

THE EMPLOYEES MOTIVATION WITH SPECIAL REFERENCE TO R.K. HEAVY ENGINEERING AND PROJECTS PRIVATE LIMITED AT KEERAPAKKAM IN KANCHEEPURAM DISTRICT

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ABSTRACT

The overall motivation level of the Rk Heavy Engineering And Projects Private Limited In Keerapakkam comes around 60%. The motivation level of Rk Heavy Engineering And Projects Private Limited In Keerapakkam employees could be increased further by job rotation, strengthening the team spirit, accepting the frank suggestion, issuing appreciation letter for their commendable job, formulating better internal rewards system, allocate manpower resource based on their field of interest, providing equal opportunities and freedom in the execution of the work at their levels.

The above measures for increasing the motivation levels in Rk Heavy Engineering And Projects Private Limited In Keerapakkam was suggested based on the opinion received from Rk Heavy Engineering And Projects Private Limited In Keerapakkam employees.

KEYWORDS: *Job Rotation, Strengthening the Team Spirit, Accepting the Frank Suggestion*

INTRODUCTION

The Project Work Entitled “A Study On Employees Motivation” With Special Reference To Rk Heavy Engineering And Projects Private Limited In Keerapakkam, Is Mainly conducted to identify the factor which will motivate the employees and its organizational functions. The study is conducted with the intention of knowing whether motivation leads to a change in the performance of individuals. Thus when resulting in positive output management realize the importance of motivation and concentrate more on employee motivation. Nowadays Motivated employee performs better than an ordinary employee. Therefore motivation is an essential term for employees to perform their job efficiently and effectively.

Motivation is defined as “The processes that account for an individual’s intensity, direction, and persistence of effort towards attaining a goal”. While general motivation is concerned with an effort towards any goal.

The Three Key Elements

- Intensity.
- Direction.

- Persistence.

Intensity

It is concerned with how hard a person tries. However, high intensity is unlikely to lead to favorable job outcomes.

Direction

An effort is channeled in a direction to benefit the organization. Therefore, we have to consider the quality of effort as well as its intensity.

Persistence

This is a measure of how long a person can maintain effort. Motivated individuals stay with a task long enough to achieve their goal.

Every Organization Must

- Attract competent people and retain them with it.
- Allow people to perform a task for which they were hired.
- Stimulate People to go beyond routine performance and overreach themselves in their work.

A basic principle is that the performance of an individual depends on his or her ability backed by motivation. Stated algebraically, the principal is.

$$\text{Performance} = f(\text{ability} * \text{motivation})$$

There are employees who perform better though they are not motivated by the management. This is possible when they are the hard worker and more devoted to their jobs. Thus there is always an exception condition attached with motivation. Motivation in simple term is understood as the set of forces that causes people to behave in certain ways.

The Basic Motivation Process

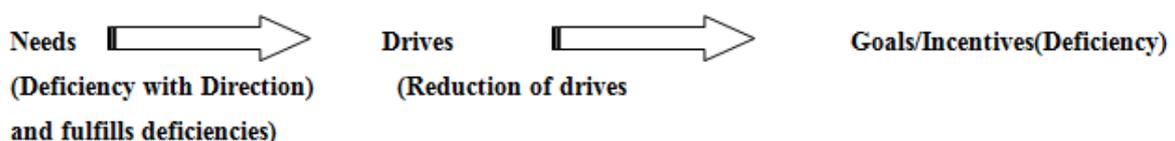


Figure 1

Need

Need is a deficiency. Needs are created whenever there is a physiological or psychological imbalance.

Drive

Drive is a deficiency with direction. They are action-oriented and provide an emerging thrust towards goal accomplishment.

Incentives

An incentive is anything that will alleviate a need to reduce a drive.

OBJECTIVES OF MOTIVATION

- **It is a bare fact that most of us use only a small portion of our mental and physical abilities.**
 - To exploit the unused potential in people, they are to be motivated
 - Needless to say that such exploitation results in greater efficiency, higher production and better standards of living of the people.
- A motivated employee is more quality oriented
- They are more productive than apathetic workers
- Human resource is vital and essential like any other resources in the organization
- People must be attracted not only to join the organization but also to remain in it.

Motivation is goal-directed. A goal is a specific result that the individual wants to achieve. An employee's goals are often driving forces and accomplishing those can significantly reduce.

Types of Motivation

There are two ways by which people can be motivated.

- Positive Approach
- Negative Approach

Positive Approach

This Approach is also called as pull-Mechanism. People are said to be motivated positively when they are shown rewards and the way to achieve it. Such a reward may be financial or non-financial. Monetary motivation may include different incentives, wages plans, productive onus schemes etc. Non-monetary may include praise for the work, participation in management, social recognition etc. Monetary incentives provide the worker a better standard of life while non-monetary incentives satisfy the ego of a man.

Negative Approach

This is also called as Push-mechanism. By installing fear in the minds of people, one can get the desired work done. In this method of motivation, fear of consequences of doing something or not something keeps the worker in the desired direction. Fear creates frustration, a hostile state of mind and unfavorable attitude the job which hinders efficiency and productivity.

Need of the Motivation

The purpose of the study is to describe the importance of certain factors in motivating employees at the Piketon Research and Extension Center and Enterprise Center. Specifically, the study sought to describe the ranked importance of the following ten motivating factors:

- Job security,
- Sympathetic help with personal problems,
- Personal loyalty to employees,
- Interesting work,
- Good working conditions,
- Tactful discipline,
- Good wages,
- Promotions and growth in the organization,
- Feeling of being in of things, and
- Full appreciation of work done.

A secondary purpose of the study is to compare the results of this study with the study results from other populations

Profile of RK Heavy Engineering and Projects Private Limited in Keerapakkam

RK Heavy Engineering and projects private limited.,(formerly RK Structural & Engineering India private limited.,) was established by Mr. R.Karunanithi, (chairman of RK group of companies) in 2009. Now becoming one of India's prominent fast growing heavy steel fabrication industries providing engineering solutions to a multitude of global competent players. Under the chairman's excellent and innovative leadership, RK Heavy Engineering and Projects private limits.,(formerly known as RK Structural & Engineering India pvt Ltd., is now reaching a unique position in the fabrication industry by providing high quality and timely service to its clients.

Presently the unit state-of-art manufacturing facilities spread over 10 acres and having a monthly production capacity of 800 metric tonnes. Major expansions are underway with plans to have the manufacturing capacity estimated to upgrade 1500 metric tonnes. With its focus on maintaining a clean and green environment, it maintains good health and safety measures. The unit adores the reputation of being the most recommended supplier and the idol employer by consistency meeting the objectives and desires of its clients and employee.

Quality Policy

RK Heavy Engineering and projects Private limiteds., (An ISO 9001:2008) Certified Company) is committed to achieving customer satisfaction through

- Providing quality engineering products and services.

- On time delivery.
- Complying customer, regulatory requirements by continually improving the effectiveness.

Productions Planning and Control

Production Planning and Control (PPC) Department are structured to coordinate and handle any commitments level and enable us to take part in any challenges and leave a benchmark among our competitors.

Quality Control and Quality Assurance

Concern manages to employ the right quality personnel, who are well trained and equipped to realize the importance of quality products and its sustained growth. Our qualified quality team has much knowledge about the importance of quality in the production and the techniques to maintain the quality for the complete satisfaction of our customers. We have no relations between the cost and quality since we learned that an increase in cost will not lead to an outcome with increased quality.

Heavy Engineering Products

- Heavy Engineering Machineries and components
- Boilers
- Pressure vessels
- Crushing machineries
- Mills
- Special purpose machinery
- Bulk tanks
- Piping components
- Utility piping
- Dampers
- Fans
- Static equipment
- Ducting
- Industrial chimneys
- Batching plants
- Heat exchangers
- Air pre-heaters

- Material handling equipment

Structural Steel Products

- Steel structures
- Tower structures
- Base frames
- Support structures
- Columns/beams
- Elevated platforms
- Skids
- Bridges/girders
- Stair cases
- Pipe racks

Vision

In the emerging steel fabrication industry, the need for quality and timely service has led our team to expand our vision into global players. Looking onto or struggled experiences in the procurement of many pre-structured items and mechanical parts for concerns enlighten us to build-up an engineering industry with all facilities to maintain the best quality and timely services.

Mission

A mission is to develop ourselves to be the best manufacturer services provider in the industry, thereby providing a timely cost-effective products and service to our customers. The main objective of our mission is to maintain the strength of quality without compromising the strength of the quality as per our client's requirements.

CONCLUSIONS

Employee motivation is a very important concept in every organization. Each and every employee is considered a valuable asset in the organization. Organization work out a strategy of combining intrinsic and extrinsic reward for individuals and teams. Training is offered to boost expectancy and linking valet outcomes to high performance. The employees in RK Heavy Engineering and Projects Private Limited InKeerapakkamare satisfied and highly motivated in their jobs. Understanding employees needs and building their skill and confidence leads to motivation and trust. Devoted and loyal employees are rewarded by giving trophies and other forms and recognition. The problem with human relations is it's under reliance on social contacts at work situation for motivating employees. Social contacts, though desirable by themselves will not help motivate workers. Managers should be sensitive to individual difference. Employees should have firm, specific goals, and they should get feedback on how well they are faring in pursuit of those goals.

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