

## **Motivation: A key to retain existing employees**

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### **Abstract**

The subject of this study is employee motivation. In the introduction it explains the importance and need of motivation and points out the human factor as the most valuable resource of organisations. The second part contains knowledge about the application of motivation in the organisations.

**Keywords:** Motivation, employees, motivational factors, incentives

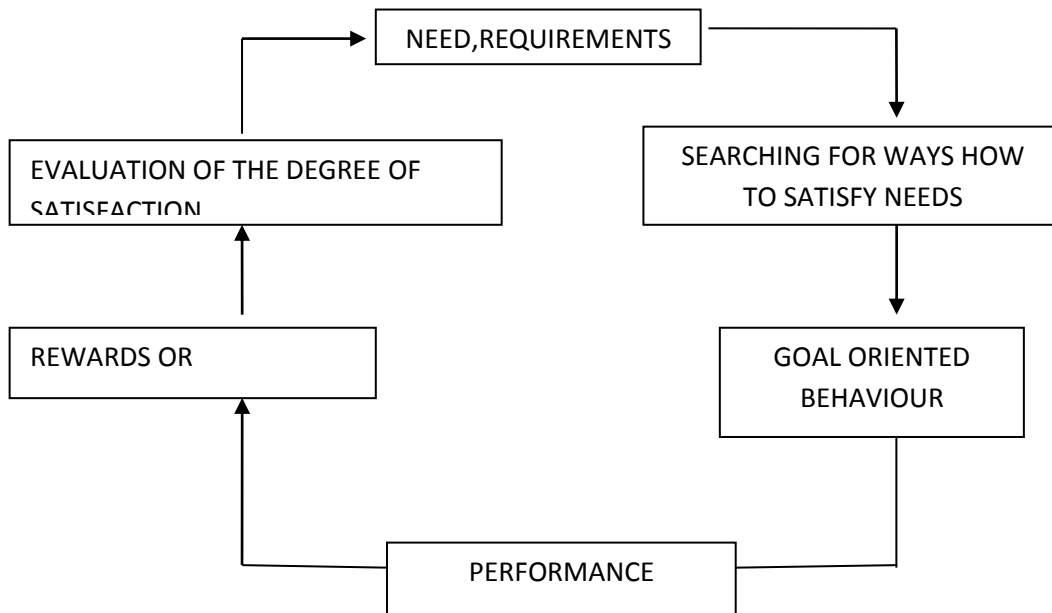
### **Introduction**

The need to point out the application of employee motivation at the time of economic crisis may appear to be negligible. However, the opposite is true. It is precisely the period of transformation and re-organisation in organisations when it is essential to retain key people and especially those who are critically important from the point of view of the organisation, but also many others who ensure its functioning and the satisfaction of its customers. Employee motivation is not easy, especially if there is very strong competition in the field of the organisation's business activities, concerning not only products but employees too.

### **Motivated workforce – the most valuable resource of organisations**

People are a common and essential element of any organisation and constitute its human resources, who, using their creative powers and work skills, create new values reflected in the prosperity and competitiveness of the organisational the same time, however, they constitute a force that - due to improper management - may cause an adverse economic situation in the organisation, thus contributing to its possible demise. Therefore, the area of human resource management in organisations is a vital point. One personnel action is motivation of employees, which plays an important and irreplaceable role, as it directly influences the conduct of people in the organisation. It is an incentive to encourage employees to work, and thus to achieve their individual goals. The aim of any organisation is to have motivated employees, because such employees work hard, and their diligence is focused on important goals.

Motivation means a certain state of internal activation in the individual which gives rise to a chain reaction based on their needs and satisfaction. Individual motives appear as internal motives and activities pursuing the achievement of the desired objective. They can be seen as possible causes of behaviour. People of various professions, occupations and ages might have a large number of different motives. These are interrelated and create some form of hierarchy.



**Figure 1:** below shows the basic scheme of motivation.

Work motivation can be achieved in two ways:

1. *By self-motivation* – people motivate themselves by seeking and carrying out work, which is satisfying for them, or they think it will be satisfying for them,
2. *By management's efforts and stimulation* – through various financial and non-financial forms, they purposefully encourage employees to improve working performance.

Motivation strategy is based on the overall strategy of the organisation and is a part of personnel strategy. An elaborate strategy should clearly support the achievement of the organisation's objectives while enabling employees to achieve their personal goals. Decisions on the selection of motivational factors and means of motivation are an essential stage in the process of creating a motivation strategy.

Motivation at work is immediately reflected in the performance of the employee. Using appropriate incentives, employees doing the same tasks work harder and are higher performing compared to those who are not motivated properly.

To encourage high quality work means to purposefully influence people so that it evokes desirable work behaviour. The right motivation is a means of improving employees' relationships to their work activities, organization, and collaborators, and it is also a way of increasing responsibility for the quality of their work.

### **The current state of the application of motivation in Bata (I) Ltd.**

The major task of dealing with Human resource department of Bata (I) Ltd are community development, and fare administration training of personal improved customer orientation development of appraisal system. The role of HR department is advisory. It advises the management for effective use of human resources. It also plans the manpower by recruit and selecting them and providing them with sophisticated programmes.

Mainly human resource department deals with mainly employee related issues the various issues such as –

#### **i) Employee Retention :**

Employee retention is obviously important in a business's ability to keep the most talented people in the organization and avoid unwanted turnover.

#### **ii) Employee Training:**

Employee training is vital not only to informed Employees, but a safer workplace; and in many cases, some form of employee safety training is required

#### **iii) Organizational Development:**

The field of organizational development (OD) is concerned with the performance, development, and effectiveness of human organizations.

#### **iv) Workers' Compensation:**

Workers' Compensation laws are designed to ensure that employees who are injured or disabled on the job are provided with fixed monetary awards, eliminating the need for litigation.

#### **v) Employee Benefits:**

Any really good job in today's business world will come with a set of employee benefits, be it health insurance, 401(k), or even gym memberships.

**vi) Career Management & Planning:**

Mastering career management and planning can put you on the right track to succeed in any given profession, and fortunately, there are varieties of website on the Internet to help you in that direction.

**vii) Workforce Management:**

Workforce management is mostly concerned with forecasting customer interaction demand and creating agent schedules that meet this demand within targeted service level goal.

**viii) Recruitment:**

Human resource department also involved in recruitment of various employees by conducting interviews, various tests, and based on their educational qualification, job will be assigned for them.

**ix) Employee Welfare**

After employees have been hired, trained and remunerated, they need to be retained and maintained to serve the organization better. Welfare facilities are designed to take care of the well being of the employees- they do not result any monetary benefit to the employees. Development of management abilities is constantly encouraged and monitored.

**CONCLUSION**

The subject of work motivation is serious, rather complex, and highly relevant nowadays. For a long time, theoreticians have been trying to understand its essence and create an adequate theory of it. On the other hand managers require a methodology and procedures for motivating employees as the success of organisations lies in the workforce and its satisfaction. In any case, great attention has been paid to motivation for decades, whereas a broad, but still open knowledge base has come to the surface.

The need to point out the application of motivation is given mainly by the fact that the success of an organisation depends primarily on the satisfaction of its employees. Increasing the productivity of human resources is a challenging task and its solution lies in modern ways of people management. Purposeful formation, development and implementation of human resources require a systemically outlined human resource management on the basis of the goals and objectives of the organisation. Motivation to improve work performance is to a large extent a part of satisfaction itself.

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