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Motivation in Voluntary Organizations

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Abstract:

A survey of 6 voluntary bodies in colleges has been conducted asking them know their motivation for working in voluntary bodies, which helped us in formulating a hypothesis regarding the impact of work ethics, vision of body, team spirit factors on student's motivation.

The paper shows the details of motivation for the students in a particular body on different year, position, performance, personality, freedom etc. factors and how it is related to job satisfaction more than working in any other monetary organisation. The motivating factors of each of the above mentioned bodies will then be linked to the existing social, environmental, intellectual, cultural, developmental, and various other variables through tabular and graphical analysis. The results obtained from the above methodology will further be compared for the 5 bodies highlighting the impact of above mentioned factors on the choice and preferences of students.

The paper attempted to seek the above information through well planned questionnaire which was uploaded on the internet by means of Google form to be answered by various students of the 6 voluntary organisations. The responses were recorded and deeply analysed in order to draw the conclusions and build concrete results.

The results also demonstrate the main reasons why students like to spend their time doing volunteering activities in colleges and why some of them want to continue with the same post college life as a mainstream career and the reason behind the rising percentage of such students!

Keywords: motivation, voluntary organization, cause, mission, societies, service

1. Introduction

Internal and external factors that stimulate desire and energy in people to be continually interested and committed to a job, role or subject, or to make an effort to attain a goal. Group of individuals who enter into an agreement as volunteers to form a body to accomplish a purpose.

Students are considered as the future of any society and every society wants their future to be bright and optimistic. This can be achieved through healthy, dedicated and liberated minds of today.

This study aims at finding several factors that determine the social habits of the students and the way they affect it. This way the impact of Socio-cultural factors such as beliefs, goals, team, intellectual level, etc. can be studied. The choice of the above mentioned voluntary bodies have been done keeping in mind two things. Firstly, all the students belong to the same institute yet they are involved in completely different domain of voluntary organisations and secondly, though they are related to completely different organisations all these organisations are voluntary and no external incentives are attached to them to get participate in them.

Since, this study shows the relation in the causal factors and their impact on students' behaviour it can further be used for removing those factors which are responsible for the distortion from a normal course of students' life. On the basis of the relations formulated those factors which are negatively impacting the students' choices and preferences can be eliminated. This may further help in building socially aware, responsible and highly motivated students working for the social cause throughout their lifetime. In past many researches have been conducted studying the motivation but this study is different from all the previous one since its main focus is to estimate the variables influencing the motivation factors affecting college going students by means of field study.

2. Method of Data Collection and Analysis

2.1. Phase 1

- Online Survey:
 - Factors sorted out from weighted Mean Average
 - Factors segregated on basis of maximum and min. alignment
- Interview:
 - Analysis of motivation of team leader of organisation
- Secondary Research:
 - Organisation culture

2.2. Phase 2

- Primary Research:
 - Online survey
 - Interview
- Secondary Research:
 - Data collection from website

2.3. Phase 3

Comparison of Secondary research with Primary research analysis
Overall analysis with theories

The following theories were used to form the questions:

- Expectancy theory (10,11,12,14,15,17,19)
 - A person will go for Higher efforts if he believes: Higher efforts -> Higher performance -> Better rewards.
- Equity theory (9,10,16,18)
 - Individuals are motivated by fairness. Similar input must result in similar output.
- Goal theory (5, 4, 14,17,12,13)
 - Goals having following dimension: clarity, challenge, commitment, feedback and complexity can serve the purpose of motivation
- Job Characteristics Theory

1	"Incentives(Money/Gifts) for your performance"
2	"Certification of your performance in your organization"
3	"Availability of resources to accomplish the tasks assigned"
4	"Challenges involved in assigned tasks"
5	"Cause/Mission of your organization"
9	"Relation between you & your leader(s)"
10	"Appreciation/Encouragement from your leader"
11	"Recognition/Appraisal/Encouragement in PRIVATE"
12	"Your involvement in decision making of your organization"
13	"Opportunity to learn (Skills you are interested in)"
14	"Feeling of possessing a responsibility"
15	"Freedom in planning & execution of your assigned tasks"
16	"Your Recognition/Appraisal/Encouragement in presence of all team members"
17	"Regular and Constructive feedback about your performance"
18	"Relations among your team members"
19	"Opportunity to lead others"

Table 1: Questions were

3. Representation of the Dataset

Out of the 80 responses we have almost the equal representation of the dataset. The data is taken anonymously. Almost each organisation has minimum of 9 responses.

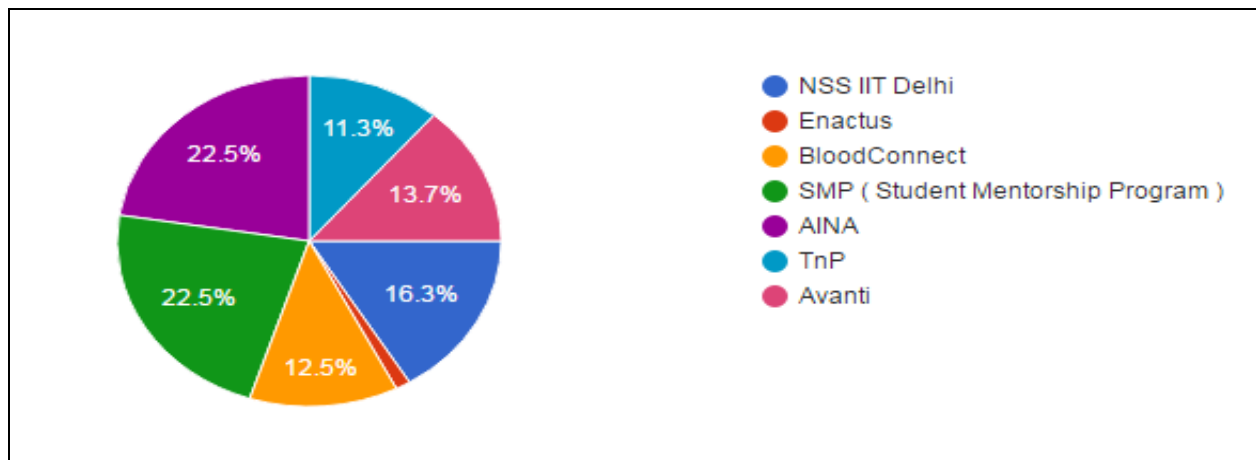


Figure 1

Some introduction about the voluntary bodies will help to tell how they impact the social and emotional life of students in college life. Some common observation about the kind of people who are most actively involved in voluntary organisation in their college life

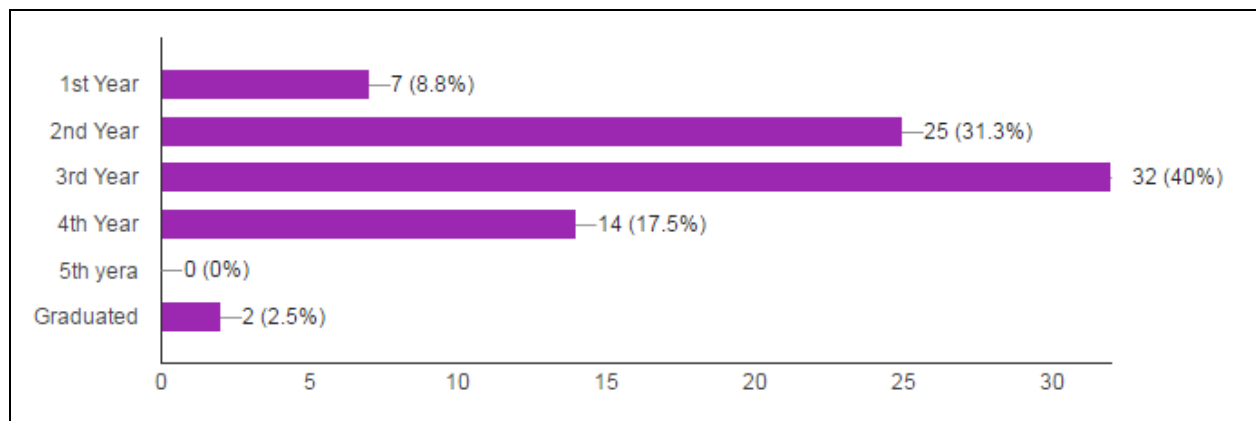


Figure 2

While it also shows that continuous involvement is not accepted by most of the people and they tend up to leave in early stages after carrying it for 1 or 2 year and only few take this passion forward

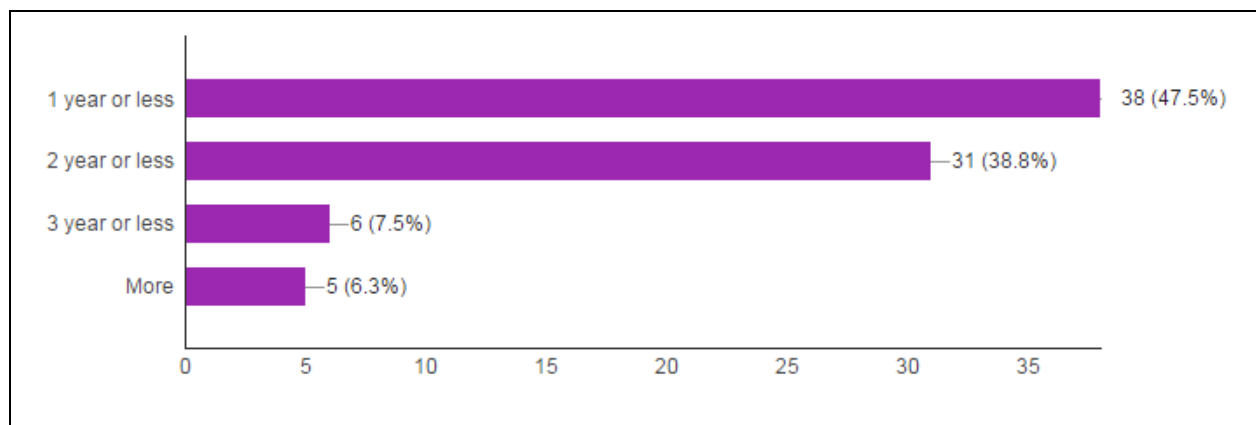


Figure 3

4. Observation for Organisation1: NSS

NSS IITD is an initiative taken up by IITD students to participate in service of nation. We wish to work towards building a beautiful world and spread message of environment, peace, education among today's youth.

Vision: To create “change leaders” who would self-indulge in nation-building activities by sensitizing the IITD community about the society that they belong to and the problems related to that society.

Mission: To involve the IITD community in activities that bring positive change in the immediate surroundings of IITD. To provide the IITD community with substantial social exposure so as to sensitize them about the problems of our society. To encourage the volunteers to critically analyse social problems, find feasible solutions, and implement them on ground level.

Team Size: 50 team members + 2500 volunteers

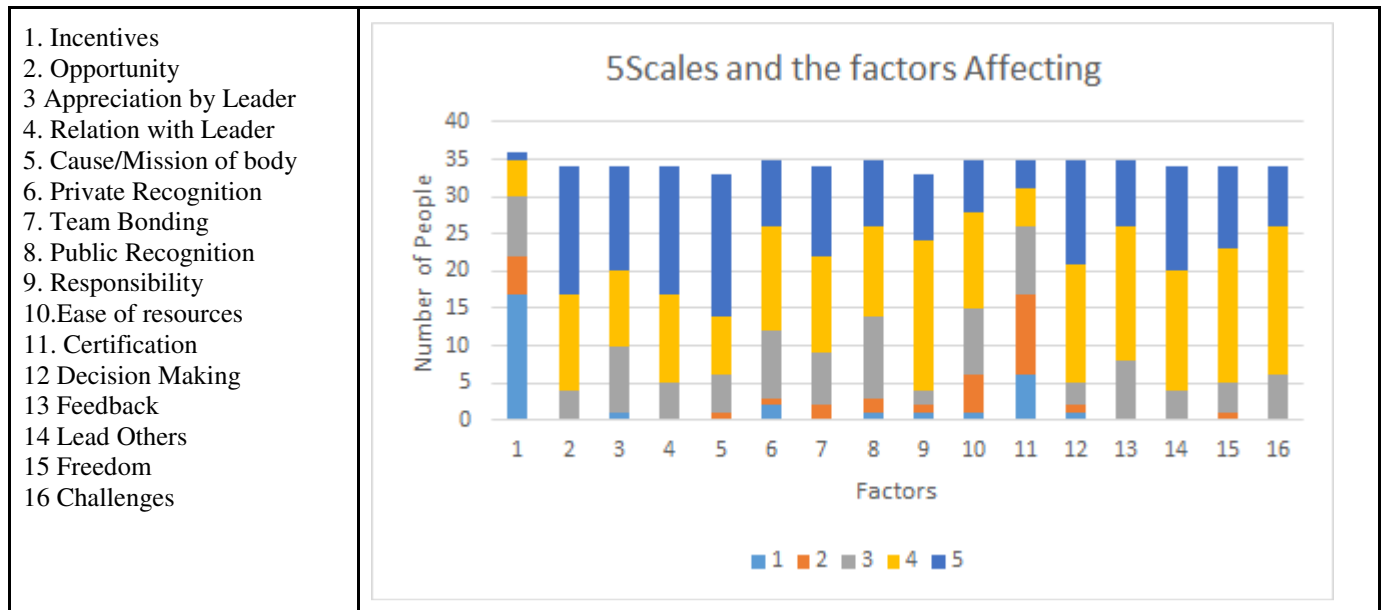


Figure 4

Most people are affected on an average by: Cause and mission of the organisation.
 This voluntary organisation is successfully able to penetrate the team members by the work they do.
 The next most important factor for the team of this organisation is: opportunity to learn
 While the least incentive in this organisation is: incentives
 These aspects tell that this organisation gives its team members a lot of social opportunities.
 From this data it's very clear that this type of organisation will need a very strong leader who can actually propagate the vision into its team members. Thus for such an organisation a transformational leader is required.

5. Observation for Organisation 2: MRC

Organization: Student Mentorship Program (SMP) ensures that the transition of freshers into IIT life is smooth and they can make informed decision when faced with choices in their life at IIT Delhi

Volunteer Details: Every fresher joining the institute is assigned a mentor who they can approach with queries on any issue like academics, extracurricular, personal life or the issue of maintaining a balance between them. They are the friends, philosophers and guides of the freshers through this beautiful journey in IIT Delhi.

Mission: Freshmen Orientation, Student Counselling Services, Enrichment Sessions, Anti-Ragging.

Vision: primary mandate of helping the freshers feel empowered.

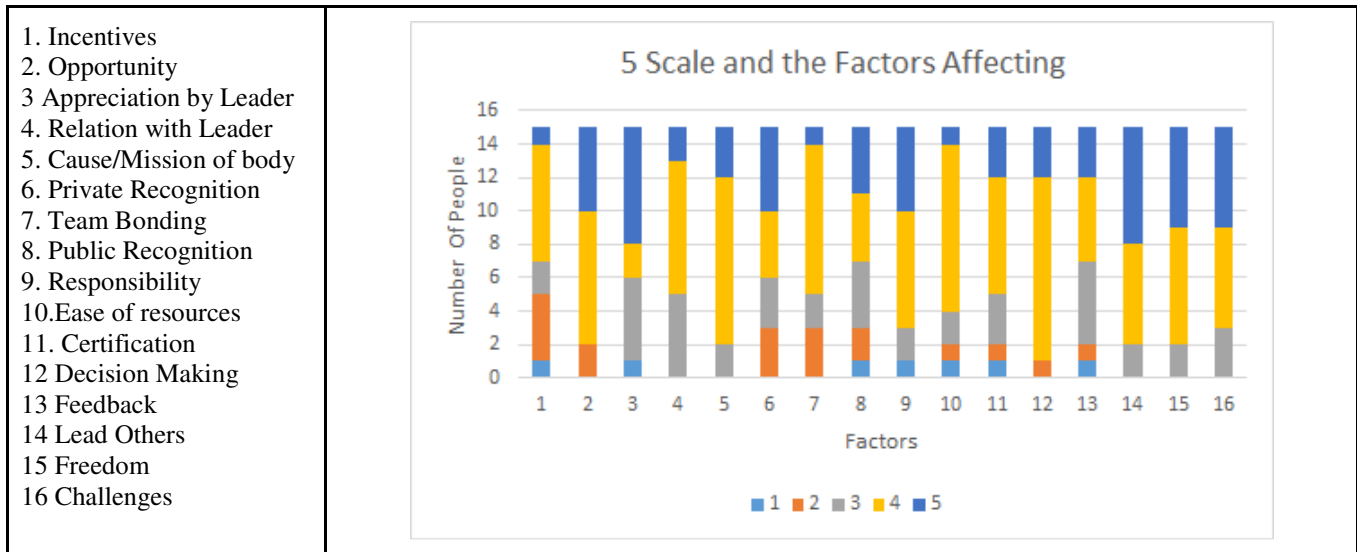


Figure 5

- Most people are affected on an average by: Opportunity to Lead Others
- The next most important factor for the team of this organisation is: Cause/Mission of the Organisation
- While the least incentive in this organisation is: Incentives

6. Observation for Organisation 3: Blood Connect

Blood Connect is a non - profitable youth run organization initiated by IIT Delhi students in 2010 in order to eradicate the shortage of blood in our country. We not only emphasis on organizing innovative camps but also help people who require blood in medical emergency and organize awareness session to make people aware about the importance of blood donation. We also progressively working towards removal of self - perceived facts and myths among people regarding the same.

6.1. Mission

To be a 360-degree solution provider to the problem of blood shortage in India

6.2. Vision

To solve the problem of blood shortage in India in our lifetime

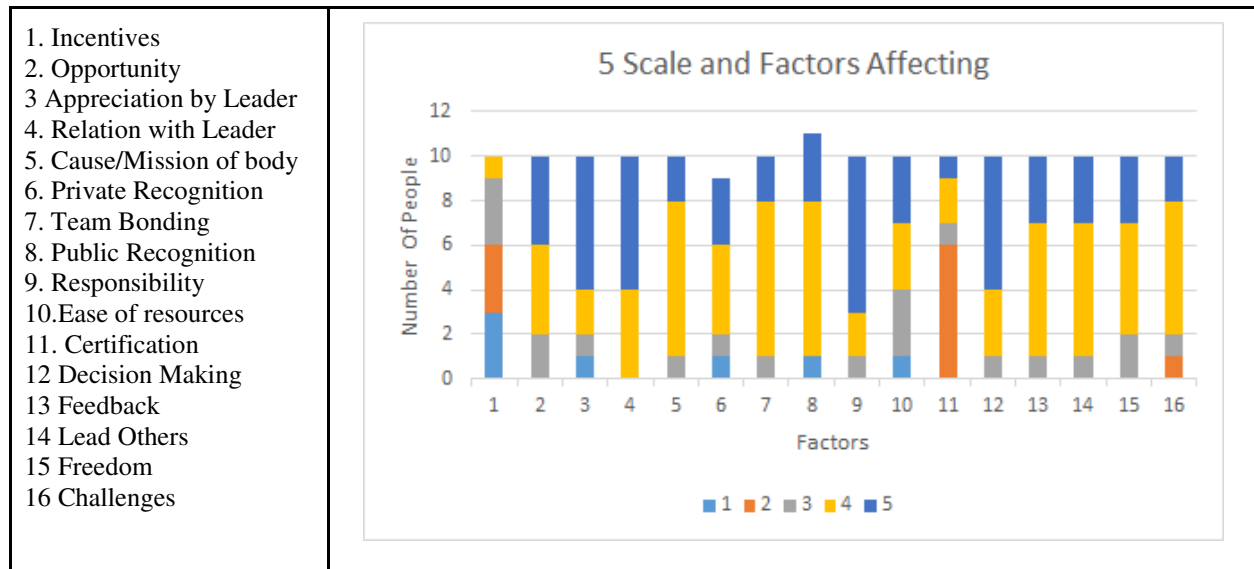


Figure 6

- Most people are affected on an average by: Cause and mission of the organisation.
- The next most important factor for the team of this organisation is: opportunity to learn
- While the least incentive in this organisation is: incentives

7. Observation for Organisation 4: Avanti

7.1. Avanti

Organization Vision and Volunteer Details

Avanti aims to create a level playing field for admissions to the country’s top colleges by delivering high quality, affordable college education to millions of students across the country. In the simplest of terms, Avanti Learning Centres seeks to revolutionize affordable education in India. We are a team of 20 people trying to achieve a common goal of helping 64 students studying in class 11th and 12th.

7.2. Mission

The lack of quality teaching in government and low-cost schools and college. The lack of access to significant test preparation outside of major urban centres

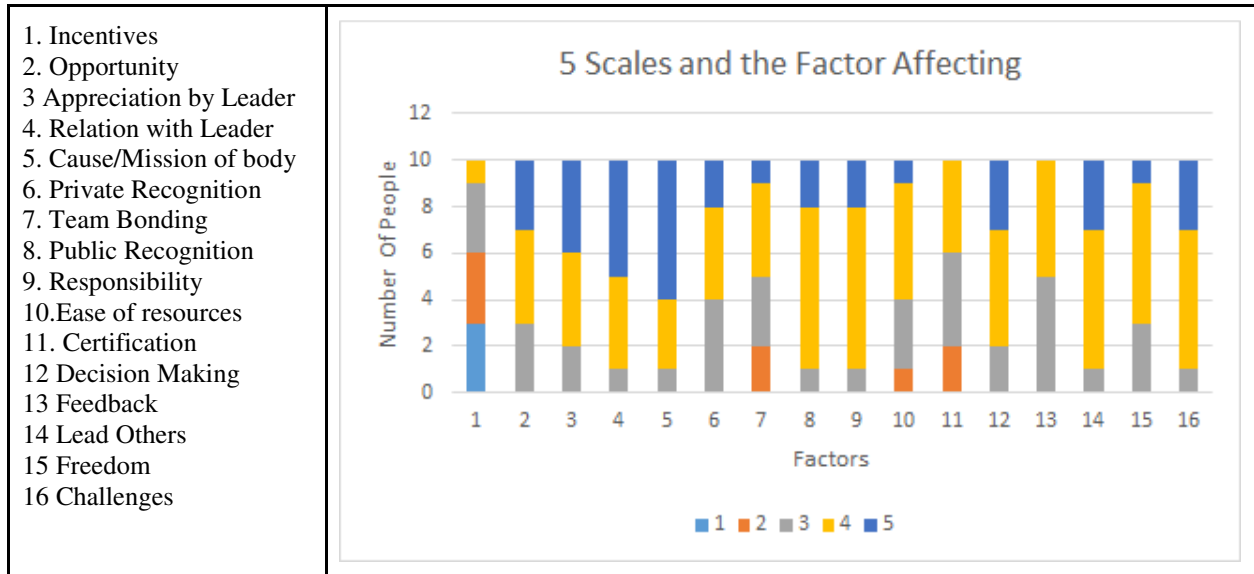


Figure 7

- Most people are affected on an average by: Cause and mission of the organisation
- The next most important factor for the team of this organisation is: Relation with the leader
- While the least incentive in this organisation is: Incentives

8. Observation for Organisation 5: Training and Placement Cell

8.1. Organization and Volunteer Details

Training and Placement Cell is an organization which is completely managed by students, overseen by a professor in charge. T&P cell is different with all the organizations discussed earlier as it does not serve any social agenda. But it still qualifies as a voluntary organization as it is a group of people voluntarily coming together for a common goal. We are a team of 200+ students ensuring that the placements of IIT Delhi are a hit every year.

8.2. Mission

- Identify suitable potential employers and help them achieve their hiring goals.
- Organize activities concerning career planning.
- Act as a bridge between students, alumni and employers.
- Guide the students in developing skills and job-search strategies required to achieve their career objectives.

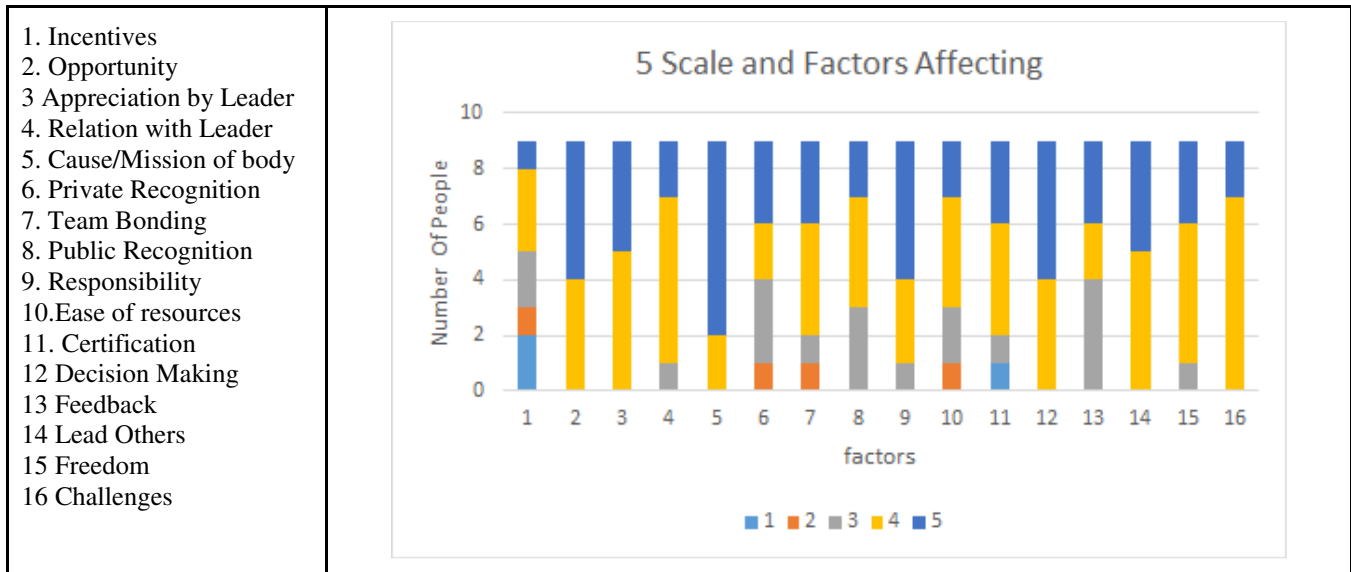


Figure 8

- Most people are affected on an average by: Cause and mission of the organisation.
- The next most important factor for the team of this organisation is: opportunity to learn
- While the least incentive in this organisation is: incentives

9. Inferences

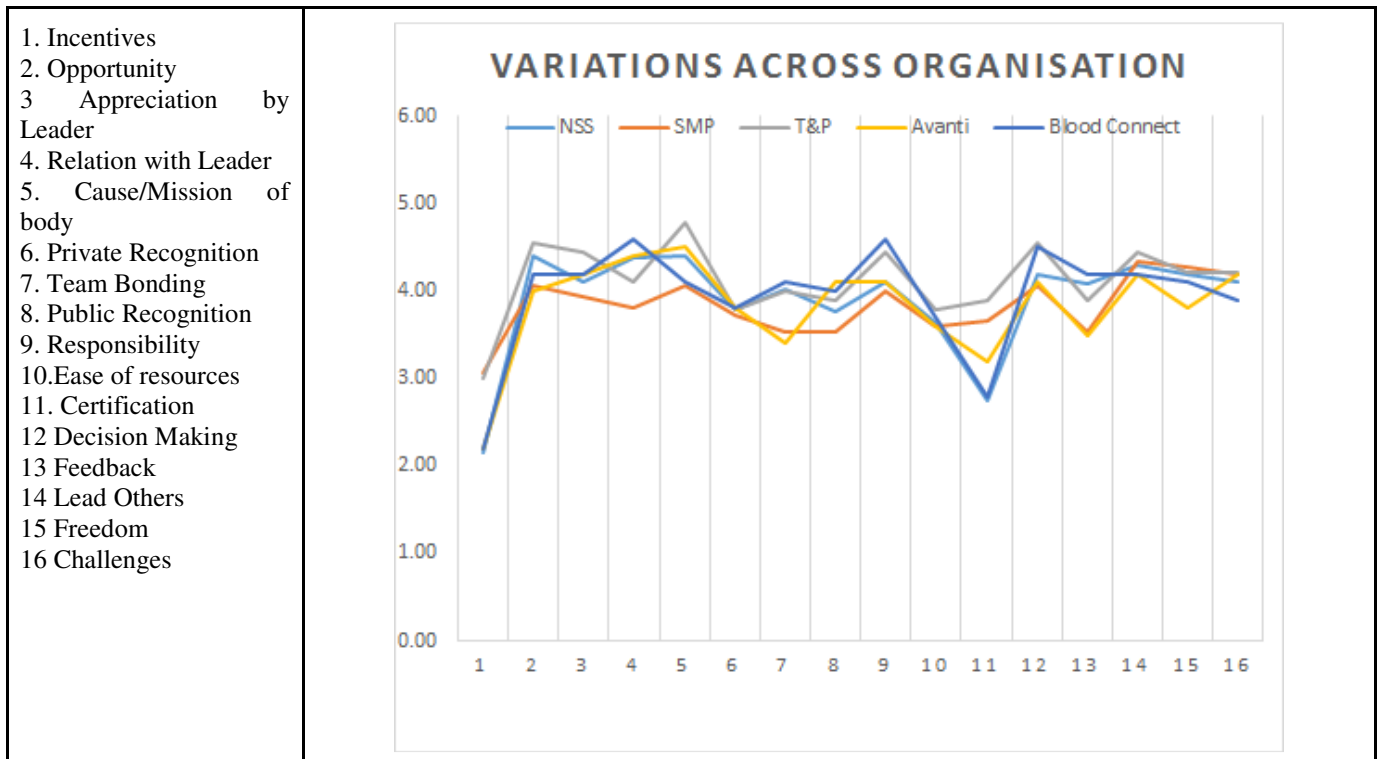


Figure 9

9.1. Maslow's theory and Alderfer's Modified Approach (E R G)

1. E or the physiological and safety needs: In voluntary organisation are very low because they are already satisfied then only people volunteers
2. R or Belonging: Social needs also leads to high motivation for people but that's the second reason here.
3. G or self-esteem and self-actualization: In relation to self-actualization is the greatest need which is getting satisfied. Also hearing that they are doing something good, increase person's self-esteem.

9.2. Herzberg's Two Factor Theory

1. Dissatisfiers: salary (1,2)->working condition (3,4)->supervision (15)->interpersonal relation (9,18)

As we can see 2.48--3.11->3.65--4.02->3.91->4.2--3.89

2. Satisfiers:->nature of work (5) ->responsibility (14)->Personal Growth (12, 13,17,19) > sense of achievement (4) - > recognition (10,11,16)

As we can see 4.08974359 3.769230769 3.756410256 << 4.025641026<<4.153846154, 4.333333333, 3.91025641 ,4.243589744 < 4.166666667 << 4.358974359

As we can see there is not much variation across these organisations for different factors

9.2.1. How People perceive their work at Voluntary Organisation

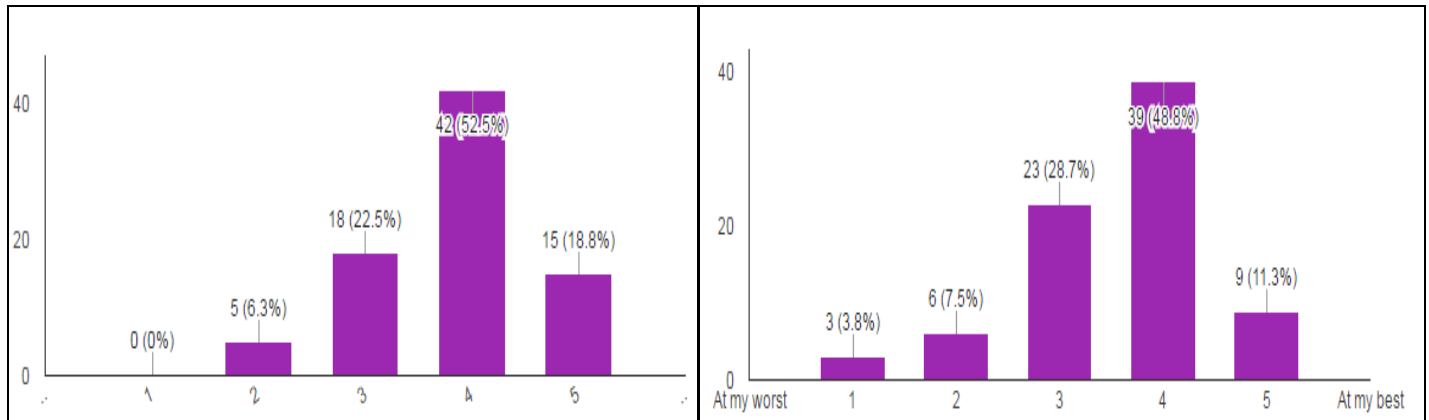


Figure 10: The above graph shows what people perceive their performance i past and what their current performance is

There are 2 points which can be clearly see from these 2 graph

1. Most people keep themselves on slightly higher or average side
2. There is a shift from higher to average in from past performance to current performance this might be due to impact they have seen of the past event and the impact of present is very slow and thus in spite of working their efforts are less.

Since most people are with 1 or less year experience they continuously want to become better which can be shown from their motivation. We found out the top 5 reasons when they tend up to be motivated when these factors are present in the voluntary body.

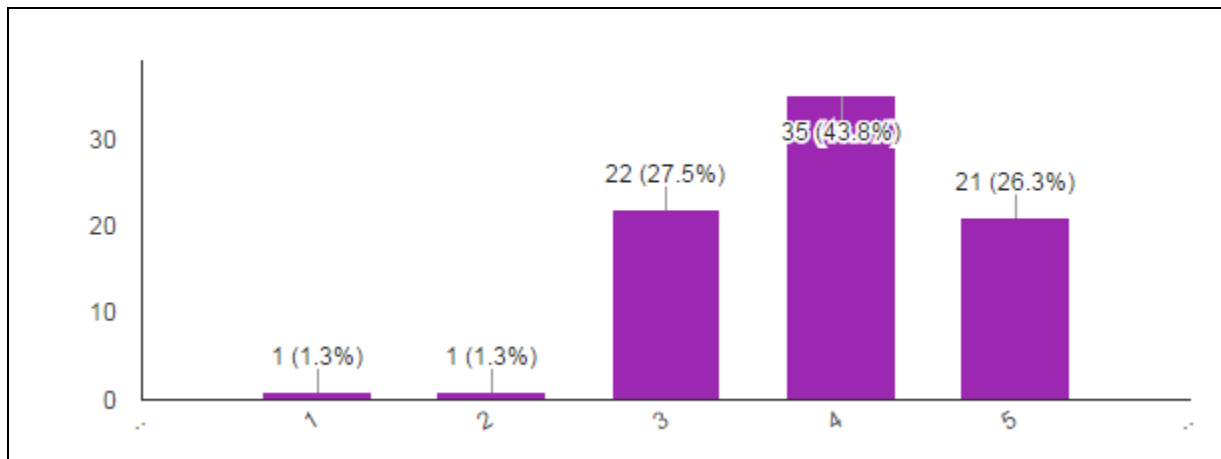


Figure 11: Feedback

But the most important thing before that these people do the genuine work and are not afraid of what the people say and willingly welcome the feedback which act as a boost up for them

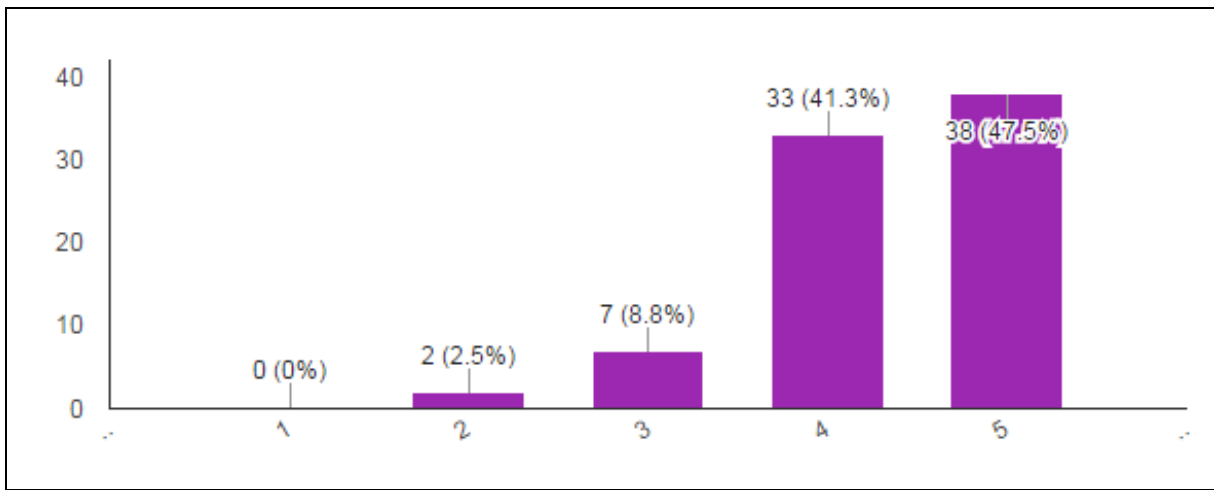


Figure 12: Job Satisfaction

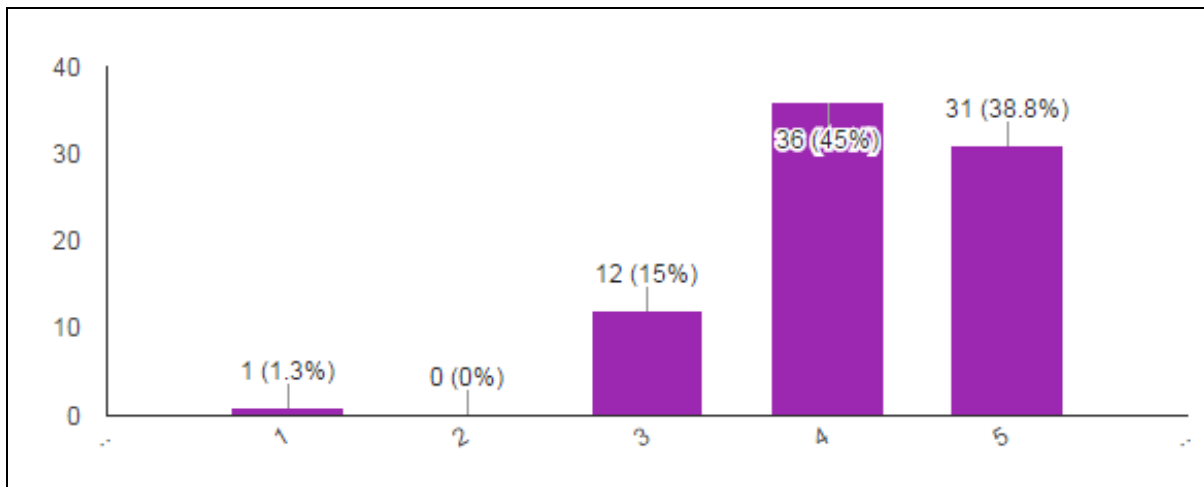


Figure 13: Relationship with leader

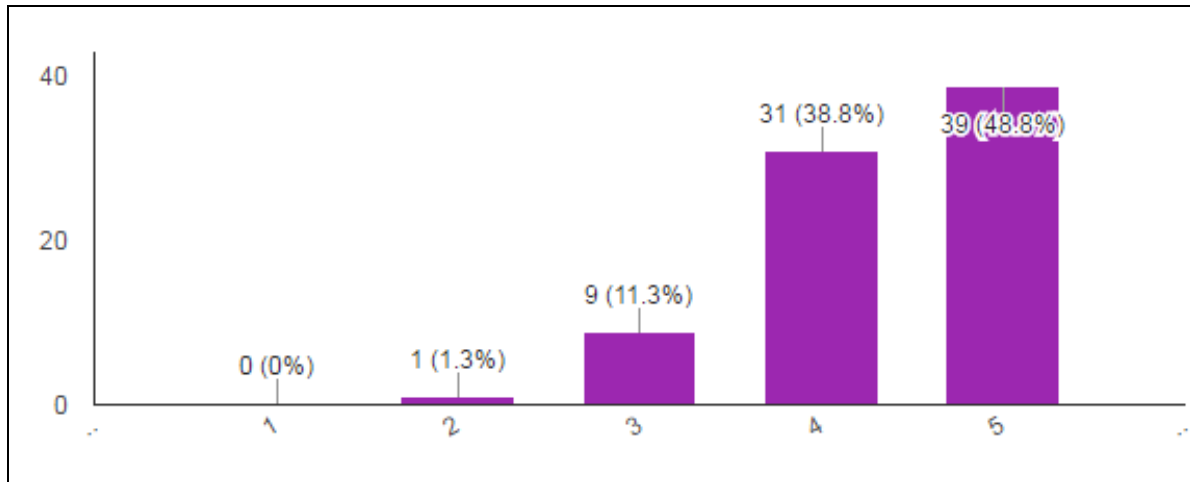


Figure 14: Cause and Mission of Organisation

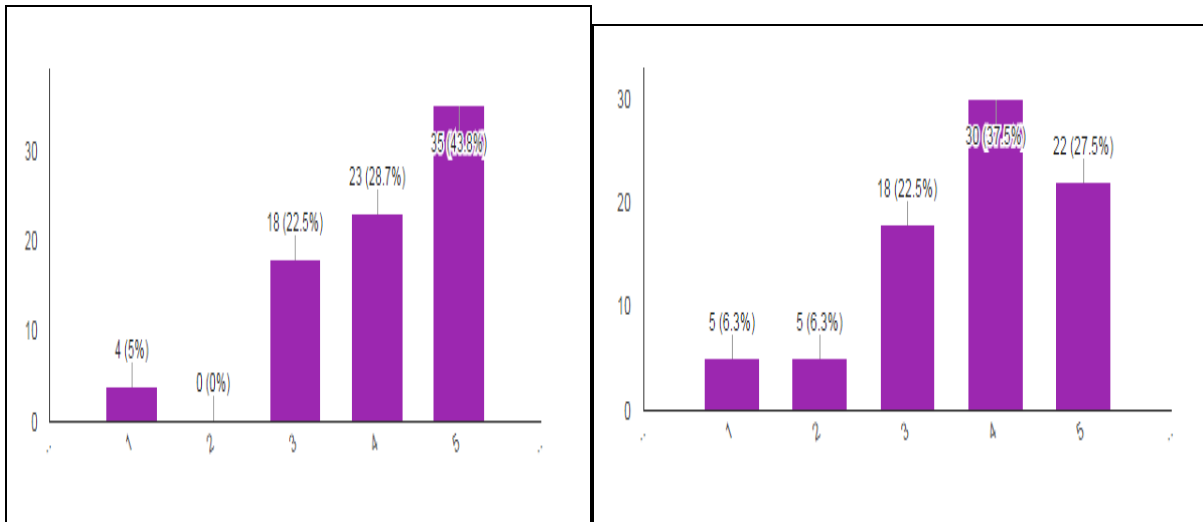


Figure 15: Appreciation by leader and recognition /appreciation in private

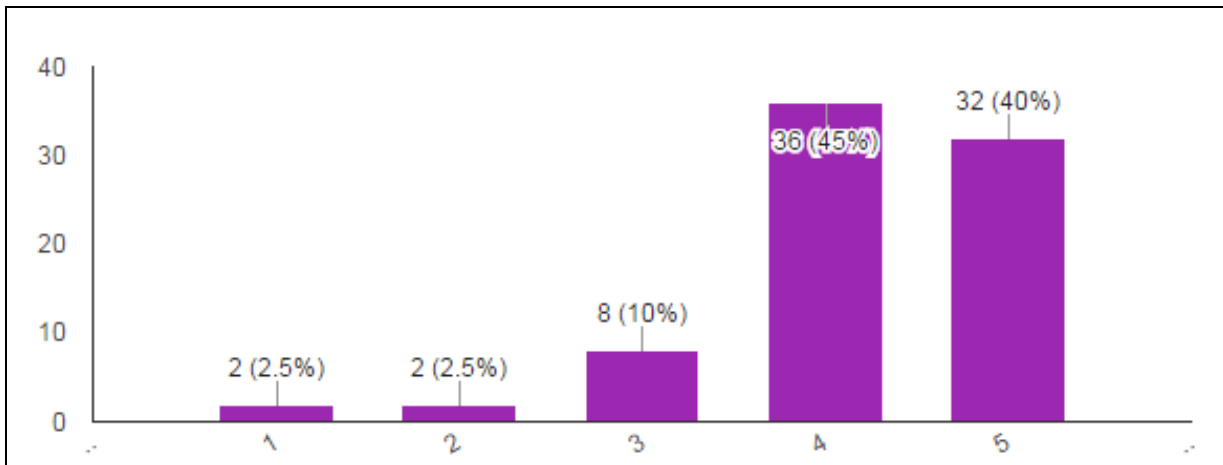


Figure 16: Responsibility

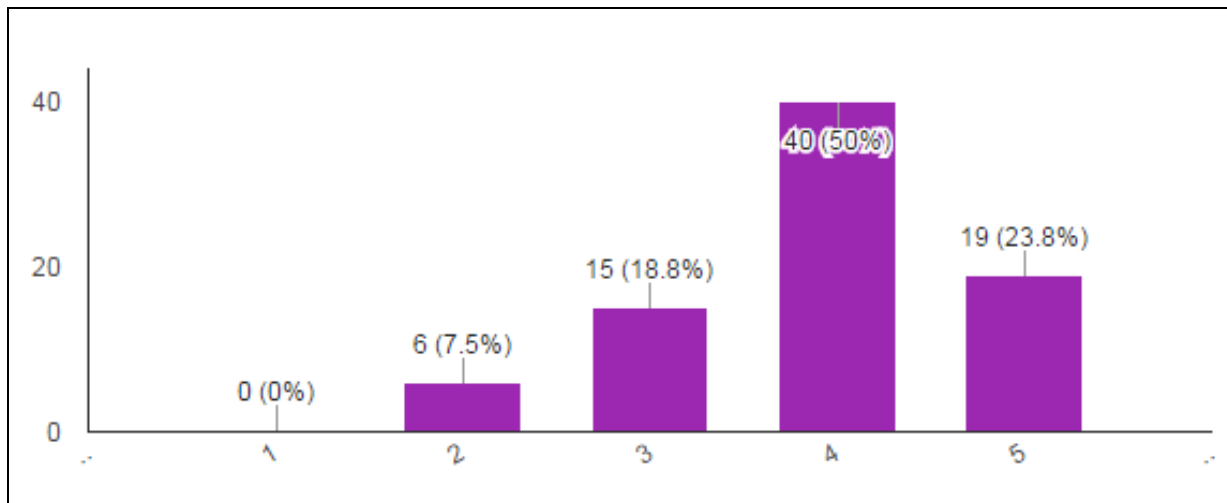


Figure 17: Team spirit

Not only this, people in voluntary organisation have personality more to be wanting a leader but not much follower, they understand the cause and mission and they want to lead it rather stay behind, which is the primary goal of a voluntary social organisation

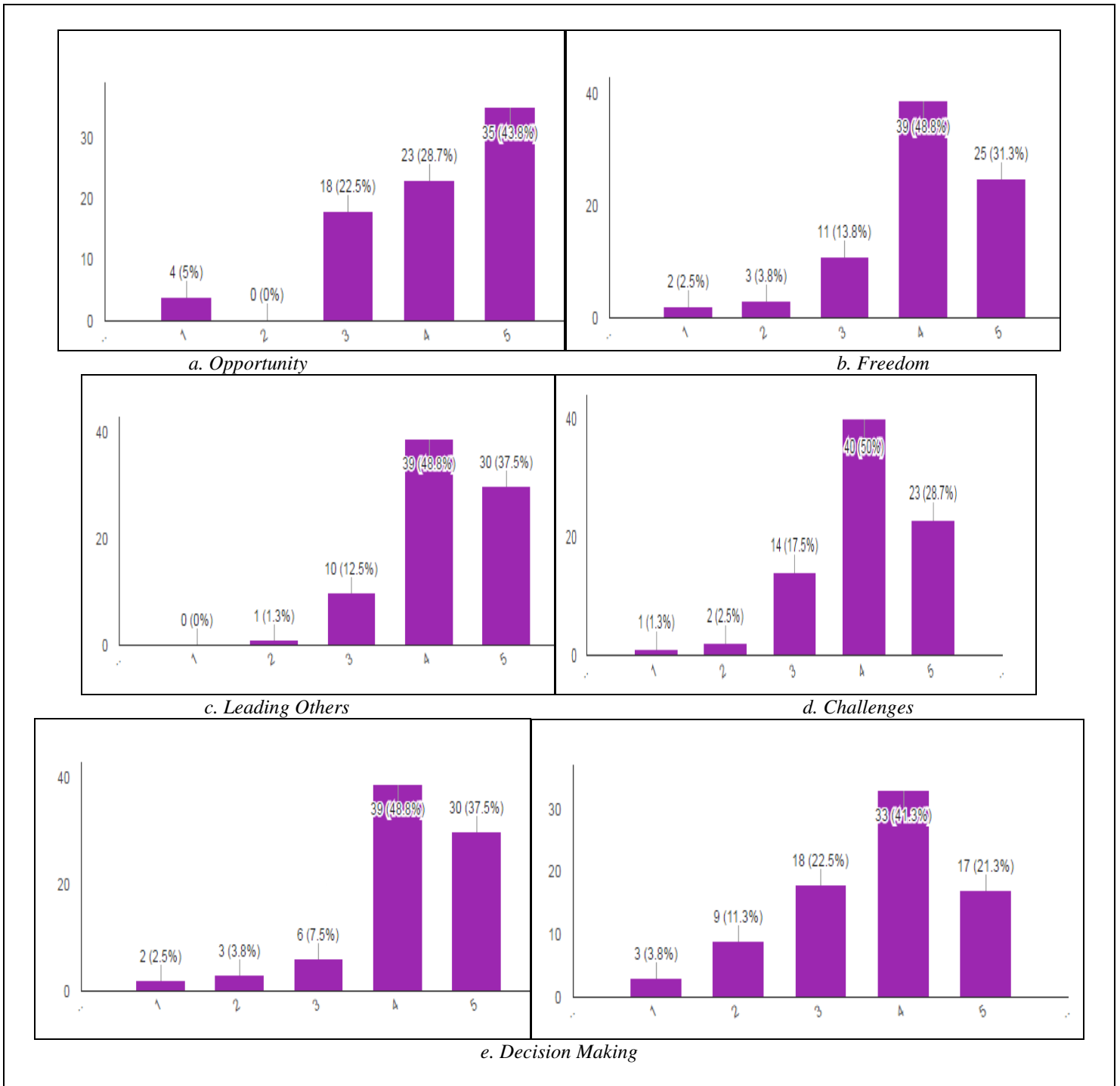


Figure 18

But are they actually the leaders:
Some factors which also motivates them is

1. Ease of availability of resources
2. There are things which are most averaged out like

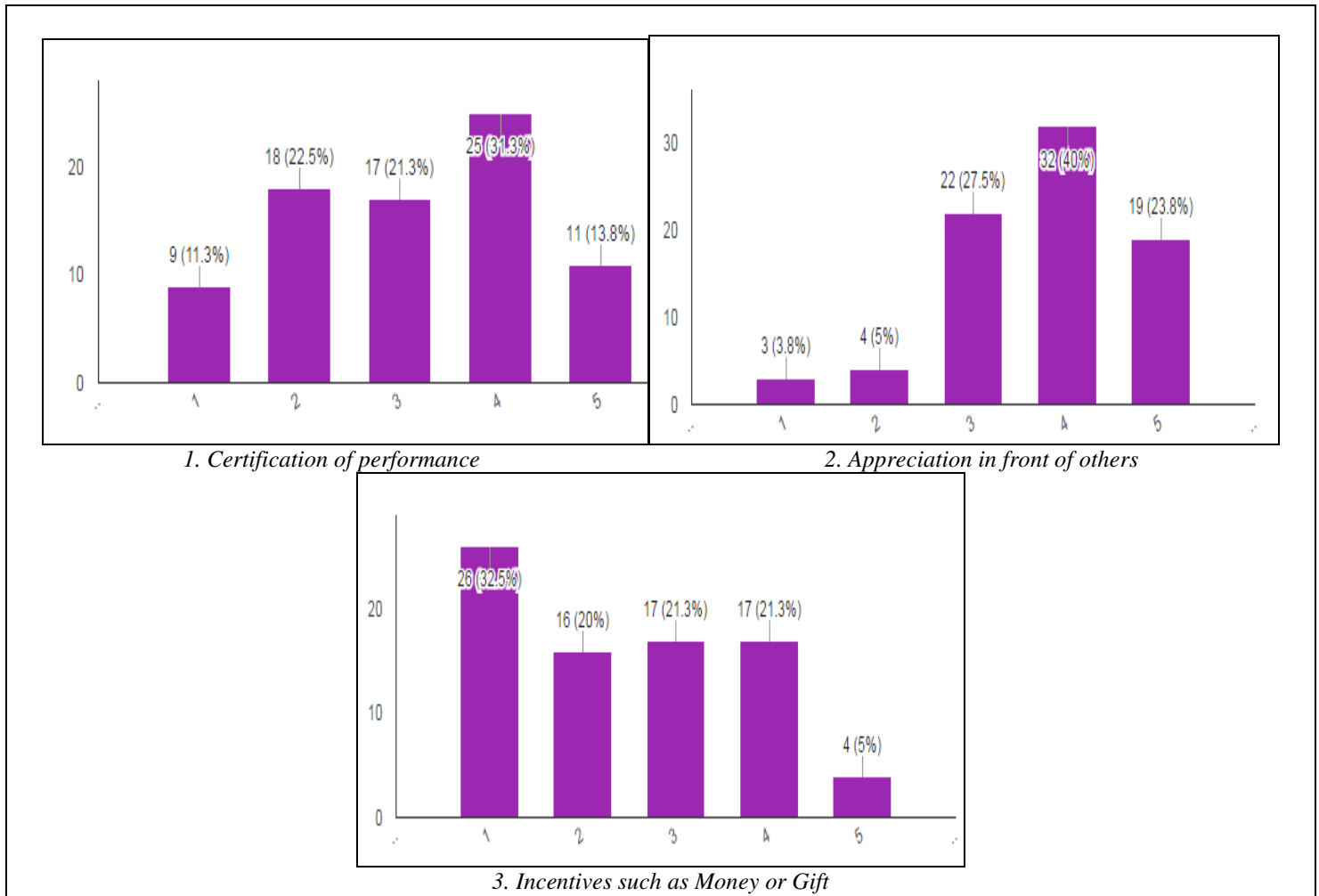


Figure 19

This data is distributed almost uniformly; this means that people do have expectation in return from voluntary organisations. Which also states very clearly its not only the internal motivation but also the external motivation which act as a drive force for a person to join such voluntary organisations. In case of gains they tend up to remain and in case of loss they tend up to leave the organisations.

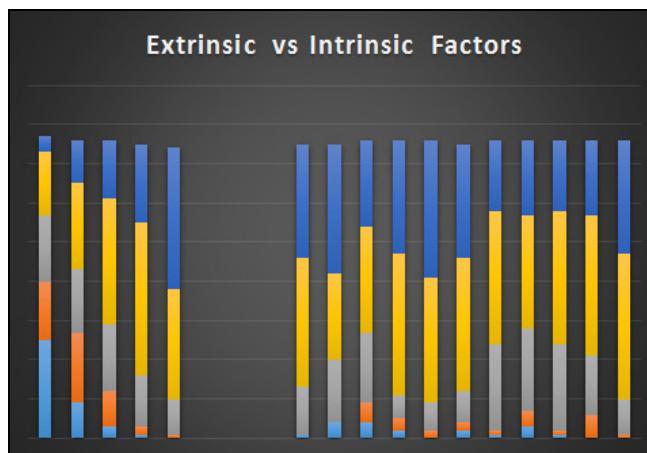


Figure 20: Overall Result can be summarized by the following graph

10. Acknowledgement

We would like to thank you Prof. Shuchi Sinha who guided us through this project. Also my team members who helped me collect this data and also my friends and relatives who supported me to write this fine piece of work.

11. References

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