

# **Analyze the strategies employed by nationalized banks to engage employees and enhance their motivation levels.**

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## **Abstract**

*The provided paper emphasizes the crucial role of nationalized banks in the global economy, highlighting that employees are key to delivering excellent services to customers. The motivation of individual bank employees is identified as a significant factor in achieving high customer satisfaction. The banking industry is described as labor-intensive, with employee efficiency directly impacting the quality of services provided. Despite this, personnel management has often been neglected within bank management.*

*The paper suggests that the banking industry, operating in a non-competitive environment, may not have perceived the need for professionalizing personnel management. It notes that banks often operate in a sheltered market where external agencies like the Reserve Bank of India (RBI) and the Government of India (GOI) influence the prices of deposits rather than market competition. As a result, the personnel management aspect of banks has typically been handled by non-experts or mediocre officers who may not have excelled in banking operations.*

*The controversy regarding whether personnel management is a specialized function is mentioned, with reference to the recommendations of the Pillai Committee. The study mentioned in the passage focuses on employee motivation in nationalized banks in India, utilizing both primary and secondary sources of data collection.*

**Keywords:** *Positive Perception, Level of Satisfaction, Labour Intensive, Personnel Management and Sheltered Environment.*

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## **I. INTRODUCTION**

Employees can have vastly different motives for acquiring wealth including using money to fulfill psychological needs. Thus, it is not surprising that money alone is less an effective motivator for employees than when it is used in conjunction with non-financial reinforcements. Competent Employees are the greatest assets of an organization. The proficiency of employees plays a vital role in the context of diverse challenges faced by the modern organizations. Compensation is the remuneration received by an employee in return for his/her contribution to the organization. It is an organized practice that involves balancing the work-employee relation by providing monetary and non-monetary benefits to employees. Compensation is an integral part of human resource management which helps in motivating the employees and improving organizational effectiveness.

There is a need to understand a link between individuals and organizations in terms of conceptual framework of organizational commitment. Organizational commitment is widely described in the management and behavioral sciences literature as a key factor in the relationship between individuals and organizations. Motivated employees to maintain a high level of innovation, while producing higher quality work at a higher level of efficiency.

## **II. OBJECTIVES OF THE STUDY**

The present study conducted with the view:

1. To know about the Nationalized Banks in India
2. To know the importance of employees motivation
3. To analyze the various factors of motivation towards employees of Nationalization Banks.
4. To give valuable suggestions to improve the employees satisfaction level in Nationalization Banks in India

## **III. REVIEW OF LITERATURE**

Deeproose (1994), examined that the effective reward system improve worker enthusiasm and its efficiency that play significant role in the growth of a company accomplishment. Baron (1983) describes the friendly affiliation between stimulus and work accomplishment. Both performance and motivation are directly proportion to each other.

Flynn (1998) states that the primary focus of reward programs is to examine how organizations classify their reward schemes and how they communicate to the employees and how clearly, they understand the link between reward and performance.

Rutherford (1990) found in his research that motivation is the effective agent in an organization because motivated employees are always innovative in their jobs. It is task for the management to appreciate and comprehend the procedures necessary for an organization to have an effect on inspiration of their workers.

### **Importance of Employees Motivation**



Motivation is a very important for an organization because of the following benefits it provides:

**Puts human resources into action:** Every concern requires physical human resources to accomplish the goals. It is through motivation that the human resources can be utilized by making full use of it. This can be done by building willingness in employees to work. This will help the enterprise resources.

**Improves level of efficiency of employees:** The level of a subordinate or a employee does not only depend upon his qualifications and abilities. For getting best of his work performance, the gap between improving the level of performance of subordinates.

**Leads to achievement of organizational goals:** achieved only when the following factors take place:

- There is best possible utilization of resources,
- There is a co-operative work environment,
- The employees are goal
- Goals can be achieved if co which can be effectively do

**Leads to stability of work force:** Stability of workforce is very important from the point of view of reputation and goodwill of a concern. The employees can remain loyal to the enterprise only when they have a feeling of participation in the management. The skill and efficiency of employees will always be of advantage to employees as well as employees. This will lead to a good public image in the market which will attract competent and qualified people into a concern. As it is said, "Old is gold" which suffices with the role of motivation here, the older the people, more the experience and their adjustment into a concern which can be of benefit to the enterprise.

### **Suggestive Measures:**

- Management should be aware and take notice of balance between the magnitude of effort and size of reward. Rewards schemes should be supply balance behavior in respect to appropriate attainment.
- Employee involvement in performance appraisal plays a vital role in motivation of employees. It can be stated that by involving employees in all the steps of performance appraisal process, the main object of anger and frustration about performance appraisal output will be themselves and not the appraiser or the organization. It should also be made sure that before the appraisal process starts, all the employees should be made aware about the purpose and steps to be followed in the appraisal.
- The bank should provide certain benefits to their employees, so that they can perform well to achieve organizational goals. The job should be interesting enough, so that it must create enthusiasm among the employees. Enough freedom must be given to the employees to take important decisions.

### QUALITATIVE STUDY ON MOTIVATIONAL FACTORS

The present study is conducted in Bulandshahar District of Uttar Pradesh. Analysis for motivational factors are done on some employees of banks on the basis of their views on following factors-

- Job satisfaction
- Promotions / expectation
- Recognition
- Good salary
- Styles / organization management
- The satisfaction of the objectives
- Team spirit
- good working conditions
- Working hours

By findings from male and female bank employees we observed that there is no vast different between them about the ranking of these factors.

**Table 1 Data Source Survey**

Factors	Females	Males
Good working Conditions	3	3
Promotion /expectation	2	2
Styles / organization management	8	8
Team spirit	4	4
Job satisfaction	1	1
Recognition	5	9
Working hours	6	7
Goals attainment	7	6
Good salary	9	5

A survey has been taken by employees in banks and it is measured that at what level motivational factors are needed in different situation and in different level. In the following table all data has been taken from the different employees of public banks like SBI, Bank of Baroda and Bank of India etc. All the analysis has been done manually and the result is taken in percentage of all individuals.

**Table 2 Data Source Survey**

Question / Factors	Salary Increment	Incentives/Benefits	Promotion	Others
Which factor is most important at the time of individual outstanding performance?	24%	36%	22%	18%
What is the main factor do you think it should be revised immediately?	35%	13%	28%	24%

In table no. 2 36% respondent said that Incentives are the most important factor of motivation which is followed by Salary increment with 24%.

In the same table 35% of bank employees believe that salary increment is the motivational factor which should be immediately revised which is followed by promotion and after that other factors.

**Table 3 Data Source Survey**

Question / Choice	Yes	No
Do You Think that current policies need to revise?	77%	23%
Are you aware with all Banks Policies?	66%	34%
Is there suitable fringe benefits?	64%	36%
Is there better advancement opportunity for you?	45%	55%
Do you think that private banks policies are better than public sector banks?	45%	55%
Is there any provision for self appraisal?	35%	65%
Are you satisfied with your job?	64%	36%

In table no.3, 77% of respondents said that current policies should be revised; In the next question 66% bank employees are aware of the bank's policies. 64% employees believed that fringe benefits are suitable enough; 55% of employees said that there are no advancement facilities. 55% of bank employees said that public banks are providing the best facilities.65% said that there is no self appraisal facility. 64% of bank employees were satisfied with their job.

**Table 4 Data Source Survey**

Question / Choice	Strongly Satisfied	Satisfied	Less Satisfied	Not Satisfied
Do you satisfied with current Policies?	17%	39%	31%	13%
Do you satisfied with working environment?	25%	27%	28%	20%

Above table shows that the motivation required by an individual may be differ from others and also depends on the needs of individual. It is more difficult to prepare such HR policies to satisfy 100% employee in all respect but it can be further upgraded to gain the overall satisfaction percentage of employees.

#### IV. CONCLUSION

Secure job environment enhances the degree of job satisfaction. Management must create an environment of job security among employees. Indians work with emotions, so any legal job contract will not motivate them. Instead, there should be a psychological or emotional bond between employees and the organization. Due to the different social, economic and cultural backgrounds, the hire and fire system is not effective in India. In fact, Indian culture is neither individualistic nor collective, rather it is "Karm" (according to Indian mythology it is do your duty, don't worry about results) oriented. Indians always accept effective leadership. So when management can provide effective leadership and a secure job environment, Karm (job duty) will be in the right direction. Apart from job security, management must provide job stability. There should be a challenging environment. The job structure should comprise horizontal as well as vertical growth. The job should provide enough scope for the employees in terms of promotion and transfer.

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