of organization motivate when we do some research of human resource management. Because motivation is the fuel that drives a person to fulfill their goals, wants, and needs. The key to leadership success is motivating others to do their best. Motivation plays a very important role in workplace for employees to achieve their personal goals and company's target.

#### The authors define the 'Motivation'

According to M.R James "Motivation is concerned with how motivates started, is energized, is sustained, is directed, is stopped and what kind of subjective reaction is present in the organization while all this is going on"

According to W.G. Scott "Motivation means a process of stimulating people to action to accomplished desired goals".

In the words of Brech "Motivation is general inspirational process which gets the members of the team to pull their weight efficiently, to give their loyalty to the groups, to carry out properly the tasks that they accepted and generally to play an effective part in the job that the group had undertaken."

### NATURE OF MOTIVATION

Motivation is the set of forces that cause people to behave in certain way. From the manager's viewpoint, the objective is to motivate people to behave in ways that are in the organization's best interest. From another way, Motivation is the term used to describe those processes, both instinctive and rational, by which people seek to satisfy the basic drives, perceived needs and personal goals, which trigger human motivate. And other writers defined the study of motivation is concerned with why people behave in a certain way, and with what determines the direction and persistence of their actions. Levels of work performance are determined not only by the ability of staff but also by the strength of their motivation. If staffs are to perform to the best of their abilities, attention must also be given to the nature of work motivation and job satisfaction.

## UNDERSTANDING EMPLOYEES MOTIVATION

The employees who work for your company are naturally motivated. All you need to do is to utilize their natural ability, which you can do without spending a dime. The first step in utilizing your employees' natural abilities is to eliminate your organization's negative practices that zap away their natural motivation. The second step your organization can take is to develop true motivators, which can spark all your employees into being motivated. By decreasing negative zapping demotivators and by adding true motivators, you will tap into your employees' natural motivation. Your employees' natural motivation relies on the fact that all people have human desires for affiliation, achievement, and for control and power over their work. In addition, they have desires for ownership, competence, recognition, and meaning in their work.

But there are several ways that management unwittingly demotivates employees and diminishes, if not outright destroys their enthusiasm.

## FINANCIAL PROFILE OF THE INDUSTRY

Non operating income and forex gain improved the bottom line in FY10 HNG registered a marginal revenue growth of ~6% in FY10; the revenue growth is mainly on account of improved realization by 1.5% over FY09. However the company's export revenue declined by ~13% over FY09 on account of recessionary global business environment in FY10. Manufacturing cost as a proportion of revenue has declined from 80% in FY09 to 78% in FY10; this has improved EBITDA margins by 100 basis points. Non operating income grew by ~123% and includes dividends, interest and misc. income coupled with forex gain of Rs. 51.8 million (a forex loss of Rs. 233 mn in FY09) has increased PAT margins by 270 basis points which stood at Rs. 1.26 billion in FY10 vis-à-vis Rs 826.7 million in FY09.

## INDUSTRY PROFILE OF THE INDUSTRY

Packaging the packaging industry is estimated to be around Rs 775 billion in size and has grown at a CAGR of around 15 per cent in the past few years. The industry is characterised by low entry barriers and high competition. Players usually have limited pricing power due to the strong bargaining power of buyers and the highly fragmented nature of the industry. Consequently, an increase in raw material prices has an adverse effect on margins as players do not have the flexibility to pass on price increases to consumers. Over the medium term, demand for packaging products is expected to increase due to changing consumer preferences, increasing health consciousness and rapid growth of end user segments. Depending on the kind of material used, the packaging industry is broadly categorised into rigid (glass bottles, metal cans, plastic containers, corrugated boxes, etc) and flexible (laminated pouches, flexible plastic material, bags, etc) packaging. Though the rigid packaging market is larger in size, the shift towards flexible packaging has been gaining momentum. Over the medium term, flexible packaging is expected to register faster growth due to its increasing usage for packaged FMCG products. Moreover, it offers benefits such as lower weight, ease of handling and longer shelf life of goods, besides being a medium of advertisement of the product.

## CONCLUSION

In this study we are measurement the satisfaction level of workers in the Hindustan Glass Limited. We observe that in any industries workers want spot from the owner. After the spot the workers are not feels tiredness of his work. Then the owner needs to his behave is very normally for his workers.

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