



Date : 22<sup>nd</sup> March, 2019

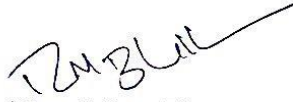
**CERTIFICATE**

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.

Signature of Internal Guide

Signature of HOD  
Head of the Department  
Department of MBA  
Acharya Institute of Technology,  
Soldevanahalli, Bangalore-560 107


Signature of Principal/Dean Academics

**Dr. Devarajaiah R.M.**  
Dean-Academics  
ACHARYA INSTITUTE OF TECHNOLOGY  
Bengaluru-107.

## 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.

I would like to thank **Prof. Mahak Balani**, Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Manoj Kumar**, Asst HR, AVT Natural, Ernakulam, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

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

USN: 11A17MBA14

## **TABLE OF CONTENT**

<b>CHAPTER NUMBER</b>	<b>TITLE</b>	<b>PAGE NUMBER</b>
	Executive Summary	
<b>1</b>	<b>Chapter 1: Introduction</b>	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
<b>2</b>	<b>Chapter 2: Conceptual background and Literature review</b>	11
2.1	Theoretical Background Of The Study	11
2.2	Literature Review	18
<b>3</b>	<b>Chapter 3: Research Design</b>	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
<b>4</b>	<b>Chapter 4: Analysis and Interpretation</b>	27
4.1	Analysis Of Financial Statement	27
<b>5</b>	<b>Chapter 5: Findings, Conclusion and Suggestions</b>	51
5.1	Summary Of Findings	51
5.2	Conclusion	52
5.3	Suggestions	53
	<b>Bibliography</b>	54
	<b>Questionnaire</b>	56

## LIST OF TABLES

<b>Table No.</b>	<b>Particulars</b>	<b>Page Nos.</b>
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

<b>Chart No.</b>	<b>Particulars</b>	<b>Page Nos.</b>
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
Chart - 4.9	Graph showing employee satisfaction with the incentive schemes in the organization	35
Chart - 4.10	Graph showing employee's opinion about the environment of organization is employee friendly	36
Chart - 4.11	Graph showing rating of employee training programs	37
Chart - 4.12	Graph showing the appraisal system help the employees in strengthening the agree relationship with their supervisor	38
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