

**A STUDY ON EMPLOYEE MOTIVATION With reference to “RENAULT
(VISWARUPA AUTOMOTIVES PVT LTD)” RAJAMAHENDRAVARAM.**

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ABSTRACT

This is a project based on Employee Motivation that are followed at RENAULT VISWARUPA AUTOMOTIVES PVT, LTD, which is basically a manufacturing company of Auto Mobile. Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivate his sub-ordinates or to create the “will to work” among the sub-ordinates. It should also be remembered that a worker may be immensely capable of doing some work; nothing can be achieved if he is not willing to work. A manager has to make appropriate use of motivation to enhance the employees to follow them.

Introduction:

There is a deep-seated conviction that the group's employees are its most valuable resource. Physical, monetary, and Human Resources all work together to produce outcomes. The first two are inanimate, but the addition of a human element is what makes them productive. However, the intangible factors of will, aggression, or freedom of choice are included when dealing with employees, and individuals may choose whether or not to boost their productivity. This characteristic of humans necessitates the existence of incentives. Among the many things that might influence how people behave, motivation ranks high. A person's overall performance in the workplace is influenced by their level of motivation, which in turn influences their perception, learning, and other aspects of their experience. This is the reason why managers value employee motivation so highly. There was a time when workers were seen as nothing more than a cost that had to be incurred in order to bring about a finished product.

Studying how to inspire workers at RENAULT VISWARUPA AUTOMOTIVES PVT, LTD, is the focus of this investigation. An individual's degree of motivation may be affected by a number of variables.

Among them are some of the followings:

- Quality of workplace.
- Leadership and interpersonal dynamics.
- Appreciation for Workers.
- Job security.
- Possibilities for professional growth.

About Indian Automobile Industry:

The Indian automobile industry has historically been a good indicator of how well the economy is doing, as the automobile sector plays a key role in both macroeconomic expansion and technological advancement. The two wheelers segment dominates the market in terms of volume, owing to a growing middle class and a huge percentage of India's population being young. Moreover, the growing interest of companies in exploring the rural markets further aided the growth of the sector. The rising logistics and passenger transportation industries are driving up demand for commercial vehicles. Future market growth is anticipated to be fueled by new trends including the electrification of vehicles, particularly three-wheelers and small passenger automobiles. India enjoys a strong position in the global heavy vehicles market as it is the largest tractor producer, Second-largest bus manufacturer, and third-largest heavy trucks manufacturer in the world. India's annual production of automobiles in FY22 was 22.93 million vehicles. India is also a prominent auto exporter and has strong export growth expectations for the near future. In addition, several initiatives by the Government of India such as the Automotive Mission Plan 2026, scrappage policy and production-linked incentive scheme in the Indian market are expected to make India one of the global leaders in the two-wheeler and four-wheeler market by 2022.

About Renault pvt. Ltd:

Group e Renault also known as the Renault Group in English; legally Renault S.A.) is a French multinational automobile manufacturer established in 1899. The company produces a range of cars and vans, and in the past has manufactured trucks, tractors, tanks, buses/coaches, aircrafts.

Headquartered in Boulogne-Billancourt, near Paris, the Renault group is made up of the namesake Renault marque and subsidiaries, Alpine, Renault Sport (Gordini), Automobile Dacia from Romania, and Renault Korea Motors from South Korea.

Renault has a 43.4% stake with several votes in Nissan of Japan, and used to have a 1.55% stake in Daimler AG of Germany, it was sold off in early 2021 to help them overcome financial difficulties. (Since 2012 Renault has manufactured engines for Daimler's Mercedes A-Class and B-Class cars and is also fully involved in manufacturing of the Mercedes-Benz Citan van). Renault also owns subsidiaries RCI Banque (automotive financing), Renault Retail Group (automotive distribution) and Motril (automotive parts). Renault has various joint ventures, including Oyak-Renault (Turkey) and Renault Pars (Iran). The French state owns a 15% share of Renault.

Renault Trucks, previously known as Renault Vehicles Industrials, has been part of Volvo since 2001. Renault Agriculture became 100% owned by German agricultural equipment manufacturer Renault Owner Renault S.A. Country France Introduced December 1898 Website Official website ([https://www.renaultgroup.com/no s-marques/Renault/](https://www.renaultgroup.com/no-s-marques/Renault/)) CLAAS in 2008. Renault's shareholding in Avto VAZ is being divested to the Government of Russia as an effect of the ongoing Russian invasion of Ukraine.

Together Renault and Nissan invested €4 billion (US\$5.16 billion) in eight electric vehicles over three to four years beginning in 2011. Since the launch of the Renault electric program, the group has sold more than 273,000 electric vehicles worldwide through December 2019. Renault is known for its role in motor sport, particularly rallying, Formula 1 and Formula E. Its early work on mathematical curve modeling for car bodies is important in the history of computer graphics.

Scope of the study:

The present study on employee motivation helps to get clear picture about the factors which motivates the employees. It helps the management to formulate suitable policy to motivate the employees. It helps continuous monitoring and close observation of factors that motive the employee is necessary to maintain a competent work force. The study explores the views expressed by the Respondents about the motivation and providing solutions in an attempt to develop a better system. The importance of studying employee motivation is to understand the internal satisfaction in the minds of every employee. The study helps to know some

employees satisfaction level and some employees dissatisfaction level. The findings of this study help the company to implement the expectations from the employees.

Objectives of the study:

- To study the important factors which are needed to motivate the employees.
- To study the effect of monetary and non-monetary benefits provided by the company on the employee's performance.
- To study the effect of job promotions on employees.
- To learn the employee's satisfaction on the interpersonal relationship exists in the company.
- To provide the practical suggestion for the improvement of company's performance.
- To know and understand what other techniques the company can adopt to increase the motivational level and performance in addition to what has been practiced.
- To improve quality and attractiveness of products that satisfies the needs of customers.

Methodology of the study:

Research is a systematic method of finding solutions to problems. It is essentially an investigation, a recording and an analysis of evidence for the purpose of gaining knowledge. According to Clifford Woody, Research comprises of defining and redefining problem, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, reaching conclusions, testing conclusions to determine whether they fit the formulated hypothesis".

Sampling Design:

A sample design is a finite plan for obtaining a sample from population. Simple random sampling is used for this study.

Sample Size:

Sample size was taken by 100 employees in RENAULT COMPANY

Tool of Analysis:

The data is presented through charts and tables. The collected data was analyzed with the help of simple percentage, bar diagrams and pie-diagrams.

Methods of Data Collection

The data was collected through primary and secondary sources.

Primary Data

The primary source are discussion with employees, data collected through questionnaire.

Secondary Data:

The secondary data mainly consists of data and information collected from records, Company websites and also discussion with the management of the organization. Secondary data was also collected from journals, magazines and books.

RESULT AND DISCUSSIONS:

Table-1

AGE WISE CLASSIFICATION OF EMPLOYEE

Age	No of Respondents	% of Respondents
20-30	30	30%
30-40	50	50%
40-50	20	20%
50 and above	0	0%
Total	100	100%

The above table shows that 50% of employees are between 30-40 years, 30% of employees are between 20-30 years, 20% of employees are between 40-50 years.

Table-2

HOW DO YOU FEEL ABOUT THE MOTIVATION GIVEN BY MANAGEMENT

Dimensions	No of Respondents	% of Respondents
Good	20	20%
Very Good	40	40%
Average	30	30%

Poor	10	10%
Total	100	100%

The above table shows that 40% of employees responded very good for motivation given by the management, 30% responded average for motivation given by management, 20% responded good for motivation given by management and 10% responded poor for motivation given by management.

Table-3

WHAT TYPE OF INCENTIVES MOTIVATES YOU MORE

Types of Incentives	No of Respondents	% of Respondents
Financial Incentives	60	60%
Non- financial Incentives	30	30%
Both	10	10%
Total	100	100%

The above table shows that 60% of employees gets motivated for financial incentives, 30% of employees gets motivated for non- financial incentives and 10% of employees gets motivated for both types of incentives.

Table-4

ARE YOU SATISFIED WITH PROMOTION POLICIES IN YOUR COMPANY?

Particulars	No of Respondents	% of Respondents
Highly Satisfied	20	20%
Satisfied	44	44%
Neutral	16	16%
Dissatisfied	12	12%
Highly Dissatisfied	8	8%
Total	100	100%

The above table shows that 44% of employees responded as they are satisfied with promotion policies of company , 20% responded as they are highly satisfied , 16% neutral , 12% dissatisfied and 8% highly dissatisfied.

Findings:

The findings of the study are follows

1. Renault Company has a well-defined organization structure.
2. There is a harmonious relationship is existed in the company between employees and management.
3. Majority of employees are motivated by the management.
4. Most of the employees are satisfied with the present incentive plan of the company.
5. Minimum number of employees agreed that they get extra money for overtime.
6. Majority of the employees agreed that their job security to their present job.

Conclusion:

The study on employee motivation highlighted so many factors which will help to motivate the employees, The study was conducted among employees and collected information through structured questionnaire. The study helped to findings which were related with employee motivational programs which are provided in the company.

The performance appraisal activities really play a major role in motivating the employees of the company It is a major factor that makes an employee feels good in his work and results in his satisfaction too. The company can still concentrate on specific areas which are evolved from this study in order to make the motivational programs more effective.

Only if the employees are properly motivated- they work well and only if they work well the company is going to benefit out it. Steps should be taken to improve the motivational programs procedure in the future. The suggestions of this report may help in this direction.

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