

The Role of Motivation and Job Satisfaction of Employees at Gampa Alcoats

RENUKA¹, KALYANRAO K²

¹Student of MBA, GNDEC Bidar, Karnataka

²Assistant Professor, GNDEC Bidar, Karnataka

Abstract- HALEPOTA (2005) Defines Motivation as a people dynamic interest and pledge to accomplish the endorsed outcomes. Halepota further shows that the idea of inspiration is conceptual in light of the fact that diverse systems gives distinctive outcomes at various time. Inspiration is gotten from the Latin word rationale which implies needs, desires, wants, or drives inside the people .when we mull over

Indexed Terms- Motivation, Job Satisfaction, Skill, Knowledge

I. PURPOSE

The fundamental essential need is that persuade the general population working in the association to play out the work appointed to them. Inspiration is an essential apparatus in the hands of the director for moving the work power and making them to work with eagerness and ability. The administration ought to comprehend the human conduct on the off chance that it needs to give greatest inspiration staff

The primary job of inspiration is to create and increase the craving in each individual from association to work excellently and skilfully in his place.

• OBJECTIVES OF THE STUDY

- 1 To study the motivation level of employees
- 2 To identify factors which are needed for motivating employees

II. INTRODUCTION

Worker inspiration, for example strategies for rousing legislatures, is an inborn inward essential action. That will comprehensively described as the "psychological forces that choose the heading of a person's direct in an affiliation, a person's element of effort and a

person's component of consistency". Furthermore, "Motivation can be thought of as the energy to devour imperativeness to achieve a target or a reward. Motivation at work has been portrayed as 'the entire of the techniques that sway the fervour, course, and backing of practices vital to work settings'. Influenced delegates are major to the achievement of a relationship as impelled agents are generally continuously productive at the work place.

• Company Profile

It is a proprietary company in India the company was registered on 16-12-1987 in Indian rein. Its previous headquarter was located in 8-757, Gowliguda, Hyderabad-500012 (Andhra Pradesh), GAL was registered in total the company used one trading name.

Gampa Alcoats Limited is a specialized manufacturing industry started by Mr. Ashok Kumar, Managing Director, who gained experience in the field after working for more than 20 years.

The industry consists of:

- a) Stores
- b) Sitting Area
- c) Packing
- d) Metalizing
- e) Coating Section
- f) Generator Room
- g) Chilling Plant

III. SCOPE OF THE STUDY

Thesstudysissintendedstosevaluatesmotivationsofsem ployeessinthestheorganizationsAsGoodsmotivationalsp rogramsproceduresissessentialstosachievesgoalssof the organization.

The study gives the clear picture of the level of motivation & Reasons for getting motivated by the

employees at Gampa alcoats which helps the management to take some decision related to employees' Job satisfaction.

IV. RESEARCH METHODOLOGY

The type of research is descriptive research.

• SWOT ANALYSIS

STRENGTHS

- 1 Gampa Alcoats has good reputation in market.
- 2 Its results of long experience is of around three decades in the manufacturing industry.
- 3 Production of quality is the strength of GAL

WEAKNESS

- 1 No support from government
- 2 Sourcing of skilled manpower.

OPPORTUNITIES

- 1 Dealers are showing increased interest in purchasing the company's board because of high profitmargin.s
- 2 They are having good and excellent infrastructure and in ultra-structure facilities.
- 3 They are having goodwill in workers also.

THREATSs

- 1 The increases numbers of consumers are buying the products with door- delivery system but this company is not having this facility.
- 2 The company is not interesting more in advertisement compared to competitors.
- 3 Highly modernized distribution situation is not presented in the company.

V. FUTURE GROWTH & PROSPECTS

Big suppliers of 2020, we are expanding over production facilities and we are diversifying our product lines other than cigarette, just like labels, boxes, any other food packing materials, we wanted to be biggest packaging "Metalized Material Supplier" in India by 2020 as our new production lines will start producing metalize paper by January2019.

VI. LITERATURE REVIEW

RABBYs2001-MotivationsDirectly networks to particular performances increase to associationsexecutionsandsasscatalyzersforseverysin dividualsrepresentativesworkingfor an association to enhance their work finish task better manner

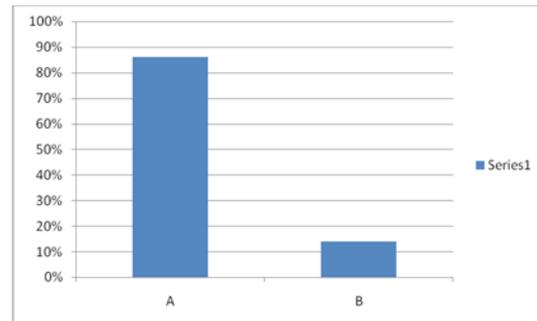
PANAGIOTAKOPOULOS 2013 – assumed that factors impacting staff's motivations time so cash prizes given insignificant energize agent's implementation.

BARNEY AND STEVEN ELIAS 2010 Found that with outward inspiration exists communication between occupation stresses, flex time, and nation of habitation

QUESTIONNAIRE

- 1 Does the company provides any new ways to motivate workers to newly hired employees?

particular	Respondents	Percentage
Yes	43	86%
No	7	14%



ANALYSIS:

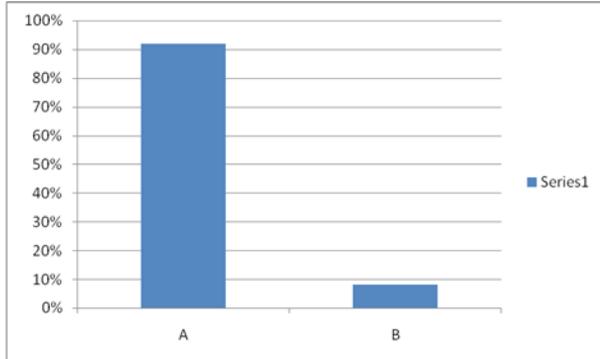
The above graph explains 86% of the employees agrees that the company motivate newly hired workers in new ways and only 14% does not agree.

INTERPRETATION:

The graph explains that majority is 86% of the employees are satisfied.

2 Does the company promotes an atmosphere of teamwork

particular	Respondents	Percentage
Agree	46	92%
Disagree	4	08%



ANALYSIS:

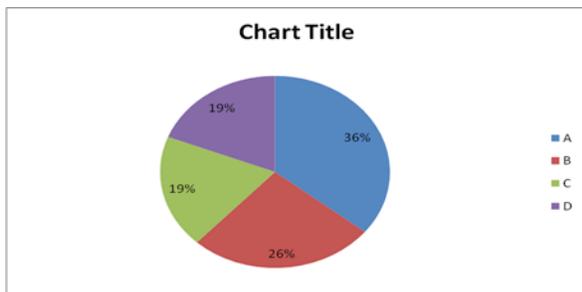
The above graph explains 92% of the employees are satisfied with the atmosphere of the team work and only 8% are not satisfied.

INTERPRETATION:

The graph explains that majority is 92% of the employees are satisfied.

3 Are you satisfied with the leave facilities provided by factory?

particular	Respondents	Percentage
Highly satisfied	15	30%
Satisfied	11	22%
Dissatisfied	16	32%
Highly dissatisfied	8	16%



ANALYSIS:

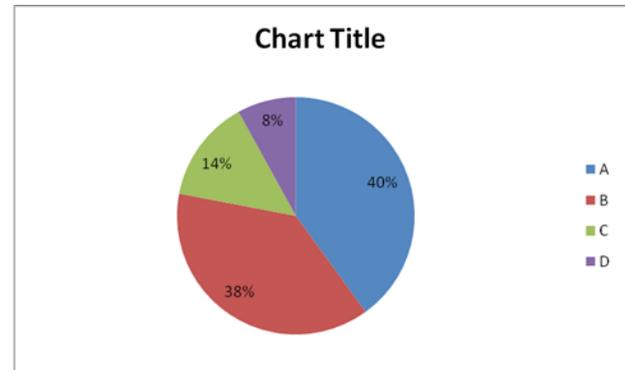
The above graph explains 32% of the employees are highly satisfied and 32% Employees are dissatisfied and 16% employees are highly dissatisfied regarding leave facilities provided by the Company.

INTERPRETATION:

The graph explains that majority is 32% of the employees are working with GAL are dissatisfied.

4 Does your organization recognize and acknowledge your work.

particular	Respondents	Percentage
Strongly agrees	20s	40% a
Agrees	19s	38% a
Disagrees	7s	14% a
Strongly disagrees	4s	8% a



ANALYSIS:

The above graph explains 40% of the employees strongly agree and 3% employees strongly disagree.

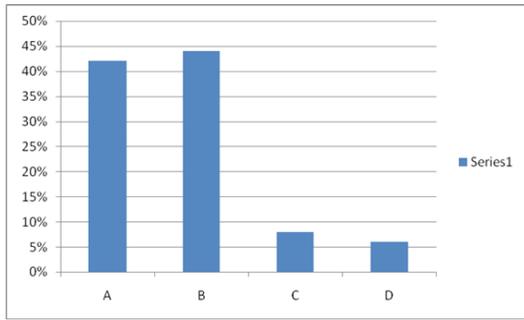
INTERPRETATION:

The graph explains that majority is 40% employees strongly agree that their work is recognized and acknowledged.

5 Your overall satisfaction as an employee of Gampa Alcoats

particular	Respondents	Percentage
Highly satisfied	21	42%
Satisfied	22	44%

Dissatisfied	4	08%
Highly dissatisfied	3	06%



ANALYSIS:

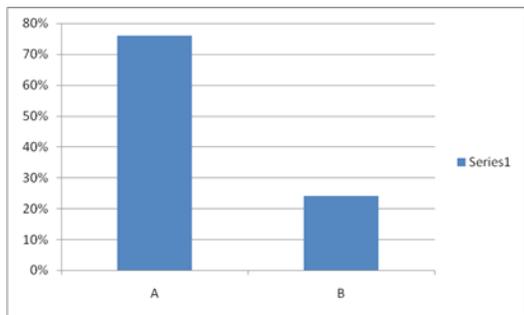
The above graph explains overall 42% of the employees are highly satisfied and 6% are highly dissatisfied.

INTERPRETATION:

The graph explains that majority is 44% of the employees are satisfied with GAL.

6 Are you satisfied with the salary paid to you in Gampa Alcoats

particular	Respondents	Percentage
Yes	38	76%
No	12	24%



ANALYSIS:

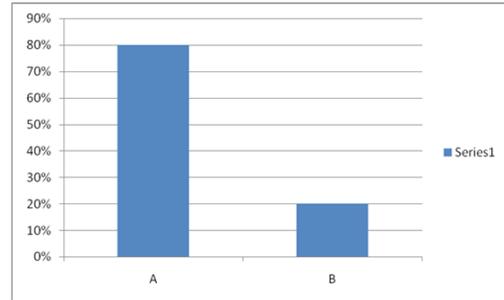
The above graph explains 76% employees are satisfied with salary paid only 24% are not satisfied.

INTERPRETATION:

The graph explains that majority is 76% of the employees are satisfied.

7 Are you satisfied with your job responsibilities?

particular	Respondents	Percentage
Satisfied	40	80%
Not satisfied.	10	20%



ANALYSIS:

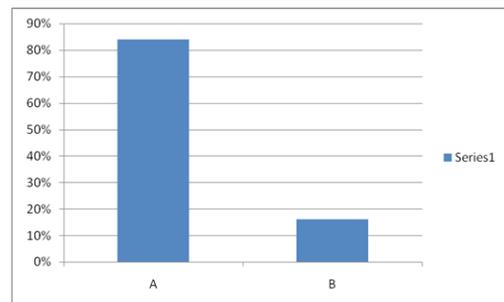
The above graph explains 80% of the employees are satisfied and only 20% are not satisfied.

INTERPRETATION:

The graph explains that majority is 80% are satisfied.

8 Opinion about your job in Gampa Alcoats

particular	Respondents	Percentage
Satisfied	42	84%
Not satisfied.	8	16%



ANALYSIS:

The above graph explains 84% of the employees are satisfied and only 16% employees are not satisfied.

INTERPRETATION:

The graph explains that majority is 84% of the employees are satisfied with GAL.

VII. FINDINGS

- Majority is 44% of the employees are satisfied with appreciation and reward system.
- Majority of 86% of employees are satisfied with new ways to motivate workers in newly hired employees.
- Majority of 22% of employees are satisfied with leave facilities
- Majority of 44% of employees are satisfied with overall satisfaction with their job with GAL
- Majority of 76% of employees are satisfied with salary paid in GAL
- Majority of 80% of employees are satisfied with their variety of job responsibilities.

CONCLUSION

I conclude that the company should possible to facilitate the proper reward system and appreciation system for employees. I also conclude that the company should possible to facilitate proper leave facilities for employees as there is no proper leave facilities.

In 100% some of the employees are not content with their incentives delivered, so the firm should provide incentives from which employees can be motivated to work

REFERENCES

- [1] Human Resource Management By Gary Dessler
- [2] WEBOLOGRAPHY:
www.pdf.com
www.journals.com
www.wikipedia.com