

PROJECT REPORT

**“AN ANALYTICAL STUDY OF EMPLOYEE MOTIVATION
TECHNIQUES ADOPTED BIG BAZAAR IN ORDER TO ASSESS THE
CAREER GROWTH OF EMPLOYEES”**

SUBMITTED TO

**G.S. College of Commerce & Economics
Nagpur**

**For the Award of Degree Of
Bachelor of Business Administration**

Submitted By

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Under the guidance of

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Academic year 2021-22

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Academic year 2021-22

CERTIFICATE

This is to certify that **Ragini Raju Tallewar** has submitted the project report titled “A Study of Marketing Strategies Adopted “AN ANALYTICAL STUDY OF EMPLOYEE MOTIVATION TECHNIQUES ADOPTED BIG BAZAAR IN ORDER TO ASSESS THE CAREER GROWTH OF EMPLOYEES”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Place: Nagpur

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Academic year 2021-22

DECLARATION

Hereby declare that the project with the title “AN ANALYTICAL STUDY OF EMPLOYEE MOTIVATION TECHNIQUES ADOPTED BIG BAZAAR IN ORDER TO ASSESS THE CAREER GROWTH OF EMPLOYEES” has been completed by me in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Ragini Raju Tallewar

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Academic year 2021-22

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With immense pride and gratitude. I take this golden opportunity to express my sincere regards to Dr. N Y Khandait, Principle, G.S. College of Commerce & Economics, Nagpur.

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Ragini Raju Tallewar

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INTRODUCTION

INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Human resource management (HRM) is the strategic approach to the effective management of people in company or organisation such that they help their business gain a competitive advantage. It is design to maximize employee performance in service of an employers strategic objective. Human Resource Management is primarily concern with the management of people within organisation, focusing on policies systems. HR departments are responsible for overseeing employees-benefits design, employees requirement, training and development, performance appraisal , and reward management, such as managing pay and benefit systems. HR also concern itself with organisational change and industrial relations, or the balancing of organisation practice as with requirements arising in from collective bargaining and governmental laws.

The overall purpose of human resource (HR) is to insure that the orgainsation is able to achieve success through people. HR professionals manage the human capital of an organisation focus on implementing policies and processes. They can specialize in finding, recruiting training, and developing employees, as well as maintain employee relation or benefits. Training and development professional ensure that employee are paid and have continuous development. This is done through training programs, performance evaluation, and reward programs. Employees relations deals with the concerns of employees when policies are broken, such as cases involving harassment or discrimination. Managing employee benefits includes developing compensation structures, parental leave programs, discount , and other benefits for employees. On the other side of the field are HR generalist for the business partners. These HR professionals could work in all areas or labour relation representatives working with unionized employees.

HR product of the human relations movement of the early 20th century, when researchers began documenting ways of creating business value through the strategic management of the work force. It was initially dominated by transactional work, such as payroll in benefits administrations, but due to globalisation, company consolidation ,technological advances, and further research, HR as of 2015 focuses on strategic initiative like mergers and acquisitions, talent management, successions planning, industrial and labour relations , and diversity and inclusion. In the current global work environment, most companies focus on lowering employee turnover and on retaining the talent and knowledge held by the work force. New hiring not only entails a high coast but also increases the risk of a new employee not being able to adequately replace the position of the previous employee. Hr departments strives to offer benefits that will appeal to workers, thus reducing the risk of loosing

HUMAN RESOURCE MANAGEMENT (HRM) is the tern use to describe formal systemsdevise for the management of the people within an organisation. The responsibilities of a human resources manager fall into three major areas staffing, employeecompensation and benefits and defining designing work essentially, the purpose of HRM is to maximize theproductivity of an organisational by optimizing the effectiveness of its employees. This mandate is unlikely to change in any fundamental way, **dispitthe ever- increasing pace of change in the business world. As Edward L.Gubman observe in the *journal of business strategies*. ‘the basic mission of business resource will always be to acquired, develop , and retain talent ; align the work force with the business ; and be and excellent contributor the business. those three challenges build ever change’ .**

INTRODUCTION TO TOPIC

Employee motivation, i.e. methods for motivating employees, is an intrinsic and internal drive to put forth the necessary effort and action towards work-related activities. It has been broadly defined as the psychological forces that determine the direction of a person's behavior in an organization, a person's level of effort and a person's level of persistence".Also, "Motivation can be thought of as the willingness to expend energy to achieve a goal or a reward. Motivation at work has been defined as the sum of the processes that influence the arousal, direction, and maintenance of behaviors relevant to work settings." Motivated employees are essential to the success of an organization as motivated employees are generally more productive at the work place,

Employee motivation is the level of energy, commitment, and creativity that a company's workers bring to their jobs. Whether the economy is growing or shrinking, finding ways to motivate employees is always a management concern. Competing theories stress either incentives or employee involvement (empowerment). Employee motivation can sometimes be particularly problematic for small businesses. The owner has often spent years building a company hands-on and therefore finds it difficult to delegate meaningful responsibilities to others. But entrepreneurs should be mindful of such pitfalls: the effects of low employee motivation on small businesses can be harmful. Such problems include complacency, disinterest, even widespread discouragement. Such attitudes can cumulate into crises.

But the small business can also provide an ideal atmosphere for employee motivation: employees see the results of their contributions directly; feedback is swift and visible. A smoothly working and motivated work force also frees the owner from day-to-day chores for thinking of long-term development. Furthermore, tangible and emotional reward can mean retention of desirable employees. People thrive in creative work environments and want to make a difference. Ideally the work result itself will give them a feeling of accomplishment- but well-structured reward and recognition programs can underline this consequence.

One approach to employee motivation has been to view "add-ins" to an individual's job as the primary factors in improving performance. Endless mixes of employee benefits-such as health care, life insurance, profit sharing, employee stock ownership plans, exercise facilities.

subsidized meal plans, child care availability, company cars, and more have been used by companies in their efforts to maintain happy employees in the belief that happy employees are motivated employees.

Many modern theorists, however, propose that the motivation an employee feels toward his or her job has less to do with material rewards than with the design of the job itself. Studies as far back as 1950 have shown that highly segmented and simplified jobs resulted in lower employee morale and output. Other consequences of low employee motivation include absenteeism and highturnover, both of which are very costly for any company. As a result, "job enlargement" initiatives began to crop up in major companies in the 1950s.

While terminology changes, the tenets of employee motivation remain relatively unchanged from findings over half a century ago. Today's buzzwords include "empowerment," "quality circles," and "teamwork." Empowerment gives autonomy and allows an employee to have ownership of ideas and accomplishments, whether acting alone or in teams. Quality circles and the increasing occurrence of teams in today's work environments give employees opportunities to reinforce the importance of the work accomplished by members as well as receive feedback on the efficacy of that work.

In small businesses, which may lack the resources to enact formal employee motivation programs, managers can nonetheless accomplish the same basic principles. In order to help employees feel that their jobs are meaningful and that their contributions are valuable to the company, the small business owner needs to communicate the company's purpose to employees. This communication should take the form of words as well as actions. In addition, the small business owner should set high standards for employees, but also remain supportive of their efforts when goals cannot be reached. It may also be helpful to allow employees as much autonomy and flexibility as possible in how their jobs are performed. Creativity will be encouraged if honest mistakes are corrected but not punished. Finally, the small business owner should take steps to incorporate the vision of employees for the company with his or her own vision. This will motivate employees to contribute to the small business's goals, as well as help prevent stagnation in its direction and purpose.

CAREER GROWTH

Career growth is the series of activities or the on-going/lifelong process of developing one's career. Career growth usually refers to managing one's career in an intra-organizational or inter organizational scenario. It involves training on new skills, moving to higher job responsibilities, making a career change within the same organization, moving to a different organization or starting one's own business.

According to diffbw, career growth is "a process of becoming larger or longer or more numerous or more important." Career growth is fostered through goals that you set as an individual to get you where you want to be in your field or job..

MOTIVATION METHODS

There are as many different methods of motivating employees today as there are companies operating in the global business environment. Still, some strategies are prevalent across all organizations striving to improve employee motivation. The best employee motivation efforts will focus on what the employees deem to be important. It may be that employees within the same department of the same organization will have different motivators. Many organizations today find that flexibility in job design and reward systems has resulted in employees' increased longevity with the company, improved productivity, and better morale.

Empowerment

Giving employees more responsibility and decision-making authority increases their realm of control over the tasks for which they are held responsible and better equips them to carry out those tasks. As a result, feelings of frustration arising from being held accountable for something one does not have the resources to carry out are diminished. Energy is diverted from self preservation to improved task accomplishment.

Creativity and Innovation

At many companies, employees with creative ideas do not express them to management for fear that their input will be ignored or ridiculed. Company approval and tocing the company line have become so ingrained in some working environments that both the employee and the organization suffer. When the power to create in the organization is pushed down from the top to line personnel, employees who know a job, product, or service best are given the opportunity to use their ideas to improve it. The power to create motivates employees and benefits the organization in having a more flexible work force, using more wisely the experience of its employees, and increasing the exchange of ideas and information among employees and departments. These improvements also create an openness to change that can give a company the ability to respond quickly to market changes and sustain a first mover advantage in the marketplace.

Learning

If employees are given the tools and the opportunities to accomplish more, most will take on the challenge. Companies can motivate employees to achieve more by committing to perpetual enhancement of employee skills. Accreditation and licensing programs for employees are an increasingly popular and effective way to bring about growth in employee knowledge and motivation. Often, these programs improve employees' attitudes toward the client and the company, while bolstering self-confidence. Supporting this assertion, an analysis of factors which influence motivation-to-learn found that it is directly related to the extent to which training participants believe that such participation will affect their job or career utility. In other words, if the body of knowledge gained can be applied to the work to

be accomplished, then the acquisition of that knowledge will be a worthwhile event for the employee and employer.

Quality of Life

The number of hours worked each week by American workers is on the rise, and many families have two adults working those increased hours. Under these circumstances, many workers are left wondering how to meet the demands of their lives beyond the workplace. Often, this concern occurs while at work and may reduce an objectivity and morale. Companies that have instituted flexible employee arrangements have gained motivated employees whose productivity has increased. Programs incorporating flex-time, condensed workweeks, or jobsharing, for example, have been successful in focusing overwhelmed employees toward the work to be done and away from the demands of their private lives

Monetary Incentive

For all the championing of alternative motivators, money still occupies a major place in the mix of motivators. The sharing of a company's profits gives incentive to employees to produce a quality product, perform a quality service, or improve the quality of a process within the company. What benefits the company directly benefits the employee. Monetary and other rewards are being given employees for generating cost-savings or process-improving ideas, to boost productivity and reduce absenteeism. Money is effective when it is directly tied to an employee's ideas or accomplishments. Nevertheless, if not coupled with other, non-monetary motivators, its motivating effects are short-lived. Further, monetary incentives can prove counterproductive if not made available to all members of the organization

Other Incentives

Study after study has found that the most effective motivators of workers are non-monetary. Monetary systems are insufficient motivators, in part because expectations often exceed results and because disparity between salaried individuals may divide rather than unite employees. Proven non-monetary positive motivators foster team spirit and include recognition, responsibility, and advancement. Managers who recognize the "small wins" of employees, promote participatory environments, and treat employees with fairness and respect will find their employees to be more highly motivated. One company's managers brainstormed to come up with 30 powerful rewards that cost little or nothing to implement. The most effective rewards, such as letters of commendation and time off from work, enhanced personal fulfillment and self-respect. Over the longer term, sincere praise and personal gestures are far more effective and more economical than awards of money alone. In the end, a program that combines monetary reward systems and satisfies intrinsic, self-actualizing needs may be the most potent employee motivator.

LITERATURE REVIEW

One of the most important functions of management is to create willingness amongst the employees to perform in the best of their abilities. Therefore the role of a leader is to arouse interest in performance of employees in their jobs. In a complex and dynamic environment, leader of the organization used to create the environment in which employee feel trusted and are empowered to take decisions in the organization which leads to enhance motivation level of employee and ultimately organizational performance are enhanced. Fredrick W Taylor was one of the first theorists to attempt to understand employee motivation. His theory of scientific management, also referred to as Taylorism, analyses the productivity of the workforce. Taylor's basic theory of motivation is that workers are motivated by money. He viewed employees not as individuals, but as pieces of a larger workforce; in doing so his theory stresses that giving employee's individual tasks, supplying them with the best tools and paying them based on their productivity was the best way to motivate them.

Taylor's theory developed in the late 1890s and can still be seen today in industrial engineering and manufacturing industries. In the mid-1920s another theorist, Elton Mayo, began studying the workforce. His study of the Hawthorne Works, lead him to his discovery of the Hawthorne effect. The Hawthorne effect is the idea that people change their behaviour as a reaction to being observed. Mayo found that employee's productivity increased when they knew they were being watched. He also found that employees were more motivated when they were allowed to give input on their working conditions and that input was valued. Smith and Rupp stated that performance is a role of individual motivation, organizational strategy, and structure and resistance to change, is an empirical role relating motivation in the organization. Likewise, advancement of human resources through rewards, monetary incentives, and organizational behaviour modification has generated a large volume of debate in the human resource and sales performance field. According to Orpen better the relationship between mentors and mentees in the formal mentoring program, the more mentees are motivated to work hard and committed to their organization. Likewise, Malina and Selto conducted a case study in one corporate setting by using balance score card (BSC) method and found out that organizational outcomes would be greater if employees are provided with positive motivation (2001).

The establishment of operations-based targets will help the provision of strategic feedback by allowing the evaluation of actual performance against the operations-based targets. Goal directed behaviour and strategic feedback are expected to enhance organizational

performance. Kunz and Pfaff stated no substantive reason to fear an undermining effect of extrinsic rewards on intrinsic motivation (2002). Decoene and Bruggeman in their study developed and illustrated a model of the relationship between strategic alignment, motivation and organizational performance in a BSC context and find that effective strategic alignment empowers and motivates working executives (2006). Leaders motivate people to follow a participative design of work in which they are responsible and get it together, which make them responsible for their performance. Monetary rewards can be a very powerful determinant of employee motivation and achievement. Garg and Rastogi identified the key issues of job design research and practice to motivate employees' performance and concluded that a dynamic managerial learning framework is required to enhance employees' performance to meet global challenges. Vuori and Okkonen stated that motivation helps to share knowledge through an intra-organizational social media platform which can help the organization to reach its goals and objectives (2012). Den and Verburg found the impact of high performing work systems, also called human resource practices, on perceptual measures of firm performance (2004).

COMPANY PROFILE

BIG BAZAR

Big Bazaar's headquarter is in Mumbai; the company operates over 12 million square feet of retail space, has over 1000 stores across 71 cities in India and employs over 35,000 people.

The company's leading formats include chain of fashion outlets, Big Bazaar, a uniquely India hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and feel of Indian bazaars with aspects of modern retail like choice, convenience and quality and Central, a chain.

Seamless destination malls. Some of its other formats include depot, shoe factory, brand factory, blue sky, fashion station, mobile bazaar and star sitara (beauty clinic). The company also operates an online portal, futurebazaar.com A subsidiary company, home solutions retail (India) limited, operates home town, a large-format house solution store, selling home furniture products and E-Zone focused on catering to the consumers segment.

FUTURE GROUP:

Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics.

The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls.

- Company incorporated as Manz Wear Private Limited Launch of Pantaloons trouser, India's first formal trouser brand.
- .The Pantaloon Shoppe- exclusive menswear store in franchisee format launched across the nation. The company starts the distribution of branded garments through multi-brand retail outlets across the nation.
- John Miller-Formal shirt brand launched.
- Company enters modern retail with the launch of the first 8000 square feet store, Pantaloons in Kolkata.
- Three Big Bazaar stores launched within a span of 22 days in Kolkata, Bangalore and Hyderabad.
- Food Bazaar, the supermarket chain is launched.
- Central - India's first seamless mall is launched in Bangalore.
- Group moves beyond retail, acquires stakes in Galaxy Entertainment, Indus League Clothing and Planet Retail. Sets up India's first real estate investment fund Kshitij to build a chain of shopping malls.
- - Future Capital Holdings, the company's financial is formed to manage over \$1.5 billion in real estate, private equity and retail infrastructure funds. Plans foray into retailing of consumer finance products.
- Home Town, a home building and improvement products retail chain is launched along with consumer durables format, E-zone and furniture chain, Furniture Bazaar.
- Future Group enters into joint venture agreements to launch insurance products with Italian insurance major, generally. Forms joint ventures with US office stationery retailer, Staples.
 - Future Group crosses \$1 billion turnover mark. Specialized companies in retail media, logistics, IPR and brand development and retail-led technology services become operational.
 - Futurebazaar.com becomes India's most popular shopping portal.
 - Future Capital Holdings becomes the second group company to make a successful Initial Public Offering in the Indian capital markets.

Big Bazaar is a chain of Hypermarkets in India, with more than 110 stores in operation. It is a subsidiary of Future Group of ventures Ltd's, and follows the business model of US-based Wal-Mart. Facilities offered by Big Bazaar Online shopping: Big Bazaar has an official website, FutureBazaar.com, which is one of the most favorite sites among people of India for online shopping. Future Bazaar is an online business venture of Future Group, which sells an assortment of products such as fashion, which includes merchandise for men and women, mobile accessories, mobile handsets and electronics like home theatres, video cameras, digital camera, LCD TVs, kitchen appliances and many more. Discounts Hfte ka sabsesasta din was introduced by the Big Bazaar, wherein extra and special discounts were offered on Wednesday every week, to attract the potential buyers into their store. Security checks at each exit of Big Bazaar, they use alarm systems or Electronic Article Surveillance system, which detects the products that has attached tags or not.

1. Big Bazaar is a chain of hypermarket in India, which caters to every family's needs and requirements.
2. Big Bazaar has released the doors for the fashion world, general merchandise like sportsgoods, cutlery, crockery, utensils, and home furnishings etc. at best economical prices.
3. Big Bazaar group offers more than 100 stores all over the country with an amalgamation of Indian bazaars feel and touch with a convenience and choice of the modern retail facilities.
4. The worldwide country chain, Big Bazaar, is formed by CEO of Future Group, Mr. Kishore Biyani. Their basic attraction associated with reasonable prices is their Unique Selling Price.

RESEARCH STUDY

RELEVANCE OF STUDY

To know the effect of various motivation techniques on the career growth of employees. To find out whether the company has developed the competency criteria for their growth. To know whether the manager holds regular career visioning sessions or not, to see what employees expect to do during their employment. The main importance of this study is to find out the effect of employees' motivation in big bazaar as motivation is an important factor which increases the career growth opportunities for employees in the organizations as well as the productivity of the organization.

OBJECTIVES OF THE STUDY

- To assess the impact of motivation on career growth of employees at big bazaar, Nagpur.
- To study the important factors which are needed to motivate the employees for careergrowth
- To study the effects of monetary and non-monetary benefits provided by the organization, on employees' career.
- To know the actions taken to increase the level of motivation of the employees.
- To find factors responsible for raising the morale and motivation level of employees, this would help them in career growth.
- To study the effectiveness of the techniques adopted by the company in employee motivation.
- To determine the effect of motivation techniques on employees growth as well as organizational performance.
- To study the motivation level on employees carrier growth.

HYPOTHESIS

- HO: Employee motivation techniques adopted at Big Bazaar have a positive impact on the career of employees.
- H1: Employee motivation techniques adopted by Big Bazaar do not have a positive impact on the career growth of employees.

SCOPE OF THE STUDY

- To know the importance of motivation techniques adopted by Big Bazaar.
- To study how employees motivation techniques help in the development of career growth of employees.
- The study will help to know whether the motivation technique is beneficial to the employees' career growth or not.
- The study will lead to the knowledge about how the motivation techniques is executed in this company.
- Study helps to understand the different aspects that affect the carrier growth of employees.

RESEARCH AND METHODOLOGY

Research Methodology is a way to systematically solve the research problem. It guides the researcher to do the research scientifically. It contains of different steps that are generally adopted by a researcher to study his research problem along with the logic behind them. Data become information only when a proper methodology is adopted.

DATA COLLECTION METHOD:

There are two types of data's that is

1. Primary data
2. Secondary data

PRIMARY DATA COLLECTION: Primary data is a data collected for the first time through field survey. The primary data was collected through an administrated questionnaire. The questionnaire consisted of a variety of questions that lay consistent with the objective of the research.

Source of primary data:

1. Experimentation
2. Observation
3. Questionnaire schedule

We have the questionnaire source of primary data to collect information related to the project.

SECONDARY DATA: The websites of the service providers and various other researchers done in this area along with the websites. Besides these the availability of documents, files, notes and brochure provided by the big bazaar served as an additional secondary data for this research work.

Source of secondary data:

1 internet

2 books

DATA ANALYSIS: Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision making

Data analysis presentation in the form of

1. Chart

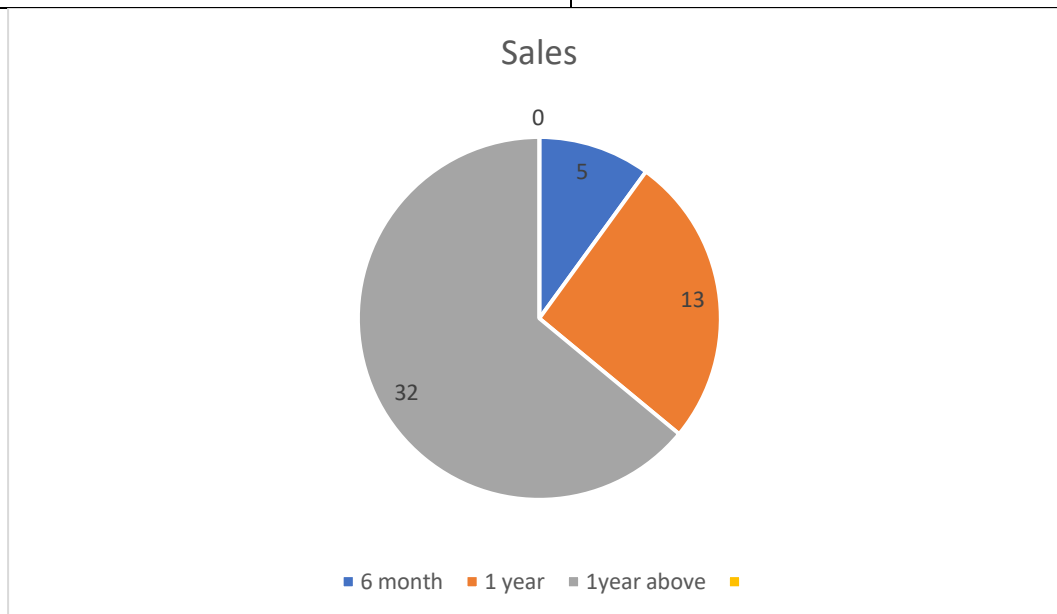
2 Pie chart

3. Tables

DATA ANALYSIS AND INTERPRETATION

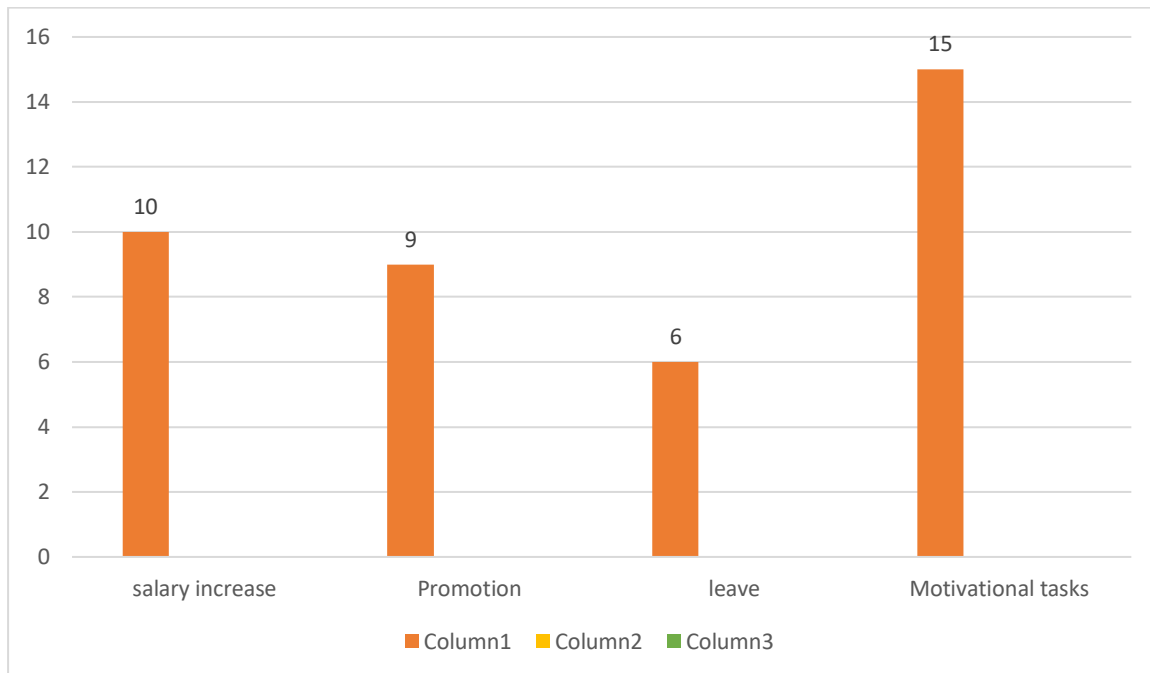
Q.1 Since how many years you have been working in the organisation?

Particular	Responses
6 month	5
1 year	13
1 year above	32
Total	50



Q.2 Which factors motivates you?

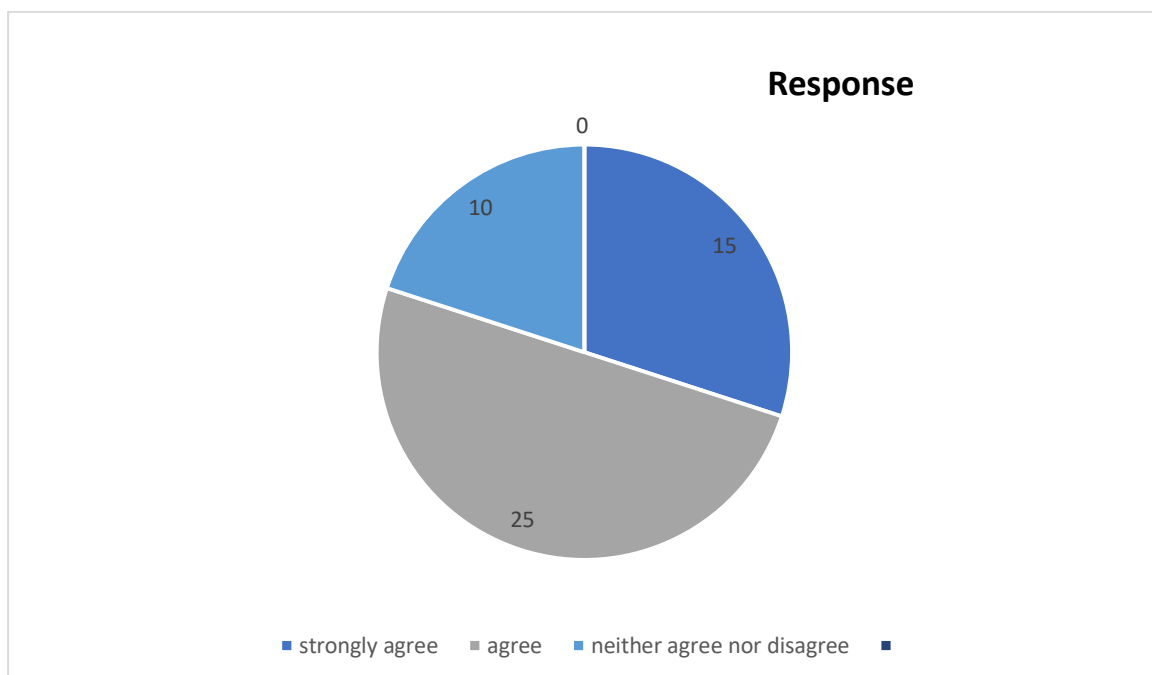
Particular	Responses
Salary Increase	10
Promotion	9
Leave	6
Motivational tasks	15
Recognition	10
Total	50

**INTERPRETATION:**

According to the collection of data we found that most of the employees i.e.30% of employees are motivated by motivational tasks given to them and only 18% of employees are motivated by leave. This shows that employees are concern about their growth.

Q.3 Does financial incentives motivates you more than non-financial incentives?

Particular	Response
Strongly agree	15
Agree	25
Neither agree nor disagree	10
Disagree	0
Strongly disagree	0
Total	50

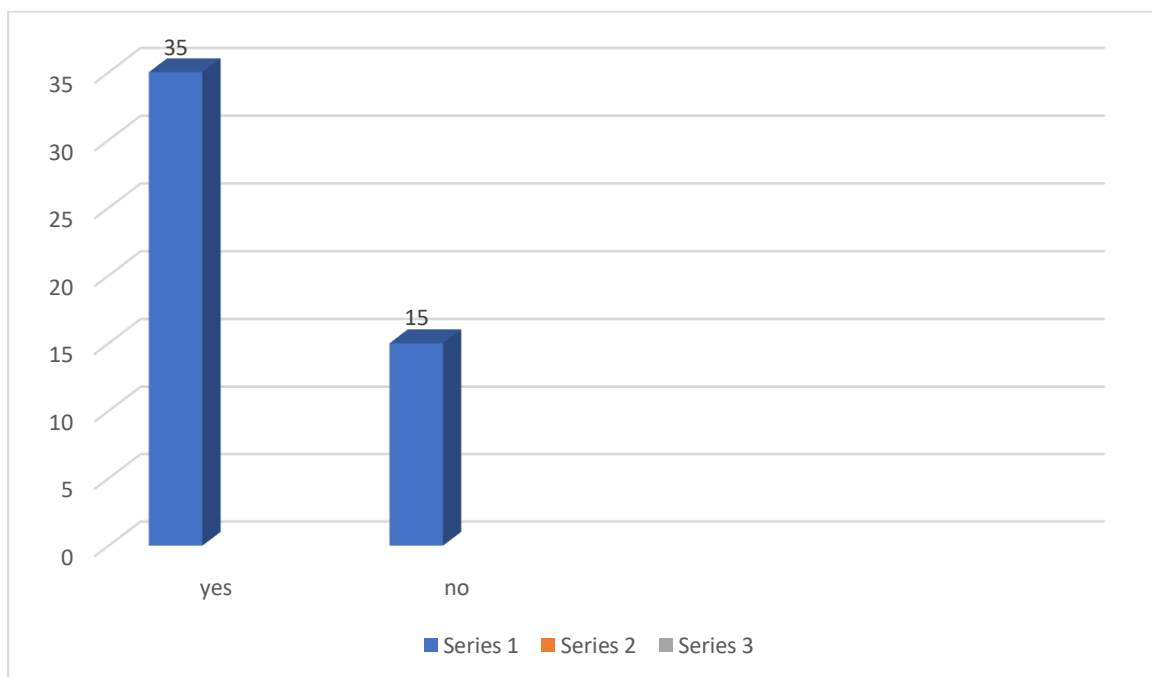


INTERPRETATION:

The above information indicates that financial incentives such as bonus, pay allowances, Profit sharing, commission motivates employees to perform their task effectively and efficiently in a proper manner. Because in current scenario only money increases purchasing power so that employees not prefer non incentive like phone, bus facilities etc.

Q.4 Are you satisfied with job opportunities provided by company?

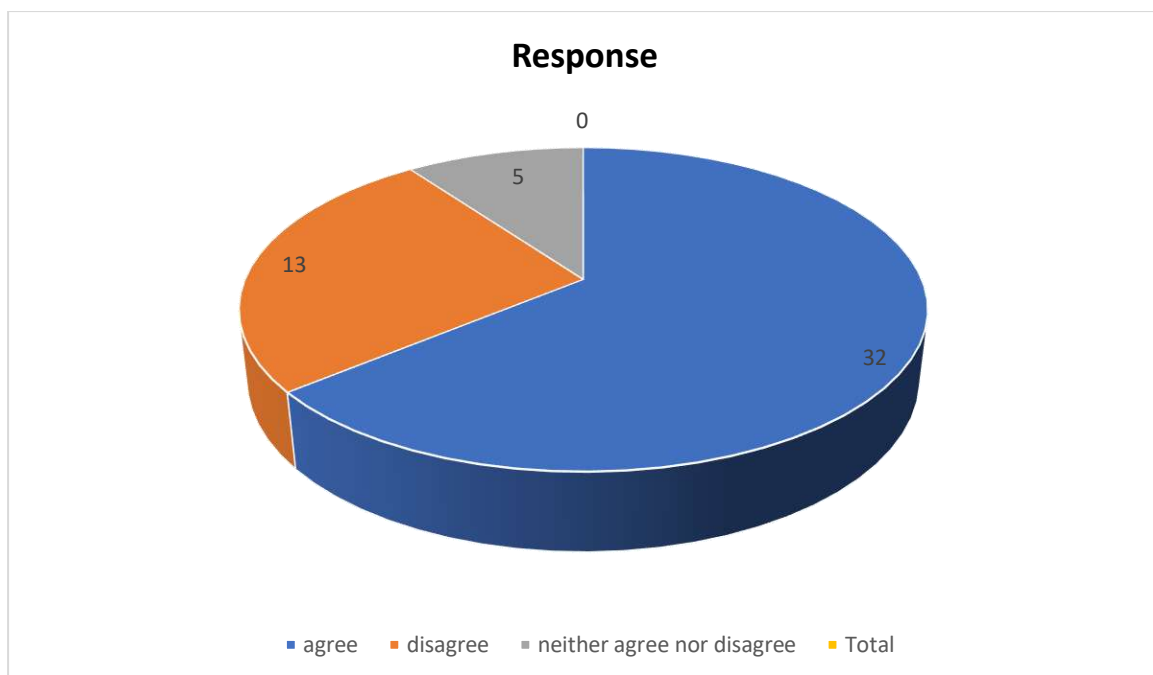
Particulars	Response
Yes	35
No	15
Total	50

**INTERPRETATION:**

Above data indicates that 70% of employees are satisfied by the opportunities given by the employees it means that organisation provides many opportunities to the employees for their career growth.

Q.5 The employee in the organisation feel secured in their jobs?

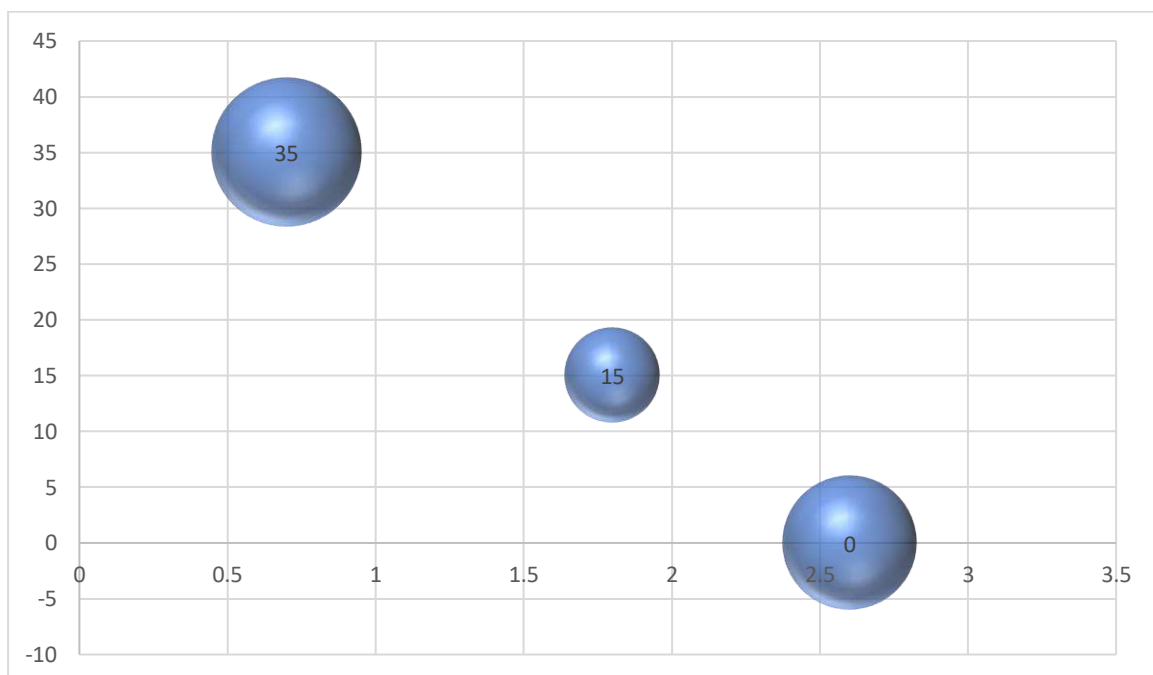
Particular	Response
Agree	32
Disagree	13
Neither agree nor disagree	5
Total	50

**INTERPRETATION:**

Employees in the organization feel secured because relationship among employer and employee are healthy and also the growth part of company is attractive and environment is good which makes every employee feel secured and happy to work.

Q.6 Are you satisfied with HR support?

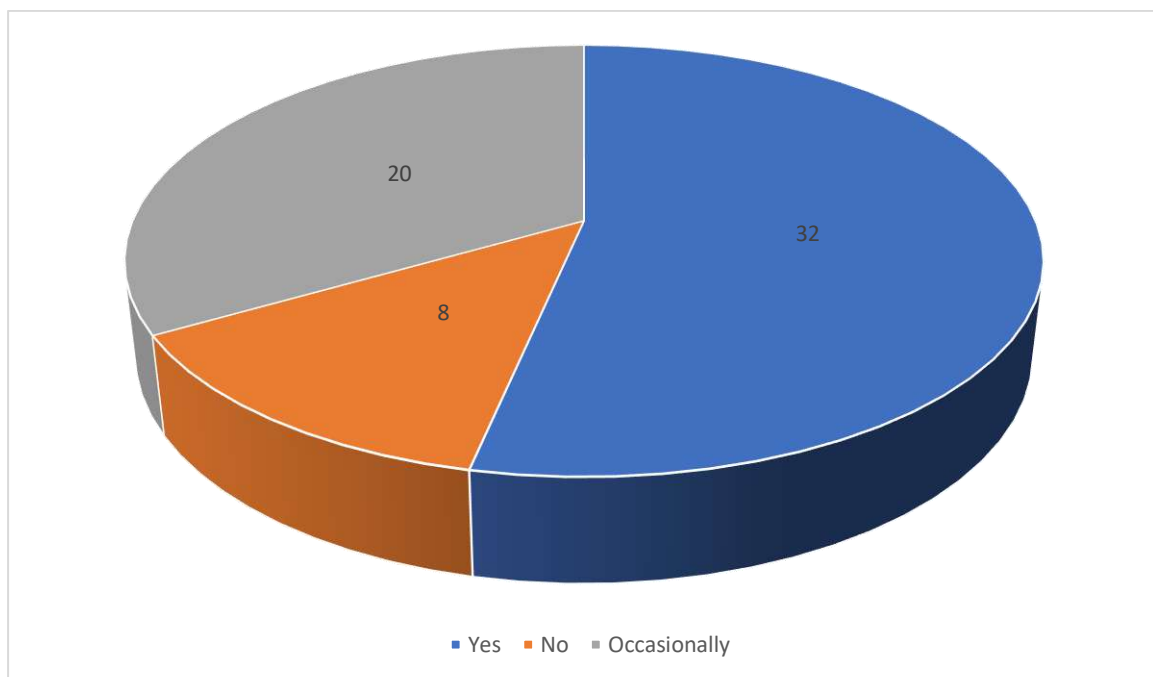
Particular	Response
Satisfied	35
Neutral	15
Dissatisfied	0
Total	50

**INTERPRETATION:**

The above information shows that the HR provides good support to its employees. Such as moral support & motivational support. HR is the main department of the company, it helps employees to achieve individual goals and tell them to work with ethics and do all the function which motivate them to do fast work.

Q.7 Does the management involves you in the decision making related to activity od department?

Particular	Response
Yes	32
No	8
Occasionally	20
Total	50

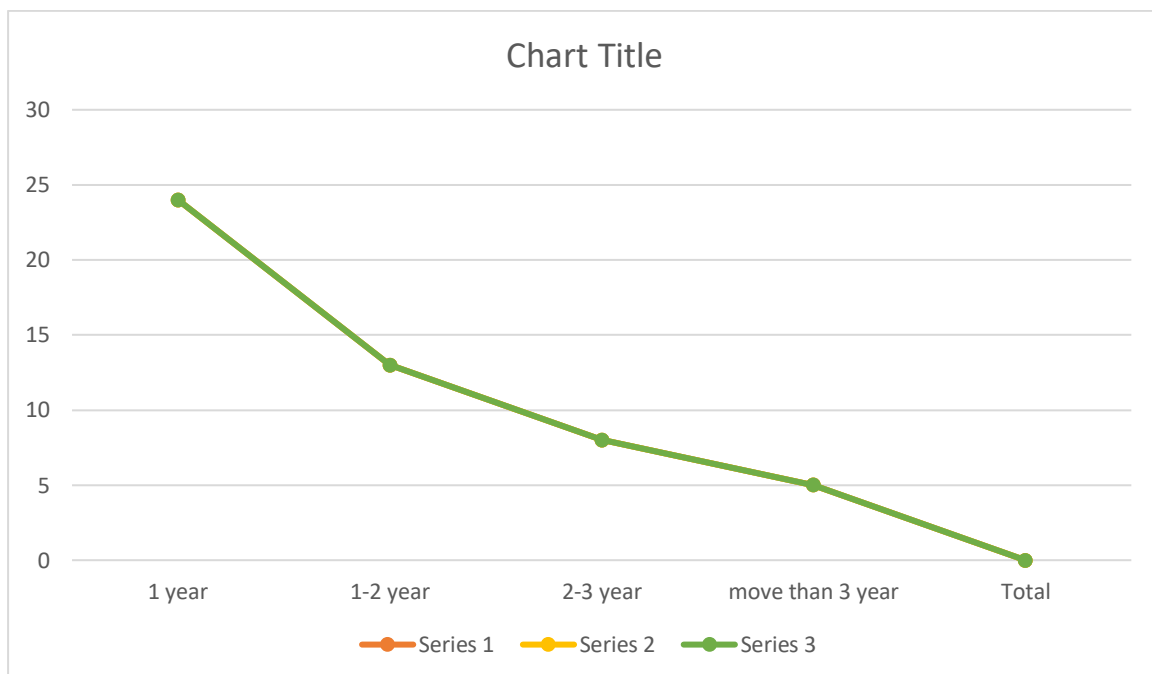


INTERPRETATION:

Sometimes the management involves the employees in the decisionmaking process which makes the employees feel involved in the functions of the organization that helps them to work more effectively and efficiently.

Q.5 How long you been working in the same department with same position?

Particulars	Response
1 year	24
1-2 year	13
2-3 year	8
More than 3 year	5
Total	50

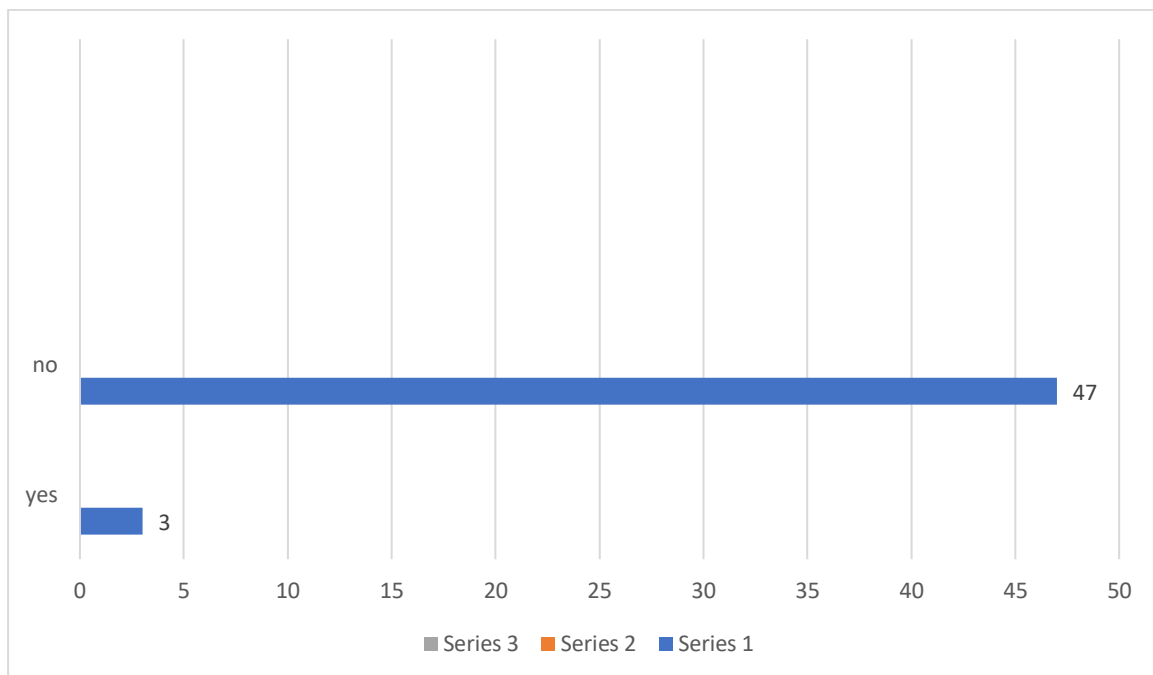


INTERPRETATION:

Here we can interpret that the employees are not working so long in the same department with same position which means that organization helps them to growth and gain more experience.

Q.9 Do the company discriminate the employees?

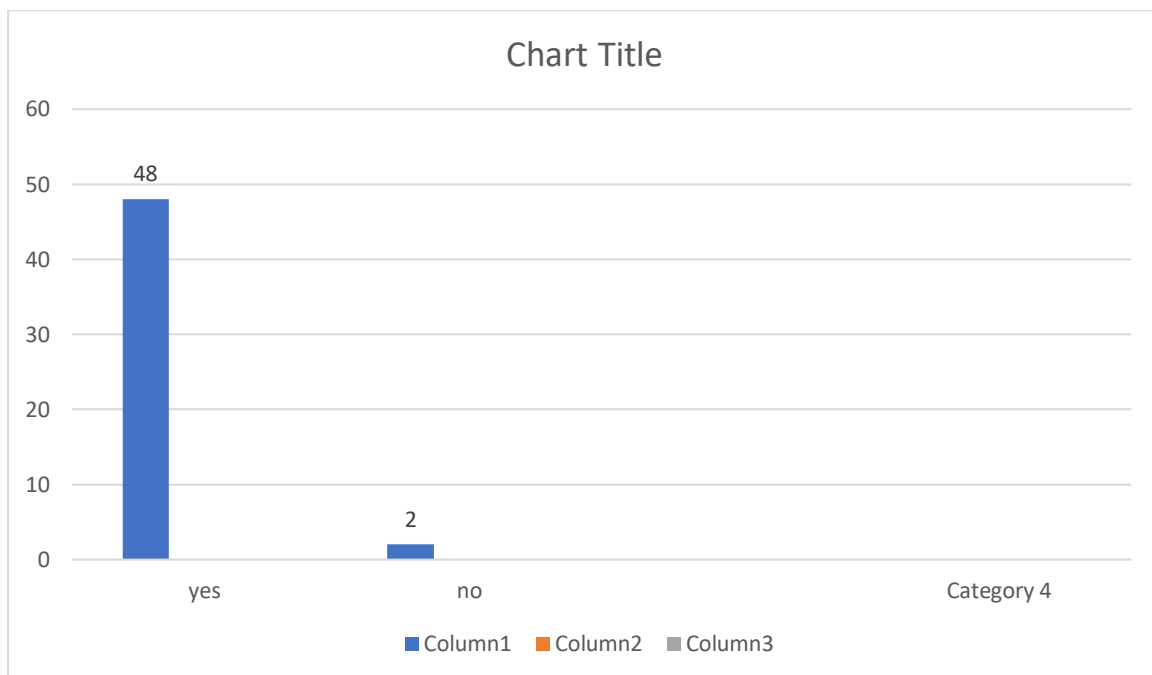
Particular	Response
Yes	3
No	47
Total	50

**INTERPRETATION:**

The organisation does not discriminate the employees on the basis of their gender caste religion or color. The organisation rather provides opportunities to those who have potential or have better skills to the work.

Q.10 Is salary the most important attribute towards employee motivation?

Particular	Response
Yes	48
No	2
Total	50

**INTERPRETATION:**

Above data shows that the salary is an important factor of motivation for any employee. Company provides salaries to their employees according to their employees according to their performance and also according to compensation policy in the organisation.

CONCLUSION
&
LIMITATIONS

CONCLUSION

After the study we can conclude that:

Motivation plays a very important role in career growth of employees. During study we found that Big Bazaar provides many opportunities to the employees like, giving timely promotion to efficient employees.

We also found that employees working in big bazaar are highly motivated hence they are working in the organisation since so long. Study also shows that the organisation provides many opportunities to the employees so, they feel secured in the organization. The factor which motivates the employees of big bazaar is motivational task given to them.

Lastly, we can conclude that if the organisation takes some to understand the need of their employees then it will be very useful to both employees and the organisation in such a way that the employees feel being the part of organisation and the organisation will be able to retain the efficient employees.

LIMITATION OF STUDY

- Time limit is major constraint.
- As per the companies rule many rules are not disclosed.
- As the manger were busy in their daily schedules so, they were not getting enough time in interaction and discussion.
- Analysis of primary data is done on the assumption that the answers given by the respondents are correct.
- Some employees weren't ready to share the information.

RECOMMENDATIONS
&
SUGGESTIONS

RECOMMENDATIONS & SUGGESTIONS

Employee motivation techniques helps the employee to be satisfied with the organization and not look for other jobs. Employer should not ignore the importance of motivation.

Demotivation in employees can lead to differences in the organisation which will affect both employee as well as organisation. Both monetary as well as non-monetary factors are important for motivating an employee.

- The management should create a challenging work or new assignments or opportunities to help them to grow.
- Promotion should be given on the basis of employees' performance.
- Employees should be identify by their better performance and should give some incentives, promotion and more career opportunities.
- Employees can be provided with interesting work so that they feel interesting while doing the work.

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APPENDICES

QUESTIONNAIRE

“AN ANALYTICAL STUDY OF EMPLOYEE MOTIVATION TECHNIQUES ADOPTED BIG BAZAAR IN ORDER TO ASSESS THE CAREER GROWTH OF EMPLOYEES”

Name:

Contact no:

Address:

1. Since how many years you have been working in the organization?

- a) 6 month
- b) 1 year
- c) 1 year above

2. Which factors motivates you?

- a) Salary increase
- b) Promotion
- c) Leave
- d) Motivational task
- e) Recognition

3. Are you satisfied with job opportunities provided by company?

- a) Yes
- b) No

4. Does financial incentives motivates you more than non-financial incentives?

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

5. The employees in the organisation feel secured in their jobs?

- a) Agree
- b) Disagree
- c) Neither agree nor disagree

6. Are you satisfied with HR support?

- a) Satisfied
- b) Dissatisfied
- c) Neutral

7. Does the management involve you in the decision making related to activity of department?

- a) Yes
- b) No
- c) Occasionally

8. How long you been working in the same department with same position?

- a) 1 year
- b) 1-2 year
- c) 2-3 year
- d) More than 3 year

9. Do the company discriminate the employees?

- a) Yes
- b) No

10. Is salary the most important attribute towards employee motivation?

- a) Yes
- b) No

PROJECT REPORT

**“AN ANALYTICAL STUDY OF EMPLOYEE MOTIVATION
TECHNIQUES ADOPTED BIG BAZAAR IN ORDER TO ASSESS THE
CAREER GROWTH OF EMPLOYEES”**

SUBMITTED TO

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

**For the Award of Degree Of
Bachelor Of Business Administration**

Submitted By

Ragini Raju Tallewar

Under the guidance of

Dr. PRAGATI RICHA PANDEY

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Academic year 2021-22
