

PROJECT REPORT (17MBAPR407)

ON

**A STUDY ON EMPLOYEES WORK MOTIVATION AND ITS EFFECT ON
THEIR PERFORMANCE AT AVT NATURAL PRODUCTS LTD, ALUVA**

BY

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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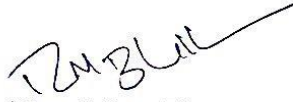
CERTIFICATE

This is to certify that **Mr. Deepak E.P** has undergone a project on **A Study of Employees Work Motivation and its Effect on their Performance** of AVT Natural Products Ltd, S.Vazhakulam, Aluva from 03.01.2019 to 16.02.2019 in partial fulfillment of the requirements for the award of **Master of Business Administration** From **Acharya Institute of Technology, Soldevanahalli, Hesaragatta Main Road, Bengaluru.**

During this period he was regular in his attendance and had shown a keen desire to learn.

We wish him success in his future endeavors.

For AVT Natural Products Limited


Muralidhar Bhatt
Manager – HR





ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 23/03/2019

CERTIFICATE

This is to certify that **Mr. Deepak E P** bearing USN **11A17MBA14** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Employees Work Motivation and its Effect on Their Performance at AVT Natural Products Ltd, Aluva, Kerala**” is prepared by him under the guidance of **Prof. Mahak Balani**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I, DEEPAK E P, hereby declare that the Project report entitled "A Study On Employees Work Motivation And Its Effect On Their Performance" with reference to "AVT Natural Products Ltd, Aluva" prepared by me under the guidance of Prof.MAHAK BALANI, faculty of M.B.A Department, Acharya Institute Of Technology and external assistance by (Mr MANOJ, HR Department AVT Natural. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore
Date 8-4-2019


Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

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Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

Date: 8-4-2019

DEEPAK E P

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TABLE OF CONTENT

CHAPTER NUMBER	TITLE	PAGE NUMBER
	Executive Summary	
1	Chapter 1: Introduction	1
1.1	Introduction about Project	1
1.2	Industry Profile	2
1.3	Company Profile	5
1.4	Promoters	6
1.5	VISION Mission and Quality Policy	6
1.6	Products	7
1.7	Infrastructure Facilities	8
1.8	Competitors Information	9
1.9	SWOT Analysis	9
1.10	Future Growth And Prospectus	10
2	Chapter 2: Conceptual background and Literature review	11
2.1	Theoretical Background Of The Study	11
2.2	Literature Review	18
3	Chapter 3: Research Design	24
3.1	Statement Of The Problem	24
3.2	Need For The Study	24
3.3	Objectives	24
3.4	Scope Of The Study	24
3.5	Research Methodology	24
3.6	Hypotheses	26
3.7	Limitations	26
3.8	Chapter Scheme	26
4	Chapter 4: Analysis and Interpretation	27
4.1	Analysis Of Financial Statement	27
5	Chapter 5: Findings, Conclusion and Suggestions	51
5.1	Summary Of Findings	51
5.2	Conclusion	52
5.3	Suggestions	53
	Bibliography	54
	Questionnaire	56

LIST OF TABLES

Table No.	Particulars	Page Nos.
Table – 4.1	Table showing Gender of Workers	27
Table– 4.2	Table showing Age of Workers	28
Table – 4.3	Table showing experience of the employees	29
Table – 4.4	Table showing employee satisfaction with the work culture	30
Table – 4.5	Table showing the factors motivating the employees	31
Table – 4.6	Table showing motivated employees are effective and efficient in their functioning	32
Table – 4.7	Table shows workers participation in decision making	33
Table – 4.8	Table showing sufficient reward and recognition for the employee	34
Table – 4.9	Table showing employee satisfaction with the incentive schemes in the organization	35
Table – 4.10	Table showing employee’s opinion about the environment of organization is employee friendly	36
Table – 4.11	Table showing rating of employee training programs	37
Table – 4.12	Table showing the appraisal system help the employees in strengthening the agree relationship with their supervisor	38
Table – 4.13	Table showing employee opinion about company’s recognition of their contribution and effort in the working environment	39
Table – 4.14	Table showing the employee opinion about the de motive factors	40
Table – 4.15	Table showing employee satisfaction about performance appraisal system in the organisation	41
Table – 4.16	Table showing employee satisfaction about wage policy	42
Table – 4.17	Table showing employee satisfaction with the facilities and amenities of the environment provided by the company	43
Table – 4.18	Table showing type of incentives motivates employees	44
Table – 4.19	Table showing transparency in organisational strategy for giving rewards and recognition	45
Table – 4.20	Table showing rewards and recognition linked to performance	46
Table – 4.21	Table showing productivity as the key target of managers	47
Table – 4.22	Table showing guidance to perform better	48
Table – 4.23	Table showing reward system based on employee performance, commitment, ability and value	49

LIST OF FIGURES AND CHARTS

Chart No.	Particulars	Page Nos.
Chart - 4.1	Graph showing Gender of Workers	27
Chart - 4.2	Graph showing Age of Workers	28
Chart - 4.3	Graph showing experience of the employees	29
Chart - 4.4	Graph showing employee satisfaction with the work culture	30
Chart - 4.5	Graph showing the factors motivating the employees	31
Chart - 4.6	Graph showing motivated employees are effective and efficient in their functioning	32
Chart - 4.7	Graph shows workers participation in decision making	33
Chart - 4.8	Graph showing sufficient reward and recognition for the employee	34
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Chart - 4.13	Graph showing employee opinion about company's recognition of their contribution and effort in the working environment	39
Chart - 4.14	Graph showing the employee opinion about the de motive factors	40
Chart - 4.15	Graph showing employee satisfaction about performance appraisal system in the organisation	41
Chart - 4.16	Graph showing employee satisfaction about wage policy	42
Chart - 4.17	Graph showing employee satisfaction with the facilities and amenities of the environment provided by the company	43
Chart - 4.18	Graph showing type of incentives motivates employees	44
Chart - 4.19	Graph showing transparency in organisational strategy for giving rewards and recognition	45
Chart - 4.20	Graph showing rewards and recognition linked to performance	46
Chart - 4.21	Graph showing productivity as the key target of managers	47
Chart - 4.22	Graph showing guidance to perform better	48
Chart - 4.23	Graph showing reward system based on employee performance, commitment, ability and value	49

EXECUTIVE SUMMARY

The study was carried for a period of six weeks on the theme “A study on employees work motivation and its effect on their performance at AVT Natural products LTD, Aluva.

The study aims to assess the motivation of workers of the organisation. Worthy program motivation procedure is essential in order to achieve the organization's objectives if there are no effective incentive programs for employees in the organisation, employee performance and business productivity will drop slowly.

While studying the motivation of employees at work, it is essential to understand the factors that motivate employees and the elements that demotivate them in their work environment. If employees are demotivated, what are the corrective measures to take and also find the link between employee motivation and its effect on the performance and productivity of the organisation.

The motivation of employees to work is different across organizations because it is purely based on the type of organization, the nature of the work and the size of the organization. If the organization's employees are well motivated, it will positively improve performance and facilitate the achievement of organizational goals.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO PROJECT

The research was undertaken for a period of 6 weeks in AVT Natural Products LTD, Aluva. This project brings out the importance of “Employees work motivation and its effect on their performance”

This research about employee motivation and effect on performance helps to identify the different methods which are used by the company to motivate employees, techniques used to motivate and the relation to the performance of the employees. While studying about the employee work motivation it is very crucial that to be fully understands about the factors which motivate employee and elements which demotivate employees in their work environment. If employees are demotivated what are the remedial measures need to be taken and also need to find the relation between employee motivation and its effect on performance and business productivity.

Employee motivation is approached through different levels of work, in the organisation at every level as well as the employees & members. the role of the authorities is to engage themselves in the process of motivation and reveal door for personnel’s for giving them feedback on the nature of motivation. It is the tactic that achieves the objectives of the company. Without motivation, there will never be anything exclusive that will drive the organization to achieve high performance, high productivity and therefore high profit.

Motivation is needed for taking crucial decisions for organisation and its terms on performance. Each employee is different and what works for one may not work for the other. Importance of recognizing different types of managers and workers is done in order to motivate them effectively. A motivated employee stays with the organization for a long time.

To do as a research of the Employee Work Motivation SPSS software is being used the research methodology used for research is descriptive research. Sample size for survey is taken 50 to know the opinions about motivation of employees at work and its effects on their performance and productivity in the company.

1.2 INDUSTRY PROFILE

SPICE INDUSTRY IN INDIA

The notoriety of Indian flavours is more established than the written history. The investigation of Indian flavours is over 7000 years of age. There is no nation on the planet that produces as much sort of flavours as India. The climate of the country is suitable for almost all spices.

The worldwide flavours and culinary herb industry involves numerous plants having assorted and utilizes including culinary. Additionally comprise of flavours subordinates like basic oils, oleoresin, flavours and culinary herbs and exchanged dried structure. These flavours are cleaned and utilized in a rough structure with no further handling

Generally our country has a great history on food and cuisines from that hard generation. This industry is one of the biggest flavour creating along with devouring nation. those vital area, atmosphere condition, propelled generation procedure and accessibility of modest work make it advantage for the makers to guarantee wage scale creation of value flavours and herbs. The blasting worldwide spice advertises has great open door amongst various flavour on giving worth flavours which is available at a range of aggressive costs.

Huge challenges had been faced by Indian subcontinent from many other world competitors as far as evaluating of the produce. Assembling ought to therefore guarantee quality as well as supply based promotional methodology to expand the offer in fare. Makers are fusing most recent strategy and advances to guarantee higher nature of flavours. India is referred to over the world as 'The home of zest' in this manner flavour toppings need no presentation. The atmosphere of the nation is perfect for the development of practically all flavours.

As indicated by the global association for institutionalization (ISO), there are around 109 flavours and India delivers upwards of 75 in its different agro atmosphere districts. The term flavours and toppings apply to normal plant or vegetables items or in entire or ground structure, which are utilized for bringing in flavour, smell and intrigue to the nourishment things. Flavours are additionally being utilized inside the nation for seasoning nourishments and in drugs, pharmaceuticals, perfumery, beautifying agents and a few different enterprises

GROWTH OF INDIAN SPICE INDUSTRY

During the time of 2017-18 a sum of 10,28,060 tons of spice and flavour items esteemed Rs 17929 crores has been sent out from the nation against 9,47,790 tons esteemed Rs 17664 crores in 2016-17 an expansion of 8% in volume and 1% in rupee terms and 6% in dollars as far as esteem

The Indian flavour advertise is to a great extent disorderly and the marked portion makes up 16%. The brand advertises is overwhelmed by players like AVT, MTR, Badshaah, Everest, Ramdev and so forth. India sends out about to 52 distinct flavours. India is the world's biggest maker of cumin, turmeric and ginger. India is the second biggest maker of pepper on the planet. Research shows that India produces approximately 3 million tonnes of spices on an annual basis, which are worth around 186 billion USD

When it comes to the production of spices among all the states in India Kerala tops the chart. Kerala produces closely to most of the peppers ginger and cardamom supply to whole India. All other spices from the Americas as well as Europe has been exported. Example, spices like peppers produced in India which is gone through so many permutations and combination. To earn better revenue Indian spice producers carry out sorting grading and standardisation of spices.

PRESENT STATUS OF THE INDUSTRY

The Indian spice market has recorded a remarkable growth in spice and culinary herb exports. Indian spice manufacturers are striving to improve the quality of spices by leveraging technological advances to dominate the international market. State-of-the-art technologies, such as the extraction of carbon dioxide and the encapsulation of spice oil by cryogenic grinding, are being carried out to ensure the high quality of spices and their derivatives.

India is additionally a pioneer in the field of spice subsidiaries, representing almost 70% of complete flavour, oil and oleoresin request. The organization offers some incentive included items and is notable in the worldwide network. With a solid spotlight on R&D, Indian makers grow new items, executing flavours and natural herbs, with a premium of 12 to 31%.

FUTURE PROSPECTS OF INDIAN SPICE INDUSTRY

The Indian flavours showcase is anticipated to achieve around 18 billion USD by 2020 with development in the division is relied upon to be driven by marked flavors. The Indian government is advancing the flavour sends out forcefully through different activities, for example, setting zest parks, offer regular handling offices to the two exporters and makers.

India has maintained the charm of its spice products for decades and experts predict that despite economic slowdown in some countries, India will continue to be the top producers of spices for many years to come.

MAJOR MARKET OF INDIAN SPICES

India has generally been related with giving flavours, for example, cloves to the remainder of the world. Because of proper climatic conditions, low work rates, utilization of cutting edge innovation and arrangement of protected and top notch flavours India is currently rising as one of the main exporters of an assortment of spice and culinary herbs to an expansive number of nations. The volume and estimation of spice exchange with these nations is likewise on rice. A portion of the real exporters are:

- Japan
- Sri Lanka
- UAE
- Malaysia
- China
- Nepal
- Spain
- Singapore
- France
- Netherland
- South Africa

1.3 COMPANY PROFILE

HISTORY

AVT Natural Products Ltd is an endeavour advanced by A V Thomas Group, as a key broadening from the customary estate commercial. Working in the line with its corporate mark, they are spent significant time in the extraction of hues and flavours from regular sources. It is framed in 1994 has a place with the prestigious AVT gathering of organizations and the most recent 10 years has developed manifolds. It began marigold development on 200 sections of land that has developed since up to 30000 ranchers. From delivering feed grade oleoresins the underlying years, AVT Natural today creates nutraceutical grade items that satisfy worldwide quality guidelines in sanitation.

AVT naturals are the world's biggest exporters of marigold oleoresins. The company's key partnership with the world's best marigold seed organization and the world's biggest client from nutraceutical grade marigold oleoresins has helped them to solidify their position.

LOCATION

KERALA

The place that is known for spices assumes a huge job in the worldwide flavors showcase. spices are the imperative harvests from the perspective of both household utilization and fare advertise. Kerala is the main state to get the rainstorm showers each season, in view of its vicinity to the Arabian Sea 118 creeps of yearly precipitation. The fluctuating atmospheres from tropical to sub-tropical to temperature are further conducive for zest development. Kerala flavour exchange goes back more than three thousand years, is still among the world heads in the creation and fares of flavours. No nation on the planet creates as much sort of spices in India with unrivalled quality flavours originating from Kerala, the flavours paradise of the world.

AVT Naturals has key preferred standpoint of closeness to the wellspring of crude material and calculated favourable position of import, send out offices owning to the ocean, air and rail transport modes being inside its compass. Cochin port to compartment mother vessels here itself rather than the present routine with regards to moving Colombo or Singapore by feeder vessels for trans-shipment. The cargo charges and time delay in shipments are relied upon to descend generously in days to come.

PLANT LOCATION

1. AVT Natuaral products Ltd, Vazhakulam, Marampilly P.O, Aluva, Kerala
2. Mysore Truck Road, Puthavadavally, Sthyamangalam, T.N
3. Halkurke Village, Honnavalli Hobli, Tiptur Taluk, Tumkurdist, Karnataka
4. Nayampalli Cross, Bisibanepalli via, Hondpur, Andra Pradesh

COMPANY BANKERS

- SBI
- SIB (South Indian Bank)
- Baroda Bank
- ICICI Bank

COMPANY TURNOVER

The AVT Naturals has an annual turnover of 92.5 crores in 2011-12 financial years. In the previous year the turnover was around 82.35 crores.

1.4 PROMOTERS

Main promoters of AVT Natural where:

- Nelamalai Agro Industries Limited
- Ashwin T
- Shanti Thomas
- The Midland Rubber CO LTD

1.5 COMPANY MISSION

- To be a global leader in marigold extract through a fully integrated supply chain with excellence in plant science and agricultural and logistics management.
- To achieve growth and stability in performance by diversifying to value natural ingredients for synergic business segments through development of products research and technology base.
- To bring the higher level of efficiency, traceability, food safety and quality in the supply chain through contract farming.

- To establish brand quality for natural ingredients through development of consumer marketing skills.
- To consistently add a values in our business and to deliver superior returns to all stock holders, consumers, employees, shareholders and society.

COMPANY VISION

- To be a global leader, enriching lives through nature’s own ingredients as food, nutrition and medicines for mankind

QUALITY POLICY

- Encourage individual excellence and foster environment for team work.
- Know the business environment, products and customers well update knowledge
- Respect the neighbourhood and individuality of each customer, supplier, and employee.
- Constantly strives for value in whatever we do.

BOARD OF DIRECTORS

Chairman	: Mr Ajith Thomas
President& CEO	: Mr M.N. Satheesh Kumar
Non-executive director	: Mr Habeeb Hussain
Non-executive and independent directors	: Mr Field Marshal Sammaneshaw Mr M A Alagappan Mr Shyam B

1.6 PRODUCTS

1. Natural Extracts
 - Marigold
 - Colour Chilly
 - Hot Chilly

- Black Pepper
 - Ginger
2. Essential Oils
- Black Pepper
 - Ginger
 - Celery
3. Anti-oxidant
- Rosemary extract
 - Green Tea
4. New Products
- Black Carrot
 - Sunflower extract
 - Annatto
 - Fenugreek
 - Decaffeinated black tea
 - Tamarind extract
 - Vanilla extract

REGISTERED OFFICE

72 E CHESNEY ESTATES

Emiraj S

Chennai 600008

1.7 INFRASTRUCTURE FACILITIES

- Canteen Facilities
- Rest room
- Medical Facility
- Transportation facilities for employees

1.8 COMPETITORS

1. SYNTHITES
2. KANCORE
3. AKAY
4. ENJAYES

1.9 SWOT ANALYSIS

STRENGTH

- Located in Cochin (Spice Capital of World)
- Good brand image
- Listed in top 200 SME's
- Largest amount of proficiency and quality in supply network through contract farming
- Location advantage for export and import of raw material and goods through rail, air, and sea transport

WEAKNESS

- Risk of depending on others is high as raw materials come from contracted farmers.
- Availability of raw materials fluctuates according to the varying climatic conditions
- Highly labour intensive for production

OPPORTUNITIES

- Increasing demand in domestic market
- Strength in the supply chain can be replicated for other crops

THREATS

- Money exchange rate fluctuations
- Increasing rate of export duty
- Increased using of artificial colouring agents by people

1.10 FUTURE GROWTH AND PROSPECTS

- Technology is changing so company is planning to buy ultra-modern technology machineries for improving the efficiency of production.
- As part of the company expansion company is going to build their production units in Mumbai, and Delhi
- R&D is doing research to develop new products which has more quality and value.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

MEANING OF EMPLOYEE MOTIVATION

Organisation's workers perform their duties through a tool called employee's work motivation and its effect on performance. Motivation alludes to that arrangement of wishes, want, needs, and drives that animate or enact people to act or to do the things they do. The expression "motivation" was initially gotten through a literature in Latin called 'Mover'; it wholly signifies performance of meaningful activities for managing a smooth process. It infers a feeling or wants that are used to be pushed without hesitation.

Each administration attempts to facilitate different factor of generation so that their commitment is greatest in accomplishing authoritative objectives. The execution of non-human variables like machine will rely on the dimension of innovation and the ability of the individuals for alteration in rectifying that general execution which progresses toward becoming through building proficiency towards a person.

Execution amongst the people relies on two components, for example capacity to complete all the vital elements and their combination expands proficiency to manage certain individuals. On the off chance that an individual does not have the limit or capacity to complete a work then he can't build his proficiency. Then again regardless of whether the individual has the capacity yet isn't appropriately persuaded that being said his execution will be low.

SIGNIFICANCE OF MOTIVATION

- An inward inclination is term empowering employees to work more.
- The feelings or wants of an individual brief him for completing a specific work.
- There is unsatisfied need of an individual which disseminated his balance.
- Individual satisfies all his own unfulfilled condition through enthusiasm.
- lethargic enthusiasm helps an individual actuated by distinguishing activities.

TYPES OF MOTIVATION

1. Positive Motivation

It depends upon remuneration. All labourers had motivating forces towards accomplishing ideal objectives. The more the remuneration as well as the acknowledgement towards task there would be more positivity.

2. Negative Motivation

It all depends on the factors to be very afraid about the power factor. Dread helps workers with a specific goal in mind. If that they don't act in likable way then they may be rebuked with minimization.

3. Achievement Motivation

It is the drive to look after and accomplishing those destinations personnel with a great sort of achievement. All the kinds of motivation wishes to achieve objectives advance upon the venturing moderate way of accomplishment is essential.

4. Affiliation Motivation

Affiliation motivation helps to communicate to persons on a social premises individuals with affiliation motivation perform their individual task better when they are enhanced for constructive tempers and cooperation.

5. Competence Motivation

It implies great work of a particular employee for scrutinizing the performance. Ability also improves the task domination for the individuals to invest heavily on optimally generating concerns delving aptitudes as well as endeavour for innovative to tackle obstacles.

6. Power Motivation

It is the drive to affect individual and change conditions control master people to attempt on their affiliation and they are cheerful to pull out all the stops to complete

7. Attitude Motivation

Attitude motivation is the method by which people think and see it is their bravery and their attitude to like is the method by which they feel and how they react.

IMPORTANCE OF MOTIVATION

1. High Performance

It all has a greatest exertion on accomplishing objectives. All those undiscovered repositories, most extreme situations were met by physical challenges.

2. Low Employee Turnover And Absenteeism

At the point when the workers are not happy with their activity they will abandon it. At whatever point they get an elective offer the disappointment among representatives likewise expands non-attendance. The business preparing of the new representatives costs beyond all doubt to the association.

3. Organisational image would be better

Undertakings consisting good financial money related offices need those workers who are in need of superior picture. Those kinds of establishments would be effective to pull in high people with high academic experience.

4. Better Industrial Relations

A decent motivation framework will make work fulfilment among representatives. The business will offer better administrations conditions and different motivations to them. There will be an environment of certainty among bosses and workers.

MOTIVATIONAL TECHNIQUES

1. Financial Motivators

Money related motivating forces can take more than wages and pay rates benefit sharing paid leaves repayment of the therapeutic cost and protection paid by the organisation or whatever other things that can be given to representatives.

2. Non-Financial Motivators

These motivational factors are likely to improve all those aspects which are covered under human resource department. Each motivational factors are mentioned below as follows:

i. Recognition

Personnel's would watch their work acknowledgement by his when he realises that his task is known to his immediate top management so he will attempt to improve it further

ii. Participation

Cooperation was viewed as a decent inspiration strategies utilised in world physical and mental contribution of individuals in their basic leadership process as well as procedure

iii. Status

It alludes to the societal position of an individual and reaction to the egoistical narrow minded need a course can make grown up toys in the association.

iv. Competition

Some goals are assigned to different people and everyone tries to reach them before others.

v. Job Enlargement

Job broadening has been perceived as an imperative help by different scientists. This activity is increasingly imperative and trying for the specialists, might be given wide scope in choosing about their work techniques.

FACTORS WHICH INDICATES MOTIVATION AND DEMOTIVATION

1. The employees is interested in coming to work and do his work willingly
2. He gives his best when at work
3. In the He feels a self of belonging and pride in the organisation

Same way there are some indicators when an employee is said to demotivated

1. Increasing absenteeism among employees, excessive labour turnover.
2. Low yield and efficiency
3. Increasing rate of mishaps and wastage of raw material.
4. Rank indiscipline and insubordination
5. Frustration and agitation in the work place
6. Non-cooperation, strikes, violent demonstration, etc.

THEORIES OF MOTIVATION

Like all other approaches and principles of management, motivation also has its own origin in the traditional theory of management. With the passage of time, necessary modifications were made in the traditional model of motivation and a human relations model was developed. The traditional model of motivation is mainly associated with Taylor's approach of scientific

management. Taylor (1947) has pointed out that there can only be one best way of doing things, i.e. to provide an incentive to the workers. Since the workers are lazy, they can be motivated only by luring them with money. However advocates of human relations model strongly felt that apart from financial incentives, social interaction of the workers with their supervisors and fellow workers may also help in creating and sustaining motivation. The human relations model of motivation further suggests that the manager should give his subordinates some freedom to take decisions regarding the work assigned to them.

The enormous effect of motivational factors on the working behaviour and working level of performance of the employee has instigated a lot of research work and theories of motivation have been developed.

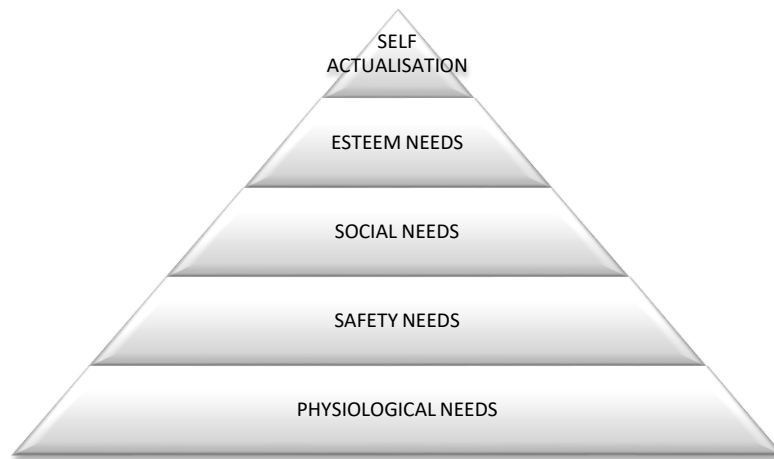
CONTENT THEORIES OF MOTIVATION

Motivational content theories keep a keen eye on energizing, monitoring, supporting or cancellation of unneeded manners and etiquettes. They mostly states motivational factors by fulfilling individual requirements. For the need of recognising required factors that considers the utmost value for the extra and internal specific motivation forces that can motivate people.

Among all worldwide recognised theories and assumptions based on motivation are Abraham Maslow's theory hierarchy of basic to self-actualisation needs, Alderfer's popular assumptions, ERG, Herzberg's theory of two factors, and the theory of motivation. Mc Clellands needs.

MASLOWS NEED HIERARCHY THEORY

Abraham Maslow (1954), a prominent American psychologist, classified human needs logically and conveniently. He explained the needs that influence human behaviour.



1. **Basic Needs:** These requirements incorporate food, clothing and shelter without which man cannot survive. Physiological needs must be satisfied to some level before the individual feels inclined to satisfy his other needs. Human being first tries to acquire necessities for their survival.
2. **Safety requirements:** The following requirements are called safety needs after meeting the physiological needs. These wants are embodied in aspirations such as economic security and physical risk guard. Fullfilling these wants requires further cash, so a person is invited to work more. Like physiological wants, once they are fulfilled, they turn out to be inactive.
3. **Social needs:** Man is a social being he is thusly demonstrated by social association brotherhood belongingness etc . it is the principle clean and why persons like to work accumulate and particularly more season divisional get serious.
4. **Esteem Needs:** Organisation is allude to cert and sense of pride they combine such needs which shows self-assurance accomplishment capacity data and opportunity that is privileges of record needs lead to valour quality and border of being useful in the affiliation in any case inability to fulfil this prerequisite realise feeling like video city deficiency.
5. **Self-Actualisation Needs:** Present dimensional discourse to the summit of all lower directed higher needs of individuals at such the last development under the

need dynamic framework show is just the need culmination self-acknowledgement is basically the general population to change impression of self into this present reality.

ALDERFER'S E R G THEORY

The ERG Needs Theory developed by Alderfer, summarizes the five needs given by Maslow in three requirements.

- 1. Existence Needs:** This need requires combining first 2 needs of Maslow's model.
- 2. Relatedness Needs:** The needs for relatedness include the social and consideration needs of Maslow, which are obtained from other individuals.
- 3. Growth Needs:** These requirements are like the self - actualization needs of Maslow. This need includes people who are trying imaginatively to achieve maximum capacity in the current state.

Need Theory

David Mc Clelland proposed a model to comprehend the necessities of the general population, which hold importance in understanding the motivation and social perspectives. As indicated by his hypothesis individual secure three distinct kinds of requirements for power.

The requirement for power is the need to oversee, control and impact individuals. Individuals who are high in this need search for positions to accomplish authority. They like to set objectives and they like to be chiefs. The following need is the requirement for association. This is the requirement for campership and association with the colleagues. This needs regularly manifests as a measure to keep away from fatigue and furthermore to share the common sentiments of the colleagues. The following is the requirement for accomplishment. Individuals who are high in this need exceed expectations in assuming liability for tackling issues and furthermore give top of the line arrangements. They will go for broke to achieve their moderate objectives.

2.2 LITERATURE REVIEW

Author/Researcher	Title of the Article/Study	Objectives, Outcome or Findings	Gap Identified
Richard M. Steers Carlos J. Sánchez-Runde (2017)	Culture, motivation and conduct of work	Policymakers have long understood in their study of bureaucratic organizations that organizational buildings, outlooks, behaviours vary through cultures, and then the current social researchers must rarely be stood interested in such judgements.	The study only deals with the motivation related to the different culture of the people and no other factors of motivation is considered
Gene A. Brewer (2011)	The analysis of public / private work motivation and performance differences	This article echoes recent research on core issues in public management and uses numerous means to improve the state of information in the area.	This topic only focuses on the different motivation of public and private management.
Allan Wigfield Jenna Cambria (2010)	Achievement Motivation	Competence is a key motivating part of achieving this. Motivation in all forms can be observed most directly in the energy level in the behaviors of the individual.	This topic only focuses on Past achievements and competency which lead to motivation.
Moynihan, Donald P Sanjay K. P (2007)	Finding workable motivation levers	This research was done with government health regarding work motivation and its effect on job satisfaction.	This research was done with government health regarding work motivation and its effect on job satisfaction

<p>Buelens Herman Van den Broeck (2007)</p>	<p>An analysis of labor motivation discrepancies between public and private sector organizations</p>	<p>This investigation adds to our thought of the changes in job motivation between people in general and private segments. Contrasts at different levelled levels are more essential determinants of work inspiration than sector contrasts.</p>	<p>This examination is done exclusively to comprehend the distinction in broad daylight and private segment inspiration.</p>
<p>Tiiu Kamdron (2005)</p>	<p>Work Inspiration and Occupation Completion of the Estonian Higher Authorities</p>	<p>The point of this examination is to decide the work inspiration and occupation fulfillment dimensions of Estonian senior authorities, the elements impacting them, and how to channel them. As per the creator, man is an open, self - sorted out framework, the entire is to remain alive and ensure his life.</p>	<p>This study focuses only on the motivation of higher officials only.</p>
<p>Ruth Kanfer and Phillip L. Ackerman (2004)</p>	<p>Maturing, Grown-up Improvement, and Work Inspiration</p>	<p>Discuss the ramifications of the integrative structure for the use and viability of different persuasive methodologies in a variety of occupations with midlife and more seasoned workers, as well as withstanding issues and future research headings.</p>	<p>Motivation to the new joiners is not covered it focus only on motivation of midlife and older workers.</p>

<p>Ms Beckers, Dr van der Linden, Dr Kompier, Dr Van Yperen (2004)</p>	<p>Staying at work longer than required hours: associations with weakness, work inspiration and work quality</p>	<p>Understand the connection between additional time and mental weakness by considering work inspiration and the nature of extra time work and contemplating hypothetically inferred subgroups. Moderate additional time is essential among Dutch workers, who appear to be cheerful specialists with appealing occupations as opposed to exhausted workers.</p>	<p>The topic deals only with the work motivation related to time of work and quality of work no other factors or techniques of motivation is studied.</p>
<p>Fred Storseth (2004)</p>	<p>Maintaining work motivation during organisational change</p>	<p>The headship style linking "people-orientation" was recognized as a key forecast for work motivation. Acute features for keeping work motivation in relation to administrative differences are discussed.</p>	<p>Impact of employee inspiration amongst the whole area is covered</p>
<p>Timmeric T C (2001)</p>	<p>Oversee inspiration and create work fulfillment in the social insurance workplace</p>	<p>Inspiration depends on inward / inherent and outward elements to boost business- related behaviour. This article presents factors of inspiration, such as accomplishment, acknowledgement, work itself, duty, progression, development, personal responsibility, pay, and faith</p>	<p>Research is done on health service sector and it does not cover employee other sectors for the research</p>

		in effective results, introduced to 99 managers of mid-level well-being administrations.	
Bradley E Wright (2001)	Public-Sector Work Motivation	Research on work inspiration just as the hypothesis and observational proof on the extraordinary attributes of open associations and representatives.	Studied only about public organisations. Productivity not considered.
Daan Van Knippenberg (2000)	Work Motivation and Performance: A Social Identity Perspective	A hypothetical investigation and also a survey of experimental investigations into the relationship of hierarchical recognizable proof with inspiration and execution leads to the end that distinguishing proof is emphatically identified with work inspiration, task execution and relevant implementation to the degree that (a) social personality is remarkable, and (b) elite is seen to be in the gathering or execution.	This study states that performance is the only factor which leads to employee motivation.
Adrian Furnham, Liam Forde, Kirsti Ferrari (1999)	Work inspiration	The Substance Identity Profiler, which estimates the three essential qualities and the Work Esteems Poll, which expects subjects to rate how imperative different work factors were to them	This study only focus on motivation factors which motivate people during applying for job. Motivation after getting job and its relation to

		while considering applying for a vocation, was completed by a sum of 92 job candidates.	performance is not considered.
Buck. R (1998)	Human motivation and emotion	A wide range is based on a variety of credible approaches and emotional phenomena. It is necessary to understand human motivation and feelings to consider this view and methods.	This topic only talks about the techniques of human motivation it doesn't cover how this improves performance.
James R. Lindner (1998)	Understanding Employee Motivation	Ohio State University has studied the importance of stimulating factors in public universities. Discovery is a very important job and a good salary for important motivation for employees.	This study conclude that only good pay and interesting job is the only factor of motivation of employees. It does not study about the techniques used for motivating and the effect of performance.
D'Arcy A. Becker (1997)	Effect of audit motivation and motivation	This paper explores impacts on the inborn inspiration and selection execution of inspectors that are expected to be used in the selection assignment only to demonstrate picking data.	This study only talks about the intrinsic motivation of auditors. No motivation factors of other workers are considered.
Carolyn Wiley (1997)	Employees according to over 40 years of motivation surveys	Employees' motivational preferences vary over time. A good wage is an extrinsic reward with intrinsic potency	The present study state only good wage is the main motivational factor

<p>Cameron, J., & Pierce, W. D (1995)</p>	<p>Rewards and intrinsic motivation: Resolving the controversy</p>	<p>The writers' reason in this book is that there is no natural negative property of remunerations. They are not hurtful to human instinct. In the event that anything, rewards are a characteristic piece of human instinct. What is critical is to guarantee that compensate frameworks advance, instead of confine, human opportunity</p>	<p>This study only states that there is no natural negative property of reward. Remaining motivation factors are not studied.</p>
<p>Edwin A. Locke, Gary P. Latham (1990)</p>	<p>Work Motivation and Satisfaction: Light at the End of the Tunnel</p>	<p>After decades of research, it was possible to develop a successive theory based on data, motivation and satisfaction with the work. High performance, in the case of reimbursement, will lead to satisfaction with the work, which will enable the organization's commitment and aims. The model has the meaning for leadership, self-management and education</p>	<p>This topic deals with the work motivation deals with good reward and its satisfaction. And the techniques used for motivation is not covered.</p>
<p>Maslow A. H (1943)</p>	<p>A theory of human motivation</p>	<p>Individual needs and basic needs need to be satisfied for the next level needs to serve motivators</p>	<p>This topic only focus on motivation it does not cover how this motivation helps to improve performance of employees</p>

CHAPTER: 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

The problem is to identify the problem allied with employee work motivation and its effect on performance as company is providing some employee work motivation but the company don't know whether it is effective or not. Employees are not spurred exclusively by cash and worker conduct. Some employees feel demotivated and overworked.

3.2 NEED FOR STUDY

The project study was conducted on the topic "Employee work motivation and its effect on performance at AVT Natural Pvt Ltd. The reason for this study is to encourage an in-depth learning of motivational methods and methodologies, their impact on implementation and delegates fulfilled.

3.3 OBJECTIVES OF THE STUDY

- To study about employee work motivation and its effect on their performance.
- Explore benefits and opportunities for employees.
- For analysing factors leading to motivation
- To study the effect of employee motivation

3.4 SCOPE OF THE STUDY

this research is having a stop at AVT Natural Products LTD and there is a scope to increase sample size taken for the survey. The parameter taken for the research is limited to the topic employee work motivation there is a scope to study about the relation with business productivity.

3.5 RESEARCH METHODOLOGY

Research approach is an approach to deliberately take care of the exploration issue. It might be comprehended as an art of considering how explore is done logically. A detailed discussion is carried over with methodology as a part of the study. The researcher has tried to give a detailed explanation about employee motivation at AVT Naturals.

RESEARCH DESIGN

Descriptive Research Design

Descriptive Search Planning includes an overview and timeliness that explores different types of search. The main graphic research is the representation of the situation as it currently exists. In this strategy, the researcher has no power over resources. The individual in question can just report what has occurred and what's going on. An examination configuration is basically the edge work or plan for the investigation. The plan might be a logical introduction of the different strides during the time spent the exploration. These means incorporate the determination of research issue, initial issue, detailing at speculation system, study of the writing and documentation, book index, information gathering, testing of theory, translation introduction and report composing

SAMPLE SIZE

The sample size is the number of items to select in order to select a sample in the universe. The sample size of the test was 50% of the total number of AVT Naturals employees.

SAMPLING TECHNIQUE

An easy introduction was welcome here. He is worried about the examples of his people, so that everyone in the community may have the same opportunity and the choice of one does not affect the choice of another. To make sure you choose a choice, a simple challenge for the study is presented.

TOOLS FOR DATA COLLECTION

The researcher collected primary and secondary data for the research.

- **Primary Data:** It is the first-hand data that the researcher has collected directly from respondents. For data collection, the questionnaire was used.
- **Secondary Data:** When a researcher takes data already collected by others, this information is named as secondary data. Secondary data is information available in magazines, newspapers, the Internet, etc.

3.6 HYPOTHESIS FRAMEWORK

HO: There is no relationship between incentive scheme and satisfaction level of the employee.

H1: There is relationship between incentive scheme and satisfaction level of the employee

3.7 LIMITATION OF THE STUDY

- Employees hesitated or avoided to give relevant data.
- Time , cost factor, and location factors caused difficulties
- Due to short span of time the sample size is restricted to 50 respondents
- Sample size probably won't be accurate delegate of the universe

3.8 CHAPTER SCHEME:

Chapter 1: Introduction

This section consist of Introduction about topic, industry profile, Company profile, Vision, mission, competitor's information, financial statement, future prospects of the company, promoters, swot analysis.

Chapter 2: Conceptual background and literature review.

This section consist of theoretical background of the study related to topic and 20 literature review are there of different authors.

Chapter 3: Research Design

This chapter consist of state problem statement, need for the study, objective, scope, hypothesis framework, limitations.

Chapter 4:Data interpretation and Data analysis

In this chapter data analysis, interpretation and Statistical tool is there.

Chapter 5: Summary of findings, summary, conclusion and suggestion.

This chapter consists of finding of a project, summary, conclusion, and suggestion given by the respondent.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 ANALYSIS OF FINANCIAL STATEMENT

GENDER WISE CLASSIFICATION

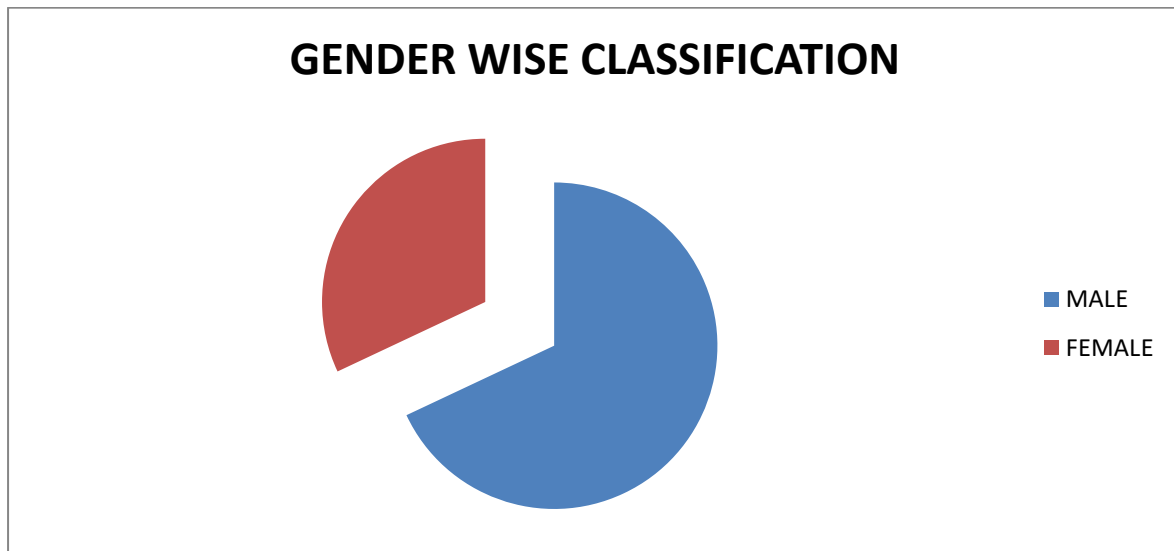
Table 4.1 showing Gender of Workers

Gender	No of Respondents	Percentage
Male	43	68
Female	16	32
Total	50	100

ANALYSIS

The table indicates that 68% of the respondents are male and 32% of the respondents are female.

Graph 4.1



INTERPRETATION

As of the graph the male workers are more as compared to female workers. It is due to the nature of the work.

AGE GROUP CLASSIFICATION

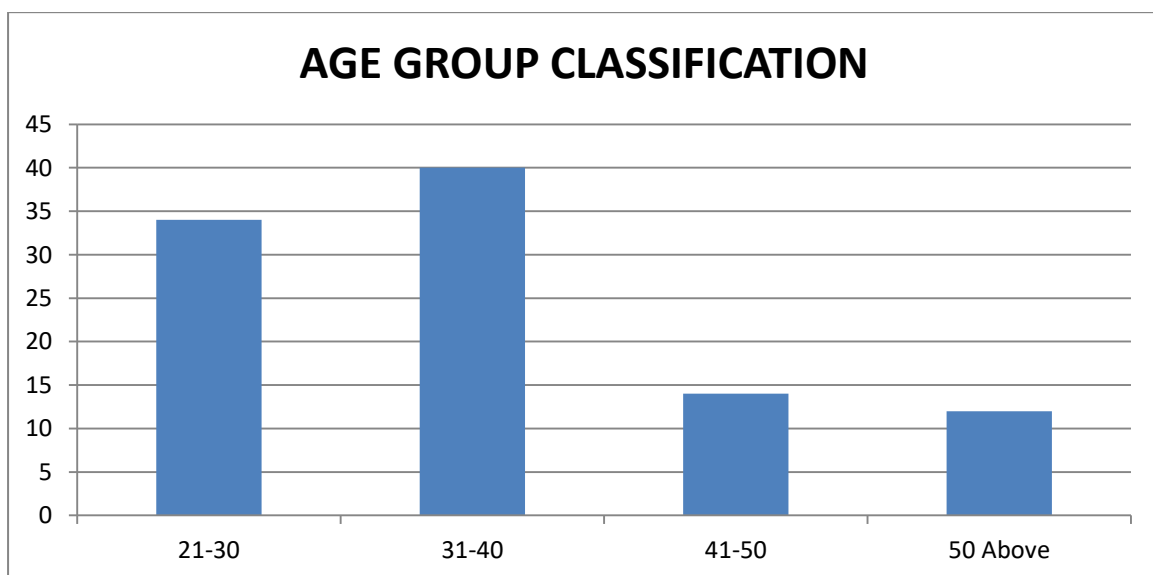
Table 4.2 showing Age of Workers

Age	No of Respondents	Percentage
21-30	17	34
31-40	20	40
41-50	7	14
50 Above	6	12
Total	50	100

ANALYSIS

This chart shows that 34% of the respondents are coming under age range 21-30, 40% of them are under 31-40, 14% of them are under 41-50, and the remaining 6% are above 50 years of age.

Graph 4.2



INTERPRETATION

As of the graph it is clear that more number of workers in the company come between ages 31-40 as company is maintaining experienced and potential employees.

EXPERIENCE OF WORKERS

Table 4.3 showing experience of the employees

Experience	No of Respondents	Percentage
0-5	10	20
5-10	18	36
10-15	14	28
More than 15	8	16
Total	50	100

ANALYSIS

The table shows that 20% of the respondents have 5 years of experience, 36% of the respondents have 5-10 years of experience, 28% of the respondents have 10-15 years of experience and remaining 16% have above 15 years of experience.

Graph 4.3



INTERPRETATION

It is evident from the above graph employees have 5-10 years of experience as company values experienced employees and also decides the pay package accordingly to the no of years of experience

SATISFACTION LEVEL OF THE WORK CULTURE

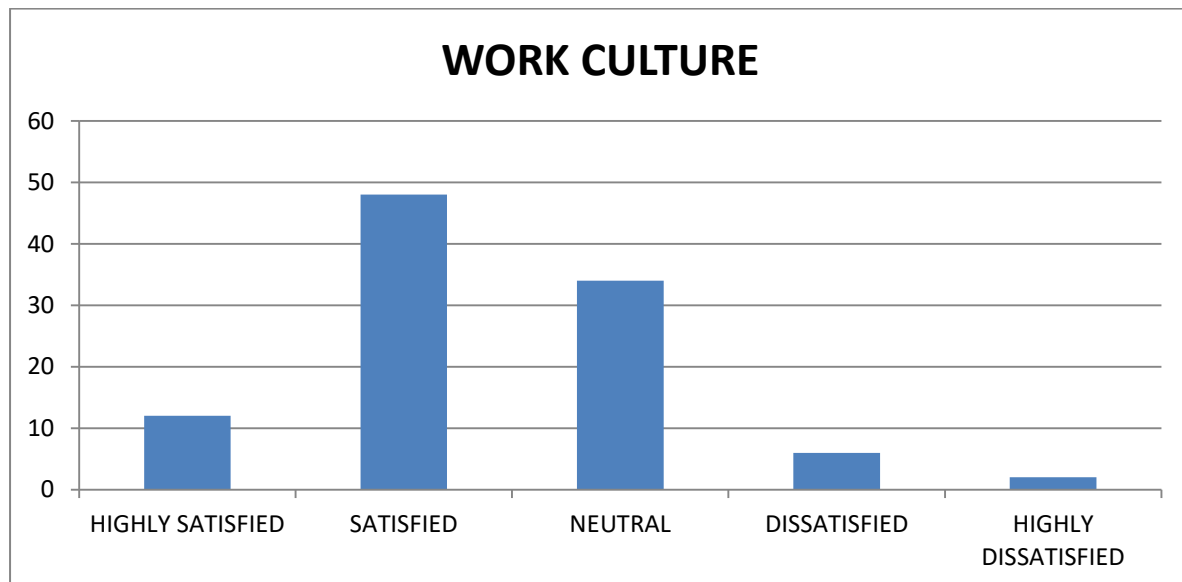
Table 4.4 showing employee satisfaction with the work culture

Satisfaction	No of respondents	Percentage
Highly Satisfied	6	12
Satisfied	24	48
Neutral	16	32
Dissatisfied	3	6
Highly Dissatisfied	1	2
Total	50	100

ANALYSIS

The chart show that 12% of the workers are highly satisfied with their working culture, 48% of the respondents are satisfied, 32% of the respondents are neither satisfied nor dissatisfied, 6% of the respondents are dissatisfied and remaining 2% of the respondents are highly dissatisfied with the working culture of the organisation.

Graph 4.4



INTERPRETATION

From the graphics it is clear that most workers are happy with work culture, because the company understands the importance of a good work culture, which has a direct impact on the performance of employees.

MOTIVATIONAL FACTORS

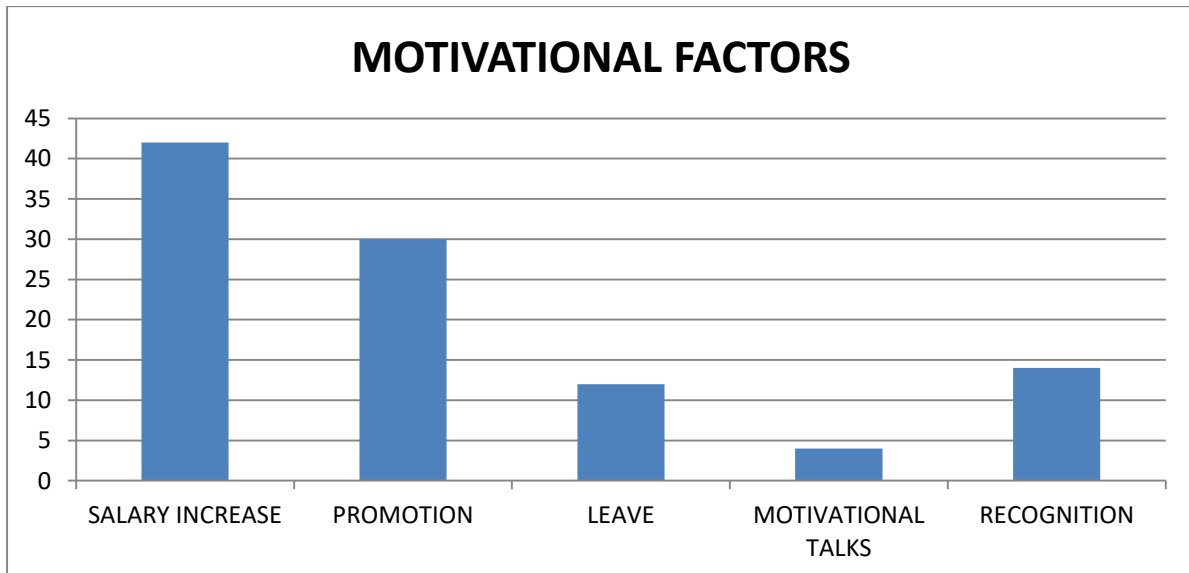
Table 4.5 showing the factors motivating the employees

Motivational Factor	No of Respondents	Percentage
Salary Increase	21	42
Promotion	15	30
Leave	5	10
Motivational Talks	2	4
Recognition	7	14
Total	50	100

ANALYSIS

The chart shows that 42% of the respondents are motivated by salary increase, 30% of the respondents are motivated by promotion, 10% of the respondents are motivated by leaves, 4% of the respondents are motivated by motivational talks and remaining 14% of the respondents are motivated by recognitions.

Graph 4.5



INTERPRETATION

From the graph it is clear that majority of the workers are motivated through increase in salary as they consider monetary benefits more significant

MOTIVATION AND EFFICIENCY

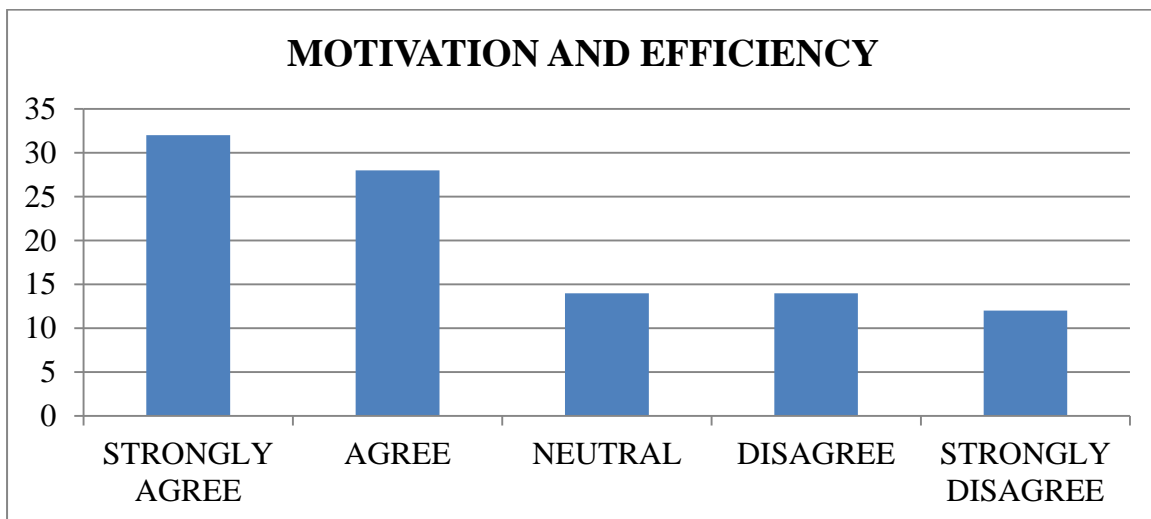
Table 4.6 showing motivated employees are effective and efficient in their functioning

Satisfaction	Number of Respondents	Percentage
Strongly Agree	16	32
Agree	14	28
Neutral	7	14
Disagree	7	14
Strongly Disagree	6	12
Total	50	100

ANALYSIS

The table shows that 32% of the respondents powerfully agree that motivated employees are effective and efficient in their functioning, 28% of the respondents decide the opinion, 14% of the respondent are neutral, 14% of the plaintiffs disagree and remaining 12% of the defendants strongly disagree the opinion.

Graph 4.6



INTERPRETATION

As of the graph the majority of the workers sturdily agree that motivated employees are effective and efficient in their work as motivation improves dedication of employees to his work.

PARTICIPATION IN DECISION MAKING

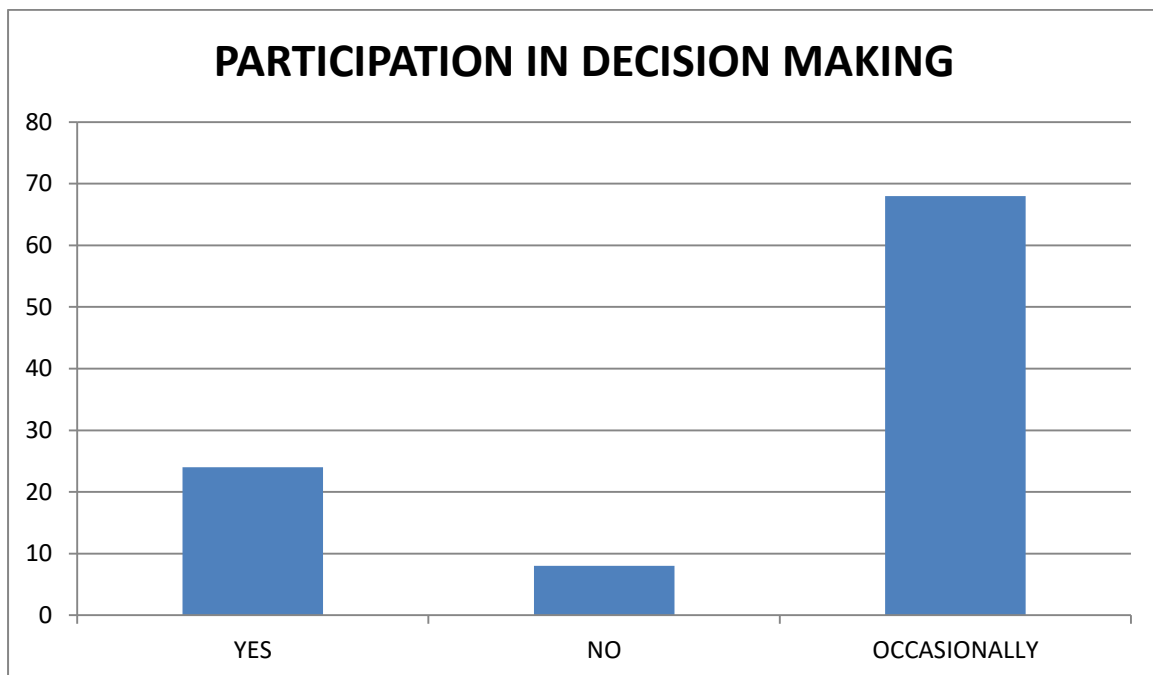
Table 4.7 showing workers participation in decision making

Category	No of respondents	Percentage
Yes	12	24
No	4	8
Occasionally	34	68
Total	50	100

ANALYSIS

The table shows that 24% of the respondents are participated in decision making, 8% of the respondents are not participated in decision making and remaining 68% are participated occasionally making process

Graph 4.7



INTERPRETATION

From the graph it is clear that majority of the employees participate in the decision making process occasionally as most of the time they don't have any idea that what decisions and suggestions has to be given.

REWARDS AND RECOGNITION

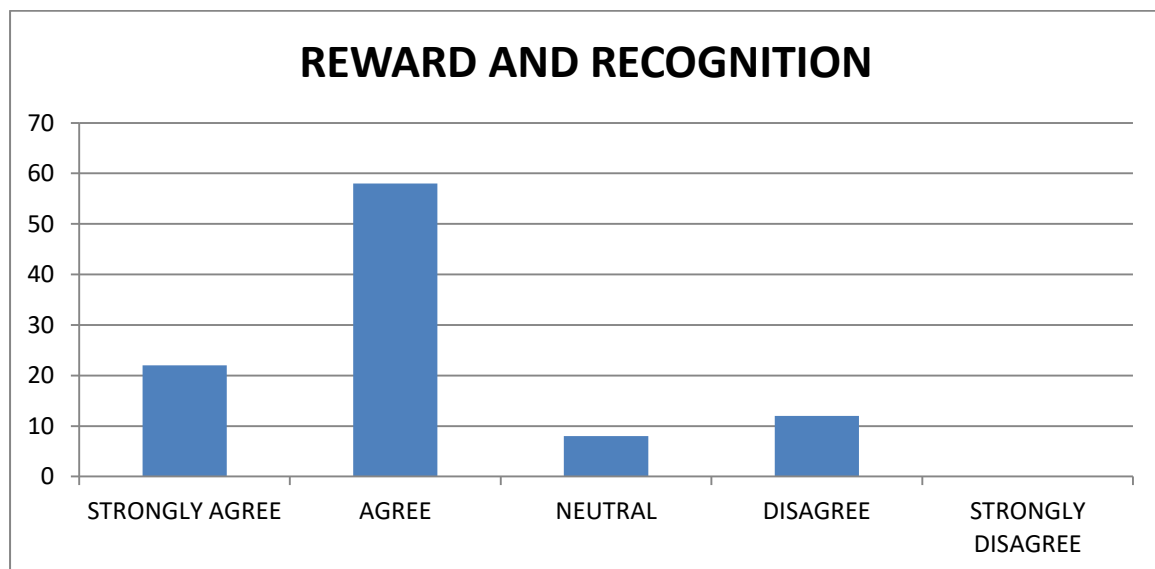
Table 4.8 showing sufficient reward and recognition for the employee

Satisfaction	Number of respondents	Percentage
Strongly Agree	11	22
Agree	29	58
Neutral	4	8
Disagree	6	12
Strongly Disagree	0	0
Total	50	100

ANALYSIS

This chart show that 22% respondents sturdily agree as they get sufficient reward and recognition for their better performance, 58% of the respondents agree the opinion, 8% are neutral, 12% disagree and remaining 0% of the respondents strongly disagree the opinion

. Graph 4.8



INTERPRETATION

From the above graph its is clear that majority of workers agree to performance is improved by giving rewards and recognition as if rewards and recognition to their work is not given then there won't be any competition and employees performance will decline both rewards and recognition as two main motivating factors.

SATISFACTION WITH INCENTIVE SCHEME

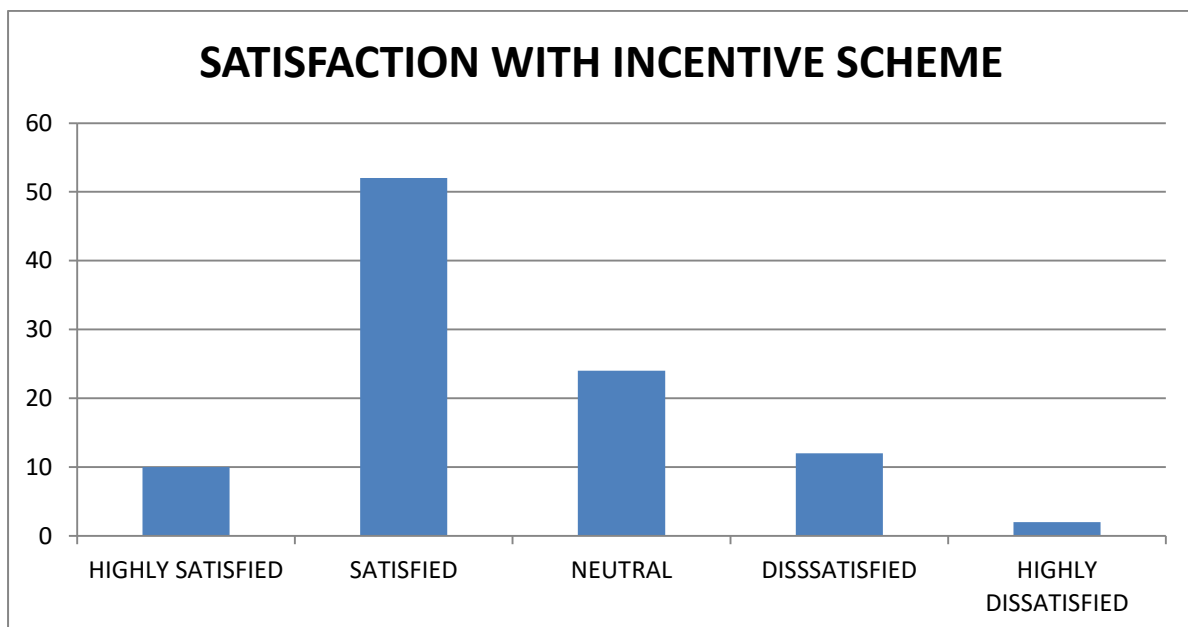
Table 4.9 showing employee satisfaction with the incentive schemes in the organization

Satisfaction	Number of respondents	Percentage
Highly satisfied	5	10
Satisfied	26	52
Neutral	12	24
Dissatisfied	6	12
Highly dissatisfied	1	2
total	50	100

ANALYSIS

The table showing that 10% respondents are highly satisfied with the incentives structure in the organization, 52% respondents are satisfied, 24% are neutral, and remaining 12% of respondents are dissatisfied with incentives scheme in organization.

Graph 4.9



INTERPRETATION

It is clear from the schedule that most employees are satisfied with the organization's motivation program because it offers good work and knowledge incentives.

ORGANISATION ENVIRONMENT

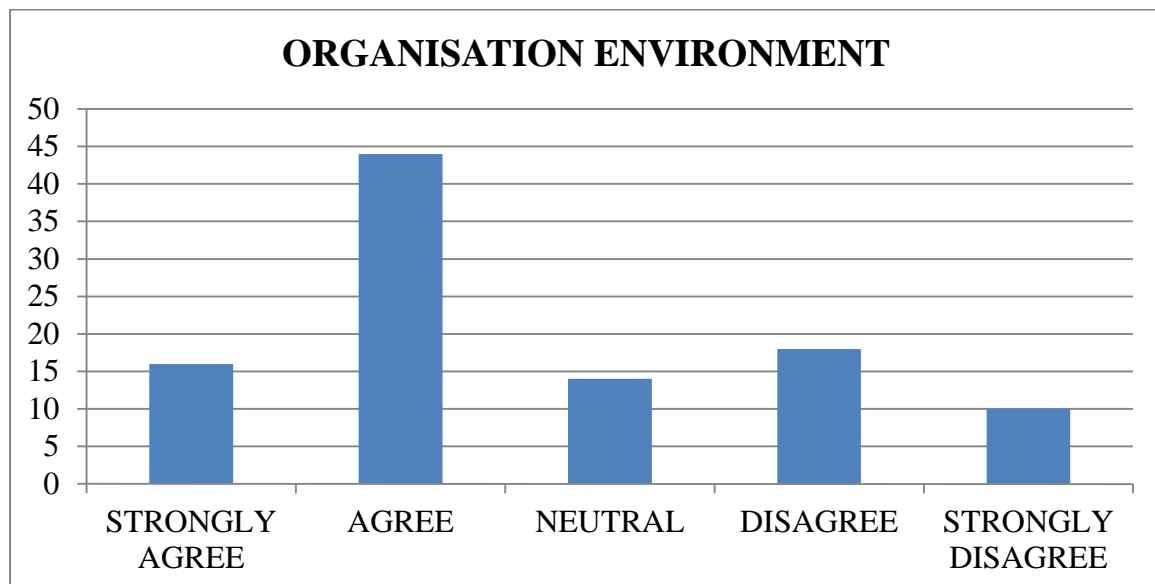
Table 4.10 showing employee's opinion about the environment of organization is employee friendly

Category	No of Representatives	Percentage
Strongly Agree	8	16
Agree	22	44
Neutral	7	14
Disagree	9	18
Strongly Disagree	4	8
Total	50	100

ANALYSIS

The chart indicates that 16% of respondents are sturdily agree with the environment of the organisation is environment friendly, 44% of respondents strongly agree, 14% of respondents are neutral, and remaining 18% of respondents disagree that the environment of the organization is employee friendly.

Graph 4.10



INTERPRETATION

The graph being justified from above that majority amongst the employees agree that the organisational environment is friendly as the friendly organisation environment is a motivational factor and it improves productivity.

RATING OF THE TRAINING PROGRAMMES

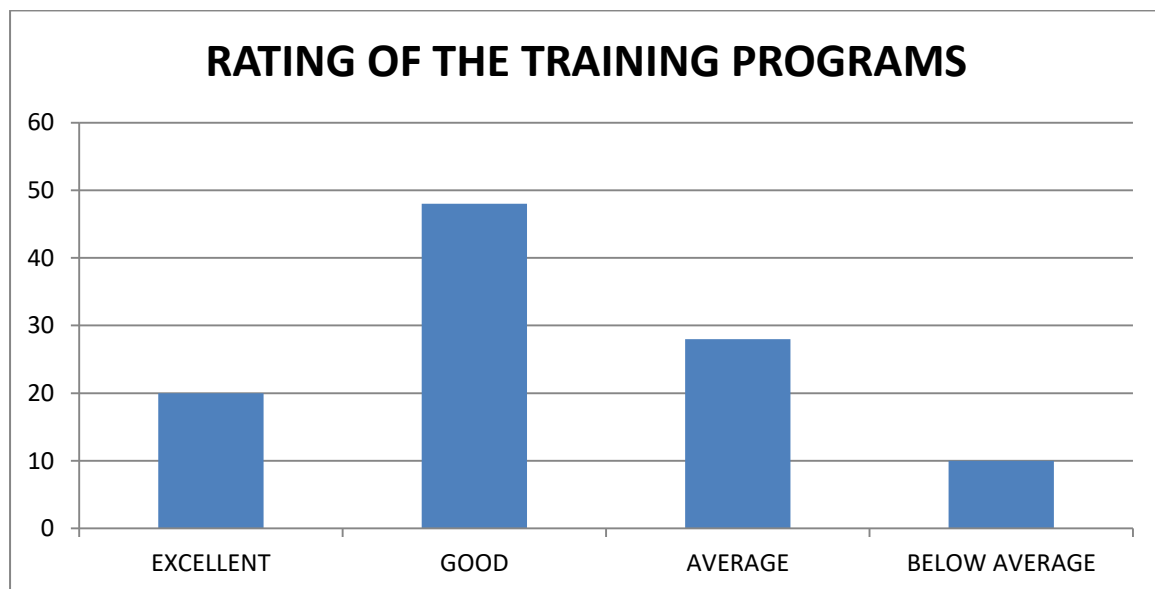
Table 4.11 showing rate of employee training programs

Rating	No of Respondents	Percentages
Excellent	10	20
Good	24	48
Average	14	28
Below Average	4	8
Total	50	100

ANALYSIS

The chart indicates 20% of respondents says the training programmes of company is excellent, 48% of respondents says training programmes are good, 28% of respondents says training programmes are average, remaining 8% of respondents says the training programmes are satisfactory for employees.

Graph 4.11



INTERPRETATION

The chart shows that the most of the workers who have expressed a good education program in the curriculum help employees learn more about work and organization.

APPRAISEL SYSTEM STRENGTHENS AGREE RELATIONSHIP WITH SUPERIORS

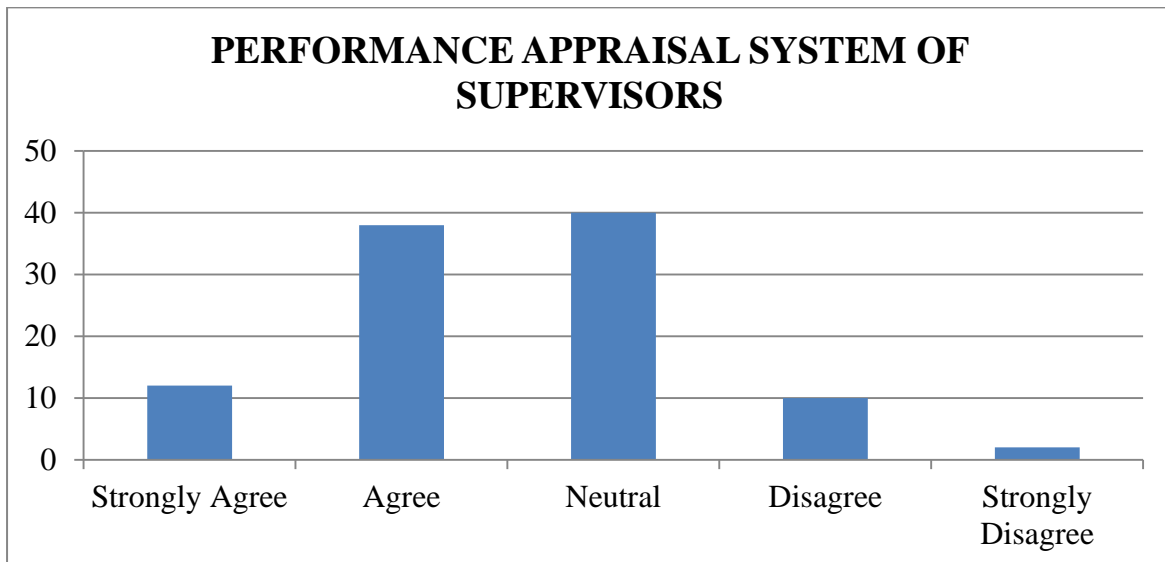
Table 4.12 showing the appraisal system help the employees in strengthening the agree relationship with their supervisor

Category	Number of respondents	percentage
Strongly agree	6	12
Agree	18	36
Neutral	20	40
Disagree	5	10
Strongly disagree	1	2
Total	50	100

ANALYSIS

The above table reveals 12% of the strongly agree the opinion, 36% agree the opinion, 40% are neutral, 10% disagree and remaining 2% of the respondents strongly disagree the opinion.

Graph 4.12



INTERPRETATION

From the graph it is clear that majority of the workers say that quality of performance appraisal system by managers is neutral in AVT Natural as the performance appraisal system by managers is not perfect and standardised.

RECOGNITION FOR THE CONTRIBUTION

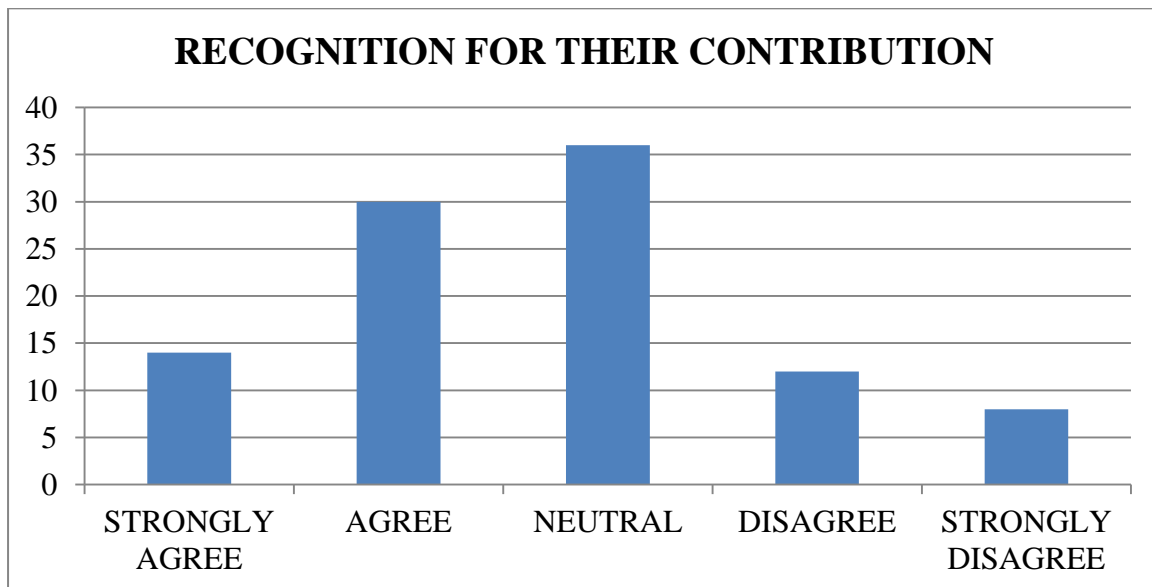
Table 4.13 showing employee opinion about company’s recognition of their contribution and effort in the working environment

Category	Number of respondents	percentage
Strongly agree	7	14
Agree	15	30
Neutral	18	36
Disagree	6	12
Strongly disagree	4	8
total	50	100

ANALYSIS

The chart displays that 14% of the respondents sturdily agree the opinion, 32% of the respondents agree the opinion, 36% of the respondents are neutral, 12% of the respondents disagree and remaining 6% of the respondents sturdily disagree the opinion

Graph 4.13



INTERPRETATION

As of the graph the majority of the workers has the opinion as recognition for their contribution to work is neutral in the company as the methods used for the evaluation is not standardised.

DE MOTIVATING FACTORS

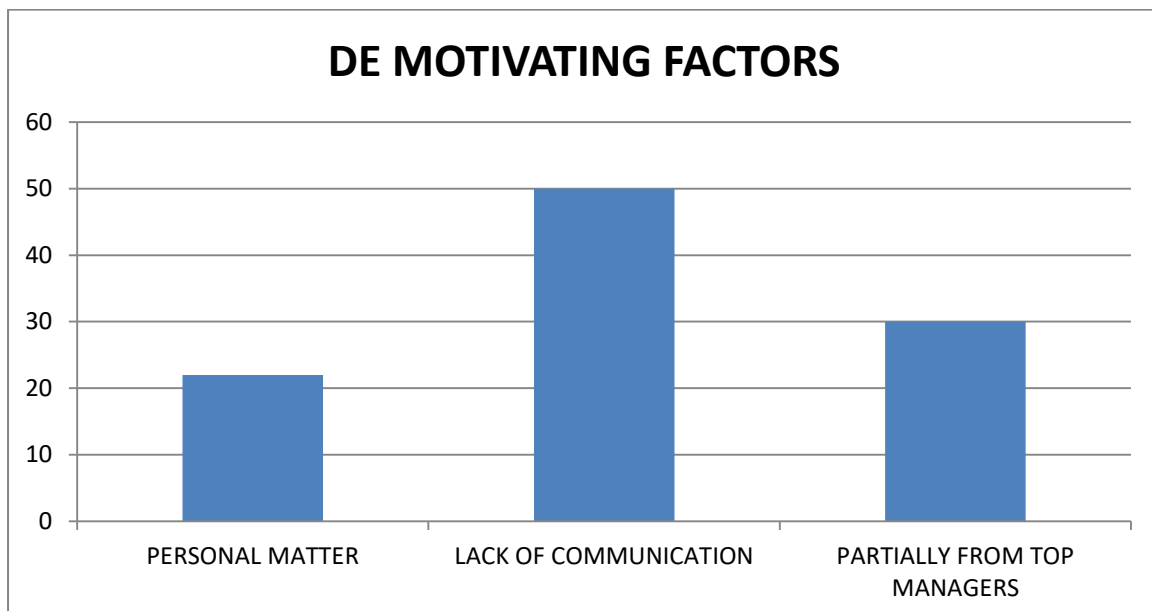
Table 4.14 showing the employee opinion about the de motive factors

Factors	No of Respondents	Percentage
Personal Matter	11	22
Lack of communication	25	50
Partially from top managers	14	28
Total	50	100

ANALYSIS

The table indicate that 22% of respondents agree that personal matters de motivated employees, 50% of respondents says lack of communication de motivated employees and remaining 28% of respondents says partially from top managers are the reason for de motivation of employees.

Graph 4.14



INTERPRETATION

From the graph it is clear that lack of communication is the demotivating factor in AVT Natural as the organisation has a very formal structure.

SATISFACTION WITH THE PERFORMSNC E APPRAISAL SYSTEM

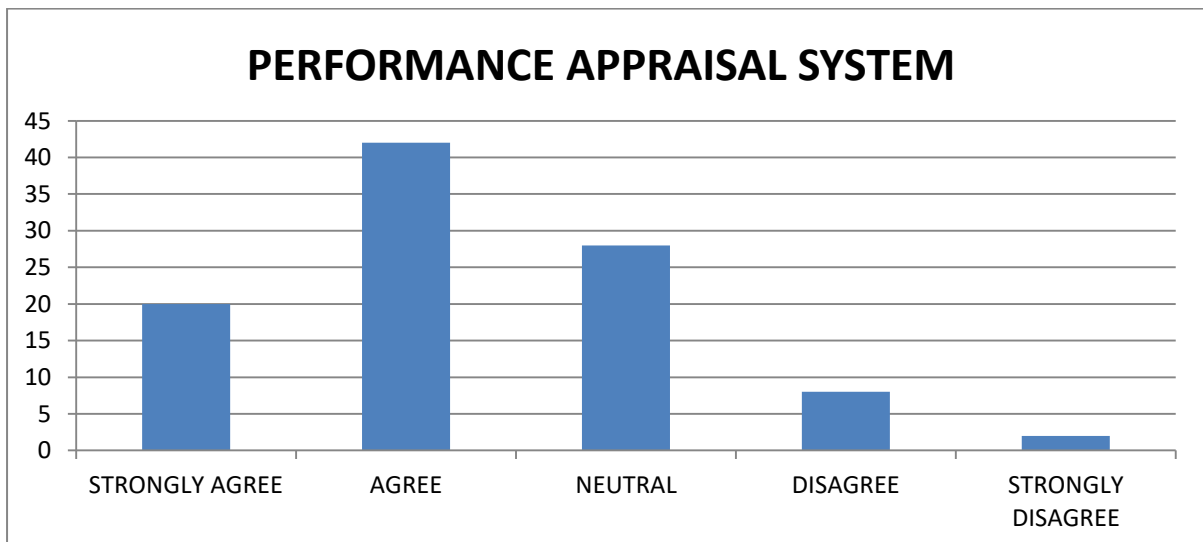
Table 4.15 showing employee satisfaction about performance appraisal system in the organisation

Category	No of respondents	percentage
Strongly agree	8	16
Agree	21	42
Neutral	14	28
Disagree	6	12
Strongly disagree	1	2
Total	50	100

ANALYSIS

The table shows that 16% of respondents strongly agree the performance appraisal system in the organisation, 42% of respondents agree, 28% of respondents are neutral, remaining 12% of respondents disagree the performance appraisal system in the organisation.

Graph 4.15



INTREPRETATION

From the graph it is clear that performance appraisal system is good in AVT Natural as the company keeps a standardised and performance appraisal system which motivates employees.

SATISFACTION WITH WAGE POLICY

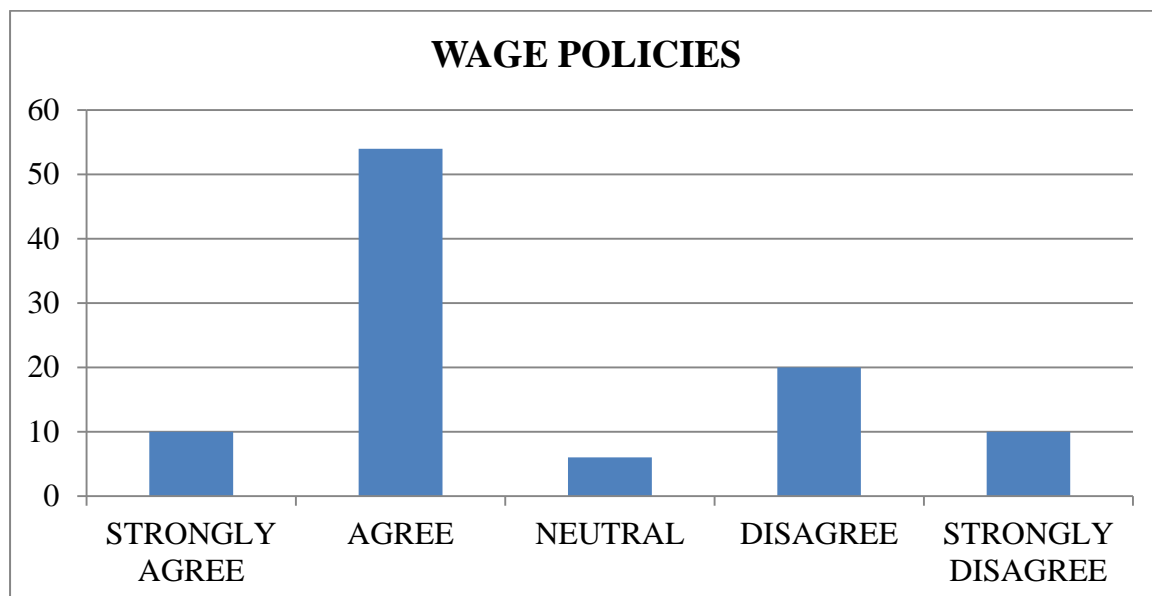
Table 4.16 showing employee satisfaction about wage policy

Satisfaction	No of respondents	percentages
Strongly agree	5	10
Agree	27	54
Neutral	3	6
Disagree	10	20
Strongly disagree	5	10
Total	50	100

ANALYSIS

The table displays that 10% were highly satisfied with the wage policy of the organisation, 54% are satisfied with the wage policy, 16% oare neutral with wage policy, and remaining 20% of respondents are dissatisfied with the wage policy of the organization.

Graph 4.16



INTERPRETATION

As of the graph it is clear that majority of workers agree that they are satisfied with the wage policy as company is providing standardised wage policy according to performance.

SATISFACTION WITH FACILITIES AND AMENITIES OF THE COMPANY

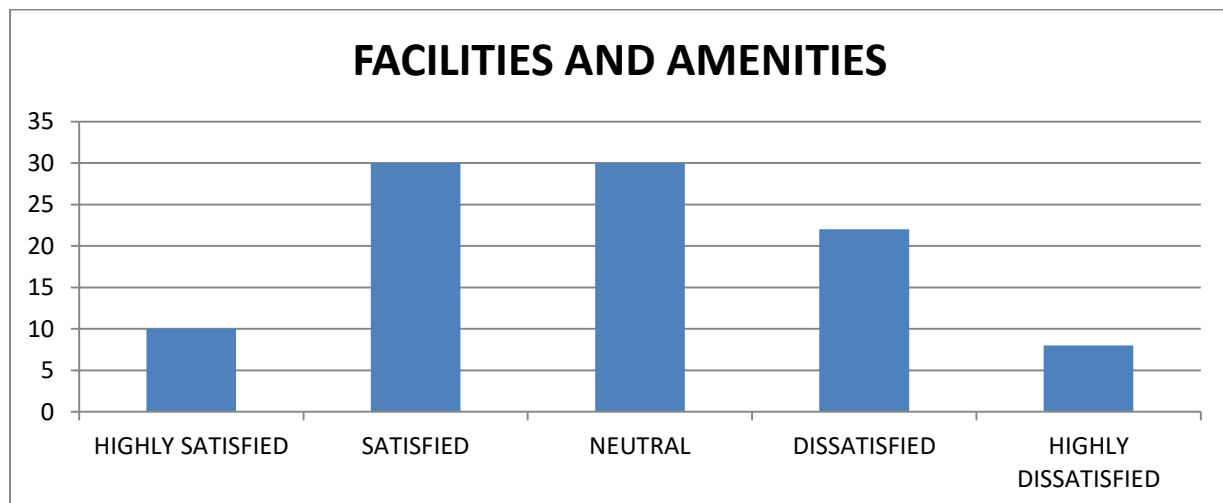
Table 4.17 showing employee satisfaction with the facilities and amenities of the environment provided by the company

Response	No of Respondents	Percentage
Highly Satisfied	5	10
Satisfied	15	30
Neutral	15	30
Dissatisfied	11	22
Highly Dissatisfied	4	8
Total	50	100

ANALYSIS

It shows that 10% are highly satisfied with the facilities and amenities provided by the company, 30% are satisfied, 30% are neutral, and remaining 22% of respondents are dissatisfied with the amenities and services provided by the company.

Graph 4.17



INTERPRATATION

As of the chart it shows that workers are not highly motivated or highly demotivated with the amenities' provide by the company as the companies facilities and amenities does not create a huge impact in performance.

TYPE OF INCENTIVE MOTIVATING EMPLOYEES

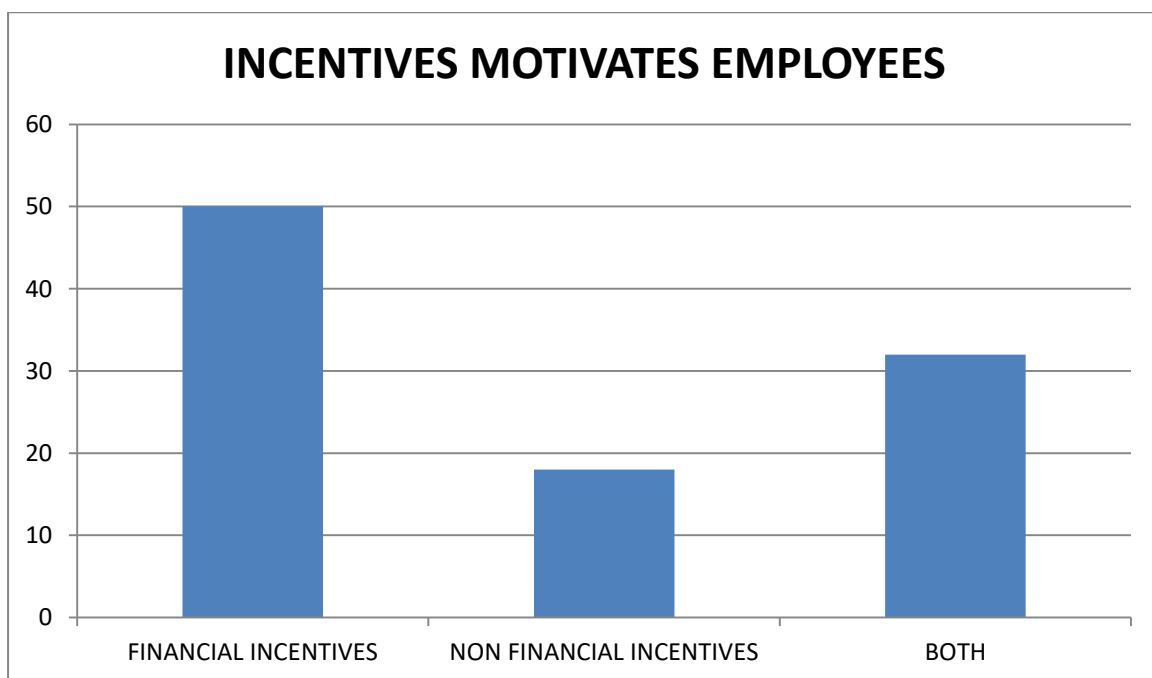
Table 4.18 showing type of incentives motivates employees

Response	No of Respondents	Percentage
Financial Incentives	25	50
Non-Financial Incentives	9	18
Both	16	32
Total	50	100

ANALYSIS

According to this above table 50% are inspired by getting financial incentives, 18% of respondents are motivated by non-financial incentives and remaining 32% of respondents are motivated by both.

Graph 4.18



INTERPRETATION

According to above graph, financial incentives motivate personnel most as the cost of living is increasing day to day.

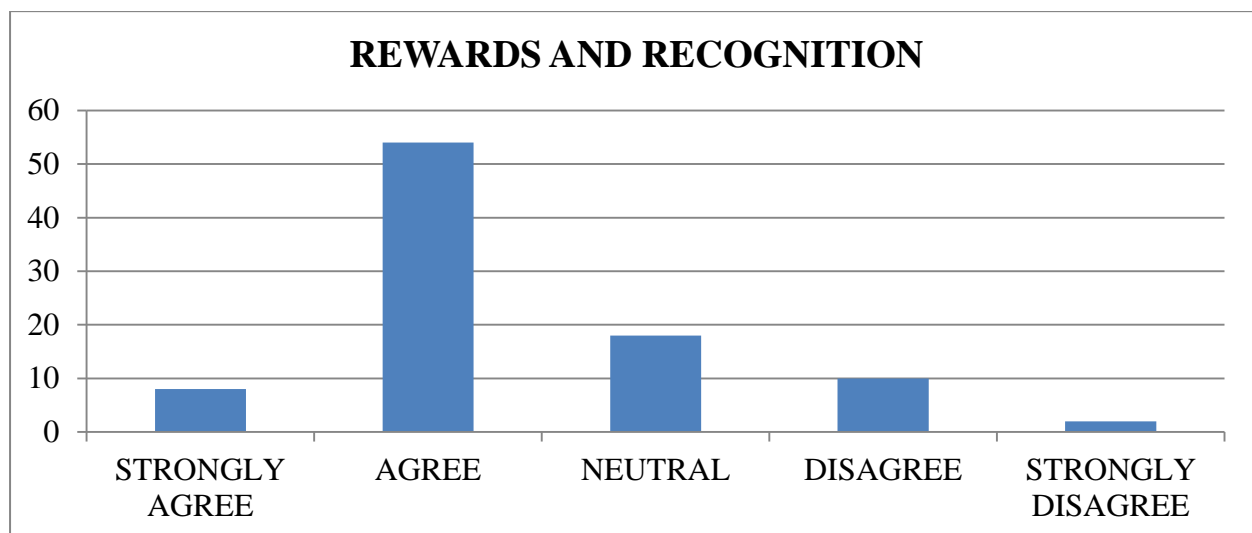
TRANSPERANCY IN ORGANISATIONAL STRATEGY Table 4.19 showing transparency in organisational strategy for giving rewards and recognition

Satisfaction	No of respondents	Percentages
Strongly agree	8	16
Agree	27	54
Neutral	9	18
Disagree	5	10
Strongly disagree	1	2
total	50	100

ANALYSIS

The chart displays that 16% of workers strongly agree there is transparency in organisational strategy for giving rewards and recognition. 54% satisfied with the rewards and recognition, 18% are neutral, 10% were dissatisfied and 2% strongly dissatisfied with the transparency in giving rewards and recognition.

Graph 4.19



INTERPRETATION

From the graph it is clear that majority of the employees are satisfied with the transparency giving rewards and recognition as the rewards and recognition is given purely based on continuous evaluation.

REWARDS AND RECOGNITION LINKED TO PERFORMANCE

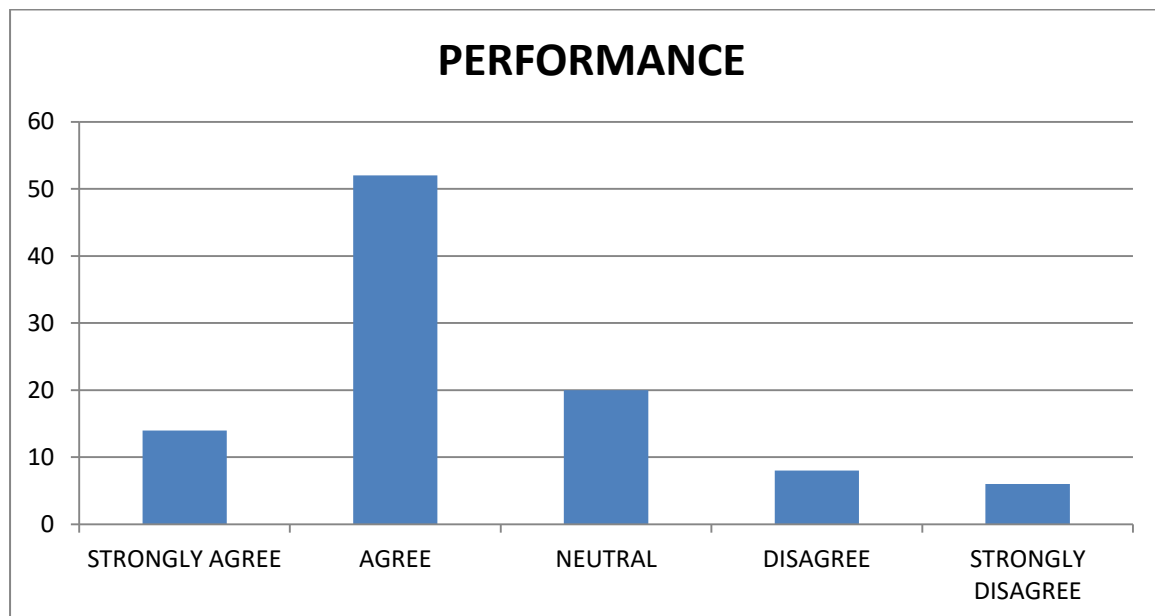
Table 4.20 showing rewards and recognition linked to performance

Satisfaction	No of respondents	percentage
Strongly agree	7	14
Agree	26	52
neutral	10	20
Disagree	4	8
Strongly disagree	3	6
total	50	100

ANALYSIS

The table shows that 14% of the respondents are highly satisfied with the rewards and recognition given according to performance, 52% are satisfied, 20% are neutral, 8% dissatisfied and 6% strongly dissatisfied.

Graph 4.20



INTERPRETATION

As of the graph it is clear that majority of the workers are satisfied with the rewards and recognition they get for their performance as company continuously evaluate the performance of the employees and based on that the company provide fair rewards and recognition.

MANAGERS EMPHASIZE PRODUCTIVITY AS THE KEY TARGET

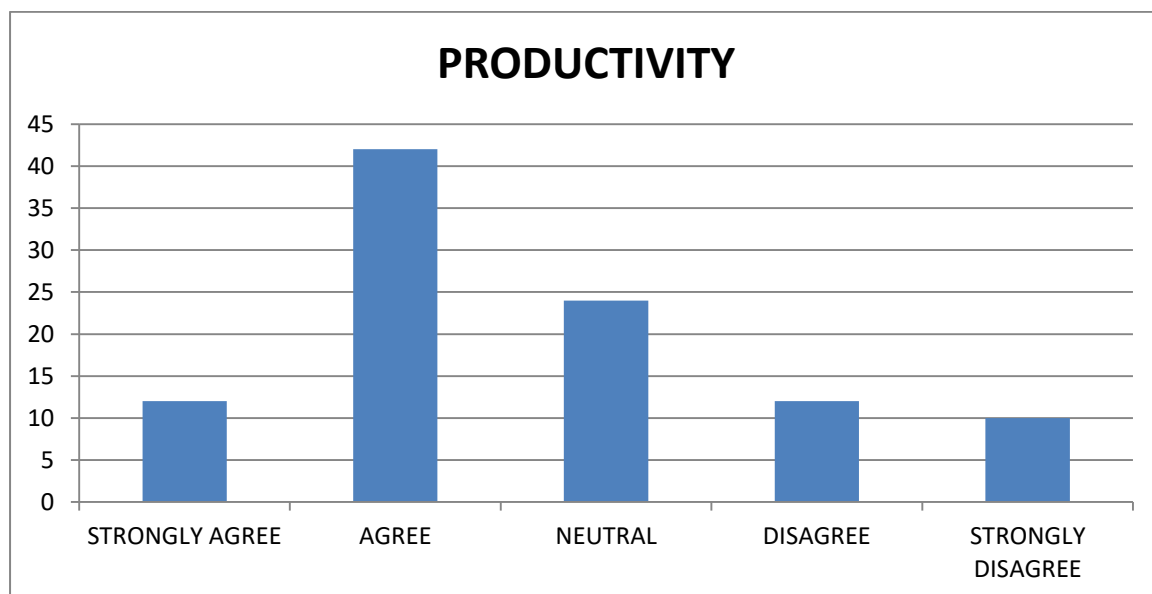
Table 4.21 showing productivity as the key target of managers

Satisfaction	No of Respondents	Percentage
Strongly Agree	6	12
Agree	21	42
Neutral	12	24
Disagree	6	12
Strongly Disagree	5	10
Total	50	100

ANALYSIS

The chart displays that 12% of the respondents strongly agree as managers emphasize productivity as the key target, 42% agree, 24% of the respondents are neutral where as 12% of the respondents disagree and 10% strongly disagree.

Graph 4.21



INTERPRETATION

As of the graph the majority of the workers agree that the manager's emphasis productivity as the key target as if the productivity is weak then it will lead to winding up of the company and the main target for the managers is to improve productivity.

GUIDANCE TO PERFORM BETTER

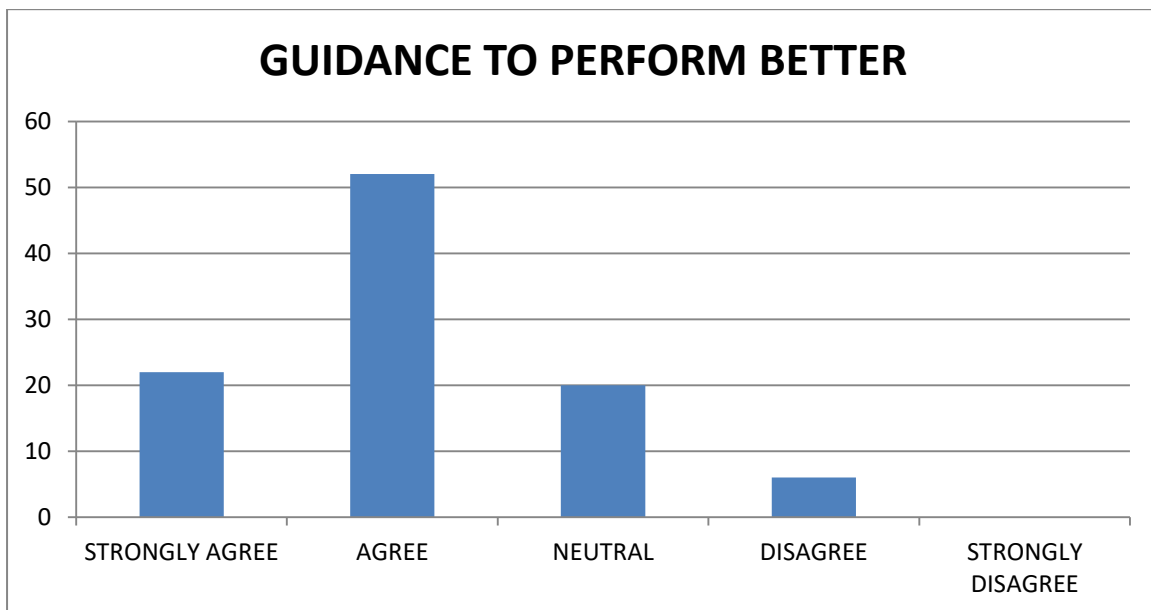
Table 4.22 showing guidance to perform better

Satisfaction	Number of Respondents	Percentages
Strongly Agree	11	22
Agree	26	52
Neutral	10	20
Disagree	3	6
Strongly Disagree	0	0
Total	50	100

ANALYSIS

The table displays that 22% of the respondents sturdily agrees that superiors provides guidance to perform better,52% strongly agree, 20% of the respondents are neutral with the opinion , 6% of the respondents disagree, 0% of the respondents sturdily disagree.

Graph 4.22



INTERPRETATION

As of the graph it is clear that majority of the workers says that they agree that superiors provide guidance to perform better as if the guidance is not proper then it will affect the productivity so that proper guidance is provided.

REWARD SYSTEM BASED ON EMPLOYEE PERFORMANCE, COMMITMENT, ABILITY AND VALUE

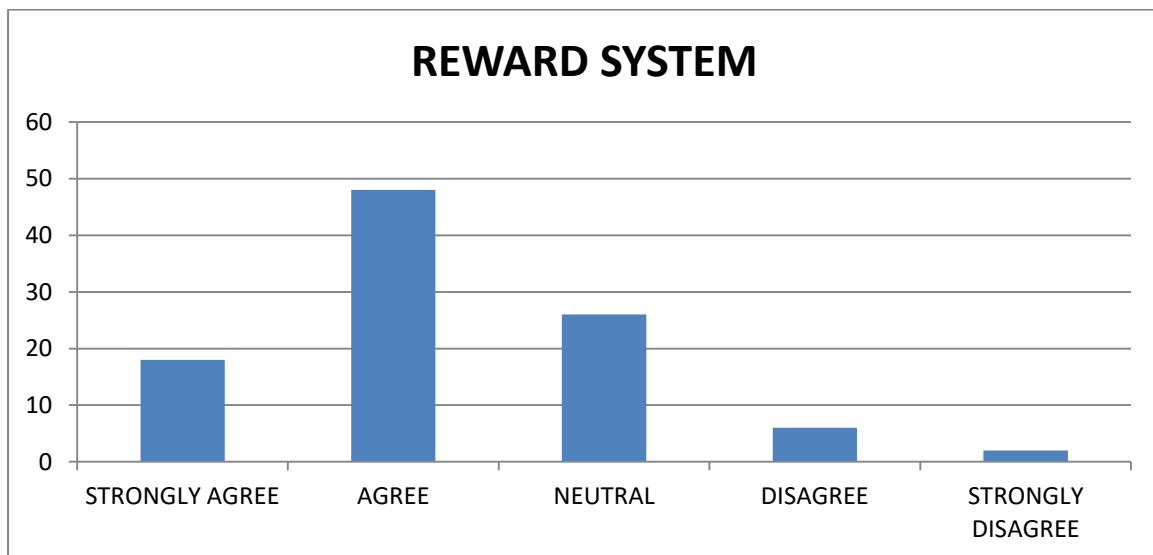
Table 4.23 showing reward system based on employee performance, commitment, ability and value

Satisfaction	Number of Respondents	Percentages
Strongly Agree	9	18
Agree	24	48
Neutral	13	26
Disagree	3	6
Strongly Disagree	1	2
Total	50	100

ANALYSIS

The table displays that 18% of the respondents sturdily agree that company's reward system is based on employee performance, commitment, ability and value, 48% agree, 26% of the respondents are neutral with the opinion, 6% disagree and 2% strongly disagree.

Graph 4.23



INTERPRETATION

The chart shows that most of the workers agree that the company's reward system is based on employee performance, commitment, capability and value, as three key factors are the three key factors that are assessed before the reward.

HYPOTHESIS TESTING

The Incentive scheme is one of the factor which leads to Satisfaction.

Correlations

		Incentive Scheme	Satisfaction
Incentive Scheme	Pearson Correlation	1	.587**
	Sig. (2-tailed)		.000
	N	50	50
Satisfaction	Pearson Correlation	.587**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The above correlation table shows that there is a positive and significant relationship between Incentive Schemes and Satisfaction level with the significant value 0.000 which is less than 0.001. It means, better the Incentive Schemes, better will be the satisfaction level. Employee's feels that Incentive Scheme is one the factor contributing to the Satisfaction.

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTION

SUMMARY OF FINDINGS

- Most of the employees were satisfied with the working culture of the organisation
- Majority of employees are of the opinion that salary increase motivates them most
- The study reveals that motivated employees are effective and efficient in their operation
- Most of the employees are of the opinion that the management involve them in decision making occasionally which are connected to their departments
- As per the study the employees agree that they get sufficient rewards and recognition for their better performance.
- Employees are happy with the motivating force plans given by the organization
- Most of the respondents agree that the organization environment is employee friendly
- The employee rate the training programs in AVT Naturals is good
- Most of the employees think that the appraisal system helps them in strengthening the agree relationship with the superiors
- Most of the employees agree that the company recognizes their contribution and effort in working environment.
- Most of the employees agreed that lack of communication cause de motivation in the company
- Workers stay happy with the performance appraisal framework in the organisation
- Workers are satisfied with the facilities and amenities of the environment provided by the company
- The financial incentives motivates the employees than the non-financial incentives
- As per the survey the employees feel that there is an increase in the productivity due to employment motivation.
- Most of the employee agree that the organisation provide extra incentives for the extra work
- As per the study employees agreed that motivation is helpful in enhancing job performance.

CONCLUSION

The project is carried out on A Study on Employees Work Motivation and Its Effect on Their Performance. The objectives that has laid down prior for this study has been concluded so far.

According to the study it is conclude that the employees are satisfied in their organization. Motivation plays a vital job in an organization when comes to execution. Each worker is extraordinary and what works for one probably won't work for the other one

This study also concludes that the work motivation of the employee increases their performance and thus increasing the productivity. Workers are significantly more delicate to their association with their supervisors and environment encompassing organization instead of materialistic objectives. Hypothesis testing was done in the research and found that there is a positive relation with the incentive scheme and satisfaction of employees in AVT Natural. Study also concludes that lack of employee motivation leads to decline in the performance of employee.

SUGGESTIONS

- The company should provide adequate salary for their workers
- The company should provide education facility for their children
- Certain steps must be taken by the company for improving the remuneration policy
- More health awareness classes should be conducted in the organisation
- There should be suggestion scheme in order to provide freedom to the workers for giving their valuable suggestion to their organisation
- The company should provide effective arrangement system to reduce the accumulation of dust and fumes
- The top management has to support and appreciate the workers for their valuable contribution to the organization
- The company has to provide more financial and non-financial measures to motivate them
- Provide more recreation facilities in order to reduce the work pressure.

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1. www.avtnaturals.com
2. www.indiaspice.com

QUESTIONNAIRE

A study on “Employees Work Motivation and Its Effect on Their Performance” At AVT Natural Products LTD, South Vazhakulam Marampilly, Aluva

I, Deepak E P, 1Vth Semester MBA Student, Acharya Institute Of Technology Bangalore doing my academic project on the topic “Employees Work Motivation and Its Effect on Their Performance and Business Productivity” in your prestigious organisation. I kindly Request you to fill the necessary details. (Please answer the question by a tick mark). I assure you that the details collected using the questionnaire will only be used for academic purpose.

Thanking you

Deepak E P

PERSONAL DETAILS

NAME :

AGE :

GENDER : MALE FEMALE

DEPARTMENT :

EXPERIENCE : 0-5 Years 5-10 Years
10-15 Years More than 15 Years

1. Are you satisfied with the working culture of the association?

Highly Satisfied Satisfied Dissatisfied
Highly Dissatisfied Neutral

2. Which of the following motivates you the most?

Salary Increase Promotion Leave
Motivational Talks Recognition

3. Do you reason motivated employees are compelling and productive in their working?

Strongly Agree Agree Neutral
Disagree Strongly Disagree

4. Did the management involves you in decision making which are connected to your department?
 Yes No Occasionally
5. Do you agree that you get sufficient rewards and recognition for the better performance?
 Strongly Agree Agree Neutral
 Disagree Strongly Disagree
6. Did you satisfied with the incentive scheme of the organisation?
 Highly Satisfied Satisfied Dissatisfied
 Highly Dissatisfied Neutral
7. In your opinion whether the organisation environment is employee friendly?
 Strongly Agree Agree Neutral
 Disagree Strongly Disagree
8. How do you rate the employee training programme?
 Excellent Good Average
 Below Average
9. Does the appraisal system help you in strengthening the agree relationship with your supervisor?
 Strongly Agree Agree Neutral
 Disagree Strongly Disagree
10. Does the organisation identify your contribution and effort in working environment?
 Strongly Agree Agree Neutral
 Disagree Strongly Disagree
11. Which are the factors which de motivates you the most at your job?
 Personal Matter Lack of Communication
 Partiality from top managers
12. Are you satisfied with the wage policy?
 Highly Satisfied Satisfied Dissatisfied
 Highly Dissatisfied Neutral
13. Are you satisfied with the environment amenities and facilities
 Highly Satisfied Satisfied Dissatisfied
 Highly Dissatisfied Neutral

14. Type of incentive which motivates you more?

Financial Incentives Non-Financial Incentives Both

15. Do you have any suggestion to improve the Employee Motivation in the Company?

If yes please mention

16. Transparency in organisation strategy for giving rewards and recognition?

Strongly Agree Agree Neutral

Disagree Strongly Disagree

17. My rewards and recognition in the organisation is linked to my performance?

Strongly Agree Agree Neutral

Disagree Strongly Disagree

18. My managers emphasize productivity as one of the key targets of the organization?

Strongly Agree Agree Neutral

Disagree Strongly Disagree

19. My superior provides me with the necessary guidance to perform better in my work?

Strongly Agree Agree Neutral

Disagree Strongly Disagree

20. Did you feel the The company's remuneration system is based on the performance, commitment, ability and value of employees?

21. Strongly Agree Agree Neutral

Disagree Strongly Disagree



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: DEEPAK E.P

INTERNAL GUIDE: PROF. MAHAR BALANI

USN: 1IA17MBA14

COMPANY NAME: AVT NATURAL PRODUCTS LTD, ALUVA

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		



HOD Signature

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