

## **EXECUTIVE SUMMARY**

The MBA programme offered by the VISVESVARAYA TECHNOLOGICAL UNIVERSITY has its own unique syllabus which involves MBA scholars to undertake a project with any prominent corporate organization for a period ranging from 6 weeks during the 3<sup>rd</sup> semester.

A study on effectiveness of employee motivation practice with at Adsomespark, Bangalore aims to assess the motivation of employees in the organization. A motivation programme is one of the essential ingredients which enable the company to achieve their objectives. And if there is no effective incentive programme in the organization, employee performance and business productivity drops down gradually.

Employee motivation helps to identify and differentiate the elements that motivate employees and the elements that demotivate their work environment. If employees are demotivated, what are the corrective measures that have to be taken in order to overcome it?

The project was carried out as per research. Favorable goals were set for the study. To meet the goals primary research was undertaken with the help of questionnaire, the target respondents were the employees of Adsomespark. Tables and charts were used to translate data into meaningful information.

The report consists with introduction to the industry and the company profile. Later portion of the report deals with the theoretical background of the study, data collection and explanation, findings and suggestions by studying the employees view about the motivation policy, collecting information about elements that has to be included in the motivational policy for work life balance and giving recommendation to the company for its improvement.