



A STUDY ON EMPLOYEE MOTIVATION IN RTPP

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ABSTARCT

The Rayalaseema Thermal Power Plant (RTPP) is a major power generation unit in Andhra Pradesh, India. Employee motivation plays a crucial role in ensuring the efficient operation of the plant. This study aims to investigate the factors influencing employee motivation at RTPP. A survey of 150 employees revealed that recognition; opportunities for growth and development, autonomy, and feedback are significant motivators. The study also found that employees' motivation levels are positively correlated with their job satisfaction and productivity. The findings of this study can help RTPP management develop effective motivation strategies to enhance employee motivation, engagement, and productivity.

The study is about employee motivation, which refers to motivate the employees at work place. The study is to find out whether the employees are satisfied with the motivational methods of” RTPP THERMAL POWER POINT” and what are the strategies adopted by the organization to employees. Research design was undertaken to access the employees of “RAYALASEEMA THERMAL POWER POINT”. The response are employees of RTPP at yerraguntla.



INTRODUCTION

Employee motivation is extremely crucial to the success of an organization. Motivation decides how much is produced, how satisfied workers are, and how effective they are. With the competitive business age, companies have to motivate workers to perform better and retain quality employees. Motivation can be categorized into intrinsic forces, such as self-enrichment and satisfaction through one's work, and extrinsic forces, such as compensation, advancement, and recognition. Both intrinsic and extrinsic forces are essential for employee motivation.

This research seeks to explain some of the factors through which employees can be motivated in an organization. Some of them are money, opportunities to advance in their career, organizational culture, and rewards. Through the examination of motivational concepts such as Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, and McGregor's Theory X and Y, the research provides a wide perspective of what drives employees to work.

EMPLOYEE MOTIVATION

Employee motivation is simply what makes employees' work at their best in the workplace. It is the degree of commitment, enthusiasm, and energy employees possess when reporting to work. Motivation can either be intrinsic, where employees are content, eager to learn, and enjoy working, or extrinsic, where rewards, promotion, and praise dictate how effectively they work.

A motivated worker results in increased productivity, job contentment, and business achievement. Organizations employ various methods of encouraging employees, such as providing finance, offering career advancement programs, and maintaining an amicable workplace, to transform employees into motivated and goal-focused workers. Successful employee motivation creates increased efficiency, better collaboration, and reduced worker turnover.

DEFINITION

Worker inspiration alludes to the mental powers that drive people to perform at their best inside a working environment. It includes the inside and outside factors that animate excitement, perseverance, and energy in workers to seek after and accomplish hierarchical objectives. These variables can incorporate acknowledgment, rewards, open doors for development, work fulfillment, and a positive workplace



OBJECTIVES OF THE STUDY

- To study the impact of motivation on job performance and job satisfaction.
- To understand the correlation of employee motivation.
- To identify the strategies used for motivating employees in RTPP.
- To study the effect of job promotions of employees.

SCOPE OF THE STUDY

This research is based on the knowledge of the effect of employee motivation on organizational performance, job satisfaction, and productivity. It considers different motivation strategies such as financial rewards, career growth, appreciation, and work environment. The research spans different industries such as IT, banking, and manufacturing to determine industry-specific motivation strategies. Primary data are gathered through employee surveys and interviews, and secondary data through research articles and case studies. The results are intended to offer insight into effective motivation strategies that can boost employee motivation and retention. The research is, however, restricted to selected organizations and might not be completely representative of all industries and working conditions.

LIMITATIONS

- The study focuses only on a specific industry (e.g., POWER) and may not be applicable to all industries.
- The research covers only a limited number of companies, reducing generalizability.
- The study is based on a particular region or country, which may limit its global applicability
- Sample size may be small, affecting the reliability of conclusions.
- Data is collected via surveys or interviews, which may lead to bias in responses.



REVIEW OF LITERATURE

Maslow's Hierarchy of Needs (1943)

Maslow proposed that human needs are arranged in a five-tier pyramid, starting from physiological needs (salary, job security) to self-actualization (career growth, personal development). Employees must fulfil lower-level needs before seeking higher-level motivation.

Herzberg's Two-Factor Theory (1959)

Herzberg categorized workplace factors into two groups:

- **Hygiene Factors** (salary, job security, work conditions) prevent dissatisfaction but do not motivate.
- **Motivators** (recognition, career growth, responsibility) enhance job satisfaction and drive performance.

Gagné & Hewett (2025): Flawed Assumptions About Employee Motivation:

Gagné and Hewett challenge common misconceptions about what motivates employees. Their research emphasizes the importance of understanding individual needs and intrinsic motivators, suggesting that misaligned management tactics can hinder performance.

Khan et al. (2019) – The Role of Motivation in Employee Retention

This study highlights how effective motivation strategies reduce turnover rates. Motivated employees tend to stay longer, reducing hiring costs and improving organizational stability

Gagne & Deci (2019) – Impact of Intrinsic and Extrinsic Motivation

Their research shows that intrinsic motivation (passion, personal growth) leads to higher job satisfaction and creativity, while extrinsic motivation (pay, promotions) ensures short-term productivity boosts.

Jahid Hasan College of Bologna, Italy most representatives should be motivated to feel better and perform best. Certain individuals are driven with cash; others by adoration and prizes. Persuading levels at work fundamentally



affect laborers' fulfillment. Inspiration in associations is a complex and multi-layered idea that essentially affects representative execution and occupation fulfillment. Associations that can establish a rousing workplace can draw in and hold top ability, further develop efficiency, and make more prominent progress (Hasan, August 2021)

Shireesh Nethi (Nethi, 6 June 2020). Motivation has attracted both the academics and corporate companies from the past few years. It has been argued that motivation is associated with increased subjective well-being and that it is important for cognitive, social, and physical development. . For example, an athlete may enjoy playing football for the experience, rather than for an award. Activities involving their own inherent reward provide motivation that is not dependent on external rewards (Nethi, 6 June 2020).

RESEARCH METHODOLOGY

Research methodology is the process of identifying, gathering, and analyzing information about a topic. It includes the specific techniques and procedures used to conduct research.

To expand the customer base of Bajaj Auto, a complete research methodology is required. It involves both the qualitative and quantitative approaches to analyze changes in the market, the behaviour of the customer, and the success of various marketing approaches.

COLLECTION OF DATA:

Data collections the process where the information is gathered by the survey, questioner, interviews this are the primary data, where as books, journal, magazines and the websites are the secondary data.

Tools of data collection:

1. The information is collected from the certain group of people.

The tool which is used to collect data and information is questionnaire and the interviews from the group of people.

SAMPLING SIZE:

The sampling unit is collected from the group of the people who work as the employees in the cement company. The sample for the study is chosen from the employees of India Cement Limited. The number of peoples is 105.



SAMPLE DESIGN:

The data has been study by the help of column graph & Pie chart

Duration of the study

The study was carried for one and half month.

SOURCE OF RESEARCH METHODOLOGY

PRIMARY DATA:

Primary data collections of gathering of raw data for the research. It is of collecting the original data collected by their searcher for the specific research. Primary data is the data which belongs to the researcher that all depends on the present scenario. As we can say that the data which is available the researcher owes that data and information.

SECONDARY DATA:

Secondary data is the data which is already available in the books, magazines, books and website the government records. As secondary data is taken in the past there searcher would get the vast scope in identifying the gap and working on it.

- The websites on the internet of shodhganga.com, Google scholar, Indian Journals



DATA ANALYSIS:

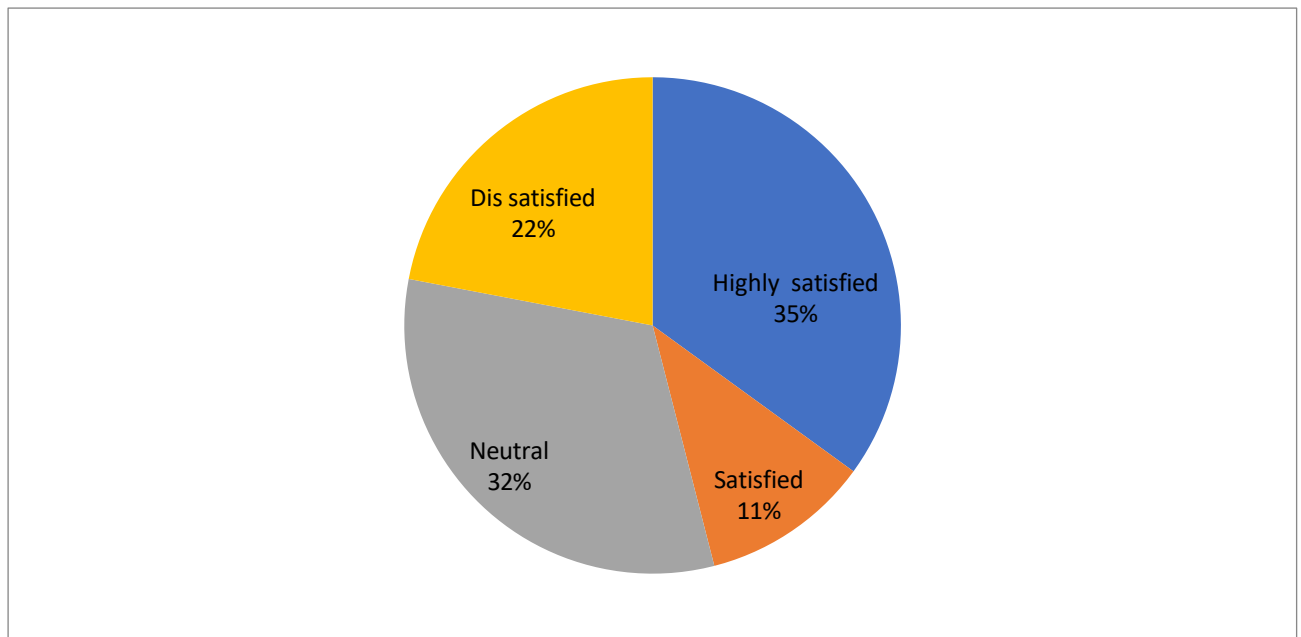
1. Are you satisfied with the support from HR department?

a. Highly satisfied

b.satisfied

c. Neutral

d.Dis satisfied



Interpretation:

In this above pie chat 35% of people are in highly satisfied, 11% of people are in satisfied, 32% of people are in neutral, 22% of people are in Dis satisfied

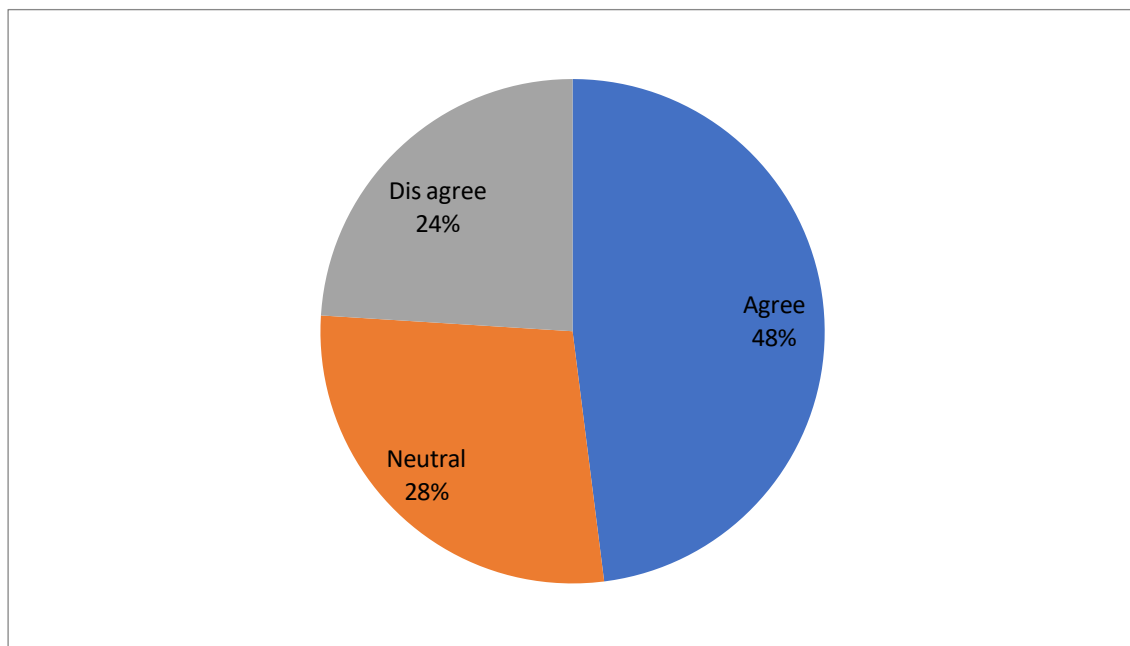


2. Is management really interested in motivating the employees?

a. Agree

b. Neutral

c. Disagree



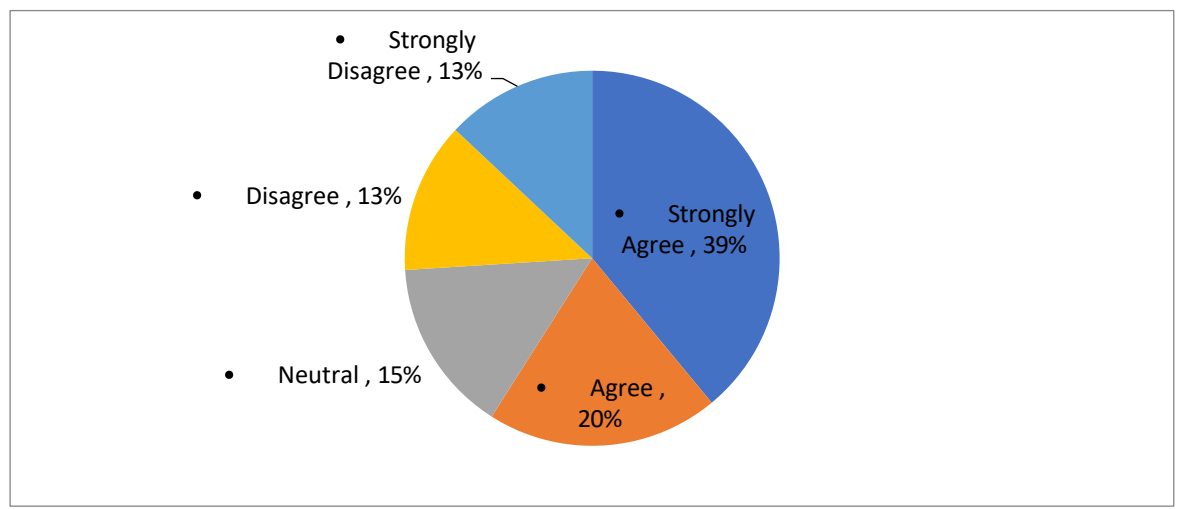
Interpretation:

In this above PIE chat 48% of people are in agree ,28%of people are in Neutral,24% of people are in disagree.



3. Is there a well designed performance appraisal procedure in RTPP?

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Interpretation:

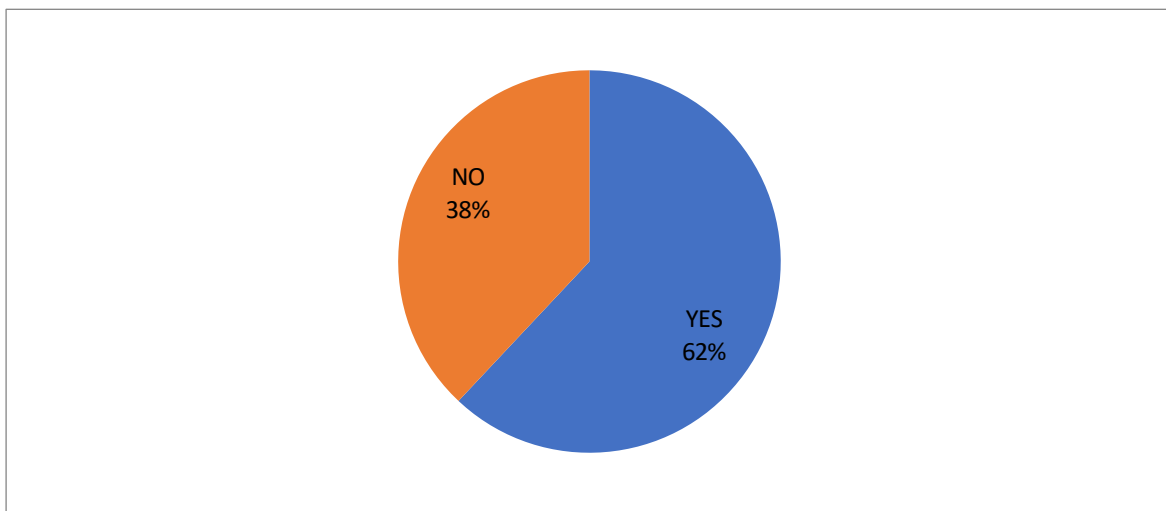
In this above pie chart 39% of people are in strongly agree, 20% of people are in agree, 15% of people are in neutral, 13% of people are in disagree, 13% of people are in strongly disagree.



4. Give the benefits provide by the management to the employees?
(Salary/structure)

1. YES

2. NO



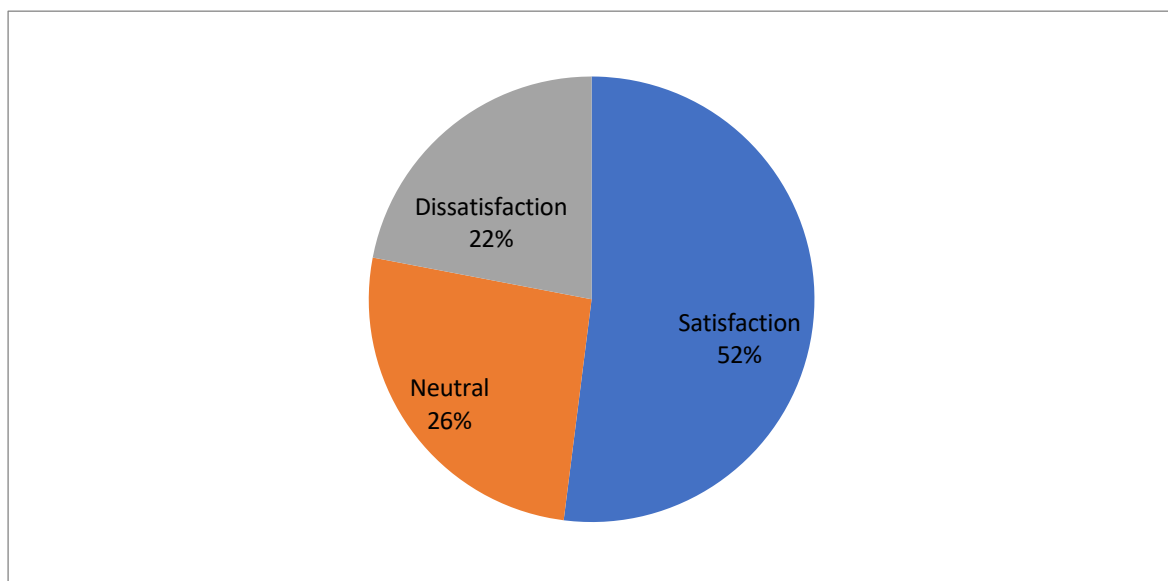
Interpretation:

In this above PIE chat 62% of people are in saying yes, 38% of people are in say no.



5. Criteria of promotions in RTPP?

1. Satisfaction
2. Neutral
3. Dissatisfaction



Interpretation:

In this above PIE chat 52% of people are in Satisfaction, 26% of people are in Neutral, 22% of people are in Dis satisfaction.



FINDINGS:

- More than 50% of employees are not that much satisfied with the HR policies.
- The survey reveals that 48% of respondents agree that management is interested in motivating employees, while 28% remain neutral, and 24% disagree. Overall, the majority believe management shows interest in employee motivation.
- The findings show that 39% of respondents strongly agree that RTPP has a well-designed performance appraisal procedure, while 20% agree. However, 26% of respondents (13% disagree and 13% strongly disagree) do not feel the procedure is well-designed, indicating mixed opinions on its effectiveness.
- The findings show that 62% of respondents believe management provides benefits related to salary or salary structure, while 38% disagree. This suggests that the majority of employees feel that the organization offers relevant salary-related benefits.
- The findings show that 52% of respondents are satisfied with the promotion criteria in RTPP, while 26% are neutral, and 22% express dissatisfaction. This suggests that a majority of employees are content with the promotion process, although there is a notable portion with mixed or negative views.

Suggestions:

- The survey shows that while 35% of respondents are highly satisfied with HR support, there is a notable portion (22%) who are dissatisfied, indicating room for improvement in HR services.
- The survey reveals that while 48% of respondents feel management is interested in employee motivation, 24% disagree, suggesting a need for management to enhance their focus on employee engagement.
- The survey indicates that while 39% strongly agree the performance appraisal procedure is well-designed, 26% disagree or strongly disagree, highlighting a need for improvement in the appraisal process.



Conclusion

Employee Motivation and Performance Appraisal study in RTPP points to how much a clear and fair appraisal system is crucial for generating employee involvement and productivity. The findings reflect that although RTPP has an official appraisal procedure, elements of insufficient transparency, extremely little feedback, and inadequate linkage of rewards to performance impact motivation. Workers desire constant feedback and not once-a-year review and are in need of clear chances to advance their careers. With enhanced reward systems, greater communication, and employee development, motivation can be boosted. By making these alterations, RTPP can establish an engaged workforce that can lead to greater job satisfaction, productivity, and organizational performance.

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