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**A STUDY OF MOTIVATION AND RETIREMENTS BENEFITS PRACTICES OF
CO-OPERATIVE DAIRIES OF NORTH GUJARAT**

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Abstract

Present research paper is on a study of Motivation and Retirements benefits practice of cooperative dairies of North Gujarat. There are three co-operative dairy in North Gujarat namely- Dudhsagar dairy, Banas dairy and Sabar dairy. Primary data has been collected though multiple choice questions and has been filled up from three human resources manager of above mention three cooperative dairies. The research paper covers theoretical concept of Motivation and Retirements of three co-operative dairies as well as opinion of human resources manager about these functions of Human resources. From this research paper the concept of Motivation and Retirements in cooperative dairies was understood clearly. In this way the researcher has try to study Motivation and Retirements practices of three co-operative dairy of North Gujarat.

Key words: Motivation, Retirements, Human Resources, Management, Cooperative

Introduction

Human resource management is very wide subject and its functions vary from organisation to organisation. The researcher has studied following functions of Human Resource Management in order to study Human Resource Management practices of selected co-operative dairies for the present research study and its information has been collected though multiple-choice questions.

1. Motivation
2. Retirements benefits

Researcher has selected following three co-operative dairies of north Gujarat-

1. Dudhsagar dairy
2. Banas dairy
3. Sabar dairy



1. Motivation

1.1 Concept of Motivation

1) Meaning of motivation:

The word motivation derives from the Latin word mover which means “to move”. So, motivation is the process by which behaviour is sustained in a particular direction. Motivation involves the following factors-

- 1) Motives
- 2) Goals
- 3) Goals- directed activity
- 4) Need- want satisfaction chain

2) Characteristics of motivation:

- 1) Energetic force
- 2) An internal feeling
- 3) Persons differ in their motivation
- 4) Goal- directed behaviour
- 5) Motivation is not always visible
- 6) Process- oriented
- 7) Importance of performance

3) Importance of motivation:

- 1) Satisfaction of employee’s needs
- 2) Rise of “Complex man”
- 3) Facilities change
- 4) High level of performance
- 5) Crucial role in management
- 6) Effective uses of resources
- 7) Builds moral



1.2 Motivation Practices of Selected Co-operative Dairies

The researcher has made an attempt to collect information about following aspects of Motivation for selected co-operative dairies and is presented in below table 1

1. Providing various financial and non-financial incentive to employee in SCoDs.

Table 1

Providing various financial and non-financial incentive to employee in SCoDs

Sr.No.	Particulars	Name of Dairies		
		Dudhsagar Dairy	Banas Dairy	Sabar Dairy
A.	Financial Incentive			
A.	Salary	Yes	Yes	Yes
B.	Diwali bonus	Yes	Yes	Yes
C.	Insurance policy	Yes	Yes	Yes
D.	PF/CPF	Yes	Yes	Yes
E.	Advance in festivals	No	No	No
F.	Increment of salary for special achievement	Yes	Yes	Yes
G.	Other	No	No	No
	Total	71.43%	71.43%	71.43%
B.	Non – financial incentive			
A.	Transport expense	Yes	Yes	Yes



B.	Resident facility	Yes	Yes	Yes
C.	Training	No	No	No
D.	Variability in work	Yes	Yes	Yes
E.	Ancillary benefit	No	No	No
F.	Appreciation of work	Yes	Yes	Yes
G.	Other	Yes	Yes	Yes
	Total	71.43%	71.43%	71.43%

Source: Multiple choice questions – A (Q.1)

Above table shows that-

- 1) All SCoDs provides both financial and non-financial incentives to employee.
- 2) All SCoDs provides salary, diwali bonus, Insurance policy, PF/CPF and Increment of salary for special achievement to employees as financial incentive.
- 3) All SCoDs provides transport expense, resident facility, variability in work, appreciation of work and other as non- financial incentives other non-financial incentives are varying.

2. Retirements Benefits

2.1 Concept of Retirements Benefits

Pension and retirement benefits are given to retired employees to make sure that they have a constant income and a secured life.

Some important things or factors which are related with the retirement benefits are given as below:

- 1) Health insurance
- 2) Death benefits
- 3) Accumulated vacation
- 4) Vacation leave



- 5) Sick leave
- 6) Emeriti status
- 7) Retire identification card
- 8) Library usage
- 9) Recreation facilities
- 10) Medical benefits

2.2 Retirements Benefits Practices of Selected Co-operative Dairies

The researcher has made an attempt to collect information about following aspects of Retirements benefits for selected co-operative dairies and are presented in below tables 2 & 3.

1. To decide exact age of retirement of employee in SCoDs.

Table 2

To decide exact age of retirement of employee in SCoDs.

Sr.No.	Particulars	Name of Dairies		
		Dudhsagar Dairy	Banas Dairy	Sabar Dairy
1	To decide exact age of retirement of employee in SCoDs.	Yes	Yes	Yes
	Total	100%	100%	100%

Source: Multiple choice questions – A (Q.2)

Above table shows that-

- 1) All SCoDs have decided exactly age of retirement of employees. Presently retirement age is 60 years.
2. Retirement benefits given to employees at the time of allotment in SCoDs.



Table 4.27

Retirement benefits given to employees at the time of allotment in SCoDs.

Sr.No.	Name of retirement benefits	Name of Dairies		
		Dudhsagar Dairy	Banas Dairy	Sabar Dairy
A.	PF/CPF	Yes	Yes	Yes
B.	Gratuity	Yes	Yes	Yes
C.	Pension	Yes	Yes	Yes
D.	Provident fund	Yes	Yes	Yes
E.	Leave encouragement	Yes	Yes	Yes
F.	Other	Yes	Yes	Yes
	Total	100%	100%	100%

Source: Multiple choice questions – A (Q.3)

Above table shows that-

- 1) All SCoDs provides gratuity, provident fund and leave encouragement or retirement benefits to employees. Other retirement benefits are varying in SCoDs.



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