

**A STUDY ON EMPLOYEE MOTIVATION IN TAMILNADU NEWSPRINT AND PAPERS LIMITED (TNPL)**

**C.Hamsaveni\***

**Dr.D.Kanchana\*\***

*\*Assistant Professor in Management, Adharsh Vidhyalaya College of Arts and Science for Women, Anthiyur*

*\*\*Assistant Professor, Department of Business Administration, Arignar Anna Government Arts College. Namakkal*

**ABSTRACT**

Motivation is the most important factor for every organization public or a private sector. Without motivating their employee's organizations can't run and can't achieve their goals. The present study deals with the study of motivation of employees and its relationship to some other relevant variables. The study was conducted on the workers of Tamil Nadu Newsprint and Papers Limited (TNPL), Kagithapuram, Karur District, Tamil Nadu. Primary data has been collected from the various employees through well-defined questionnaires. The industry profile was collected from various websites. Motivation level of the respondents categorized in to five different levels (strongly agree, agree, neutral, disagree and strongly disagree). The result of the study showed that the percentage level of motivation was increased before and after motivation. Hence, the above statement clearly indicates that the motivation was given very good impact to respondents. Furthermore, we observed that motivational system facilitates to increase their development. Here, high number of respondents was agreed that increased their development. Overall of this study explores that motivation plays a vital role in the employee development and as well as their organization.

**Keywords:** Motivation System, Employee, Organization, Opinion, Development

**INTRODUCTION**

Motivation plays a key role in employee job performance. Most employers today would like to have their employee's motivated and ready to work, but do not understand what truly motivates a person. Companies could be more efficient if the employees had an invested interest in the future of the company. There are essential needs to be met for a person, specifically an employee, to succeed in the workplace. For many, motivation is the method used to get people to work. For others it represents higher salaries, fringe benefits and improved working conditions. Still others view it as a management exercise.

Maslow motivation theory: Abraham Maslow (1908 – 1970) introduced Neo-Human Relations which is focused on the psychological needs of employees. Maslow put forward a theory that there are five levels of human needs which workforce needs to have fulfilled at work. All of the needs are structured into a hierarchy and only once a lower level of need has been fully met, would a worker be motivated by the opportunity of having the next need up in the hierarchy satisfied.

Moreover, the modern trend in human resource management highlights the importance of motivating employees and helping them develop in the respective skills and talents to get maximum output from these resources. Paper companies were trying their best to fulfill employee needs and demands as well as used different techniques to motivate and develop their workforce, particularly in Tamil Nadu Newsprint and Papers Limited (TNPL).

#### **About the Tamil Nadu Newsprint and Papers Limited (TNPL)**

The Tamil Nadu Newsprint and Papers Limited (TNPL) was established by the Government of Tamil Nadu to produce newsprint and writing paper using Bagasse, a sugarcane residue. The Government of Tamil Nadu listed the paper mill in April 1979 as one of the most environmentally compliant paper mills in the world under the provisions of the Companies Act of 1956. The factory is situated at Kagithapuram 11.0488°N 77.9977°E in the Karur District of Tamil Nadu. The registered office of the company is located in Guindy, Chennai. Furthermore, in this study we proposed to identify the level of motivation in TNPL employee and also to find out the employee satisfaction towards motivation system in TNPL.

### **METHODOLOGY**

#### **Research design**

This research design is purely and simply the frame work or plan for a study that guides the collection and analysis. In this study descriptive research design has been applied.

#### **Source of data**

Primary data has been collected from the various employees through well-defined questionnaires. The industry profile was collected from various websites.

#### **Sample size**

Second issue to be decided the sample size. It means how many units are to be surveyed. The researcher has to select a relevant fraction of the population, which is a representation of the population or universe. Thus, 100 respondents were chosen from this survey.

### **Sampling technique**

The non-probability convenience sampling was used to collect the data. It enabled the research to choose the respondent and their own convenience. Since, the universe was too big, this technique was comfortable.

### **Tools used for data analysis**

After collected data has been processed, it is necessary that this data be analyzed. There are several statistical techniques were available to do this. Some of the important statistical tools used for this study as follow:

- a) Simple Percentage Analysis
- b) Chi-Square test

### **Simple percentage analysis**

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe the relationships. Percentage also can be used to compare the relation term and distribution of two or more sources of data.

In this study, percentages were identified through following formula:

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} \times 100$$

### **Chi-Square Test**

Chi-Square test is an important test among the several test of significance developed by statisticians. It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As non-parametric test, it can be used to determine if categorical data also be used to make comparisons between theoretical populations and actual data when categories are used.

Formula:

$$\text{Chi - Square} = \frac{\sum(O - E)^2}{E}$$

**Degrees of freedom**

While comparing the calculated value of  $\chi^2$  with the table value we have to determine the degrees of freedom. By degrees of freedom we mean of the number of classes to which the value can be assigned arbitrarily or at will without violating the restrictions placed.

$v = (c-1) (r-1)$

v → Degree of freedom

c → Number of columns

r → Number of rows

**RESULTS AND ANALYSIS**

**Table 1. Demographic findings of research participants**

<b>Group</b>	<b>Variable</b>	<b>Percentage of Respondents</b>
Sex	Male	82.0
	Female	18.0
Age	Upto 20	13.0
	21-30	17.0
	31-40	20.0
	41-50	34.0
	51 and above	16.0
Marital status	Married	87.0
	Unmarried	13.0
Educational qualification	Up to Secondary/ITI	2.0
	Diploma/Engineering	15.0
	Graduation UG/PG	73.0
	Others	10.0
Experience	Less than 5 years	11.0
	6 to 10 years	15.0
	11 and above	74.0
Income level	Less than 5000	11.0
	5,000-10,000	11.0
	11,000-15,000	17.0
	16,000-20,000	14.0
	21,000 and above	47.0

Results of the study, the following demographic data was observed during this study period. Table 1 shows that 82% of male and 18% of female respondents were found. This study reveals that motivational factors may be viewed differently by the male and female counterparts working in the paper industry. Percentage of age group respondents were observed, 13% of respondents are up to 20 years of age group; 20% of respondents are between 21-30 years of age

group; 20% of the respondents are between 31-40 years; 34% of respondents are between 41-50 years of age group and 16% of the respondents are above 50% of age group was observed and also we calculated the marital status of the respondents. Here, 87% of respondents are married and 13% of unmarried respondents were found; Educational qualification of the respondents are 2% of the respondents educational qualification was up to secondary/ITI, 15% of the respondents are in Diploma/Engineering level, 73% of the respondents are Graduation of UG/PG level and 10% of the respondents are some other qualification level; Experience of the job also observed here, 11% of the respondents experience level was less than 5 years, 15% of the respondents experience level between 6 to 10 years and 74% of the respondents experience level was above 10 years was found. Similarly, income level also noted, 11% of the respondent's monthly income was less than Rs. 5000, 11% of the respondent's income between Rs. 5000 to 10000, 17% of the respondent's income between Rs. 11000 to 15000, 14% of the respondent's income between Rs. 16000 to 20000, and 47% of respondent's income above Rs. 20000 was earned. (Safiullah, 2015) reported that, as the age of the employees is increasing they tend to prefer intrinsic rewards. Since they prefer intrinsic rewards, they also support "challenging work" as one of the most important factors for motivation. Present study quit agree with De Cenzo and Robbins (1996) motivation defined as the conditioning of the individual that when he is endeavoring for realization of the objectives of the organization, this endeavor would satisfy their willingness to spend this effort.

**Table 2. Respondents opinion towards the motivational system in Tamilnadu Newspaper and papers limited (TNPL)**

<b>S. No</b>	<b>Opinion</b>	<b>Before motivation (%)</b>	<b>After motivation (%)</b>
1.	Strongly agree	11.0	12.0
2.	Agree	58.0	47.0
3.	Neutral	23.0	28.0
4.	Disagree	5.0	11.0
5.	Strongly disagree	3.0	2.0

Table 2 indicates that, respondent's opinion towards the motivational system in TNPL and percentage of motivation was noted after and before motivation. Here, we have categorized 5 level of opinion namely, strongly agree, agree, neutral, disagree and strongly disagree. Before motivation, 11% of respondents are strongly agree, 58% respondents are agreeing, 23% of respondents are neutral 5% disagree and 3% of the respondents are strongly disagree the

motivational system in the company. Similarly, after motivation 12% the of respondents are strongly agree, 47% of the respondents are agree, 28% of neutral, 11% of disagree and 2% of respondents are strongly disagree the motivational system.

**Table 3. Respondent opinion towards the motivational system facilitate to increase their development**

<b>S. No.</b>	<b>Opinion</b>	<b>% of No. of respondents</b>
1.	Strongly agree	12
2.	Agree	47
3.	Neutral	28
4.	Disagree	11
5.	Strongly disagree	2

Table 3 show that, respondent opinion towards the motivational system facilitate to increase their development. Here, the motivational system 12% respondents were strongly agreed the facilitate to increase their development, 47% of respondents were agreed increase their development, 28% of them was neutralized their development, 11% respondent was disagreeing for increase their development and 2% of the respondents were disagreed. This study clearly indicates that motivation should need to employer from TNPL. According to Maslow, employees have five levels of needs (Maslow, 1943): physiological, safety, social, ego, and self- actualizing. Maslow argued that lower level needs had to be satisfied before the next higher level need would motivate employees.

Therefore, motivation has been an issue of concern in the past and has established itself as an integral part in current organizational settings. Motivation is quite complex to comprehend thus placing awareness to the fact that several factors influence employee's performance in a particular organization. Reason being that, what motivates one worker will not definitely motivate the other employee within the same company. McShane et al defines motivation as a factor that exist in an individual which has the potential to affect the way, strength and eagerness of behaving towards work". (McShane and Von Glinow, 2003).

## **CONCLUSION**

Employee motivation is one of the most essential parts in a company's development and success. It is hence vital for an employer to understand what motivates the employees and how to maximize their overall job performance. The level of motivation is affected by individual

perception, expectation personality and environmental factor etc, and which have turn influences that total performance of an individual.

Moreover, the motivated employees are always looking for better ways to do a job they will be more quality oriented and also they are more productive. Keep in mind the study objectives are oriented towards to find out the area in which the employees need motivation and also find out the existing level of motivation. Based on the results of this study the interview schedule has been prepared and the analysis was made to find out the motivation level among the employees as well as for the betterment of employee's motivation, some suggestions have been made from the analysis. It will be better for the company to follow the suggestions given by the study and also increase the motivation level and to make them more effectively and efficient towards their job. By the end of this paper, I hope readers will have some different views of motivation and its implications for employers.

#### **REFERENCES**

- De Cenzo DA, Robbins (1996) Human resource management, 5, Ed., (John Wiley and sons, 1996), pp 296-297.
- Maslow, AH 1943, „A theory of human motivation“, Psychological Review, July 1943, PP. 370-396.
- Safiullah, AB (2015) Employee Motivation and its Most Influential Factors: A study on the Telecommunication Industry in Bangladesh. World Journal of Social Sciences 5(1):79 – 92.
- McShane, S.L & Von Glinow, M.A 2003. Organizational behavior, McGraw Hill: Irwin

\*\*\*\*\*