

**EMPIRICAL STUDY ON THE JOB SATISFACTION LEVEL OF WORKERS  
BASED ON THEIR MONETARY INCENTIVES WITH REFERENCE OF S H  
MARINE EXIM**

PROJECT REPORT

Submitted To

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**

In partial fulfillment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

Submitted by

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## DECLARATION

We, **Ajay g Krishna (Reg. No. 170021063417)**, **Aldrin E C(Reg. No. 170021063418)**, **Alfia P P(Reg. No. 170021063419)**, hereby declare that the project report entitled **“EMPIRICAL STUDY ON THE JOB SATISFACTION LEVEL OF WORKERS BASED ON THEIR MONETARY INCENTIVES WITH REFERENCE OF S H MARINE EXIM”** is a bonafide work done by us under the guidance and supervision of **Dr. Asha E. Thomas**, Assistant Professor, Department of Commerce, St. Paul’s College, Kalamassery.

We also declare that this work has not been submitted by us fully or partially for the award of any other degree, fellowship, associate ship or other similar title of any other university or board.

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### **CERTIFICATE**

This is to certify that the project work entitled “EMPIRICAL STUDY ON THE JOB SATISFACTION LEVEL OF WORKERS BASED ON THEIR MONETARY INCENTIVES WITH REFERENCE OF S H MARINE EXIM” is a bonafide piece of work done by AJAY G KRISHNA,ALDRIN E C, ALFIA P P, in partial fulfillment of the requirements for the award of degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance and that no part thereof has been presented earlier for the award of any other fellowship

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# **CHAPTER-1**

## **INTRODUCTION**

## **1.1 INTRODUCTION**

The main responsibility of an organisation is to extend beyond the payment of wages for the service of the employees. The employee's incentives, safety and satisfaction within the organisation are a major role for the employer. This research deals with study on labor monetary incentives and its impact on job satisfaction level at SH marine Exim.

People are considered as the most important asset for every organisation .Apart from technological development, the role of human resources can't be underestimated, because the success of any organisation directly depends on the efficient use of human resources. Sustaining the quality of human resource and proper arrangement of welfare schemes can play a crucial role in improving better working conditions and also increase their productivity. The idea of labour incentive is necessarily vibrant and has been interpreted in different ways. Monetary incentives include the provision of various facilities and conveniences in and around the workplace for the better life of the employees.

Labour incentive schemes comprise of employee provident funds, bonus, and insurance contributing to conditions under which workers are employed. Incentive activities affect the emotions of the workers. When workers feel that the employers and the administration are interested in their happiness, feeling of pain and dissatisfaction will steadily disappear. In order to keep the motivational level of employees high, the organisation provides various incentives facilities for them. The non-statutory schemes differ from organisation to organisation and from industry to industry.

Various incentives measures help to improve the efficiency of the employee. The different types of incentive measures provided by the employer will have an unexpected impact on the health, physical and mental efficiency alertness, confidence and overall efficiency of the worker and thus participating in higher productivity. *“According to K. N. Subramanian incentive is system of payment emphasizing the point of motivation, that is, the imparting of incentives to workers for higher production and productivity”*.

## **1.2 STATEMENT OF THE PROBLEM**

The study is about the employee's incentive scheme. Incentive scheme is a major factor affecting employee's life. Once the employees are satisfied with the incentives offered by the organisation, gradually the output will increase. This research is undertaken to understand the different incentive schemes provided by the company, and also gather the opinion of the employees about these schemes. The researchers expects to make suitable recommendations to improve incentive measures in the SH marine Exim.

### **1.3 OBJECTIVES OF THE STUDY**

1. To determine the effect of monetary incentives on employee productivity.
2. To analysis the factors within the organization that motivates employees to work effectively.
3. To measure the improvement in an employee workplace satisfaction caused by the monetary incentives

### **1.4 RESEARCH METHODOLOGY**

#### **1.4. a. RESEARCH DESIGN**

The research design is descriptive in nature.

#### **1.4. b. DATA COLLECTION**

For the purpose of the study of necessary data was collected from primary and secondary sources.

Primary data- Primary data required for the study was collected through structured questionnaire

Secondary data- It was collected on the basis of information from various published sources like newspapers, books, articles and company records.

Census Survey:

All the 40 employees of S H Marine industry participated in this survey.

Tool used for analysis were **arithmetic mean** and **percentages**.

Data was presented using **tables, pie charts and, bar diagrams**.

## **1.5 SCOPE OF THE STUDY**

The main purpose of the study was to know the impact of incentive facilities on job satisfaction and also to know about the satisfaction level of the employees. All the 40 employees of the company were included in the study. The study can be used to bring out the solutions for problems faced by the employees on incentive schemes within company which can result in increasing the productivity. By this study the company can know about the satisfaction level of the employees on various incentive schemes offered to them.

## **1.6 SIGNIFICANCE OF THE STUDY**

A motivated employee is a productive employee and a productive employee is more profitable employee. When the employees are not satisfied with job they become less productive and leading the company to less productivity. A study on incentive measures helps to know about facilities, services and activity provided to workers for improving their health efficiency and social status. Motivation is the key to performance improvement. A firm will be successful when the employees are well motivated and when the job given to them provides high level of satisfaction.

## **1.7 LIMITATION OF THE STUDY**

1. Some of the questions in the questionnaire were not responded appropriately since the employee found it too sensitive to be answered.
2. Personal opinion of the employees may have affected the results of the study.

## **PRESENTATION OF THE STUDY**

### **THE STUDY CONSIST OF FIVE CHAPTERS**

CHAPTER I	INTRODUCTION
CHAPTER II	REVIEW OF LITERATURE AND THEORITICAL FRAMEWORK
CHAPTER III	COMPANY PROFILE
CHAPTER IV	DATA ANALYSIS AND INTERPRETATION
CHAPTER V	FINDINGS, SUGGESTIONS AND CONCLUSION

## **CHAPTER-2**

### **REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK**

## **2.1 REVIEW OF LITERATURE**

### **Studies on employee monetary incentives and workplace satisfaction**

The labour monetary incentives provide in an organization affect the attitude of the employees towards work. Labour monetary incentives provided by the organization which satisfies the needs of the employees which can improve their standard of living. Below given are literature related with impact of monetary incentives provided by the organization on employee satisfaction.

1. **SHARAN (1980)** conducted a study on working conditions and job satisfaction. Six aspects of working conditions studied were wages, promotional prospects, benefits, social relationship, the physical atmosphere at work, and job security with immediately supervisors. The researcher found that the accumulative effects of these adverse working conditions have rendered work terrible for the respondents. Further, it was found that if these working conditions show any marked improvement particularly in wages, then the respondent's satisfaction with their work place is likely to improve considerably.
2. **UPADHYAY AND GUPTA (2012)** Conclude that good monetary incentives plays a major role in increasing the satisfaction of an employee. Satisfied employees are reported to have high morale. Welfare measures and work experience does not necessarily relates to satisfaction .Therefore its recommended that company should provide for adequate monetary incentives but should not burden itself by increasing the cost part of it in greed to earn the competitive edge and declare itself as most desired company. Other factors like good and open communication, providing motivating factors, empowerment etc. should be taken into consideration for increasing the employee satisfaction level.

## **STUDIES ON WORKPLACE SATISFACTION**

One benefit of workplace satisfaction is that management is able to attain the levels of satisfaction of employees in their organization. Various studies conducted in this area indicate how employees feel about their job, the areas of satisfaction and dissatisfaction and action plans that can be worked out to improve the workplace satisfaction of employees.

- 1. REDDY AND RAJENDRAN (1993)** on Organizational Commitment and Work place satisfaction among Industrial Workers, attempted to determine the organizational commitment and work satisfaction of 200 workers in two public and private sectors. The findings of the study revealed that majority of the workers experienced high level of job satisfaction in their organization and some of them have moderate or highly dissatisfied level of job satisfaction
- 2. GOYAL (1995)** on Labor Welfare and Job Satisfaction undertaken on six cotton textile industries in Punjab (two units each of the public, cooperative and private sectors) on a random sample of 350 workers (50 workers form every unit studied) representing all the departments from blow room to packing that only few of the workers were highly satisfied with their job, majority of them were satisfied, while some of them were not satisfied with their job. The satisfied workers out numbered the workers who are not satisfied
- 3. KHALEEQ AND WHADUD (1983)**the study also reveal that overall workplace satisfaction is significantly higher for those who are satisfied with their work components and job facets those who are satisfied and not satisfied with them

## **2.2 THEORETICAL FRAMEWORK**

### **EMPLOYEE MONETARY INCENTIVES**



In the era of Globalization, market economy, hyper competition is, the success of an organization depends on the employees' performance. Employees' performance is an essential requirement if an organization is to maintain its efforts towards the realization of predesigned goals. According to Human Resource Philosophy employees are an important business resource that must be managed carefully in order to maximize return on investment and achieve business objectives. Organizations have to provide various benefits to ensure employees welfare is taken care off. In fact in this generation it is almost impossible to operate an organization-without offering a basic set of benefits for employees' monetary incentives

Organizations should understand that a healthy and stress free workers is a major asset of the organization therefore should provide monetary incentives and programmes

## **MEANING**

Monetary incentives are financial incentives used mostly by employees to motivate employees towards meeting their targets. Money being a symbol of power status and respects play a big role in satisfying the social security and physiological needs of person.

## **DEFINITION**

A financial incentive may be a monetary benefit that a company offers its customers or employees. The term may also refer to incentives to encourage members of the public to cooperate or provide information.

TheLawDictionary.com has the following definition of the term:

“A benefit given to customers or companies to get them to do something they normally wouldn’t. It is money offered to get them to try something new offered. The event might not have happened without the incentive.”

## **AIM OF MONETARY INCENTIVES**

Monetary incentives often do achieve short-term goals for businesses, such as increasing productivity or reducing problematic behaviours. An incentive scheme can improve employee attitudes and improve the working atmosphere.

### ▪ **FEATURES OF MONETARY INCENTIVES**

- **Clean and specific:** A good incentive plan should be clear and specific and easy to understand
- **Agile:** In today’s economic climate where competition is the norm business must considerably evolve to stay relevant and innovative
- **Attractive and attainable**
- **Measurable results**
- **Consider non-monetary incentives**

## **HOW TO DEVELOP A MONETARY INCENTIVES PROGRAM**

### **1. CONSIDER THE DESIRED OUTCOME**

With incentives, you have to be very clear about what it is you want people to be able to do or accomplish. Clearly spell out the details of exactly what it is that participants should do to meet goals so that there are no questions. People will always try to "play" or skew the incentive game if results are ill defined.

## **2. USE INCREMENTAL INCENTIVES**

If individuals do not believe the incentive program's goals are original or that they are personally far from being able to come out on top at the end of the program, they are less likely to be motivated to participate. Thus, it would benefit the incentive planner to both incorporate input from the participants about the design of the program being offered. Any incentive planner should also consider using incremental incentives to achieve incremental improvement targets as well as shooting for the end result. Throughout a program, consider:

- Checking in with employees to gauge their satisfaction with the program
- Keep participants adept of how the program is performing

## **3. MAKE INCENTIVES VISIBLE**

When using monetary incentives remember that the money-board, so to speak, really depends upon a great deal of visibility. Think about national lotteries and the power behind those dollar amounts. Present your reward as another badge of honour to hold up. At the end of the program, don't forget to communicate the results with your audience. Share how the program impacted company performance and celebrate both individual and team achievements.

Support from top management and program organisers is critical, so make sure company leaders are involved in presentations. If you have remote workers, consider web events or other ways in which to involve all participants in the celebration.

## **4. CONSIDER 'STATUS POWER'**

Draw upon the power of a positional status change upon winning an incentive, whether that be an enhanced job title, promotion to a new position or purely an elite award that elevates the prestige of the individual in the eyes of his or her peers and the company. Criteria and that evaluation processes to obtain that status power must clearly be transparent and fair for all incentive program participants.

## **5. FOCUS ON GOAL COMMITMENT**

For any incentive program to have any drive and purpose to it, the target goal must be meaningful and motivational to the majority of individuals involved. Strive for a collaborative process where possible in defining performance goals so full commitment is gained. As previously mentioned, be sure to get participant input when possible during the design process so that the goals and thus, commitments, are equally distribution

## **6. MAKE COMPETITION PART OF YOUR PROGRAM**

Interactive aspects of peer pressure and competition are vital elements with designing incentive programs that achieve success. You need to ensure performance targets are challenging enough and that the incentives offered are desired by the majority of people

## **7. ESTABLISH RULES OF CONDUCT**

An all-or-nothing scenario for earning incentives creates a human possibility for gaming or manipulating the system. Establish ethical standards and rules that are meticulously enforced to ensure appropriate practices and correct behaviour for everyone involved.

## **8. CREATE MULTIPLE PROGRAM LEVELS**

To eliminate the all-or-nothing situation outlined above, consider multiple levels of incentives for various levels of performance. A higher the goal level requires a higher level of reward. Also ensure clear communication is delivered about what the minimum performance must be.

## **9. USE NON-FINANCIAL MEASURES**

With the obvious need for financial outcomes and key performance metrics it is essential for strategic and cultural alignment to utilise non-financial measures. Building in customer satisfaction and other qualitative variables helps focus on long term results versus short term fixes.

## **10. LEVERAGE RISK**

When people are more risk averse for sales or performance targets, increase the number of winners and spread out the incentive budget distribution. If risk tolerance is neutral, go with a winner-takes-all approach. And when risk tolerance is high, reduce the number of winners and increase the value of incentives.

## **CHARACTERISTICS OF MONETARY INCENTIVES PROGRAM**

### **1. SIMPLE TO UNDERSTAND:**

The plan must be simple, easy to understand and to operate. It should involve the least clerical work. The workers should be able to know the extra payments to be given to them. If the method of determining wages involves difficult calculations, then workers may find difficulty in calculating their wages. In spite of correct wages, there may be suspicion in the minds of workers about wages paid to them.

### **2. JUST AND EQUITABLE:**

Just and equitable system will be successful. A worker should be awarded for the work done by him. This does not mean that there should be undue load on the employers but wages paid must be commensurate with the efforts of workers.

### **3. ATTRACTION FOR WORKERS:**

Incentive payments should be sufficient to attract workers for improving their performance. If the incentive is small then workers will not feel tempted towards it. If person is getting Rs. 1800 per

month as wages and is offered Rs. 450 more for raising his output, this will not be a good incentive for him. On the other hand, if he is offered Rs.200 to Rs. 300 as extra wages then he will feel tempted to earn. So incentive should be large enough, so that workers are tempted to earn it.

#### **4. ATTAINABLE STANDARDS:**

The standards fixed under incentive plans be attainable with some extra efforts. If the standards are such that these are not attainable even with extra effort, then workers will feel discouraged. They may not even try to achieve them. The standards should be such, which may be achieved by average workers also. A standard which may be achieved only by few workers will not make plan ideal.

#### **5. CONDUCTIVE TO HEALTH:**

A scheme should not tempt workers to overstrain them. When an incentive plan is such where workers are required to work for long hours or expected to work at much faster speed, then their health may be adversely affected. There may be a calling on the maximum earnings by the workers in a week or month so that they do not overstrain themselves for longer periods.

#### **6. WILLINGNESS OF WORKERS:**

The scheme should have willing support of workers. Before introducing an incentive scheme, it should be discussed with workers and their viewpoints should be incorporated as far as possible in the welfare scheme.

#### **7. CLARITY OF OBJECTIVES:**

Management should be clear about the goals to be achieved from the incentive schemes, it should be properly communicated to the workers also. The aim of such schemes may be to raise output, improve quality of products, etc. When workers are not clear about the aims of such schemes, then they will not be able to work for their achievement. So, objective of incentive scheme should be decided and made clear to all the concerned persons.

### **8. INCENTIVE FOR QUANTITY AND QUALITY:**

The scheme should provide incentive for both quality and quantity of production. It should preferably be based on Time Study basis.

### **10. WORKER'S INCENTIVE EARNINGS:**

Workers should not suffer in his earnings for reasons like improper tooling or faulty materials, which are beyond his control. There should be no limit put on a workers incentive earning.

### **TYPES OF MONETARY INCENTIVES**

When creating a reward program to motivate employees, decision makers and company owners need to understand that the reward or incentive neither guarantees quality output nor loyalty but just a bonus that encourages workers to meet their goals without compromising on quality. Below explains some of the common examples of monetary incentive

- Piece Rates – This is mostly used in production industries where employees are given a certain amount of money on each produced piece. Piece rates motivate employees to work more hard

and quickly to produce more pieces as each has a monetary incentive attached to it. However, when issuing piece rates, production supervisors must ensure quality is not compromised.

- Pay Raise – This is type of incentives offered to employees who have worked in a company for a substantial longer period of time. Some companies also give pay rises to employees who have reached a certain level of production or those who have completed the required training programs. Some offer annual salary increment to loyal workers.
- Bonuses – Another good form of monetary incentive is issue of bonus. These might be bonuses to individuals who have met their sales quotas or even bonuses to teams that have completed their projects in time or have exceeded their production targets. Some companies give yearly Christmas bonuses to long serving employees as a way of rewarding loyalty.
- Sharing Profits – This is a best way of rewarding employees. A small profit portion is shared with employees based on their position, duration with the company and input in attaining the overall set goals. Profit sharing is preferred by most companies since it gives employees a sense of belonging and ownership.
- Contests – Are mostly offered to production personnel and sales. An additional price or bonus is given to the employee or to a team with the highest production level. Again, Employers can offer cash rewards to employees with best suggestions just to encourage more input in terms of positive ideas that improve on sales, production or performance.

## **ADVANTAGES OF MONETARY INCENTIVES**

The following are some benefits of money as an incentive

- Boosts moral – employees like to be recognized and rewarded for improved performances. Monetary rewards not only boost moral for high performance but also improve productivity. This is because employees will always work hard to exceed their employers' expectation.



- Easy and direct – monetary incentive is a direct way of rewarding deserving employees. It is easily noticed and adoptable.
- Improves the working environment – it makes employees develop a feeling that their work is noticed and that they will be paid for further accomplishments and achievements. This improves the working environment as employees build a positive approach to work and become more innovative in adopting different ways of operation
- Element of life control – some employees consider monetary incentive as an extra source of income or a side bundle. This offers an element of control to their income since they know they can increase their overall earnings and still get recognized for it.
- No personalization – Non- monetary incentives need to be edited to suit individual preferences. This is not the case for monetary incentives as almost every need has money value attached to it and therefore will provide straight forward satisfaction to employees.

## **DISADVANTAGES OF MONETARY INCENTIVES**

Despite all the above positives of using monetary incentives, there are negative side, they are explained below;

- Creates Inequality – Monetary rewards are usually given to best performing employees. Those who are not rewarded or less rewarded may feel that they are treated unequally and that may interrupt togetherness and team work.
- It Demotivate – It may happen that an organization may not be able to give monetary incentives to all deserving employees. If such a situation arises, employees who are not rewarded or who are given a different incentive may feel demotivated. It is also possible that employees who had exceeded their targets but not rewarded due to market factors are most likely to work less hard next time.

- A Privilege – When employees are used to monetary rewards, most of them will take it as an entitlement rather than a motivational reward. Consequently, others may only be interested in fiscal based incentives rather than any other form of reward that the organization is offering.
- Monetary Incentive Plan – Coming up with a monetary incentive plan or structure that is fair to all departments and employees and in all aspects takes a lot of time. These-schemes require a lot of resources and may not be easy to execute to the satisfaction of all stakeholders
- Effectiveness – In some situations, monetary incentives may not be very effective or may not work positively for the organization. A good example is when an employee works from home or is working late hours but not from office; keeping the track record of productivity of such an employee may not be easy and therefore creating a monetary incentive plan for these kind of employees becomes difficult as well.

# **CHAPTER-3**

## **COMPANY PROFILE**

### **3.1 INDUSTRY PROFILE**

The harvesting and consuming of seafood are ancient practices that may date back to at least the Upper Palaeolithic period which dates to between 50,000 and 10,000 years ago. Isotopic analysis of the skeletal remains of Taiyuan man, a 40,000-year-old modern human from eastern Asia, has shown that he regularly consumed freshwater fish. Features of archaeology such as shell maidens discarded fish bones and sea painting were important for their survival. During this period most of the people were hunters and gatherers.

The ancient river Nile was full of fish and fresh and dried fish were a staple of food for much population. They found new methods for freshening and these are illustrated in tomb scenes drawings and papyrus documents.

### **3.2 SEAFOOD OVERVIEW**

Seafood is any form of sea life regarded as food by humans, prominently including fish and shellfish. Shellfish include various species of molluscs (e.g. bivalve molluscs such as clams, oysters, and mussels and cephalopods such as octopus and squid), crustaceans (e.g. shrimp, crabs, and lobster), and echinoderms (e.g. sea cucumbers and sea urchins). Edible sea plants such as some seaweeds and micro algae are widely eaten as sea vegetables around the world especially in Asia

The harvesting of seafood is mainly known as hunting or fishing and the farming or cultivating is mainly known as aquaculture. Seafood is distinguished from meat and it is not included from a vegetarian diet seafood is an important source of protein in many diets around the world especially in coastal areas

### **3.3 INDIA SEAFOOD OVERVIEW**

India has traditionally been known for its seafood production. It is one of the producing and consuming country. Its location climatic condition advanced production process and availability of cheap workers makes it ensure for large scale production of quality of seafood items

### **3.4 INDIA'S SHARE IN THE GLOBAL SEAFOOD MARKET**

India contributes 5.7 percent to total global fish production ranks second in overall and also the second largest producer of fresh water fish. The Indian fisheries industry valued at over 15USD has emerged as a significant high value of contributor to Indian agriculture as a key enabler of diversified agriculture

Although India has a strong position in global fisheries trade, the sector faces numerous especially across the domestic value chain challenges in the sector necessitate the need for adopting innovative supply chain solutions from boat to fork which ensure the supply of safe hygienic and nutritious fish to consumers

### **3.5 SEAFOOD INDUSTRY**

The seafood industry includes any industry or activity concerned taking, culturing, processing, preserving, storing, transporting, marketing or selling fish or fish products. It is defined by the Food and Agriculture Organisation as including recreational, subsistence and commercial fishing, and the harvesting, processing, and marketing sectors. The commercial activity is aimed at the delivery of fish and other seafood products for human consumption or as input factors in other industrial processes. Directly or indirectly, the livelihood of over 500 million people in developing countries depends on fisheries and aquaculture.

### **3.6 PROCESS OF SEAFOOD INDUSTRIES**

Highly perishable food which needs proper handling and preservation if it is to have a long shelf life and retain a desirable quality and nutritional value. The central concern of fish processing is to prevent fish from deteriorating.

- **Ikejime method of fish slaughter**

Ikejime is a humane method of killing fish to maintain the quality of its meat. It is originated in Japan but now it is widespread all over the world. It involves insertion of a spike quickly and directly into the hindbrain usually located slightly behind the eye, causing immediate death.

- **Refrigerating or freezing**

The second method of seafood processing is refrigerating or freezing in a controlled temperature using ice.

- **Drying the fish**

The control of water activity by drying, salting, smoking or freeze-drying.

- **Control of microbial loads**

The physical control of microbial loads through microwave heating or ionising irradiation.

- **Control of chemicals**

The chemical control of microbial loads by adding acids.

- **Vacuum packing**

Oxygen deprivation, such as vacuum packing vacuum packaging that removes air from the package prior to sealing Vacuum packing reduces atmospheric oxygen, limiting the growth of aerobic bacteria or fungi, and preventing the evaporation of volatile components.

### **3.7 VARIETIES OF SEAFOOD IN INDIA**

Seafood refers to all fresh and salt water fish, crustaceans and shellfish

- Fish

Anchovy bass, blue fish carp, cat fish char, cod, flounder, haddock, halibut, herring, orange roughly, mahi-mahi, sardines, salmon, trout and tuna

- Crustaceans

Crab, crayfish, lobster, prawns and shrimp

- Shellfish:

Abalone, clams, conch, mussels, octopus, oysters, scallops, sea snails (escargot) and squid (calamari)

- Other

Caviar and roe, kamaboko and squirmy (imitation crab and lobster meat) and tarama (salted carp roe)

#### **a. STATUS OF SEAFOOD INDUSTRIES IN INDIA**

India has 7,500 kilometers (4,700 mi) of marine coastline, 3,827 fishing villages and 1,914 traditional fish landing centers. India's fresh water resources consist of 195,210 kilometers (121,300 mi) of rivers and canals, 2.9 million hectares of minor and major reservoirs, 2.4 million hectares of ponds and lakes, and about 0.8 million hectares of flood plain wetlands and water bodies. As of 2010, the marine and freshwater resources offered a combined sustainable catch fishing potential of over 4 million metric tonnes of fish. In addition, India's water and natural resources offer a tenfold growth potential in aquaculture (farm fishing) from 2010 harvest levels of 3.9 million metric tonnes of fish, if India were to adopt fishing knowledge, regulatory reforms and sustainability policies.

World top 10 seafood producing countries

- China
- Indonesia
- India
- Vietnam
- United states
- Myanmar
- Japan

- Philippines
- Russia
- Chile

**b. SH MARINE EXIM**

The company was registered in 2018. The SH marine has made a name for itself in the list of top suppliers of in India. The company is located in Kochi, Ernakulam, Kerala. It is one of the largest sellers of listed products.

**c. MARKETING DEPARTMENT**

The marketing dept. works as a separate department within the business enterprise and deal all the sales and marketing activities. SH Marine Exim Company markets a huge seafood products in competitive market

**Functions of marketing department**

- Local area sales
- Rural marketing
- Interstate (Bangalore, Mumbai, Gujarat) marketing etc.
- Exports ( China Malaysia Russia japan)

**d. FINANCE DEPARTMENT**

The function of financial management is to make intensive and Economic Use of Capital resources of the organization business firms are profit seeking organisation Main function is to maximise wealth. S H marine Exim maintains a clear and perfect accounting system. Hey the major function is working Capital Management. Preparing of financial statement Such as balance sheet P&L account etc. Finance Department Caries All the activities pertaining to long term and short term requirements Off the operating activities Maintaining the account of contracts, sub contracts and income tax deduction. The auditor managers relating to tax.

**Functions of finance Department**

- Source Financing
- Financial accounting
- Cash management
- Cost control management

- Financial report preparation
- Expense analysis
- Determining the sources of fund

**e. ACCOUNTS DEPARTMENT**

Accounts department's deals with analyzing summarizing interpreting data's relating to monetary terms. The Companies Act 2013 lays down certain principals and accounting procedures relating to the account of the company. Every Indian Company has to keeps and accounting Department to maintain correct an adequate account regarding the company

**3.13 HUMAN RESOURCES DEPARTMENT**

The development of the organization can be achieved through the Development of people in the company. There should be and impressive level of productivity in SH marine Exim the company has Committed and discipline the workforce Which leads to high level of productivity and Impressive level of quality The company should provide employee welfare schemes Such as Provident fund bonus etc. For employee development.

**Functions of HR Department**

- estimating manpower needs
- Recruiting and selection of Staffs
- Training and development among employees
- Promotion
- Fixing the workers remuneration
- Financial and non-financial incentives
- ensure job satisfaction
- Manpower requirements

**3.14 QUALITY CONTROL DEPARTMENT**

One of the main thing in the competitive market to ensure quality products. Most people associate high quality products.

**3.15 PRODUCTION DEPARTMENT**

**PRODUCTION DEPARTMENT**

It is a process develop to create a collection of input element such as electricity, capital, material, manpower. Such as labours used to produce output such as furnished goods in proper quantity and quality which means converting input into output material is a very important factor of production.



SH marine Exim mainly concentrates sea food exporting the raw material which is collected from Kerala backwaters and sea. The produce start from cleaning the fish and ends with packing and dispatch.

### **Functions of production department**

- Assume that purchased raw materials are conforming to the purchase orders and specification.
- Establish the point of expenses test at selected points in the production process.
- Perform inspection and test data and providing information found and product quality level.

### **Responsibilities of production manager**

- Production planning.
- Checking and verifying process sheet.
- Verify mechanical maintenance register.
- Verify goods received register.
- Verify packing material register.
- Inform the manager about stock raw material and order items.

## **3.16 PURCHASE DEPARTMENT**

This department plays a very important role in an organization because purchasing has it effect on vital factor concerning the manufacture, quality, cost, efficiency and prompt delivery of goods to the customer. It function is to produce raw materials, supplies, services machine and tools at the most important function of the material management at centralization of purchase which means that all the purchase function are directed to one department purchase should the made by purchase department to avoid duplication.

### **Objectives of purchase department**

- Ensure continuous availability of materials so that may be uninterrupted flow of production

- To make purchases in economic process
- To purchase proper quality of products of materials as to maintain loss.
- To make purchase in reasonable qualities.

### **Functions of purchase department**

- Purchase requisition or indenting for materials.
- Making purchase orders.
- Receiving and inspecting materials.
- Checking and passing of bill of payments

### **Responsibilities of purchase manager**

- Checking continuous availability of materials.
- Provide better control on purchasing power.
- Check indenting of raw materials.
- Receiving and inspecting of raw materials.
- Checking and passing of bills of payments.

### **Responsibilities of key persons purchase department**

#### **1. Purchase manager**

The major responsibilities of purchase manager are

- Check whether there is continuous availability of raw materials.
- Provide better control on purchase g power.
- Check purchase requisition of raw materials.
- Receiving and inspecting raw materials.

#### **2. Store keeper**

- Receiving the raw materials in stores correctly.
- Keep every item of stores in it is allocated bins.
- Ensure the stock do not exceed the maximum level.

#### **3. Marketing department**

Today's successful companies are hearty committed to marketing. Modern market seeks attracts new customers by promoting superior value and to keep customers by delivering satisfaction. The word marketing is a comprehensive term and the success of every company lies in the marketing activities. Marketing plays a vital role in SH marine Exim. They mainly focuses on the customer satisfaction and the department is responsible for level timing. Of products in the complete markets so the marketing departments studies the markets and customers. Determine the best way to reach those customers and work with rest of the company. To help determine the new product need of market and represent a company in consistent voice.

#### **4. Distributors**

The SH marine Exim has distribution in Kerala. Direct marketing system is followed. The company has also distribution in UAE, Muscat, China, Russia, Bahrain, Singapore etc. Considering the increasing demand the company is planning to increase the number of distributors.

#### **5. Distribution channel**

The varied products are supplied to all the retail outlets all over in Kerala. The company is also having a small outlet for the sales of products. The main dealers include the super markets, glory shops, farm shops etc.

#### **Competitor's information**

The company has so many competitors across Kerala

- AM EXPORTS
- AM FISHERIES
- CHOISE CANNING COMPANY
- HIRANYA FOODS
- BELL FOODS
- BABY MARINE VENTURES
- PESCAINDE PVT LTD.

# **CHAPTER-3**

## **DATA ANALYSIS AND INTERPRETATION**

## DEMOGRAPHIC PROFILE OF RESPONDENTS

TABLE NO. 4.1

<b>GENDER</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Male	24	60%
Female	16	40%
<b>TOTAL</b>	<b>40</b>	<b>100</b>
<b>AGE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
20-25	5	12.5
25-30	11	27.5
30-35	12	30
35-40	3	7.5
40-45	4	10
45-50	3	7.5
50-55	2	5
<b>TOTAL</b>	<b>40</b>	<b>100</b>
<b>EDUCATIONAL QUALIFICATIONS</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
School not complete	5	12.5
SSLC	11	27.5
Under graduate	11	27.5
Graduate	11	27.5
Post graduate	2	5
<b>TOTAL</b>	<b>40</b>	<b>100</b>
<b>YEAR OF EXPERIENCE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
0-5 YRS.	11	27.5
5-10 yrs.	15	37.5
10-15yrs	11	27.5
More than 15 years	3	7.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: primary data

## INTERPRETATION

## **Gender**

From the above demographic table 4.1, gender is classified into male and female in the sample. From the survey conducted 60% of the respondents are male and rest 40% are of female. With this data we can say that majority of the company employees are of male category. Female category is also needed by the company.

## **Age**

On the basis of age group demographic table 4.1 of respondent's shows 12.5% of the respondents are under 25 years, 27.5% comes in between 25-30 category, 30% of the respondents comes in between 30-35 years, 7.5% comes in between 35-40, 10% comes in between 40-45 years, 7.5% in between 45-50 years and 5% of respondents comes above 50 years of age. From the respondent's majority employees are in age group of 30-35. From the table 4.1 we could see that most people are of younger generation, company prefers younger generation more.

## **Educational qualification**

Based on the educational qualification from the table 4.1, 12.5% of the respondents did not complete their schools, 27.5% of them completed 10<sup>th</sup>, 27.5% completed their 12<sup>th</sup>, 27.5% respondents completed graduation and 5% of the respondents completed post-graduation. Only a few percentages comes under primary education rest all are above secondary education. Company prefers educated employees more than uneducated.

## **Year of experience**

As shown in table 4.1 year of experience 27.5% of the respondents are below 5 years of experience, 37.5% of them are in between 5-10 years of experience, 27.5% in between 10-15 years of experience and 7.5% respondents are of experience more than 15 years. From this we can say that company requires more experienced employees.

**Objective 1:** to determine the effect of incentives on employee productivity

**TABLE NO. 4.2**

**Table 4.2 showing employee productivity**

<b>QUESTIONS</b>	<b>TOTAL</b>	<b>STRONGLY AGREE%</b>	<b>SOMEWHAT AGREE%</b>	<b>NEUTRAL%</b>	<b>SOMEWHAT DISAGREE%</b>	<b>DISAGREE%</b>	<b>TOTAL</b>
Do you agree with workers involvement in production	<b>40</b>	38%	30%	23%	8%	3%	<b>100%</b>
Suggestion to management to increase production	<b>40</b>	23%	40%	28%	10%	0%	<b>100%</b>
Satisfaction with present system of workers involvement in production	<b>40</b>	30%	35%	23%	10%	3%	<b>100%</b>
Agree with management in workers involvement in production	<b>40</b>	43%	33%	18%	8%	0%	<b>100%</b>

**Source: primary data**

### **INTERPRETATION**

The above table 4.2 shows the effect of incentives on employee productivity. It was measured using likert 5 point scale . Out of 40 employees 38% of the employees vote for strongly agree, that is they say that there need to be involvement in production. 30% of them agree somewhat to the questionnaire. 23% of them neither agree nor disagree and 11% somewhat disagree or disagree completely towards the need of workers involvement in production. The reason why worker involvement is required because employees make better decisions using their expert knowledge of the process. Also it helps to improves quality and increase productivity. Out 40 employees 23% of the employees vote for strongly agree. 40% of them agree somewhat to the questionnaire. 28% of them neither agree nor disagree and 10% somewhat disagree or disagree completely towards it.Out 40 employees 30% of the employees vote for strongly agree, from the 40 number these employees are satisfied towards the present workers involvement in production. 35% of them agree somewhat to the questionnaire. 23% of them neither agree nor disagree and 13% somewhat disagree or

disagree completely towards the present workers involvement in production. Since majority of them suggest that present workers involvement was satisfied, the present system of the company is better. Out 40 employees 43% of the employees vote for strongly agree, from the 40 number these employees agree towards the management decision on workers involvement in production. 33% of them agree somewhat to the questionnaire. 18% of them neither agree nor disagree and 8% somewhat disagree or disagree completely towards the management.

**TABLE NO. 4.3**

**Table 4.3 showing mean analysis on effect of incentive of employee productivity**

<b>INDICATOR</b>	<b>MEAN</b>	<b>INTERPRETATION</b>
Do you agree with workers involvement in production	3.93	"preferred"
Suggestion to management to increase production	3.75	"preferred"
Satisfaction with present system of workers involvement in production	3.8	"preferred"
Agree with management in workers involvement in production	4.1	"highly preferred"
<b>OVERALL MEAN</b>	<b>3.89</b>	<b>"preferred"</b>

**Source: primary data**

### **MEAN INTERPRETATION**

From the above table 4.3 it is understood that incentive programs can increase interest in work. Creating completion among employees by offering incentives will increase productivity in the workplace. The above mean table 4.3 shows that mean analysis on effect of incentives on employee productivity. The table shows comparison of 4 questionnaire samples from survey. From the study it was understood that most of them preferred the objective. The overall mean show 3.89 which help us to conclude that the objective is preferred by the respondents.

**Objective 2:** to analysis the factors within the organization that motivates employees towards work effectively.

**TABLE NO. 4.4**



**Table 4.4 showing suggestions for the effective workers participation**

<b>QUESTIONS</b>	<b>TOTAL</b>	<b>HIGHLY PREFERRED %</b>	<b>SOMEWHAT PREFERRED %</b>	<b>NEUTRAL %</b>	<b>SOMEWHAT NOT PREFERRED %</b>	<b>HIGHLY NOT PREFERRED %</b>	<b>TOTAL %</b>
Effective involvement of working	<b>40</b>	40%	45%	13%	3%	0%	<b>100%</b>
Refresher training programmes	<b>40</b>	28%	43%	18%	8%	5%	<b>100%</b>
Involvement of employees as members	<b>40</b>	20%	23%	35%	20%	3%	<b>100%</b>
Motivation made by supervisors	<b>40</b>	53%	33%	10%	0%	5%	<b>100%</b>

**Source: primary data**

## **INTERPRETATION**

The above table 4.4 shows different suggestion for effective workers participation. It was measured using likert 5 point scale. It includes items like highly preferred, somewhat preferred, neutral (neither preferred nor not preferred), somewhat not preferred and highly not preferred. From the above table there are 4 different method for workers participation. For effective involvement of working, employees highly prefer 40% towards it, 45% towards somewhat preferred.13%neither preferred nor not preferred. Only 3% not preferred towards it. For refresher training program, employees highly prefer 28% towards it, 43% towards somewhat preferred.18%neither preferred nor not preferred. Only 5% not preferred towards it. For Involvement of employees as members other than the representative union, employees highly prefer 20% towards it, 23% towards somewhat preferred.35%neither preferred nor not preferred. Only 3% not preferred towards it. For motivation made by supervisors, employees highly prefer 53% towards it, 33% towards somewhat preferred.10%neither preferred nor not preferred. Only 5% not preferred towards it. From all of the above effective involvement of workers is considered as the most suggestive one for participation of effective workers.

## **TABLE NO. 4.5**

**Table 4.5 showing level of satisfaction with the working culture of the organization**

QUESTIONS	TOTAL	VERY SATISFIED %	SOMEWHAT SATISFIED %	NEUTRAL %	SOMEWHAT DISSATISFIED %	VERY DISSATISFIED %	TOTAL %
Level of satisfaction	40	18%	50%	18%	15%	0%	100%

Source: primary data

## INTERPRETATION

The above table shows the level of satisfaction of employees with working culture of the organization. It was measured using likert 5 point scale .it includes items like very satisfied, somewhat satisfied, neutral (neither satisfied nor dissatisfied), somewhat dissatisfied and very dissatisfied. Out of 40 employees 18% of them was very satisfied with the working culture of the organization.50% was somewhat satisfied with it.18% neither satisfied nor dissatisfied with it. 15% was somewhat dissatisfied or very dissatisfied with the working culture. Since 48% of them satisfied with the working culture, the level of working culture of the organization is better.

TABLE NO. 4.6

Table 4.6 showing how incentives and other benefits influence performance

QUESTIONS	TOTAL	HIGHLY INFLUENCE %	SOMEWHAT INFLUENCE %	NEUTRAL %	SOMEWHAT NOT INFLUENCE %	DOESN'T INFLUENCE %	TOTAL %
Influence	40	23%	48%	18%	5%	8%	100%

Source: primary data

## INTERPRETATION

The above table shows whether the incentives and other benefits influence the performance of employees. It is measured using likert 5 point scale. It includes items like highly influence, somewhat influence, neutral (neither influence nor not influence), somewhat not influence and doesn't influence. Out of 40 employees 23% of them was highly influence.48% was somewhat influence.18% neither influence nor not influence with it. 13% was somewhat not influence or doesn't influence.

**TABLE NO. 4.7. A**

	<b>RANK 1</b>	<b>RANK 2</b>	<b>RANK 3</b>	<b>RANK 4</b>	<b>RANK 5</b>
<b>A. SALARY HIKE</b>	8	5	9	11	7
<b>B.BONUS</b>	5	16	8	9	2
<b>C.PROFIT SHARING PLAN</b>	2	9	15	7	7
<b>D.PAID TIME OFF</b>	3	7	11	11	8
<b>E. PENSION SCHEME</b>	15	6	5	6	8

Source: primary data

**TABLE NO. 4.7. B**

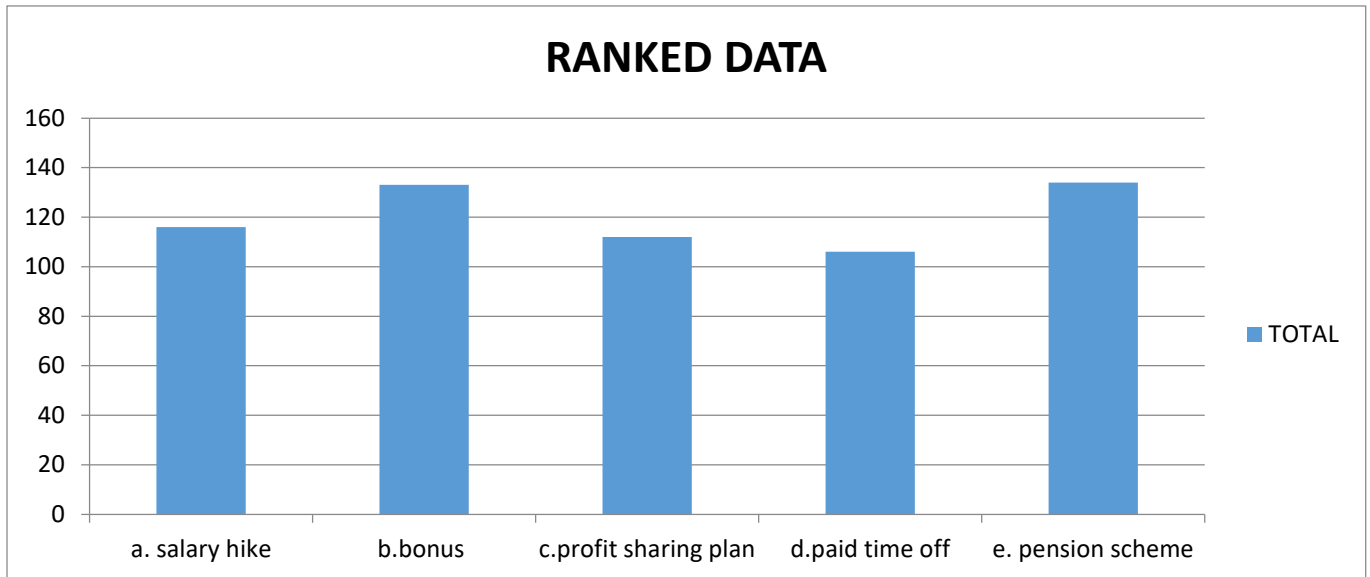
Table showing the preference for various monetary incentives

	<b>TOTAL</b>	<b>RANK</b>
<b>A. SALARY HIKE</b>	116	3
<b>B.BONUS</b>	133	2
<b>C.PROFIT SHARING PLAN</b>	112	4
<b>D.PAID TIME OFF</b>	106	5
<b>E. PENSION SCHEME</b>	134	1

Source: primary data

## **INTERPRETATION**

The above table 4.7.B shows various types of monetary incentives. In table various types of monetary incentives are ranked according to the employees that motivates them the most. The most ranked monetary incentive is pension scheme. Then bonus is ranked at 2, salary hike at 3, profit sharing plan at 3 and paid time off at 5.



**Source: primary data**

The above showed is the graphical representation of ranked data of monetary incentives.

**TABLE NO.4.8**

**Table 4.8 showing mean analysis on factors that motivates employees to work effectively**

INDICATOR	MEAN	INTERPRETATION
Effective involvement of working	4.2	"highly preferred"
Refresher training programmes	3.8	"preferred"
Involvement of employees as members	3.38	"preferred"
Motivation made by supervisors	4.3	"highly preferred"
Level of satisfaction	3.7	"preferred"
Influence	3.1	"neutral"
Salary hike	2.68	"neutral"
Bonus	3.2	"neutral"
Profit sharing plan	3.35	"preferred"
Paid time off	2.65	"neutral"
<b>OVERALL MEAN</b>	<b>3.44</b>	<b>"preferred"</b>

Source: primary data

## INTERPRETATION

In order to motivating workers to give their best at work appreciation or recognition for a work at best, the company has to give various work motivation schemes. Providing various incentives motivates employees to work efficiently. Their interest provide good wages, carrier advancement opportunity increase their level of workplace satisfaction. The above table 4.8 show the mean analysis of factors that motivates employees to work effectively. From the mean analysis most of the incentives provided are preferred by maximum people. The overall mean show 3.44 which shows that workers preferred to factors that motivates them to work.

**Objective 3:** to measure the improvement in an employee workplace satisfaction caused by monetary incentives.

**TABLE NO.4.9****Table 4.9 showing employee workplace satisfaction**

<b>QUESTIONS</b>	<b>TOTAL</b>	<b>VERY SATISFIED %</b>	<b>SOMEWHAT SATISFIED %</b>	<b>NEUTRAL %</b>	<b>SOMEWHAT DISSATISFIED %</b>	<b>VERY DISSATISFIED %</b>	<b>TOTAL %</b>
<b>How satisfied working for the company</b>	<b>40</b>	40%	28%	18%	13%	3%	<b>100%</b>
<b>Satisfaction with working hours</b>	<b>40</b>	30%	20%	33%	15%	3%	<b>100%</b>
<b>Physical condition in the organization</b>	<b>40</b>	28%	40%	28%	5%	0%	<b>100%</b>
<b>Satisfaction with welfare scheme</b>	<b>40</b>	40%	28%	20%	13%	0%	<b>100%</b>
<b>Satisfaction with SH marine</b>	<b>40</b>	33%	45%	20%	0%	3%	<b>100%</b>

**Source: primary data**

## **INTERPRETATION**

The above table 4.9 shows the employees satisfaction level of working for company. It was measured using likert 5 point scale .it includes items like very satisfied, somewhat satisfied, neutral (neither satisfied nor dissatisfied), somewhat dissatisfied and very dissatisfied. Out of 40 employees 40% of them was very satisfied with the working of the company.28% was somewhat satisfied with it.18% neither satisfied nor dissatisfied with it. 16% was somewhat dissatisfied or very dissatisfied with the working of the company. Since 68% of them satisfied with working for the company, the level of satisfaction of employees for working for the organization is better.

When employees satisfaction towards the working hours of the company is taken. Out of 40 employees 30% of them was very satisfied with the working hours of the company.20% was somewhat satisfied with it.33% neither satisfied nor dissatisfied with it. 18% was somewhat dissatisfied or very dissatisfied with the working hours of the company. 50% of them satisfied with working hours of the company, the level of satisfaction of employees for working hours of the organization is only half the percentage.

Out of 40 employees 28% of them was very satisfied with the physical condition of the organization.40% was somewhat satisfied with it.28% neither satisfied nor dissatisfied with it. 5% was somewhat dissatisfied or very dissatisfied with the physical conditions. Since only 5% of them was dissatisfied with physical condition of the company, the physical condition of the organization is satisfactory to the employees.

Out of 40 employees 40% of them was very satisfied with the welfare scheme given to them .28% was somewhat satisfied with it.20% neither satisfied nor dissatisfied with it. 13% was somewhat dissatisfied or very dissatisfied with the physical conditions. Since 68% of them was satisfied with various welfare scheme given to them, the welfare provided to the employees by organization is satisfactory to the employees. The welfare schemes provide to the employees by the SH marine was more attracted to the employees only some of them were dissatisfied with it.

Out of 40 employees 33% of them was very satisfied with the SH marine .45% was somewhat satisfied with it.20% neither satisfied nor dissatisfied with it. 3% was somewhat dissatisfied or very dissatisfied with the organization. Since only 3% of them were dissatisfied with the organization, the overall satisfaction towards the organization is very much satisfied. From the analysis it was obtained that the various incentives, motivation and work place satisfaction given to the employees is very satisfactory to the workers thus it alternatively satisfies the organization.

#### **TABLE NO. 4.10**

**Table 4.10 showing working environment**

QUESTIONS	TOTAL	AGREE %	DISAGREE %	TOTAL %
Participative	40	88%	13%	100%
Autonomy	40	50%	50%	100%
Democratic	40	73%	28%	100%
Red tapism	40	35%	65%	100%

Source: primary data

## INTERPRETATION

The above table 4.10 shows various working environment of the company that employees agrees and disagrees. It is measured using likert scale .It includes items like agree disagree. In the above table, out of 40 employees 88% agrees to participative environment and only 13% disagree to it. When analysing autonomy environment half the employees agrees to it and other half disagrees it. In analysing democratic environment 73% agrees and 27% disagrees.35% employees agree to red tapism on other hand 65% disagree to it. From all of the above working environment, the environment agrees to participative and democratic. Most the employees disagree to red tapism, thus the organization is free from red tapism.

## TABLE NO. 4.11

Table 4.11 showing employee workplace satisfaction caused by monetary incentives.



	TOTAL	AGREE COMPLETELY %	STRONGLY AGREE %	SOMEWHAT AGREE %	SOMEWHAT DISAGREE %	DISAGREE COMPLETELY %	TOTAL %
I would recommend this company as a good place to work	40	20%	33%	33%	15%	0%	100%
Satisfaction level with top management	40	18%	50%	25%	8%	0%	100%
Do company recognize and acknowledges any work of employees	40	28%	35%	30%	8%	0%	100%
Satisfactory salary according to work	40	23%	40%	23%	15%	0%	100%

Source: primary data

## INTERPRETATION

The above table 4.11 shows the employees work place satisfaction caused by monetary incentives. It is measured using likert 5 point scale .it includes items like agree completely, strongly agree, somewhat agree, somewhat disagree and disagree completely. Out of 40 employees 20% of them agree completely with the statement .33% was strongly agree with it.33% somewhat agree with it. 15% was somewhat disagree or disagree completely with the statement.

Out of 40 employees 18% of them agree completely with the satisfaction of employees towards top level management .50% was strongly agree with it.25% somewhat agree with it. 8% was somewhat disagree or disagree completely with the satisfaction of employees towards top level management.

From 40 employees 28% of them agree completely towards the statement.35% was strongly agree with it.30% somewhat agree with it. 8% was somewhat disagree or disagree completely with the

questionnaire. From the above analysis the company mostly recognize and acknowledges the work of employees.

Out of 40 employees 23% of them agree completely that the company provide satisfactory salary to them.40% was strongly agree with it.23% somewhat agree with it. 15% was somewhat disagree or disagree completely with the questionnaire. From the above analysis the company provide satisfactory salary to the employee according to the work done by them. But also some employees somewhat disagree to the salary given to them.

**TABLE NO. 4.12**

**Table 4.12 showing mean analysis on employee workplace satisfaction caused by monetary incentives.**

<b>INDICATOR</b>	<b>MEAN</b>	<b>INTERPRETATION</b>
How satisfied working for the company	3.9	"preferred"
Satisfaction with working hours	3.5	"preferred"
Physical condition in the organization	3.8	"preferred"
Satisfaction with welfare scheme	3.63	"preferred"
Satisfaction with SH marine	3.9	"preferred"
I would recommend this company as a good place to work	3.95	"preferred"
Satisfaction level with top management	3.83	"preferred"
Do company recognize and acknowledges any work of employees	3.7	"preferred"
Satisfactory salary according to work	4.08	"highly preferred"
<b>OVERALL MEAN</b>	<b>3.81</b>	<b>"preferred"</b>

**Source: primary data**

## **INTERPRETATION**

The above table 4.12 consist of various questions framed on the employee workplace satisfaction caused by monetary incentives. The workers in SH marine exim have more option thane ever when it comes choosing one of the monetary incentives. Work place satisfaction has become an important competitive differentiator. The mean 4.08 were highly preferred by workers for satisfactory salary. The overall mean showed 3.81 which shows that the objective was preferred by the workers.

## **CHAPTER-5**

### **FINDINGS, SUGGESTION AND CONCLUSION**

## **5.1 INTRODUCTION**

The research was a study on the “Empirical study on the job satisfaction level of workers based on their monetary incentives with the reference of SH Marine Exim”. Based on the analysis it can be concluded that satisfaction level of workers has a significant impact on productivity of the company, growth and their profit maximization the study can be helpful for company board of directors, managers etc. to know how far a worker is satisfied to work in the company. This research can make a great contribution to literature. The study analyses the satisfaction level of workers in their organization with the reference of SH Marine Exim a sea food Export Company. The finding of study, suggestions conclusion are presented in this chapter.

## **5.2 FINDINGS OF THE STUDY**

1. Male workers consists of 60% and female workers are 40%, majority of workers are male.
2. Majority of the employee’s age consists of between 30-35% categories so the employees are younger generation.
3. Data shown that 27.5% of employees completed 10<sup>th</sup>& 12<sup>th</sup>Stds. So majority of employees are lower education.
4. Basis of year of experience majority of workers attain 5 to 10 years of experience.
5. 38% of employees were strongly agree there is a need of involvement in productions.
6. Data shown that 40% of workers were somewhat agree and 23% only workers were strongly agree.
7. Most of the workers are satisfied with the present system of workers (30%)
8. About 43% of workers were strongly agree in workers uninvolved in production.
9. 45% of workers were somewhat preferred effective involvement of working.
10. Only 28% of workers getting adequate refresher training programmers.

11. 20% of workers are preferred involvement of workers as members and only 35% were neutral.
12. 53% of workers strongly agree that there should be motivation made by supervisor.
13. Data shows that only 18% very satisfied with the working center of organization.
14. It is found that only 23% of workers were highly influenced by the incentives and other benefits.
15. Out of 40 workers pension scheme 15 workers were ranked 1.
16. Data shows that 40% of workers were very satisfied in the working of company.
17. Only 20% of workers were somewhat satisfied with working hours.
18. Data shows that only 28% of workers were strongly satisfied in physical condition in the organization.
19. About 40% of workers were highly satisfied with the welfare schemes of workers.
20. 45% workers were some satisfied in SH marine EXIM.
21. It is found that 20% of workers agreed completely that S H Marine is a good place to work.
22. Half of the employees (50%) were satisfied with the top level management.
23. It is found that 28% of the employees accepted S H Marine as a company that recognizes and acknowledges the work of employees

### **5.3 SUGGESTIONS**

- Company must provide better refresher training programme to the workers.

- The workers should maintain a representative union for their needs.
- Company should provide better working culture in the organization.
- In order to reduce the dissatisfaction among youth workers regarding recreational facility, the company may conduct annual tour programmes.
- Make first aid box with prescribed medical facilities to make employees more committed.
- The company should maintain the employee employer's relationships throughout the job tenure of the employees

## **5.4 CONCLUSION**

Job satisfaction is a positive approach about one's job resulting from an evaluation of its characteristics. They believe that satisfied employees are more productive than dissatisfied has been a basic tenet. A person holds high level of job satisfaction holds positive feelings about the job. When people speak of the employee attitudes more often than not they mean job satisfaction. It is very tough job for HR department to ensure job among staff. Employees will not be happy with pay cheques, good position and prestige they also want a constant feeling of wellbeing, demand better work and family life balance and look to the organisation for fulfilling even their community needs. These highlighted expectations result is dissatisfaction, and finds true job happiness remains an unfilled dream all the job happening not withstand.

Thus the overall job satisfaction of employees of SH marine Exim is high. The employees at SH marine Exim have a very good high regard and respect towards the company image and future of the organisation. Finally I would like to conclude that the employees of SH marine Exim are satisfied to work in their company.





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**APPENDIX – QUESTIONNAIRE**

Name:

Age:

Gender: Male male

Qualification: Primary educationSSLCunder GraduateGraduate PG

1. Since how many years have you been working in this organization?  
 0-5 years    5-10 years    10-15 years    more than 15 years

Please indicate the level of agreement with the following statement key

1=strongly disagree, 2=somewhat disagree, 3=neutral, 4=somewhat agree, 5=strongly agree

	1	2	3	4	5
2. According to your view is there any need of workers involvement in production?					
3. Do you want to give any suggestions to the Management increase the productivity?					
4. Are you satisfied with the present system of workers involvement in production?					
5. Do you agree with the management decision on workers involvement in production?					

Rank the following questions in your preference:

1=strongly not preferred

, 2=somewhat not preferred, 3=neutral, 4=somewhat preferred, 5=highly preferred Which suggestion would you make for the effective workers participation?

a. Effective involvement of working	
b. Refresher training programmes	
c. Involvement of employees as members other than the Representative union	
d. Motivation made by supervisors	

7. Rate your level of satisfaction with the working culture of the organisation?

1=Highly Dissatisfied 2= Dissatisfied 3= Average 4=Satisfied 5= highly satisfied

a. highly satisfied b. satisfied c. average d. dissatisfied e. highly dissatisfied	
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8. Which type of monetary incentives motivates you more?

Rank the cases based on the numbers: 1, 2, 3, 4, 5

a. Salary hike b. Bonus c. Profit sharing plans d. Paid time off e. Pension schemes	
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9. How far you are satisfied with the incentives provided by the organisation? (Give your opinion)

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10. Do you think that incentives and other benefits influence your performance?

a. Highly influence  b. Influence  c. Neutral  d. doesn't influence  e. No opinion

11. Overall, how satisfied are you working for the company?

a. Very Dissatisfied  b. Somewhat Dissatisfied  c. Neutral  d. somewhat satisfied  e. extremely satisfied

12. To what extent do you agree with the following statement: I would recommend this company as a good place to work?

a. Strongly disagree  b. Somewhat disagree  c. Somewhat agree  d. Strongly agree  e. Agree completely

13. How is working environment? ( tick any one of the options)

	Agree	Disagree
a. Participative	<input type="checkbox"/>	<input type="checkbox"/>
b. Autonomy	<input type="checkbox"/>	<input type="checkbox"/>
c. Democratic	<input type="checkbox"/>	<input type="checkbox"/>
d. Red tapism	<input type="checkbox"/>	<input type="checkbox"/>

14. Are you satisfied with top level management?

a. Strongly disagree  b. somewhat disagree  c. somewhat agree  d. strongly agree  e. Agree completely

15. Are you satisfied with the working hours of the company?

a. Very dissatisfied  b. Somewhat dissatisfied  c. Neutral  d. Somewhat satisfied  e. Very satisfied

16. How is the physical condition in the organisation?

a. Very dissatisfied  b. Somewhat dissatisfied  c. Neutral  d. Somewhat satisfied  e. Very satisfied

17. Are you satisfied with the welfare schemes provided by the employees by the company?

a. Very dissatisfied  b. Somewhat dissatisfied  c. Neutral  d. Somewhat satisfied  e. Very satisfied

18. Does your company recognize and acknowledges any kind of work?

a. Strongly disagree  b. somewhat disagree  c. somewhat agree  d. strongly agree  e. Agree completely

19. Does the company provide satisfactory salary according to your work?

a. Strongly disagree  b. Somewhat disagree  c. somewhat agree  d. strongly agree  e. Agree completely

20. Your overall satisfaction about the SH Marin Exim?

a. Very dissatisfied  b. Somewhat dissatisfied  c. Neutral  d. Somewhat satisfied  e. Very satisfied