



Employee's Motivation in Coromandel Infotech India Limited at Chennai

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Abstract:

The main objective of the study is to find out the level of the employees motivation in COROMANDEL INFOTECH INDIA LIMITED AT CHENNAI The study attempts to know the motivation factors provided by the company COROMANDEL INFOTECH INDIALIMITED AT CHENNAI and how far workers are satisfied with these factors The information and data collected are sought through primary and secondary data questionnaires touching all the major aspects which go into effective valuations was constructed and data was collected from 70 Respondents. Based on the analysis of the data conclusions are drawn and results arrived at and by using statistical tools opinion and remark given by the Respondents constructive recommendations has been given in this study.

Introduction

Motivation originally comes from the Latin word Mover. Which means “to move”? It is derived from the word ‘motive’.

Motivation is the action that impels or urges an individual to assume an attitude generally favourable towards his work leading him to perform satisfactorily. It concerns the study of urges, drives, impulses, preference, aspirations etc., of people at work, who, if, satisfied tend to promote and maintain high morale. Motivation is an internalized force. It is self generating, self controlling and self rewarding and not as subject to external control as traditional management and organizational practices would have it. As industry’s problems of manpower utilization have continues to grow, so has the need to better understanding the complexity of employee motivation. Motivation is not simple or fixed human quality that can be turned on and off with some sort of key. But, there exists no single technique, no universal approach to take with all employees. Motivation has both short and long- range aspects. Motivation is a productivity factor in industry. Motivating a worker is to create a need and desire on the part of a worker to better his present performance. Motivation concerns itself with the will to work. Motivation means inspiring persons with zeal to do work for the accomplishment of objectives of the organization. Thus in simple words motivation may be defined as the willingness to exert high level of efforts towards organizational goals, conditioned by the efforts quality to satisfy some individual needs.

Nature of Motivation

- Motivation is internal to man.
- A single motive can cause different behaviors
- Motives interact with the environment

Factors to motivate workers

- To motivate, three factors are required
 - o Trickle the mind
 - o Touch the heart
 - o Train the hand
 - Provide for basic needs
 - Proper job desig
 - o Job rotation
 - o Job enlargement
 - o Job enrichment

- Proper placement
- Set examples of high standard
- Necessary information to workers
- Sense of freedom
- Opportunity of participation

Statement of The Problem

Organization is run by people. Hence, managers cannot afford to avoid a concern with human behaviour at work. This is because the motivated employees are more productive and quality conscious than apathetic ones. Since motivation is an efficiency instrument in the hands of management to maximize efficiency of operations. It inspires employees to make best possible use of different factors of production.

Company Profile

Coromandel InfoTech was established in the year 2004. It is an aspiring software services company with selected industry focus that provides solutions catering to the IT needs of growing business needs to its customers. With over 275 professionals, both in India and North America, we use the strategic global delivery model to accelerate the deliverables with excellent technical skills. Coromandel InfoTech is the IT initiative of the business conglomerate, India Cements group, a \$650 million company with a legacy of over 60 years spread across in diversified business industries of Cements, Sugar and Financial Services

Our Indian Head Quarters and Global Delivery Center is located at Chennai with liaison offices spread across the country in major metros. Globally, we are well positioned in USA from where we derive offshore business to India. Being a CMMI level 3 Company, we are highly process driven to instill confidence among our customers & partners, with regard to quality deliverables and growing consistently. With years of experience, Coromandel Infotech has a deep understanding and expertise of the Manufacturing, Banking, and Retail industries.

Employee Benefits

The company offers an environment of learning, growth and unlimited opportunities. We offer an attractive remuneration and benefits to attract and retain the talent in the organization

- Medical insurance
- Compensation
- Loans
- Educational benefits
- Employee referral program
- Awards
- Fun work

Objectives of the Study

- To determine the level of motivation provided to the employees
- To identify the motivational factors prevailing in Coromandel InfoTech
- To identify the most influencing motivational factor

Scope of the Study

This study has been conducted to find out what motivates people for better performance. The study has been conducted mostly to study the prevailing motivational factors and to formulate steps to be more effective. The study has been conducted to identify the most influencing Motivation factors.

This study would help in identifying the ways and means to motivate employees leading to increase performance through which the company can attain its goals and objectives.

Research Design

Research design is a specified framework for controlling the data collection. It is the basic plan which guides the data collection and analysis phase of the research project. A good design will make sure the information gathered is consistent with the study objective and economical.

The analysis is done with the help of statistical tools. Hence this is a descriptive research which tries to analyze the views of respondents using, the information collected from them.

Sampling Method

Sampling is a tool, which helps to know characteristics of the universe (or) population by examining only a small part of it.

Sampling Technique: Convenience Sampling

Tools Used For Analysis

The data collected was analyzed by using statistical tools. The following tools were used for this study

- Percentage Analysis
- Chi- square test

Chi- square test

Calculation: i

$H_0 \rightarrow$ There is no significant relationship between educational level of employees and promotional policy of the company.

$H_1 \rightarrow$ There is significant relationship between educational level of employees and promotional policy of the company.

Education	Satisfied	Dissatisfied	Total
Under Graduate	9	5	15
Post Graduate	16	6	22
Professional	6	5	11
Diploma	5	7	12
Others	6	5	11
Total	42	28	70

Table 1

O	E	(O-E)	(O-E) ²	(O-E) ² /E
9	8.4	0.6	0.36	0.0428
16	13.2	2.8	7.84	0.5939
6	6.6	-0.6	0.36	0.0545
5	7.2	-2.2	4.84	0.6722
6	6.6	-0.6	0.36	0.0545
5	5.6	-0.6	0.36	0.0642
6	8.8	-2.8	7.84	0.8909
5	4.4	0.6	0.36	0.0818
7	4.8	2.2	4.84	1.0083
5	4.4	0.6	0.36	0.0818
				3.5449

Table 2

Degree of freedom=(r-1) (c-1)

$$= (5-1) (2-1)$$

$$= 4$$

Table value = 9.488

The calculated value of Chi-Square value is less than the table value. So H_0 is accepted. There is no significant relationship between educational level of employees and promotional policy of the company.

Chi- Square Test

$H_0 \rightarrow$ There is no significant relationship between gender of the employees and relationship with superiors

$H_1 \rightarrow$ There is significant relationship between gender of the employees and relationship with superiors

Gender	Satisfied	Dissatisfied	Total
Male	17	25	42
Female	16	12	28
	33	37	70

Table 3

O	E	(O-E)	(O-E) ²	(O-E) ² /E
17	19.8	-2.8	7.84	0.3959
25	22.2	2.8	7.84	0.3531
16	13.2	2.8	7.84	0.5039
12	14.8	-2.8	7.84	0.5297
				1.8726

Table 4

$$\begin{aligned} \text{Degree} &= (r-1)(c-1) \\ &= (2-1)(2-1) \\ &= 1 \end{aligned}$$

Table value = 3.841

The calculated value of Chi-Square value is less than the table value. So H_0 is accepted. There is no significant relationship between educational level of employees and promotional policy of the company.

S.No	Particulars	No. of respondents	Percentage
1	Highly Satisfied	28	40
2	Satisfied	16	23
3	Satisfied to an extent	15	21
4	Dissatisfied	10	14
5	Highly Dissatisfied	1	2
	Total	70	100

Table 5: Opinion of the respondents regarding incentives provided by the organization

Source: Primary Data

From the table it is inferred that nearly 40% of the respondents highly satisfied regarding the incentives provided by the company.

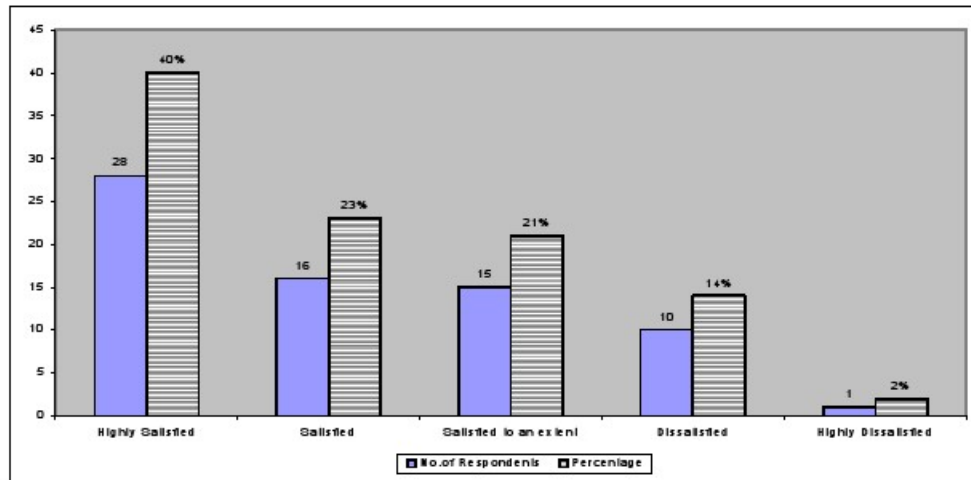


Figure 1: Opinion of the respondents regarding incentives provided by the organization

S.no	Particulars	No. Of respondents	Percentage
1	Highly Satisfied	38	54
2	Satisfied	27	38
3	Satisfied to an extent	3	4
4	Dissatisfied	1	2
5	Highly Dissatisfied	1	2
	TOTAL	70	100

Table 6: Opinion of the respondents regarding special bonus given by the company during festival days

Source: Primary Data

From the table it is inferred that nearly 54% of the respondents are Highly Satisfied and 38% of the respondents are satisfied regarding the special bonus provided by the company during festival days.

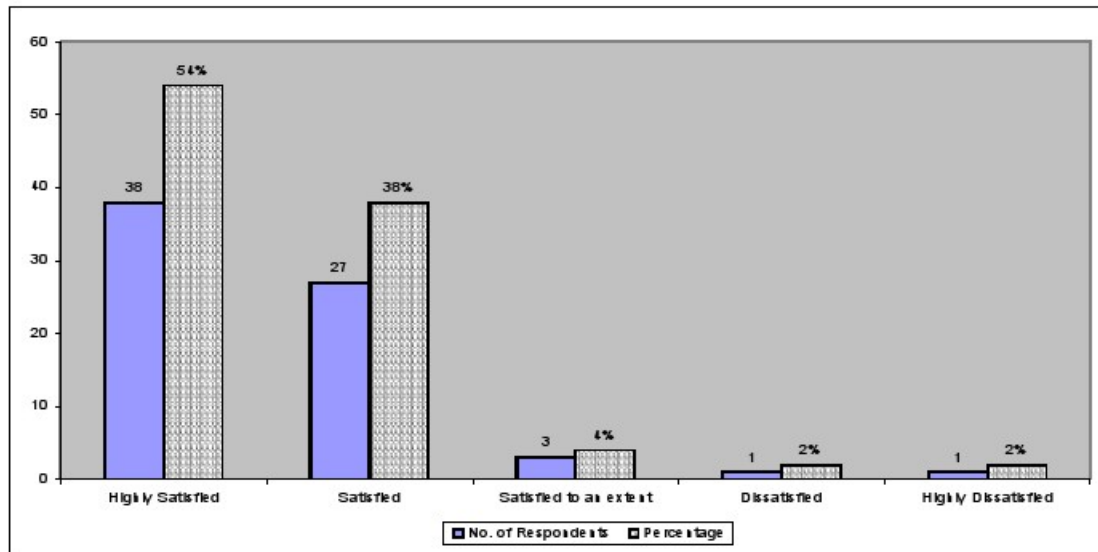


Figure 2: Opinion of the respondents regarding special bonus given by the company during festival days

S.no	Particulars	No. Of respondents	Percentage
1	Highly Satisfied	36	51
2	Satisfied	22	31
3	Satisfied to an extent	10	14
4	Dissatisfied	1	2
5	Highly Dissatisfied	1	2
	TOTAL	70	100

Source: Primary Data

Table 7:Opinion of the respondents regarding the rewards given by the company for their performance

From the table it is inferred that nearly 51% of the respondents are Highly Satisfied and 31% of the respondents are satisfied regarding the rewards providing by the company.

S.no	Particulars	No. Of respondents	Percentage
1	Highly Satisfied	38	54
2	Satisfied	27	38
3	Satisfied to an extent	2	3
4	Dissatisfied	2	3
5	Highly Dissatisfied	1	2
	TOTAL	70	100

Source: Primary Data

Table 8: Opinion of the respondents regarding the method of appreciation given by the company

From the table it is inferred that nearly 54% of the respondents are Highly Satisfied and 38% of the respondents are satisfied regarding the method of appreciation.

S.no	Particulars	No. Of respondents	Percentage
1	Highly Satisfied	8	11
2	Satisfied	18	26
3	Satisfied to an extent	15	21
4	Dissatisfied	24	35
5	Highly Dissatisfied	5	7
	TOTAL	70	100

Table 9: Opinion of the respondents regarding the promotion policy of the organisation
Source: Primary Data

From the table it is inferred that nearly 26% of the respondents are satisfied and 35% of the respondents are dissatisfied regarding the method of promotion.

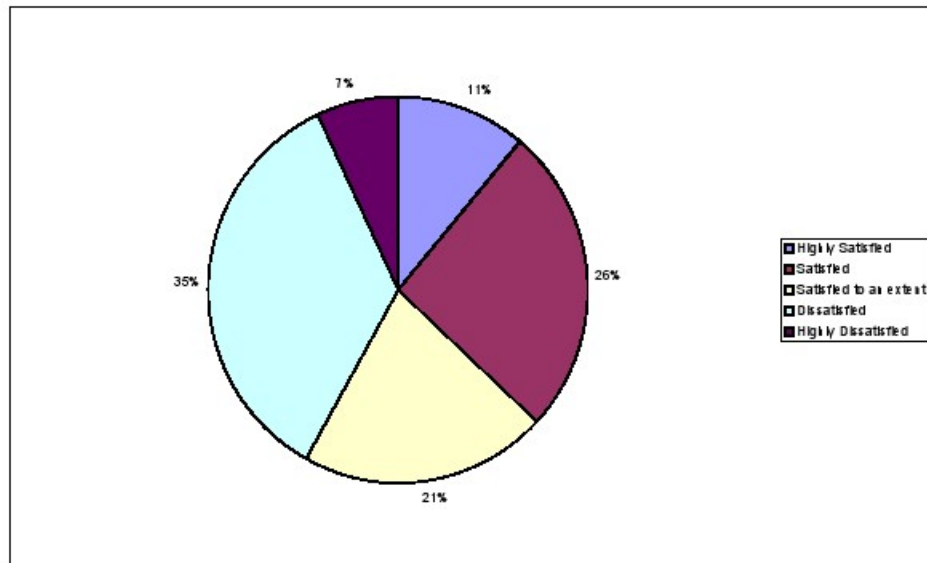


Figure 3: Opinion of the respondents regarding the promotion policy of the organisation

S.no	Particulars	No. Of respondents	Percentage
1	Highly Satisfied	31	44
2	Satisfied	10	14
3	Satisfied to an extent	8	11
4	Dissatisfied	20	29
5	Highly Dissatisfied	1	2
	TOTAL	70	100

Table-10: Opinion of the respondents regarding the level of freedom in taking job related decisions

Source: Primary Data

From the table it is inferred that nearly 44% of the respondents are Highly Satisfied and 29% of the respondents are Dissatisfied regarding the level of freedom in taking job related decisions.

S.no	Particulars	No. Of respondents	Percentage
1	Highly Satisfied	23	33
2	Satisfied	35	50
3	Satisfied to an extent	9	12
4	Dissatisfied	2	3
5	Highly Dissatisfied	1	2
	TOTAL	70	100

Table 11: Opinion of the respondents about the encouragement provided by the company for giving suggestions for the improvement of work

Source: Primary Data

From the table it is inferred that nearly 33% of the respondents are highly satisfied and 50% of the respondents are satisfied about the encouragement provided for giving suggestion to improve work.

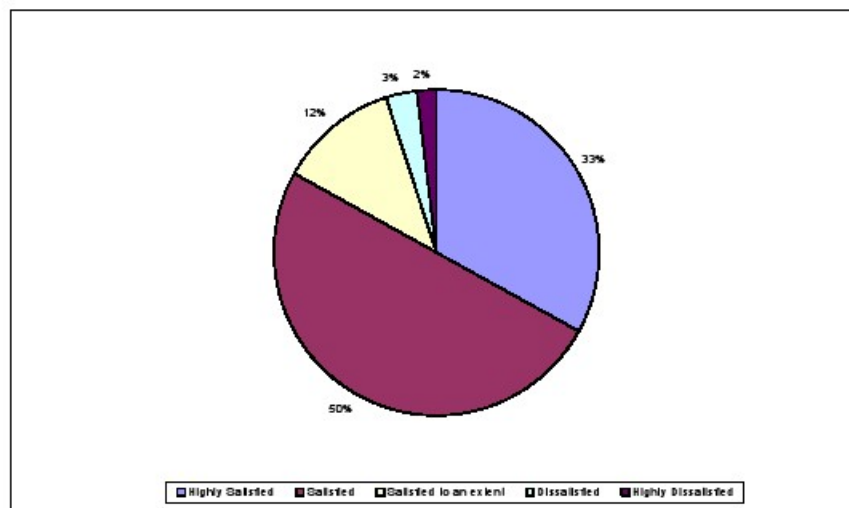


Figure 4: Opinion of the respondents about the encouragement provided by the company for giving suggestions for the improvement of work

Suggestions

The company may implement proper motivational programme to the workers. To change the attitude of the employees regarding promotional policies prevailing in that company to give

counselling to the unsatisfied employees to change their attitude positively. The company has to follow some motivational programme given below, which will improve the performance. Best employee of the year. The company should recognize the performance at proper time. In the organization the workers job is routine, repetitive, removing all challenges and making the worker a part of machine culture. This will lead to frustration and boredom. This can be reduced by,

- o Job Rotation
- o Job Enlargement
- o Job Enrichment

Conclusion

Motivation itself is not a cause and effect relationship rather than it is a complex phenomenon. The motivation has influences on the performances and it plays a vital role in every organization. The best way to motivate the employee are providing individual recognition, good working conditions, informal groups and effective supervision leads to increase performance of the employees through which the company can attain goals and objectives.

Reference

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