

Available online @ [www.iaraindia.com](http://www.iaraindia.com)  
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal  
ISSN: 0975-9999 (P) 2349-1655 (O)  
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)  
Volume XV, Issue 56, April-June 2024  
Formally UGC Approved Journal (46622), © Author

## **A STUDY ON EMPLOYEE MOTIVATION AND WELFARE MEASURES IN INDIA CEMENTS**

**Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.**

**&**

**S. P. DIVYA, MBA**

Department of Management Studies - PG  
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

### **Abstract**

*This study delves into the realm of employee motivation and welfare measures within an organization, using Taco Queen as a case study. By exploring the relationship between employee motivation and performance, as well as assessing employee opinions on welfare facilities, the research aims to identify areas of improvement for enhancing organizational success and employee satisfaction. Through a descriptive research design and data collection via structured questionnaires, the study examines various aspects such as recognition, rewards, work-life balance, communication, and welfare facilities. Statistical analyses including simple percentage analysis, chi-square tests, and correlation methods provide insights into employee demographics, experiences, and perceptions.*

**Keywords:** Employee motivation, Welfare measures, Organizational success, Employee, Improvement, Employee retention.

### **INTRODUCTION**

Jenny works at Taco Queen, a popular fast food restaurant. Her boss, Jeremy, has noticed that Jenny hasn't been completing all of her tasks each day. No one else seems to have an issue completing the same tasks on their shifts. Jeremy looks in the corporate handbook, which tells him he should use employee motivation to encourage slacking employees. But what is employee motivation? Employee motivation is a factor, or factors, that causes an employee to pursue work tasks or goals. It's what causes you to act in a certain way. There are two primary theories of motivation that are often used by employers: extrinsic motivation and intrinsic motivation. In this lesson, we'll look at these two types of motivation and how employers can use them.

### **COMPANY PROFILE**

- Cement is an essential product
- The First Cement factory in India was started in 1904 at Tamil Nadu
- There are more than 70 major cement plants and India is ranked as the sixth largest cement producer in world.
- Cement consumption in India is equal to that of wheat. This makes cement the largest consumed commodity in the country after rice and wheat.

### **RESEARCH OBJECTIVES**

1. To identify the motivation requirements of the employees
2. To analyze the functional relationship between level of motivation and employee performance.
3. To know the employee opinion about the welfare facilities.

4. To study whether the welfare measures have an impact on job performance of the employees in the organization.

**NEED OF THE STUDY**

- To know about the employee’s satisfaction towards welfare measures.
- To find whether employee’s welfare helps in providing good industrial relations.
- To find out the facilities entitled by auto sector companies.

**SCOPE OF THE STUDY**

- This study can provide the proper motivation for the employees of the organization
- This study may able to guide the employees through motivation practices.
- This motivation and welfare measures could contribute the mental well being and improve the performance of the manpower.

**LIMITATION OF THE STUDY**

- Because of time and cost constraint, the study is confirmed only to 120 respondents.
- Through the sample is drawn randomly, the possibility of sampling fluctuations affecting the findings cannot be ruled out.
- Some respondents have hesitated to produce the responses.

**LITERATURE REVIEW**

- **Mohammad HoseinLotfi et.al (2018)** this study is analyzing the relationship between organizational justice and Employee Motivation among the employees of Tehran Payame Noor University. Statistical Society of this study includes all personnel of the organization (800 people) in 2012 and the sample size includes 260 people that were selected randomly.
- **AlexandruMihalcea et.al (2017)** Employee Motivation is a frequently used construct studied in the organizational psychology, being considered to have a direct influence on the working quality of the employees’ of an organization.
- **YannisMarkovits et.al (2017)** Participants reported their Employee Motivation, organizational commitment and their self-regulatory focus. Results show, as expected, that participants after start of the crisis were lower in extrinsic Employee Motivation, affective organizational commitment and were also (unexpectedly) lower in normative commitment.

**RESEARCH METHODOLOGY**

**Research design:** Descriptive Research Design.

**Collection Method:** Data were collected through structured questionnaires.

**Sampling Techniques:** Convenience sampling(Simple random sampling).

**Sample size:** The sample size is 120 respondents.

**Tools used for analysis:** 1.Simple percentage analysis.2.Chi-square.3.Correlation

**ANALYSIS & INTERPRETATION**

- a) **Simple percentage analysis:** The survey data reveals various insights into the demographics, experiences, and perceptions of the respondents within the organization. These findings underscore the importance of understanding and addressing the needs and concerns of employees to foster a positive work environment. Key areas such as recognition and rewards, work-life balance, communication, and welfare facilities emerge as crucial aspects that require attention and improvement. Additionally, the impact of these factors on employee motivation, job satisfaction, and overall health and performance underscores the significance of implementing effective measures to enhance employee well-being and organizational success.
- b) **Chi-square analysis:** Relationship between years of experience and communication and feedback received from supervisor

Chi-Square Tests	Value	df	Asymp. Sig
Pearson Chi-Square	2.790E2	16	.000
Likelihood Ratio	262.955	1	.000
Linear-by-Linear Association	107.275	16	.000
N of Valid Cases	120		.000

RESULT: Since the calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the years of experience and communication and feedback received from supervisor

c) **Correlation method:** Relationship between Income per month and welfare facilities provided

CALCULATION	VALUE
$\sum X$	120
$\sum Y$	120
$\sum X^2$	3792
$\sum Y^2$	4386
$\sum XY$	2936
Correlation Coefficient (r)	0.72

RESULT: This is a positive correlation. There are relationships between Income per month and welfare facilities provided

**FINDINGS**

The survey data provides valuable insights into the demographics, experiences, and perceptions of the respondents within the organization. With 70% of the respondents being male and 78% married, understanding their needs and preferences becomes essential for tailoring organizational strategies. Additionally, findings such as 33% of respondents aged between 20 to 30 and 32% having less than one year of experience highlight the importance of nurturing young talent and providing adequate support for newcomers. Furthermore, aspects like qualifications, monthly income, and satisfaction levels with various aspects of the workplace shed light on areas that may require improvement. For instance, with 41% of respondents having HSC qualifications and 33% earning between Rs.10,001 to Rs.15,000 monthly, ensuring fair compensation and opportunities for skill development becomes crucial. Moreover, perceptions regarding recognition, work-life balance, feedback mechanisms, and welfare facilities are significant indicators of organizational culture and employee satisfaction. For instance, the finding that 37% feel highly satisfied with their current roles while 33% feel rarely or never recognized and rewarded underscores the importance of implementing effective recognition programs. Responses indicating levels of satisfaction with canteen services, medical facilities, and quarters amenities highlight areas where enhancements may be needed to improve employee well-being. These findings emphasize the importance of prioritizing employee needs, fostering a supportive work environment, and implementing measures to enhance motivation, welfare, and job satisfaction, ultimately contributing to organizational success and employee retention.

**SUGGESTIONS**

- Promotion and incentives play a major role in motivating the employees and it should be maintained.
- Educational and training benefits provided by the company are good. It may be further extended.
- Job security and social security provided by the company will be further maintained.
- The researcher wish to bring the following suggestion to the management .
- The organization should improve the benefit and services provided to the employees interest would be stimulated.

**CONCLUSION**

The relationship with the supervisors and the co-workers also provides conducive work environment for the workers. The study therefore highlights the various aspects on Motivation factors and welfare measures provide satisfaction to the workers. Finally the study has helpful to my knowledge about job motivation and welfare measures provided to the employees in company will helpful for the enhancement and retention of the employees.

**REFERENCES**

1. Gene Zaino, "The Impact Of Automation On The Independent Workforce", Article published in Forbes Human Resources Council, May 2, 2017

2. McKinsey, “Executive Summary on “A Future that Works : Automation, Employment and Productivity””,
3. Global Institute (MGI), January 2017. Beach D.S., “Personnel: the Management of People at Work”, Macmillan, New York. 1975.
4. L.F Urwick, “Public Management: Organizations, Governance, and Performance 1993–1994.
5. Paramasivan, C., & Kamaraj, R. (2015). Commercial Bank’s Performance on Pradhan Mantri Jan Dhan Yojana. *International Journal of Scientific Research and Education*, 3(6).
6. Paramasivan, C., & Rajaram, S. (2016). Micro insurance—a conceptual analysis. *International Journal of Recent Scientific Research*, 7.
7. Paramasivan, C. (2011). Customer Satisfaction through Information Technology in commercial banks. *Journal of Commerce and Management Thought*, 2(4), 509-522.
8. Naidu, V. K., & Paramasivan, C. (2015). A Study on Green Banking Trends in India. *Research Explorer*, 4(10).
9. Paramasivan C, & Srividhya G.(2021), Asset Quality:–A Comparative Study Of IDBI And SBI, *Research Explorer*, Volume V, Issue 15, pages 20-24