

# MOTIVATION PRACTICE AT MSN LABORATORIES PVT LTD

Shamirpet sravani <sup>[1]</sup>

MBA Student

Dr Harrison Sunil Kumar D <sup>[2]</sup>

PROFESSOR

<sup>[1,2]</sup> MASTER OF BUSINESS ADMINISTRATION

<sup>[1,2]</sup> Megha Institute of Engineering and Technology for Women, Sy. No. 7, Edulabad Road,  
Edulabad, Ghatkesar, Telangana.

## ABSTRACT

The study on Motivational Practices and Its impact on Job Satisfaction in the workplace has become a subject of intense interest amongst numerous fields of studies. However, especially nowadays, as business and organizations experiencing the effects of the worst economic recession in decades, the understanding of the importance of these concepts is essential for its continued survival. The purpose of this project is a) to study the role of motivation and satisfaction in the workplace, according to the recent literature b) to identify the most important factors of motivation - satisfaction that could lead the employees of MSN Laboratories Pvt. Ltd, to a more efficient behavior, under the conditions of the current economic crisis and c) to find out if these factors are differentiated in relation to their socio-demographic and job related features.

## INTRODUCTION

### Motivation Theory

To explain the concept of motivation there have been many theories illustrated. To have a clear cut understanding of the motivation concept, we have the following explanation.

McClelland has identified three types of basic motivating needs. He classified these:

- Need for power (n/PWR)
- Need for affiliation (n/AFF)
- Need for achievement (n/ACH)

**1. Power motive:** Power is the ability to induce or influence behavior. Power motive has been formally recognized and studied for a relatively long time. Power is the need to manipulate others or the drive for superiority over others. Individual high in need for power (n/PWR) enjoy being in charge, strive for influence over others, prefer to be placed into competitive and status-oriented situations and tend to be more concerned with prestige and gaining influence over others than with effective performance. People with high power need are forceful, outspoken, hardheaded and demanding.

**2. Affiliation motive:** Man being a social animal, like to interact and be with others in situations where they feel they belong and are accepted. People with high need for affiliation usually derive pleasure from being loved and tend to avoid the pain of being rejected. They are concerned with maintaining pleasant social relationship, enjoying a sense of intimacy and understanding and enjoy consoling and helping others in trouble.

**3. Achievement motive:** Need for achievement is a distinct human motive that can be distinguished from other needs. As some people have an intense desire to achieve. It is the drive to excel, to achieve in relation to a set of standards, to strive to succeed. High achievers seek situations where they can attain personal responsibility for finding solutions to problems, where they can receive rapid feedback on their performance. High achievers are not gamblers, they dislike succeeding by chance. They prefer the challenge of working at a problem and accepting the personal responsibility for success or failure rather than leaving the outcome to chance to the action of others. They avoid what they perceive to be very easy to very difficult tasks.

### NEED FOR THE STUDY

1. In today's market, we can see that the Infrastructure industry is booming post liberalization and globalization processes. Getting talented human resource and retaining the talented human resource in this industry has become a critical factor and challenge for the organizations to gain competitive advantage and to sustain in the market.
2. Best tools that are to be used to achieve these have been adopting different motivational techniques like giving good salaries, providing them good working conditions, quality work and giving them different benefits.
3. The study Employee motivation in MSN has been taken to identify the motivational levels of employees and to suggest if any for increasing motivation and helping the organization to retain talented employees.

### SCOPE OF THE STUDY

1. This project work has been taken up to know the motivation factors of employees to understand the goals of the company because motivated employees can generate to reach the company's goals and objectives. The study also focuses on how the motivational practices and other factors help the resources to do a good job, room for growth, stress level and balance with personal life, communication, respect and fairness.

### OBJECTIVES OF THE STUDY:

1. To identify the motivational factors existing in the organization.
2. To study that how far the motivational methods are leading to job satisfaction of the employees
3. To retain the talented employees by increasing the motivational levels of employees.

### RESEARCH METHODOLOGY

The research is basically carried out to determine the working conditions, the working atmosphere and the working environment that boosts the motivational levels of the organization. These factors have the major concerns to keep a check on. It has been so because; these factors have an underpinning effect on the performances of the employees.

The level of the above factors influences the employees. It creates an impact on them psychologically and determines the resulting output. Therefore in a broader perspective we can name it as the motivational factors. Hence motivation is the major driving force which directs an

employee towards the best level of job completion.

### **Survey**

A survey was conducted MSN on a random sample of 100 members. The survey was conducted to measure the employee satisfaction level on various aspects in the work environment.

### **LIMITATIONS OF THE STUDY**

1. Due to complex human behavior there is a tendency to behave or respond artificially. Particularly when employees are observed or interviewed. The respondents could have deviated the findings to some extent.
2. The respondent may be biased to an extent.
3. The sample size of 100 respondents may not be the exact representation of the universe despite every care taken during the study.
4. Time had been a major constraint during the study at the organization.

### **REVIEW OF LITERATURE**

#### **EMPLOYEE MOTIVATION**

In the world of business, what a customer is to the vendor, an employee is to the employer. For the corporate world to operate effectively and productively, employees are the major underpinning force and therefore it becomes highly imperative to meet the satisfaction level of the employees and the extent of satisfaction the employees can derive is largely determined by the employer and by those who directly pertain to the welfare of the employees. In the layman terms - an employee always rules.

While extracting the best work out of an employee, it must be borne in mind that he must enjoy his work to even deliver the best. There are various parameters that must be taken care of, for instance, the number of holidays he can avail a year, an optimum salary, appraisals, special employee schemes and amenities he would enjoy. Simple facilities like a good cafeteria, access to journals, a free gymnasium, access to electronic gadgets and the minutest details like a good parking lot, conveyance and medical reimbursement, travel tickets and tourism packages can boost the morale of the employee by leaps and bounds. The true instances to these are the most successful corporate leaders today. They knew that the recipe for a good organization is just not skimming out the best talent, but to keep the employees' needs and demands in view and work towards meeting them as much as possible. The more are one's needs fulfilled, the more is one willing to deliver and hence enhance productivity.

Salary is what every employee is looking up to. The salary-structure must be designed in a way that the employee incurs the minimal tax. Such a package should be commensurate with all the efforts that are poured in by the employees.

#### **INDUSTRY PROFILE**

One of the world's foremost developers and researchers in the pharmaceutical business is India's pharmaceutical industry. It boasts a competitive manufacturing climate, strong government assistance, and a robust research and development infrastructure.

Pharmaceuticals accounted for more than 1.32 percent of India's gross domestic product in 2020. Over \$42 billion was reportedly made by the country's pharmaceutical business in the fiscal year 2021-22. Generic pharmaceuticals, vaccines, and bulk pharmaceuticals are among its main offerings.

In terms of pharmaceutical product output volume, India ranks third globally, according to the Economic Survey of 2022-23. In terms of value, it also ranks fourteenth. It has a 60% share of the generic

medication market and is the biggest producer in the world. It also happens to be the top producer of vaccinations, notably the ones used by the World Health Organisation to prevent diphtheria and measles. The active pharmaceutical ingredient (API) market is around 500 strong and accounts for about 8% of the total market value. With a share of the worldwide generics market of around 20%, India is also the leading manufacturer of generic medications. One of the most notable aspects of the country's healthcare success story is the availability of affordable HIV therapy.

Indian pharmaceuticals are the go-to choice for people worldwide due to their affordable price and great quality.

## COMPANY PROFILE

The MSN Group, with headquarters in Hyderabad, is rapidly becoming one of India's leading pharmaceutical companies. It was founded in 2003. It is devoted to providing patients with cheap healthcare and has facilities in both the US and India.

Pharmaceutical product development and production are the primary focuses of the group's research and development division. Its formulation and API research are housed in the same facility. The company's remarkable success can be attributed to its unwavering dedication to speed and consistency.

The foundation of the company's strategy is the idea of being quick and innovative. More than 14,000 people strong, with expertise across many fields, work together to accomplish its objectives.

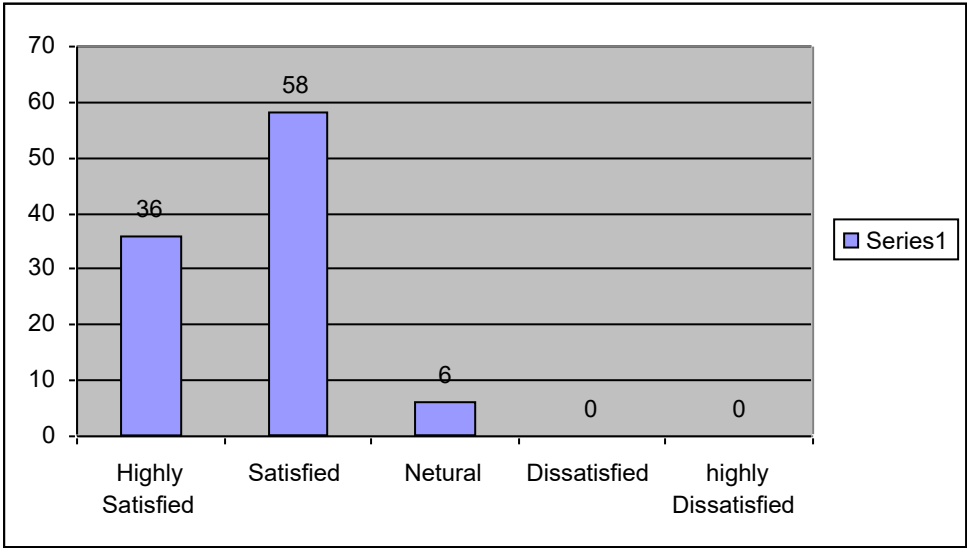
There are more than 900 patents in the company's product portfolio, both domestically and internationally. It has more than 300 different formulations and more than 450 APIs. In 80 different nations, it has gained the confidence of more than 40 million patients.

## DATA ANALYSIS AND INTERPRETATION

### 1. Response about the support from the HR department

a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Satisfied

| S. NO | PARTICULAR       | NO. OF RESPONDENTS | PERCENTAGE |
|-------|------------------|--------------------|------------|
| 1     | Highly satisfied | 36                 | 36         |
| 2     | Satisfied        | 58                 | 58         |
| 3     | Neutral          | 6                  | 6          |
| 4     | Dissatisfied     | 0                  | 0          |
| 5     | Highly satisfied | 0                  | 0          |
|       | Total            | 100                | 100        |

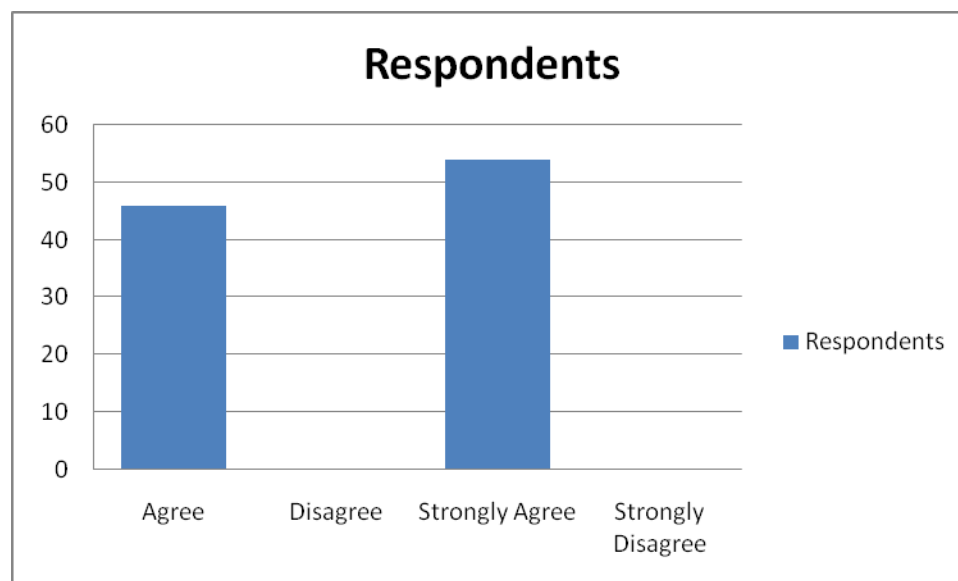


**INTERPRETATION:** The table shows that 58% of the respondents are satisfied with the support they are getting from the HR department.

2. Management is interested in motivating the employees

a) Agree b) Disagree c) Strongly agree d) Strongly agree

| S. NO | PARTICULAR        | NO. OF RESPONDENTS | PERCENTAGE |
|-------|-------------------|--------------------|------------|
| 1     | Agree             | 46                 | 46         |
| 2     | Disagree          | 0                  | 0          |
| 3     | Strongly Agree    | 54                 | 54         |
| 4     | Strongly Disagree | 0                  | 0          |
|       | Total             | 100                | 100        |



**INTERPRETATION:** The table shows that 54% of the respondents are strongly agreeing that the management is interested in motivating the employees.

#### **FINDINGS**

1. 58% of the respondents are satisfied with the support they are getting from the HR department.
2. 54% of the respondents are strongly agreeing that the management is interested in motivating the employees.
3. 52% of the respondents are expressing that both financial and non financial incentives will equally motivate them.
4. 58% of the respondents are satisfied with the present incentive scheme of the organization
5. Employees have a good clarity on his job except for a negligible percentage of them.
6. The employees perceive that a few aspects of the HR policies should be altered and are currently not very satisfied with it.
7. Most of the employees feel that there is communication gap between the employees.

#### **SUGGESTIONS**

1. Get together should be arranged by which employees will get the opportunity to know each other and to reduce the communication gap.
2. The company should implement the HR practices so that it can motivate the employees.
3. The various benefits should be provided to the employee which will motivate the employees towards the organization and individual goals
4. Practicing the various employee motivation methods will leads to job satisfaction of the employees.
5. Most of the employees agree that the performance appraisal activities are helpful to get motivated, so the company should try to improve performance appraisal system, so that they can improve their performance.
6. Non-financial incentive plans should also be implemented; it can improve the productivity level of the employees.
7. Organization should give importance to communication between employees and gain co-

ordination through it.

8. Skills of the employees should be appreciated.

### **CONCLUSIONS**

1. The study of motivational practices and its impact on the job satisfaction of the employees will help the company to know what type of practices MSN should follow to make the employees retain and loyal by making them satisfied. Finally the company has to give more benefits to the employees so that they get complete satisfaction.
2. The study on employee motivation highlighted so many factors which will help to motivate the employees.
3. The study was conducted among 100 employees and collected information through structured questionnaire.
4. The study helped to findings which were related with employee motivational programs which are provided in the organization.
5. The performance appraisal activities really play a major role in motivating the employees of the organization.
6. It is a major factor that makes an employee feels good in his work and results in his satisfaction too.
7. The organization can still concentrate on specific areas which are evolved from this study in order to make the motivational programs more effective.
8. Only if the employees are properly motivated- they work well and only if they work well the organization is going to benefit out it. Steps should be taken to improve the motivational programs procedure in the future. The suggestions of this report may help in this direction.

### **BIBLIOGRAPHY**

#### **BOOKS**

1. Jones, Gareth R.; George, Jennifer M. (2008). Contemporary Management.
2. Moran, Barbara B. (2013). Library and Information Center Management. Santa Barbara, CA: Libraries Unlimited.
3. Campion, M.A.; Thayer, P.W. (1985). "Development and field evaluation of an interdisciplinary measure of job design". Journal of Applied Psychology. pp. 29–43.
4. Hackman, J.R. (1980). "Work redesign and motivation". Professional Psychology. pp. 445–455.
5. Dunham, R.B. (1977). "Relationships of perceived job design characteristics to job ability requirements and job value". Journal of Applied Psychology. pp. 760–763.
6. Fair III, E.M.; Silvestri, L. (1992). "Effects of rewards, competition and outcome on intrinsic motivation". Journal of Instructional Psychology. pp. 3–9.

#### **WEBSITES**

www.gmrgroup.in  
 www.citehr.com  
 www.hrabout.com