



CERTIFICATE

This is to certify the project work entitled
"EMPLOYEE MOTIVATION AT TATA GROUP"

Is done by

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As a part of their Curriculum in the Department of Commerce

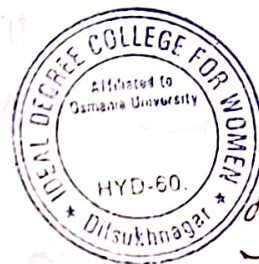
IDEAL DEGREE COLLEGE FOR WOMENS

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This work has been carried out under my guidance

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ANNEXURE -1

DECLARATION

I here by declare that the project entitled "EMPLOYEE MOTIVATION AT TATA GROUP" is an original work done by me and has been submitted to the Department of Commerce Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name and address of the student

MAHABHASHYAM CHAKRAVARTHULA MANEESHA

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Signature of the student

Signature of the teacher

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ABSTRACT

The purpose of this paper is to identify the factors that effects employee motivation and examining the relationship between organizational effectiveness and employee motivation.

A model was designed based on the literature, linking factors of employee motivation with employee motivation and organizational effectiveness. Three hypotheses were build based on the literature and the model and were tested in perspective of the previous studies and literature.

The literature and various studies concluded that factors: empowerment and recognition have positive effect on employee motivation. More the empowerment and recognition of employees in an organization is increased, more will their motivation to work will enhance. Also there exists a positive relationship between employee motivation and organizational effectiveness. The more the employees are motive to tasks accomplishment higher will the organizational performance and success.

The study focuses on the practice and observance of the two central factors, empowerment and employee recognition for enhancing employee motivation which leads to organizational effectiveness. The organizations should design their rules, policies and organizational structures that give space to the employee to work well and appreciate them on their tasks fulfillment and achievements. This will surely lead to organizational growth.

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CONCLUSIONS

From the study conducted, the following conclusions can be made

The main resource of TATA, Human Resource is not used to the extent it should be.

TATA is having a good blend of executives who are able to motivate the employees in achieving the Organizational goals.

But.....

There is no simple answer to the question of how to motivate people. Can money motivate? Yes, but money alone is not enough, though it does help. We have discussed some of the pertinent theories bearing on human motivation and this is balanced by some of the practical factors which can lead to excellence. Human resource remains the focal point and leadership the critical component, and motivation has to be 'tailored' to each individual.