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A STUDY OF MOTIVATION AND TRAINING STRATEGIES IN HI-TECH CITY IN HYDERABAD

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ABSTRACT

The productivity of work force is the most decisive factor as far as the success of an organization is concerned. The productivity in turn is dependent on the motivational levels of employees. Performance of the employees is essential for the success of any organization in long run. Motivation encourages the employees to perform better. Training helps the employees to brush up their skills and get updated with the technological changes. The study was conducted among 57 employees of TECH MAHINDRA in Hi-tech city, Hyderabad and information was gathered through questionnaire.

KEY WORDS: *Productivity, Performance, Motivation and Training*

INTRODUCTION

Training is required at every stage of work and for every person at work. To keep oneself updated with the fast-changing technologies, concepts, values and environment, training plays a vital role. Training programmes are also necessary in any organisation for improving the quality of work of the employees at all levels. It is also required when a person is moved from one assignment to another of a different nature. Motivation is an inspirational process which impels the members of the team to pull their weight effectively to give their loyalty to the group, to carry out the tasks properly that they have accepted, and generally, to play an effective part in the job that the group has undertaken.

Staff Training:

One important aspect of business is training the staffs as they are one of the valuable assets. It is mandatory to train the staffs with skill and

knowledge required to meet the business objectives. With the assistance of training, the best can be got from the staffs and they are made even more productive. By this way job satisfaction is achieved and the staff also retains back which avoids recruitment.

Importance of staff training:

Staff training helps to retain star players, reduces training time increasing productivity and performance of employees. Training promotes safety and employees are updated with the changes in technology.

Components of Motivation:

According to Arnold, there are three components of motivation are direction, effort and persistence.

Types of factors: According to Arnold, there are two types of factors that influence motivation. Intrinsic factors: These are self-generated factors like responsibility, developing skills and abilities, grabbing opportunities, accepting challenges at work

etc. Extrinsic factors: These include rewards, promotion, paid leaves etc. These have an immediate effect on employees.

OBJECTIVES

1. To determine the factors that motivates employees.
2. To identify if employees enjoy work at organization.
3. To identify if there exists a correlation between training and experience of employees.
4. To identify if there exists correlation between gender and motivation.

LITERATURE REVIEW

- **Vuori and Okkonen (2012)** in their study on “**MOTIVATION AND EFFECTS**” stated that motivation helps to share knowledge through an intra-organizational social media platform which can help the organization to reach its goals and objectives.
- **Aguinis et al. (2013)** in his study on “**MOTIVATION STRATERGIES IN ORGANIZATIONS**” stated that monetary rewards can be a very powerful determinant of employee motivation and achievement which, in turn, can advance to important returns in terms of firm-level performance.
- **Graham Crookes (2015)** in his study on “**MOTIVATION: REOPENING THE RESEARCH AGENDA**” stated that primary emphasis should be placed on attitudes and other social psychological aspects aspects of learning. He applied linguistics approach to provide an overview of research into motivation and used concepts of motivation to demonstrate his research agenda.
- **Chandra Shekar, (2015)** in his study on “**FACTORS OF MOTIVATION**” stated that effect of motivation on employees depends on certain factors. These factors can be classified as intrinsic and extrinsic factors. These factors have a direct and indirect link on motivation techniques. He stated that these motivational techniques have a positive impact on both employee satisfaction and the quality of performance in the organization.

ANALYSIS AND DISCUSSION OF RESULTS

1. Enjoy work at organization:

WORK AT ORGANIZATION	NO OF EMPLOYEES	PERCENTAGE
YES	45	78.9
NO	1	1.8
CAN'T SAY	11	19.3
TOTAL	57	100

TABLE 1: Enjoy work at organization

- **Rithwik, (2016)** in his study on “**KNOWLEDGE TO ACTION: THE DEVELOPMENT OF TRAINING STRATEGIES**” stated that the organizations should conduct programs which provide opportunities for employees to increase their skill and abilities in the field of their work. This helps employees in their personal development and also contributes to organizational benefit.

- **Carleton and Karen, (2017)** in their study on “**HOW TO MOTIVATE AND RETAIN KNOWLEDGEABLE WORKERS IN ORGANIZATION**” stated that with the exponential growth of information and rapid rate of change, it is important for the organizations to retain knowledge workers. These individuals are pivotal to effective change management and organizational stability. Therefore, it is important for the organizations to motivate the workers and try to retain them.

- **Sherry (2017)** in her book “**UNLEASH THE HIDDEN POTENTIAL**” stated that motivation helps to find the real potential of people. When employees are motivated on timely basis they try to perform better and try to achieve targets.

- **Manmohan Joshi (2018)**, in his book “**LEADERSHIP AND MOTIVATION IN ORGANIZATION**” describes that leadership is a dynamic process in a group whereby one individual influences others to contribute voluntarily to the achievement of group tasks. This happens only when a leader is concerned about motivating their team members effectively.

METHODOLOGY

The study is entirely based upon the survey conducted by using the questionnaire which contains the basic information such as name, gender, designation, experience, etc. It mainly concentrates on the questions related to training and motivation programmes in the company. All the employees are asked to rate the questions on 5-point Likert scale. The data is analysed using chi-square tests and simple percentage analysis.

2. Motivation and training strategies:

S.NO	STATEMENT	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
1	Incentives, promotions, increase in salary and other benefits will motivate employees	26	15	13	3	0
2	Training and development is compulsory	37	11	7	1	1
3	Training helps in career development	2	38	13	4	0

TABLE 2: Motivation and training strategies

3. CHI- SQUARE TEST: Demographic variables are taken are compared to check if there exists any significant relation between them.

A. Gender vs. Motivation:

H0: There exists no significant relation between gender and motivation

H1: There exists a significant relation between gender and motivation

	Motivation					Total
	1	2	3	4	5	
gender 1	17	5	5	0	0	27
gender 2	22	5	0	2	1	30
Total	39	10	5	2	1	57

TABLE 3: Gender vs. Motivation

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.507 ^a	4	.075
Likelihood Ratio	11.575	4	.021
Linear-by-Linear Association	.051	1	.821
N of Valid Cases	57		

Table 4: Chi-square test for Gender vs. Motivation

B. Work experience vs. Training:

H0: There exists no significant relation between work experience and training

H1: There exists a significant relation between work experience and training

	TRAINING PROGRAMS					Total
	Any other	Every month	Every quarter	Half-yearly	Once in a year	
0	0	0	0	1	0	1
12	0	0	1	2	0	3
13	1	0	1	4	2	8
14	0	0	0	1	2	3
15	0	0	0	0	1	1
2	0	0	1	2	0	3
25	0	0	0	1	0	1
26	0	0	0	0	1	1
3	1	0	1	1	4	7
36	0	0	0	1	0	1
4	0	0	0	4	1	5
5	0	1	1	5	7	14
6	1	0	0	1	0	2
7	0	0	0	1	2	3
7	0	0	0	0	1	1
8	0	0	0	2	1	3
Total years	3	1	5	26	22	57

TABLE 5: Work experience vs. training

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.010 ^a	60	.984
Likelihood Ratio	39.806	60	.979
N of Valid Cases	57		

TABLE 6: Chi- square test for work experience vs. training

C. Training vs. Age:

H0: There exists no significant relation between age and training.

H1: There exists a significant relation between age and training.

	Compulsory					Total
	SA	A	N	D	SD	
<20	0	0	1	0	0	1
20-24	8	6	2	0	1	17
25-29	9	2	2	0	0	13
>30	20	3	2	1	0	26
Total	37	11	7	1	1	57

TABLE 7: Training vs. Age

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.823 ^a	12	.199
Likelihood Ratio	13.098	12	.362
Linear-by-Linear Association	3.752	1	.053
N of Valid Cases	57		

TABLE 8: Chi- square test for Training vs. Age.

S.no	Hypothesis statement	Result
1	H0: There exists no significant relation between age of employees and training methods used by the organization. H1: There exists a significant relation between gender and motivation	Alternative hypothesis is accepted
2	H0: There exists no significant relation between work experience and training. H1: There exists a significant relation between work experience and training	Null hypothesis is accepted
3	H0: There exists no significant relation between age and training. H1: There exists a significant relation between age and training.	Null hypothesis is accepted

TABLE 9: Hypothesis statements table

Parameters compared	Pearson value	Result
Gender Vs. Motivation	0.0485	Significant Relation exists
Work experience Vs. Training	0.9010	No significant relation exists
Training Vs. Age	1.5823	No significant relation exists

TABLE 10: Hypothesis Result table

FINDINGS

1. There are 78.9% of the employees who enjoy work at their organizations.
2. There are 19.3% of employees who are not sure whether they enjoy work at their organization or not.
3. A total of 26 employees (45.61%) believe that incentives, promotions, increase in salary and other benefits will motivate employees.
4. A total of 37 employees (64.9%) strongly agree and 11(19.29%) agree with the statement that training and development is compulsory.
5. A total of 38 employees (66.66%) agree with the statement that training helps in career development.
6. Out of 57 respondents 13 (22.8%) are not sure whether training helps in career development or not.
7. From the Correlation test it is noticed that there is a significant correlation between gender and motivation.
8. From the Correlation test it is noticed that there is no significant correlation between experience and training programs.
9. From the Correlation test it is noticed that there exists no significant correlation between training and age of employees.

CONCLUSION

It can be concluded that Motivation and Training programs in Tech Mahindra in Hi-tech city, Hyderabad are found to have a positive effect on employees. The study was conducted among 57 employees and information was gathered through questionnaire. Motivation plays an important role in boosting employees and increases their performance levels. It is found that performance appraisal activities play a major role in employee motivation. Training programs in Tech Mahindra are conducted by SMART PROGRAMME group. These programs are conducted once in three months and the main motto is to help the employees to keep them updated with the technological changes.

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