

# **Final Project**

**“A STUDY BASED ON EMPLOYEES BEHAVIOUR TOWARDS  
REWARD AND RECOGNITION IN INCON HOSPITAL IN NAGPUR”**

**DMSR- G. S. College of Commerce & Economics, Nagpur**

Affiliated to

**Rashtrasant Tukadoji Maharaj Nagpur University**

**Nagpur**

In partial fulfilment for the award of the degree of

**Master of Business Administration**

Submitted by

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**Academic Year 2021-22**

**G.S. College Of Commerce & Economics, Nagpur**

**CERTIFICATE**

This is to certify that "**Neeta Gidwani**" has submitted the project report titled "**A STUDY BASED ON EMPLOYEES BEHAVIOUR TOWARDS REWARD AND RECOGNITION IN INCON HOSPITAL IN NAGPUR**", towards partial fulfillment of **MASTER 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 she has ingeniously completed her project as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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**(Project Guide)**

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**(Co-ordinator)**

**Place: Nagpur**

**Date: 25/07/2022**

**G.S. College Of Commerce & Economics,**  
**Nagpur**

**DECLARATION**

I here-by declare that the project with title "**A STUDY BASED ON EMPLOYEES BEHAVIOUR TOWARDS REWARD AND RECOGNITION IN INCON HOSPITAL IN NAGPUR**" has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by DMSR -G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

"Neeta Gidwani"

Place: Nagpur

Date: 25/07/2022

**G.S. College Of Commerce & Economics, Nagpur**

**ACKNOWLEDGEMENT**

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

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

"Neeta Gidwani"

Place: Nagpur

Date: 25/07/2022

## INDEX

<b>SR.NO</b>	<b>PARTICULAR</b>	<b>PAGE NO</b>
<b>1</b>	<b>INTRODUCTION</b> a) Revelance of the study b) Need of the study c) Objectives of the study d) Scope of the study	<b>6</b>
<b>2</b>	<b>LITERATURE REVIEW</b>	<b>21</b>
<b>3</b>	<b>RESEARCH METHODOLOGY</b> a) Hypothesis b) Research design c) Sources of data	<b>25</b>
<b>4</b>	<b>DATA ANALYSIS &amp; DATA INTERPRETATION</b>	<b>32</b>
<b>5</b>	<b>SUGGESTION &amp; CONCLUSION</b>	<b>43</b>
<b>6</b>	<b>BIBLIOGRAPHY</b>	<b>47</b>
<b>7</b>	<b>ANNEXURE</b>	<b>49</b>

# INTRODUCTION

Human Resource Management (HRM) is the function performed in organizations that facilitates the most effective use of people to achieve organizational and individual goals. Human Resources Management deals with issues related to performance management, organization development, safety, wellness, benefits, employee motivation, training and others. Human Resource are very important to the organization because they have the skills and expertise necessary to negotiate group benefits package for employees, within the organization budget. They are also familiar with employee benefits most likely to attract and retain workers. Human resource is concerned with the issue of managing people in the organization. The process of recruiting suitable candidates for the organization. Human Resource are valuable assets of the corporate bodies. They are their strength. To face new challenges on the fronts of knowledge, technology and changing trends in global economy needs effective human resource management. Every company business place of work has some form of HR department to deal with employing staff. The main point is that not everyone can be happy all the time and when you spend a majority of your life in your place of work it is understandable that some issues will crop up. This is the purpose of the HR department: to sort out the problems; work alongside the management and the staff to ensure peace and tranquility within the place. Employee recognition is a judgment on a worker's contribution, in terms of the work process as well as dedication and motivation. It also involves evaluating and acknowledging the results of this work. In short, it looks at the unique contribution of each worker and stresses the value of his or her professional expertise and experience. By creating a culture of recognition, employees become more engaged. Engaged employees are happy, loyal, and productive. Everyday there is an opportunity to recognize someone for their service without spending a lot of money. Informal rewards are the icing on the cake that keeps employees motivated, engaged, and coming back for more. But it is also essential to study and understand the extent to which the above mentioned factors have an impact on the work force considering all the positive and

negative effects appreciations have on individual and organizational growth. The primary need of the study is to introduce innovative methods of appreciations for employees. The study would help companies frame newer employee engagement programs. It would help researchers in future to analyze trends in employee engagement.



## Reward And Recognition

‘People may forget words, people may forget actions; but people always remember respect ,recognition and appreciation given to them publically for their contributions...’

Fat pay package, quicker promotions and incentives are not enough anymore. Employers need to listen what employees want. A reward‘ or incentive‘ can be anything that attracts a worker’s attention and stimulates him to work. In the words of Bureckm and Smith reward systems is a plan or programme to motivate individual or group performance. An incentive programme is most frequently built on monetary rewards, but also includes a variety of non-monetary rewards or prizes. Employee recognition is a judgment on a worker's contribution, in terms of the work process as well as dedication and motivation. It also involves evaluating and acknowledging the results of this work. In short, it looks at the unique contribution of each worker and stresses the value of his or her professional expertise and experience. By creating a culture of recognition, employees become more engaged. Engaged employees are happy, loyal, and productive. Everyday there is an opportunity to recognize someone for their service without spending a lot of money. Informal rewards are the icing on the cake that keeps employees motivated, engaged, and coming back for more. But it is also essential to study and understand the extent to which the above mentioned factors have an impact on the work force considering all the positive and negative effects appreciations have on individual and organizational growth.

# COMPANY PROFILE

## COMPANY PROFILE

The vision to serve all sectors of community, with commitment to deliver the best, through exemplary action and behavior, laid the foundation stones of ICON HOSPITAL 15 years back. Today, ICON HOSPITAL – A Destination for Advanced Health Care – is a 60 beds broad array of superspeciality tertiary healthcare centre providing world class, holistic and affordable services to all sectors of community. We constantly endeavor to provide patients with the latest and most advanced technology for greater accuracy and reduced recovery time. Apart from our financial aid and insurance tie ups, we are empanelled under various government schemes providing beneficiaries with the same quality of care, irrespective of their social status. Today, true to our mission, we welcome change and creativity, promote teamwork and collaboration to encourage innovation and see better way to achieve our goals. ICON HOSPITAL is a 60 beds broad array of super specialty health care setup from routine outpatient facilities to advanced ICU care, super speciality surgical services, IVF, Pediatric and Neonatology care, Trauma, Orthopaedics, Joint Replacement, diagnostic and Radiology services, Oncology..... Etc., serving the community around us. Journey started way back in the year 2000, when an idea to provide an excellent health care at affordable cost to society made us to evolve from Katol road Sadar, set up to our own small hospital, ‘Hatwar Nursing Home’ in September 2002, at Ravi Nagar square. Added by certain more affirmative steps and core work for about 14 years, we have progressed to our present destination with 60 beds at ICON Hospital, at K-12, Bharat Nagar, Amravati Road Nagpur. Today sweeping changes are taking place in Health care sector. Several factors are adversely affecting the running of hospitals like heightened awareness among the public, increased regulations and taxations by the government, increased attrition of professionals and paramedical staff and a steep rise in Health Insurance clientele with controlled tariff.

## **ICON Mission Statement**

"Transforming healthcare, empowering lives."

## **ICON Vision Statement**

"To make healthcare available, accessible and affordable to all."

## **Organization Heads**

1. Dr. Indrayani Hatwar is the chairman of Icon Hospital.
2. Dr. Sandeep Hatwar is the director of Icon Hospital.

## **Icon Hospital Services**

IVF & Reproductive medicine specialist, Obstetrician & Gynaecologist, Pediatric & Neonatal Surgeon, Joint Replacement & Orthopedic Surgeon, Bariatric Surgeon, Urologist, Neurosurgeon, Cardiovascular & Thoracic Surgeon, Plastic Surgeon, Cancer Specialist, Sport Injuries Specialist, Pediatrician & Intensivist, Critical Care Specialist, Pathologist, Physiotherapist... and many more.

# RELEVANCE OF STUDY

## **RELEVANCE OF STUDY**

- Time Duration of the study is very limited.
- Reward and recognition program is only for hospital employees.
- It is assume that study is requiring on secondary data so it will be totally depending on.
- Data provided by hospital.
- Study area under the hospital premise.

# NEED OF THE STUDY

## **NEED OF THE STUDY**

- To meet the present and emerging challenges of the organization a need has been felt to optimize the potential of executives, in line HRM Mission.
- Improve Reward and Recognition program & Team Culture in the organization.
- Feel appreciated for their contributions.
- Heighten level of commitment to the organization.



# **OBJECTIVES OF THE STUDY**

## **OBJECTIVES OF THE STUDY**

- To study Organisational Culture.
- To learn about employees behaviour towards reward and recognition.
- To getting knowledge about rewards and recognition methods and system.
- To understand employees view, perception and thoughts on their rewards and recognition systems.
- To study various factors relating Reward and recognition.

# SCOPE OF THE STUDY

## **SCOPE OF THE STUDY**

- Provides performance feedback.
- Decides employee's compensation.
- Validation of selection process.
- Identify employee's training needs.
- Motivates Employees.
- Helps in promotion and demotion.
- Facilitates communication.

# LITERATURE REVIEW

## **LITEARTURE REVIEW**

Maslow theory there are two types of needs. Lower level and higher level needs. Lower level needs can be satisfied externally (extrinsically) and higher level can be satisfied internally (intrinsically). Lower level needs are the basic biological human needs such as food, shelter, sex and dress while upper level needs are those which individual strives to achieve after the satisfaction of the lower level such as self-esteem and self-actualization. Walker, Churchill, and Ford (1979) pointed out that intrinsic rewards are intangible such as recognition, appreciation and praise. Whereas, extrinsic rewards are external and tangible and reflect lower-order human needs such as food, shelter sex and dress. In his theory Maslow (1943) also discusses that employees can be motivated by satisfying their needs. In work setting employees are motivated through recognition, an increase in responsibility, high status, appreciation and positive feedback.

According to Maslow (1943) needs emerge as a hierarchy. When lower level needs are satisfied in the hierarchy, individual strive for the next level. We can say that when physiological, safety and social needs are satisfied, the individual strives for self- esteem and self-actualization. Hence, Maslow's hierarchy theory broadly supports the concept that reward and recognition (basic needs) and (self-esteem needs) of employees, if met, lead to satisfaction of the particular employee. The theory says that needs at different hierarchy level reflect reward and recognition. For example, physiological needs represent the tangible reward in the shape of salary and food. Social needs are intangible rewards provided by colleagues and superiors in the shape of encouragement, appreciation and positive feedback. Similarly, an individual strives for recognition which increases his / her self-esteem. It is the recognition that an individual wants to receive for his / her performance. Broad (2007) argues that incentives, reward and recognition are the basic factors for motivation of the employees. Reward and recognition develop an enthusiasm among employees, increase their desire for

work and also establish a linkage between performance and motivation of the employees. (Flynn, 1998).

Deci (1975) explored that behaviors which are motivated by need for self-esteem, competence and self-determination are called intrinsic factors, while behaviors which are satisfied by reward are extrinsic. Porter and Lawler (1968) added that extrinsic and intrinsic reward enhances employee's performance and it will lead to higher job satisfaction. At organizational levels employee extrinsically motivated by providing them with higher pay and promotions. Recognizing the contributions of the workers will add to the strengthening of their self-esteem. It will be extrinsically motivated them towards better performance.

Hertzberg (1959) explored motivation by offering Two Factor Theory. He divided the factors of motivation in two categories such as Satisfiers or (motivators) and Dissatisfies or (hygiene). According to Herzberg, satisfiers or motivators are intrinsic motivational factors which are related to job itself and internal to individual such as, recognition, development and responsibility. It also corresponds to Maslow's motivation or need hierarchy theory where self-esteem is an upper level need. Dissatisfaction or hygiene are extrinsic motivational factors which remove dissatisfaction such as salary, working condition and relationship with colleagues. It reflects Maslow's lower level or physiological needs. The Herzberg theory constitutes the same framework in support of the argument of reward and recognition and its effect on employee's job satisfaction as constituted by Maslow's hierarchy theory. The motivating factors reflect self-esteem which is actually recognition. Hygiene factor reflects the lower level needs like physiological. According to Armstrong (1991) two factor theory of Herzberg's two divides human needs into two groups such as satisfiers or motivators and dissatisfiers. The satisfiers or motivators are responsible for motivating the individuals to better performance and efforts, whereas, the dissatisfiers actually prevent job dissatisfaction by

describing the environment. This has very little effects on positive job motivation. These are preventative and environmentally based and are also called hygiene factors.



# **RESEARCH METHODOLOGY**

# **HYPOTHESIS**

## **HYPOTHESIS**

There is use of hypothesis in this survey as a particular sentence will be asked by the researcher to the entire sample size of employees and further analysis of the answers received will be done.

The hypothesis can be:

H0: Employees are not satisfied with rewards and recognition system.

H1: Employees are satisfied with rewards and recognition system.

# RESEARCH DESIGN

## **RESEARCH DESIGN**

### **Research Type:**

A research type and subsequently, the research sample, should be defined with the research objectives firmly in mind. Techniques like Interviews, Tests, Surveys, Desk research, Focus groups, Observation.

### **Research Universe:**

All the 30 respondents are the sampling universe for the research.

### **Sample Size:**

The sample size chosen for this study is 30.

### **Sample Method:**

By using random & 'convenience sampling' design was adopted as the respondents were selected by researcher on the base of ease of access with which he was comfortable. The sample was selected randomly, The sampling type is non-probability which involves deliberating selections of particular units constituting a sample, which represents the universe.

# **SOURCES OF DATA**

## **SOURCES OF DATA**

Research will be done to study the process of rewards and recognition on employee motivation. And the specific objectives were to identify the most effective means of rewards and recognition, to study the behavioural differences between appreciated and no appreciated employees, to understand the extent to which motivation enhances employee's performance, to identify if the motivation has an effect on individual and organizational growth and to study if rewards and recognition results in emotional conflicts between employees.

Two types of data will be used:

### **Primary data:**

It comprises of the data which is collect through the questionnaires filled by the respondents.

### **Secondary Data:**

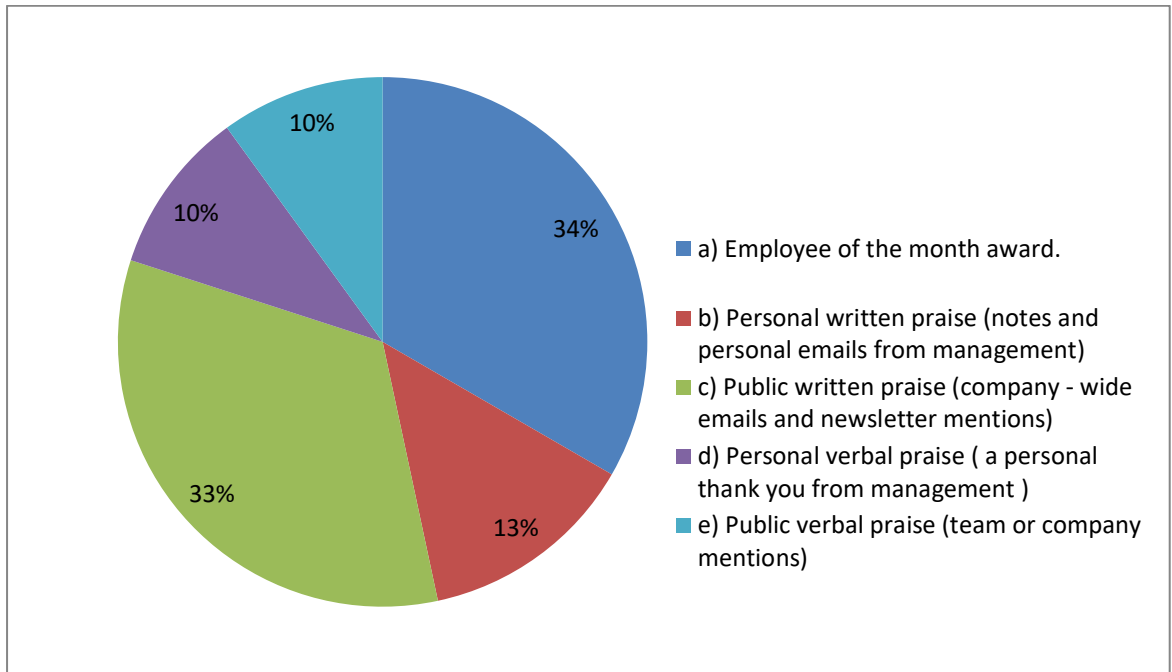
The Secondary data for the research have been collected from various sources which include Websites, Journals, books, articles and also from the usage of the internet facility.

# **DATA ANALYSIS & INTERPRETATION**



## DATA ANALYSIS & INTERPRETATION

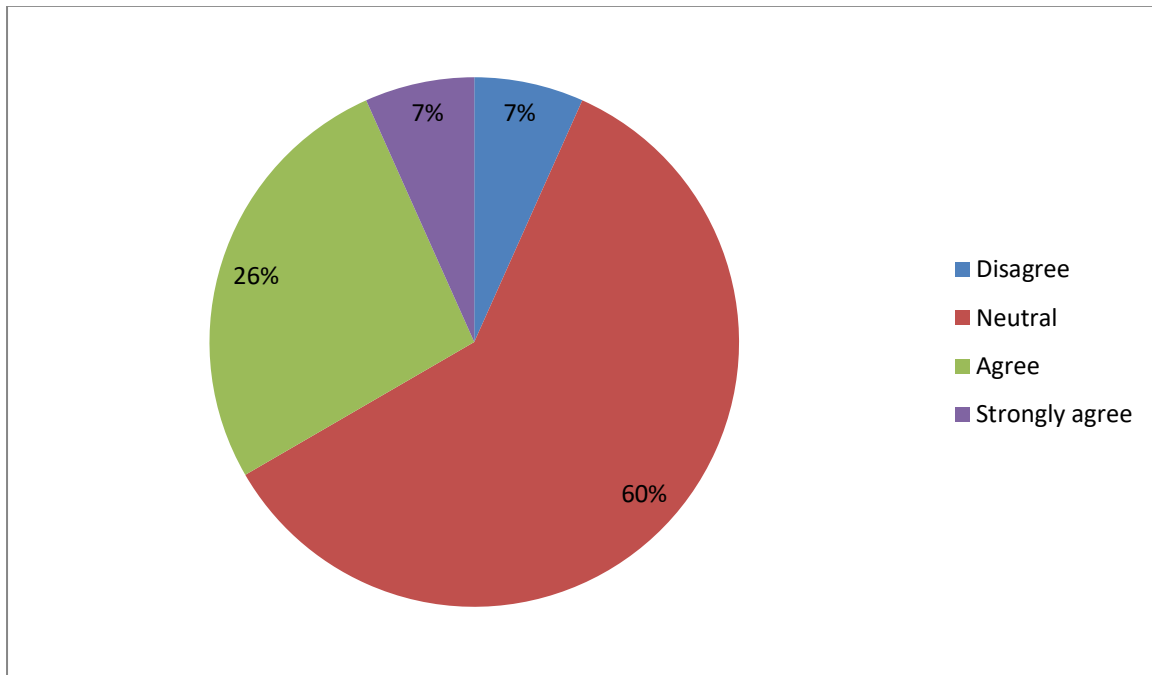
### 1. What type of recognition do you value most?



### Interpretation

From the above graph it is clear that 33.3% employee for the month awards, 13.3% employee for personal written praise, 33.3% employee for public written praise, 10% employee for personal verbal praise & 10% employee for public verbal Praise.

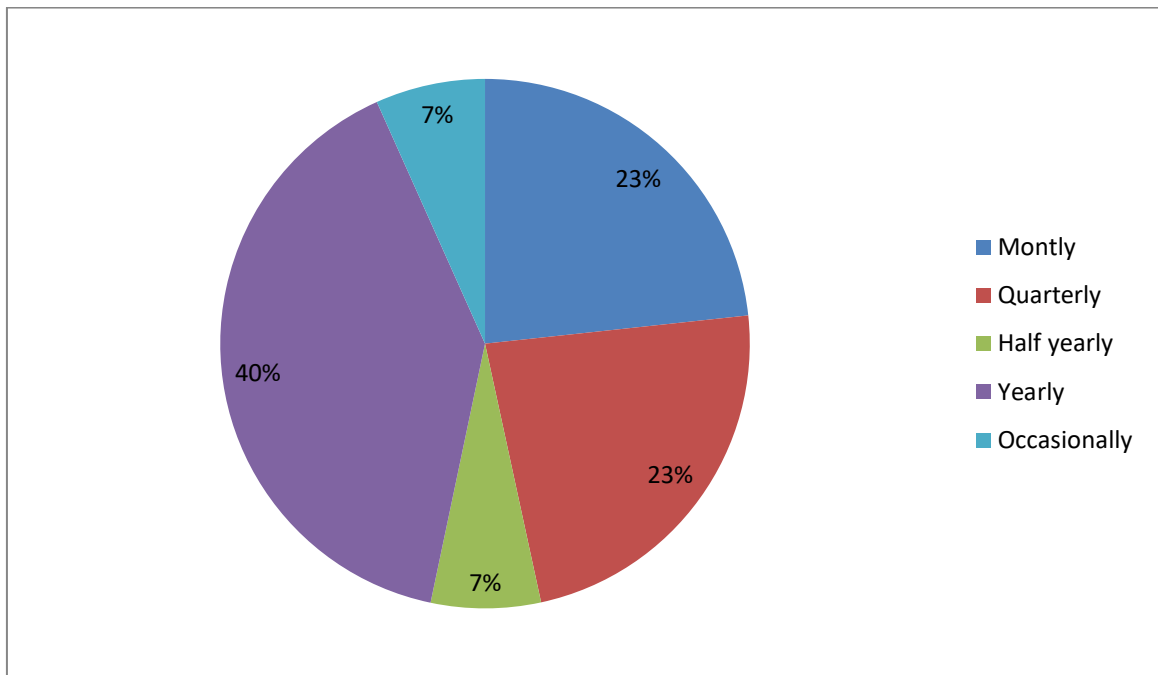
2. Is the current Rewards and recognition programmes adequate to increase labour productivity?



### Interpretation

From the above graph it is clear that 6.7% employee is disagree, 60% is employee is neutral, 26.7% is Agree & 6.7% employee is strongly agree for the reward and recognition programmes which adequate to increase labour productivity.

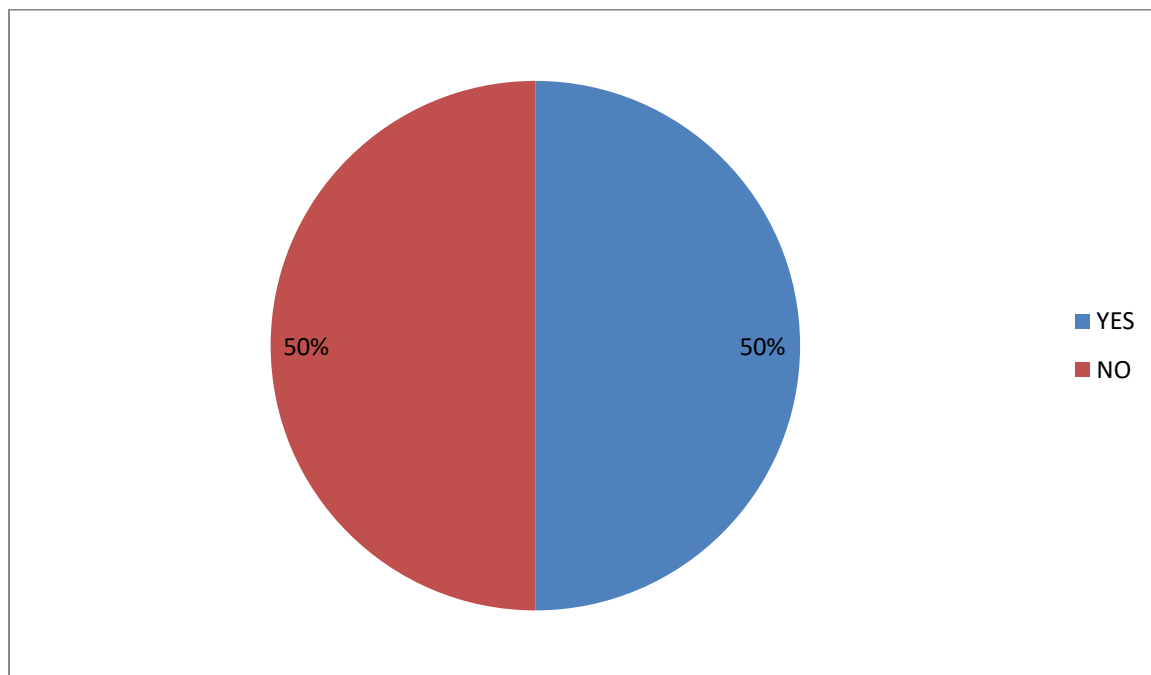
### 3. How often do you think should be rewarded?



#### **Interpretation**

From the above graph it is clear that 23% employee is for monthly, 23% employee is for quarterly, 7% employee for Half yearly, 40% employee for Yearly and 7% employee for Occasionally think for rewarded.

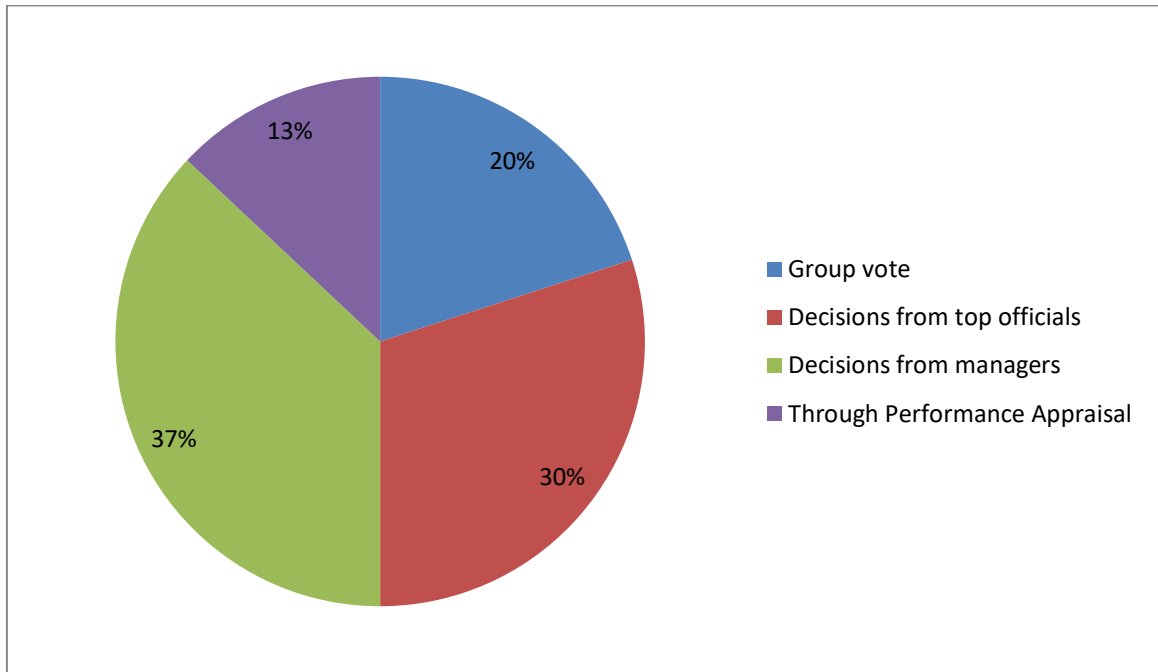
4. Are the entire employees should be eligible for reward and recognition?



**Interpretation**

From the above graph it is clear that 50% employee is Yes for eligible for reward and recognition and 50% is No for the eligible for reward and recognition.

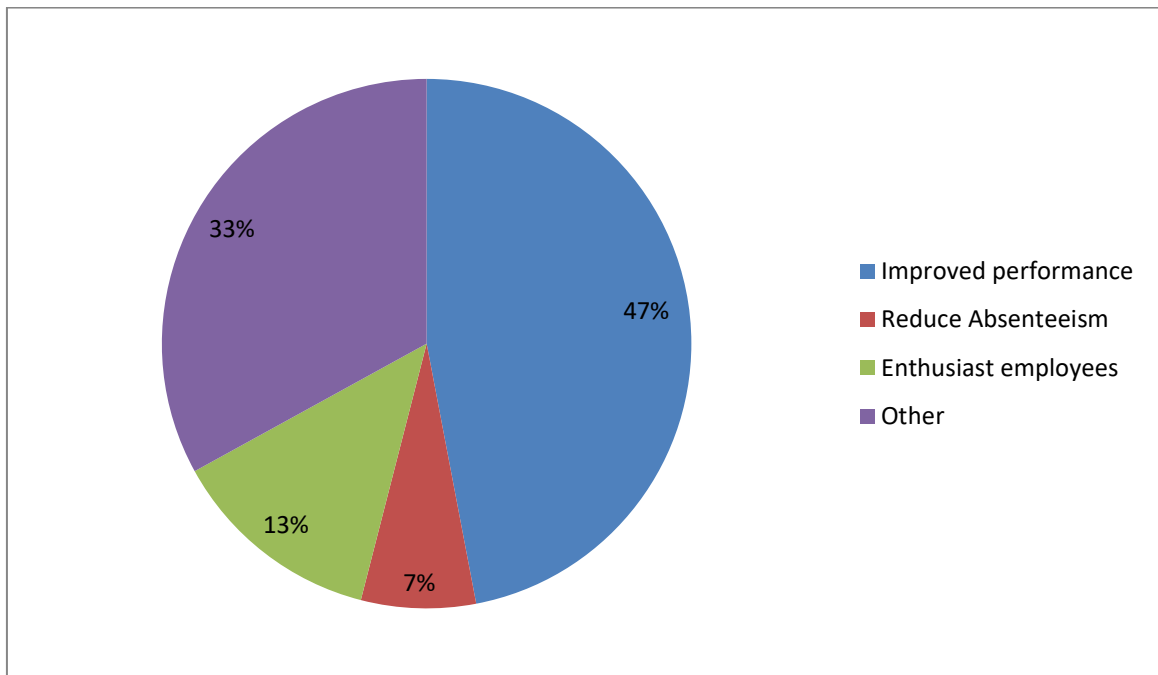
5. How is an employee should be selected for a reward? Is it through?



### **Interpretation**

From the above graph it is clear that 20% employee is for group vote, 30% employee for Decision from top officials, 37% employee for decision from managers & 13% employee for Through Performance Appraisal should be selected for a reward.

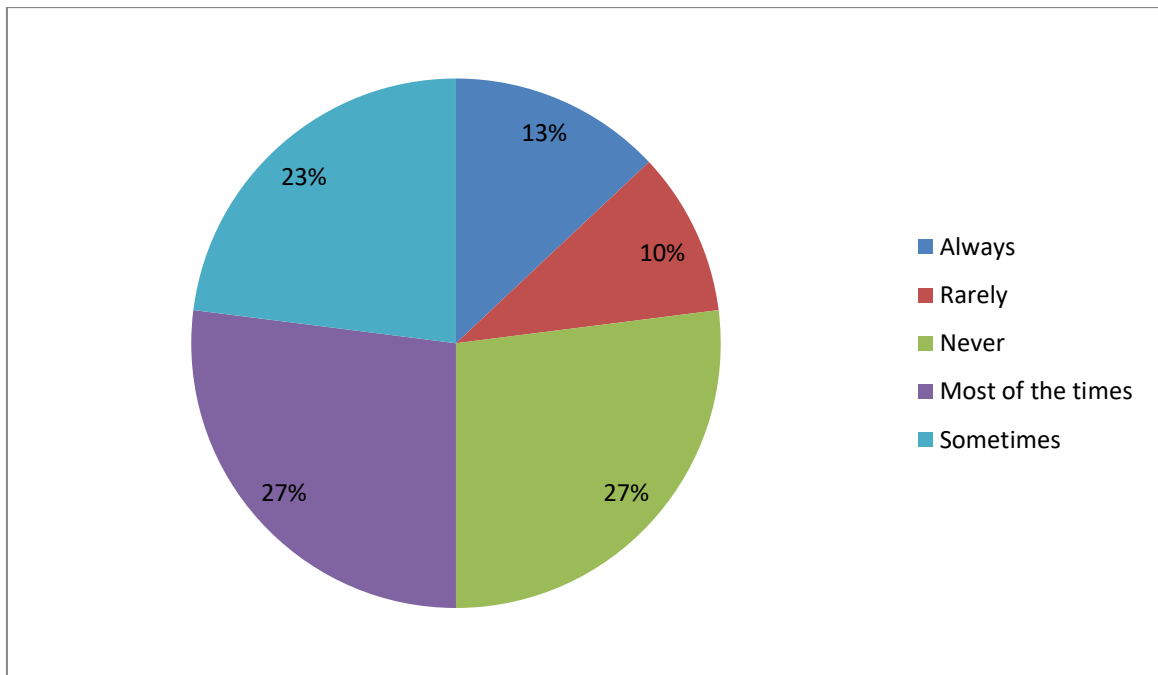
6. How is the company benefited from rewards and recognition?



**Interpretation**

From the above graph it is clear that 47% employee for improved performance, 7% employee for reduce absenteeism, 13% employee for Enthusiast employees & 33% employee for other for the benefits from reward and recognition.

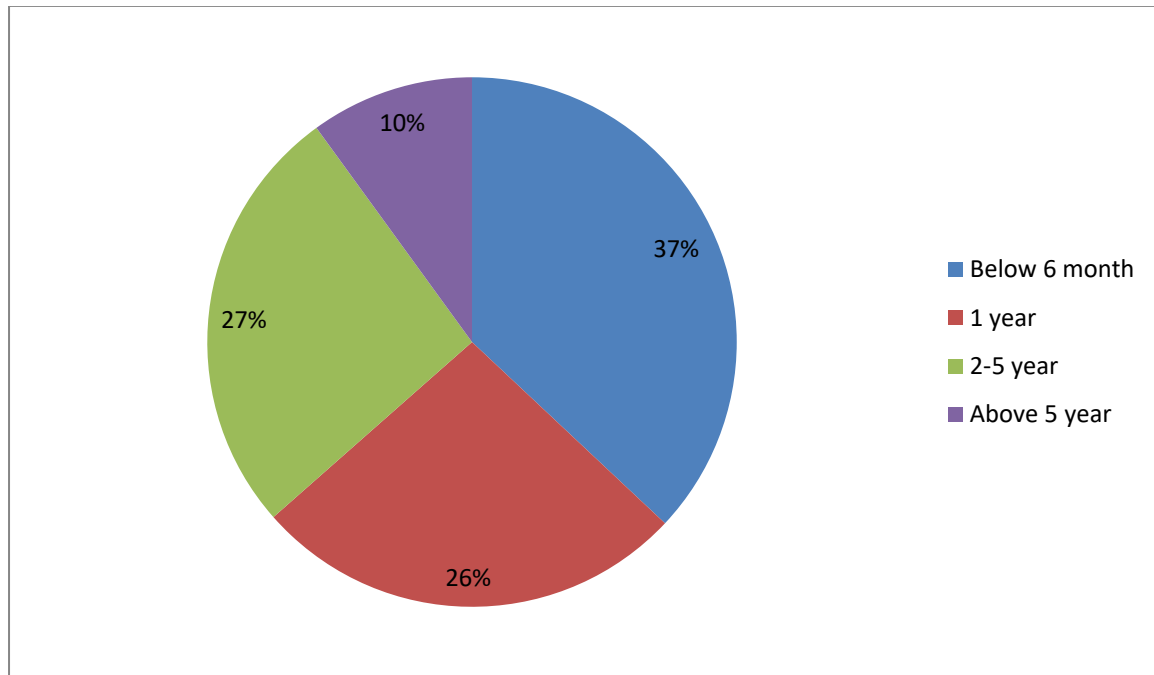
7. Do you think your supervisor/organisation welcomes new ideas from you?



**Interpretation**

From the above graph it is clear that 13% employee for Always, 10% employee for rarely, 27% employee for never, 27% employee for most of the times and 23% employee for sometimes think your supervisor/ organization welcomes new ideas from you.

8. How long have you been with the organisation?

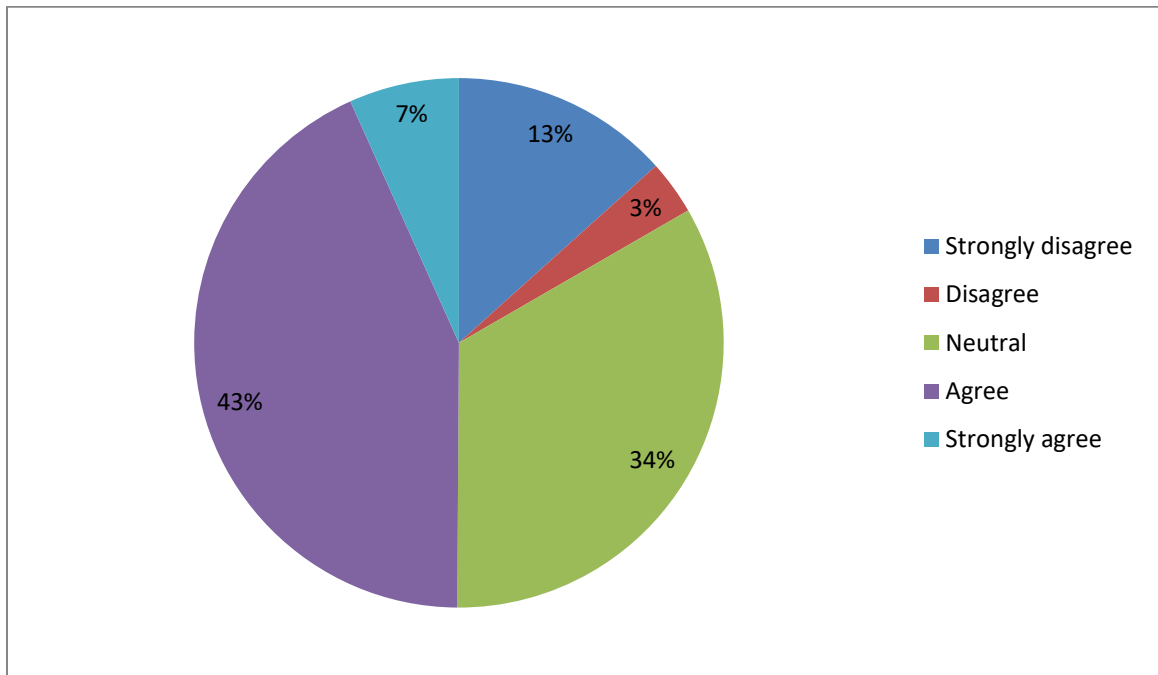


**Interpretation**

From the above graph it is clear that 36.7% employee is 6 months long with the organisation, 26.7% employee is 1 year long with the organization, 26.7% employee is 2-5 years long with the organization and 10% employee is above 5 years long with the organisation.



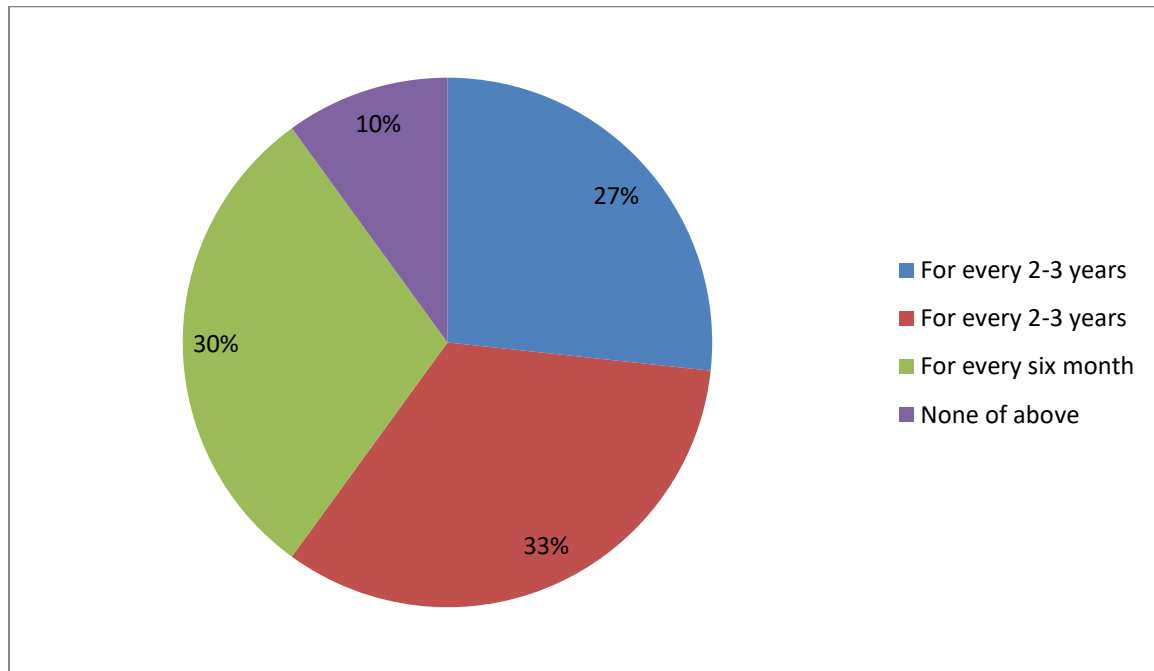
9. Level of agree-ability of employees about the need of improvement in reward and recognition system.



**Interpretation**

From the above graph it is clear that 13.3% employee is strongly disagree, 3.3% employee is Diagree,33.3% employee id Neutral, 43.3% employee is Agree and 6.7% employee is Strongly agree for the level of agreeability of employee about the need of improvement in reward and recognition system.

10. How frequently do you bring changes in the Reward system practised in the organisation?



### **Interpretation**

From the above graph it is clear that 26.7% employee is for every 2-3 years, 33.3% employee is for every one year, 30% employee is for every six months and 10% employee for none of the above is bring changes in the reward system practiced in the organisation.

# **SUGGESTIONS**

## **Suggestion**

Suggestion are ideas and opinion given after successful completion of the final research project. We have collected some responses from the employees of Icon Hospital through our survey that can be used for suggestion. The employees want the organization to come up with interesting rewards.

- Management have to make effective communication channels in the firm.
- Management should provide promotional facilities to the employees then they will be motivated in the job.
- Management should provide more opportunities to employees in order to participate in.
- Decision making.

# CONCLUSION

## **Conclusion**

As a part of our project work, I got an opportunity to spend a period of time in Icon Hospital. It helped me to analyze the working of the organization which helped as to convert our theoretical knowledge into practical.

The present study is an earnest attempt to determine employees reward and recognition in Icon Hospital. It is indeed necessary for any organization to understand the need of their employees and fulfill them before they leave the organization. If nothing is done by the organization then there are chances to loose talented employees from any organization to its competitors. Hence it is necessary for any organization to ensure employees satsifaction. From the study it was identified that the most of the employee are satisfied with reward and recognition.

If the firm concentrates of the findings and suggestion of their survey, we hopefully believes that the organisartion can further bring out their labor with full satisfaction and obtain good results.

# **BIBLIOGRAPHY**

## BIBLIOGRAPHY

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## WEBSITE:

<https://www.iconhospitalnagpur.com/about-us>

<https://www.rewardandrecognition.com>



# APPENDIX

## APPENDIX

Name.....

**Gender:** Male  
Female

**Age:**   o 25-35  
          o 35-45  
          o 45-55  
          o Above 55

1) .What type of recognition do you value most?

- A) Employee of the Month Awards
- B) Personal Written Praise (notes and personal emails from management)
- C) Public Written Praise (company-wide emails and newsletter mentions)
- D) Personal Verbal Praise (a personal thank you from management)
- E) Public Verbal Praise (team or company meeting mentions)

2. Is the current Rewards and recognition programmes adequate to increase labour productivity?

Strongly Agree	
Agree	
Neutral	
Disagree	
Strongly disagree	

3. How often do you think should be rewarded?

- Monthly
- Quarterly
- half yearly
- yearly
- occasionally

4. Are the entire employees should be eligible for reward and recognition?

- Yes
- no

5. How is an employee should be selected for a reward? Is it through?

- Group vote
- Decision from top officials
- decision from manager
- Through performance appraisal.

6. How is the company benefited from rewards and recognition?

- Improved performance
- Reduce absenteeism
- Enthusiast employee
- others

7. Do you think your supervisor/organization welcomes new ideas from you?

- Always
- rarely
- never
- most of the time
- sometimes

8. How long have you been with the organisation?

- Below 6 month
- 1year
- 2-5years
- above5 years

9 .Level of agreeability of employees about the need of improvement in reward and recognitionsystem.

Strongly agree	
Agree	
Neutral	
Disagree	
Strongly disagree	

10. How frequently do you bring changes in the Reward system practiced in the organization?

- a) For every 2-3 years
- b) For every one year
- c) For every six months
- d) None of the above