

1.1 INTRODUCTION AND BACKGROUND ABOUT THE STUDY

Employee motivation is one of the most important factors that influence the performance and success of an organisation. Motivation refers to the inner drive that encourages employees to work with interest, commitment, and energy. When employees feel motivated, they are more willing to put in effort, complete tasks on time, and contribute positively to organisational goals. A well-motivated workforce not only improves productivity but also helps create a positive work environment.

Every organisation depends on its employees to function smoothly, and the level of motivation among workers plays a key role in shaping their behaviour. Factors such as salary, rewards, recognition, working conditions, job security, and opportunities for growth all affect how motivated employees feel. When these factors are favourable, employees show more involvement and satisfaction. However, when motivation levels are low, it can lead to problems like absenteeism, slow work, lack of interest, and poor performance.

Motivation also helps employees cope with challenges and work pressure. A motivated employee is more likely to handle difficult tasks with confidence and maintain a positive attitude. Organisations that understand the importance of motivation often design policies and practices to support their employees, such as offering training, welfare benefits, fair supervision, and appreciation for good work. These practices build trust and help maintain a strong connection between the organisation and its employees.

Different employees may respond differently to motivational factors based on their needs, expectations, and personal situations. Some may value financial benefits, while others may look for recognition, job satisfaction, or a healthy work environment. Studying employee motivation helps to understand what truly encourages workers and what changes may be needed to improve their overall performance and well-being.

The present study aims to examine the level of employee motivation in Shankanellur Co-operative Society Weavers. It focuses on understanding what motivates the employees, what challenges they face, and how motivation affects their work performance. The findings of this study will help the organisation identify areas where support is needed and suggest ways to improve employee satisfaction and productivity.

1.2 NEED FOR THE STUDY

Employee motivation is essential for ensuring smooth functioning and better performance in any organisation. When employees feel encouraged, respected, and satisfied with their work, they show greater interest, take responsibility, and contribute positively to the organisation. However, when motivation is low, it can lead to slow work, poor quality, absenteeism, and lack of commitment. This study is needed to understand what factors motivate employees at Shankanellur Co-operative Society Weavers, how they feel about their job, and what challenges they face in staying motivated. By studying these aspects, the organisation can identify areas where improvements are required, make necessary changes in their work practices, and create a healthier and more supportive environment that helps employees work better and stay motivated.

1.3 RESEARCH PROBLEM

Employees may not always feel equally motivated, and their level of motivation can change depending on their working conditions, rewards, workload, and overall treatment within the organisation. When motivation is low, employees may lose interest in their tasks, show less involvement, or face difficulty in maintaining good performance. At the same time, some employees may feel highly motivated due to positive factors such as support from management, good working conditions, or recognition for their efforts. The main problem of this study is to understand how motivated the employees of Shankanellur Co-operative Society Weavers are, what factors influence their motivation, and what difficulties they face in staying motivated. The study aims to find out whether the existing practices of the organisation are effective in maintaining motivation among employees.

1.4 SCOPE OF THE STUDY

The study focuses on understanding the motivation levels of employees working at Shankanellur Co-operative Society Weavers. It covers the factors that influence their motivation, such as working conditions, rewards, recognition, and job satisfaction. The study is limited to the employees of this organisation and aims to find out how motivation affects their performance and overall attitude towards work. The findings

will help the organisation identify areas that need improvement to create a more encouraging work environment.

1.5 OBJECTIVES OF THE STUDY

- To study the level of motivation among employees at Shankanellur Co-operative Society Weavers.
- To identify the factors that influence employee motivation in the organisation.
- To understand how motivation affects the performance and attitude of employees.
- To examine the satisfaction level of employees regarding their work and workplace conditions.
- To suggest measures for improving employee motivation in the organisation.

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