

**A STUDY ON EMPLOYEE MOTIVATIONAL PRACTICES OF
APARNA ENTERPRISES LIMITED, ANDHRA PRADESH, INDIA**

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ABSTRACT

Employee motivation is the creativity, the energy levels, and the commitment that the employees bring to their job. Even though employees motivation doesn't directly influence organization's growth, it is like a necessary pre-condition as a result of lack of motivation among the employees can have a harmful impact on their performance. This article is aimed to examine the effectiveness of Employee Motivation in the Aparna Enterprises limited Peddapuram. Motivation plays an important role to meet the company's goals. In an organization the motivated employees can lead to increased productivity and allow to achieve higher levels of output. Therefore, in today's world each organization tries to manage their human resource department to stay their employees motivated. . Every organization needs to have well motivation in employees to perform their work good in the organization when the employee feel good about their jobs, certain factors tend to consistently related to job satisfaction. This study is to examine the various factors of motivation in employees with reference to Maslow's need hierarchy, to know the level of motivation in Employees of the company and to provide practical suggestions for the improvement of organization's performance. The purpose of this study is to examine Motivation of employees of selected organization understudy

KEYWORDS: Commitment, Organization's performance, job satisfaction, acquisition, attachment, motivation.

Introduction:

Human Resource Management is primarily concerned with the people's dimension in the organization. It is a crucial sub-system process of management. The success or failure of an organization not only depends on material, machines and equipment but also on the personnel who are put in the best efforts for an efficient performance at job. Human Resource or personnel management is the sense of getting things done through people. It's an essential part of every manager's responsibilities. Human resources development is a modern concept of personnel management. It is the development of individual's skills, knowledge creative ability, talent, towards the job. For the development of these things the organization has to plan and manage human resources.

Concept of Human Resource Management:

Human Resource Management refers to the set of activities, programs and functions designed and carried out in order to maximize both employees as well as organizational effectiveness. Human Resource Management means employing people, developing their resources, utilizing, maintaining, and compensating the Human Resources resulting in creating and development of Human Relations with a view to contribute proportionately to the organizational individuals and skills. As organizations vary in size, aims, functions, complexity, construction, the physical nature of their product, and appeal as employers, so do the contributions of human resource management. But, in most the ultimate aim of the function is to: "ensure that at all times the business is correctly staffed by the right number of people with the skills relevant to the business needs", that is, neither overstaffed nor understaffed in total or in respect of any one discipline or work grade. Human resource planning systematically forecast an organization future demand for and supply of employees by estimating the number and types of employees needed the personnel department can better plan its selection and other things.

About ceramic industry:

The word Ceramic comes from the Greek word "Keramos" which means stoneware; it is identified with an old Sanskrit root signifying "to consume" yet was principally used to signify "consumed stuff". In the good 'ol days the tiles were handcrafted,

hand shaped and hand painted. In any case, today the clay tile isn't high quality or hand painted for a large portion of the part. Indeed in the cutting edge house all through utilize artistic tiles for their restrooms and kitchens and in each essential space of the reason. Aside from embellishing look fired tiles are principally cleanliness items and that is obvious from its utilization pouring from restrooms and kitchens in normal Indian families to clinical focuses, labs, milk corners, school, public persuades and so on an artistic tile is fundamentally a "utility item" and mainstream lodging items are progressively exchanging over to fired from the conventional mosaic and even rock or marble, attributable to a few elements viz. ease in laying capacity, flexibility, low cost and above all cleanliness.

About Aparna Enterprises - peddapuram

Aparna Enterprises Limited (AEL) is part of the highly influential Aparna group. Founded in 1990, AEL, RMC (Ready-Mixed concrete), UPVC is proud to own the largest share of PI in south india through a wide range of construction materials such as windows and entrance , UPVC profiles, tiles, aseptic. Aparna's range of experiences maintains its true potential in delivering a wide variety of construction material items. In fact, with solid arrangements, the building materials are still in the work we do. Aparna Enterprises constantly accepts new developments to achieve the highest production rates and the best quality. With more than twenty years of mastery in the development and building materials industry, Aparna Enterprises Limited has exceptionally learned and proficient groups. Upheld by a trusted and perceived worker for hire organization, APARNA is focused on conveying extraordinary plans, specialized help and master exhortation to all customers. A pleased history, a promising future: With a background marked by giving solid, in fact strong arrangements supported by certified ability of 28 years, AEL has now expanded manifolds in the structure material industry. Directly from development to pounds, prepared blend concrete, UPVC windows and entryway, UPVC profiles, tiles, and extravagance clean product, APARNA has remained as a pioneer for imaginative innovation in India.

Scope of the study:

To know and understand how Aparna Enterprises Limited, peddapuram is following the HRD functions especially employee motivation and to evaluate the effectiveness of employee motivation programs. The scope of the present study covers: Employee motivation in

External and Internal process in Aparna Enterprises limited and welfare activities to improve the employee morale, different aspects that affects the Motivation and the opinion of employees on the motivational factors of the company are explored in this research.

Objectives of the study:

The present study has been taken up to achieve the following objectives:

1. To study the profile of ceramic industry, in general.
2. To study the profile of Aparna Enterprises Ltd.,
3. To study on different types of motivation/welfare program which contributes to the improvement of Employee morale
4. To analyze and examine the effectiveness of motivation programmes in the Aparna Enterprises Ltd.
5. To Investigate the Aparna Enterprises Ltd., employees opinion towards the welfare programs.

Methodology:

The research method relies heavily on the collection of data, which includes both primary and secondary sources. The research results and methodology were improved upon with the assistance of the data obtained for the study.

Primary data

Primary information consists of facts and figures that have previously been compiled for various reasons and by various people. Primary data are the first, unfiltered pieces of information collection from a sample population, in this case the company's workers.

Secondary data

The secondary data is already available i.e, they refer to the data, which has already been collected and analysed by someone else. Aparna Enterprises Ltd official secondary data collected from published studies, journals, periodicals, magazines, newspapers, and online databases.

Sample size:

For this study using a stratified random sampling method to set a sample size cap. Need to rely on both primary and secondary sources to fill in the gaps left by the stratified sampling strategy.

Analysis of data:

Data collected utilizing many criteria was examined and evaluated. In this research, the data was analyzed using the sample percentile approach.

RESULTS DISCUSSION:

Table-1

MOTIVATION LEVELS OF EMPLOYEES FOR VARIOUS SCHEMES PROVIDED BY THE COMPANY

S. No	Particular	No. of Respondents	Percentage of Respondents
1	Highly Satisfied	30	24
2	Satisfied	90	72
3	Dissatisfied	4	3
4	Highly dissatisfied	1	1
	Total	125	100

Source: data compiled from questionnaire

It is observed from table-1 that a majority of employees i.e., 72 per cent say that they are happy with the company's motivational initiatives and 3 per cent are disappointed with the motivational initiatives and (1 per cent) are unhappy .

Table - 2

EMPLOYEES OPINION ON MOTIVATIONAL FACTORS LIKE SALARY, AWARDS, RECOGNITION

S.No	Particular	No. of Respondents	Percentage of Respondents
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1	Highly Satisfied	40	32
2	Satisfied	77	62
3	Dissatisfied	8	6
4	Highly dissatisfied	0	0
	Total	125	100

Source: data compiled from questionnaire

It is observed from the table-2 that the majority of employees i.e., 62 per cent are satisfied with the factors like salary, awards, recognition motivation employees and 6 per cent are unsatisfied with the motivational factors.

Table - 3

EMPLOYEES OPINION ON TOP MANAGEMENT INVOLVEMENT IN TRAINING AND DEVELOPMENT FOR THE EFFECTIVE PRODUCTIVITY IN THE ORGANIZATION

S.NO	Particular	No. of Respondents	Percentage of Respondents
1	Highly Satisfied	40	32
2	Satisfied	80	64
3	Dissatisfied	5	4
4	Highly dissatisfied	0	0
	Total	125	100

Source: data compiled from questionnaire

It is learned from the table-3 that for the effective productivity in the organization, the employees are satisfied(64 per cent) for the involving of the training and development program in the organization and (4 per cent) are unsatisfied with the effective productivity.

Table - 4

EMPLOYEE'S OPINION ON CANTEEN FACILITIES PROVIDED BY THE ORGANIZATION

S.No	Particular	No. of Respondents	Percentage of Respondents
1	Highly Satisfied	30	24
2	Satisfied	40	32
3	Dissatisfied	50	40
4	Highly dissatisfied	5	4
	Total	125	100

Source: data compiled from questionnaire

From table- 4 it is founded the, 32 per cent of employees are satisfied with the canteen facilities provided by the organization and 40 per cent are unsatisfied and 4 per cent are unhappy with the canteen facilities.

Findings:

The following are the various important findings based on the data analysis.

1. The majority of the employees are satisfied with the various schemes provided by the company.
2. Most of the employees are satisfied with the motivational factors like salary, awards and recognition.
3. From the analysis of the data, the employees are satisfied with the top management involvement in development for the effective productivity in the organization.
4. It is observed from the data that the majority of employees are agree with canteen facilities provided by the company.
5. The majority of the respondents are Satisfied with the insurance policy and monetary funds.
6. The majority of the respondents are strongly agree on their job experience.

Conclusion:

Motivation is a key resources in the managers arsenal to enable employees to work with enthusiasm and determination. Therefore, one of the basic administrative functions is to encourage employees working in the institution to perform the task assigned to them successfully and efficiently. Management must consider human nature as it provides workers with a full incentive. Employee motivation is very essential for good organization health. Motivation plays a vital role in HR department with functions of employee performance. This is project is a source of Aparna Enterprise Limited where motivation is also one of the strengths where function employee motivation is a sufficient concept where superior has to implement a force plan to employee. From the analysis and research motivation can be improved Aparna Enterprises Limited and organization can be developed, and employee's performance and organization can be developed, and employee's performance and organization can be developed in future.

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