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**A Study on Employee Motivational Technique at SKM EGG Product Export  
(India) Ltd, Erode.**

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### Abstract

This article is carried out Employee Motivational Technique and the performance to employees appears for in individuals rest on ability, motivation and support to individuals receive. Motivation is the desire within a person causing that person to act. Individuals usually act for one reason i.e., to attain a goal. The words need, want, desire & drive are all similar to motive, from which the word motivation is derived. Motivation is important for success. The organization can still concentrate on the areas which were suggested by the researcher to make the motivational programs more effective. Only if the employees are properly motivated they work well & only if they work well the organization is going to get benefit out of it. Steps should be taken to improve the motivational programs procedures in the future. The suggestions provided by the researcher in this report may help towards maximum output for the industry growth and development.

**Keywords: Employee, performance, attain a goal, concentrate, report**

### INTRODUCTION

According to Webster's, a motive is something that causes a person to act. The performance to employees appears for in individuals rest on ability, motivation and support to individuals receive. Motivation is the desire within a person causing that person to act.

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Individuals usually act for one reason i.e., to attain a goal. The words need, want, desire & drive are all similar to motive, from which the word motivation is derived. Motivation is important for success. Employee motivation is level of energy, commitment and creativity the employee should bring to their job. Whether the economy is growing or shrinking. Employee motivation is always comes under the management concern. It helps to use the employee's knowledge and skills for developing the organization. The employees who are engaged in the organization should be motivated. Without motivation, their ability and skill can't be used properly. Every employee has the capacity to do work. It is the process that helps the employee to explore their talent.

#### **MOTIVATIONAL TECHNIQUES:**

##### ***FINANCIAL INCENTIVES :***

First techniques of motivation are financial incentives as money is the indicator of success. The employee work for the management as well as personal goals. It helps to satisfy their wants & needs through financially. Wages, salary, Increment, bonus are highly motivated to the employees to give a better performance.

##### ***NON-FINANCIAL INCENTIVES :***



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Motivating employees does not always have to involve cash. There are many interesting, memorable, and creative alternative to rewarding employees. It is about providing rewards, by appreciation or by promotion, by providing some gifts.

#### ***JOB ENRICHMENT:***

Under this technique job are made challenging and meaningful by increasing responsibility and growth opportunities. In such technique of motivation, planning and control responsibility are added to the job usually with less supervision and more self evaluation. It is also called vertical leading.

#### ***JOB ROTATION :***

The employees are doing different task in an organization. It will help to gain more knowledge and experience in different fields. And also helps to reduce the routine work stress and boring environment in the organization.

#### ***PARTICIPATION :***

Participation refers to involvement of employee in planning and decision making. It helps the employees feel that they are an asset of the organization which helps in developing ideas to solve the problems.

#### ***QUALITY OF WORKLIFE:***

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It is the relationship between employees and the total working environment of organization. It integrates employee needs and well being with improves productivity, higher job satisfaction and great employee involvement. It ensures higher level of satisfaction.

**RESEARCH METHODOLOGY**

**WEIGHTED AVERAGE METHOD**

When the relatives importance of the difference observations is not the same, we compute weighted average method. The term “weighted” stands for the relative importance of the computing weighted average method is as follows

$$X_w = \frac{\sum w_i * x_i}{\sum w_i}$$

X<sub>w</sub>= weighted average method

X<sub>i</sub>= variable

**4.3WEIGHTED AVEREAGE METHOD**

**RANKING THE FACTORS WHICH MOTIVATES THE EMPLOYEES**

<b>Factors which motivates the employees</b>
<b>(Rank 1=4, Rank 2=3, Rank 3=2, Rank 4=1)</b>

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S. No	FACTORS	NO.OF RESPONDENTS				WEIGHTED AVERAGE	RANK
		4	3	2	1		
1	Salary increase	32	36	28	54	38.2	3
2	Promotion	36	42	60	12	40.2	2
3	Leave	36	46	50	18	44.6	1
4	Motivational talks	42	24	12	72	33.6	4

Source: Primary Data

**INTERPRETATION:**

From the above table, it is inferred that the respondents gave the First rank to leave provisions, promotion stands at second among the employees, salary increase third and motivational talks four.

**SUGGESTION:**

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From the above table, it is inferred that the respondents gave the First rank to leave provisions and 2<sup>nd</sup> rank of promotion so the company give a continuous employment and promotion also.

## CONCLUSION

The study concludes that, the motivational program procedure in SKM EGG EXPORT(INDIA) LTD, Erode is found effective but not highly effective. The study on employee's motivation highlighted so many factors which will help to motivate the employees. The study was conducted among 150 employees and collected information through questionnaire. This study helps to find the employees motivational programs which are provided in the organization.

The performance appraisal activities play a major role in motivating the employees of the organization. It is a major factor that makes an employee feels good in his work and results in his satisfaction too. The organization can still concentrate on the areas which were suggested by the researcher to make the motivational programs more effective. Only if the employees are properly motivated they work well & only if they work well the organization is going to get benefit out of it. Steps should be taken to improve the motivational programs procedures in the future. The suggestions provided by the researcher in this report may help towards maximum output for the industry growth and development.

## REFERENCE:

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