



A STUDY OF EMPLOYEE'S MOTIVATION AND ORGANIZATIONAL COMMITMENT: AN INTEGRATED APPROACH FOR THE OVERALL FUNCTIONING OF LIFE INSURANCE CORPORATION LTD WITH SPECIAL REFERENCE TO NAGPUR DIVISION"



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ABSTRACT :

The present study makes a coordinated approach to job satisfaction and organizational commitment therefore, a modest attempt to fill the existing research gap to some extent. No comprehensive study has been made so far covering different dimensions of Job Satisfaction Factors of life insurance Corporation

The data collected has to be analyzed in order to show a meaningful relationship between the questions put and the responses received.

The total number of respondents taken for the study is 250. The Human Resource Policies, Performance Appraisal System, Employee's Motivation, Organizational Commitment and satisfaction of the executives and employees shall be analyzed separately.

KEYWORDS : *job satisfaction and organizational commitment , Employee's Motivation,*

INTRODUCTION

Overall Functioning of the Organization is a relative term which varies with the individual perception, attitude, beliefs, feelings and opinions towards his immediate environment to which he is exposed in day to day life. His interaction with his family, organization and the society as a whole. Thus job satisfaction is a complex phenomenon, requires a considerable attention for investigation and its necessities must be adequately realized and proper weightage must be given in time by the entrepreneur, by the organization, the society and by the planner of the nation. Keeping in consideration of the importance of job satisfaction the present study attempts to find out the causes of dissatisfaction and to measure the degree of satisfaction in LIC consisting a large number of employees.

Though several research scholars had taken pains to study on the topic in larger units, a sincere effort was made here by the researcher to focus on the peculiar characteristics regarding working condition, salary, other benefits, discontentment etc. in the above said organization which contributes a major percentage of one's satisfaction level and performance at the work place.

Researcher is trying to find out the work load on the human resources working in these 26 branches located at different districts and far away from divisional headquarter. Researcher also tries to identify the growth in business during these 08 years i.e. from 1st April 2006 to 31st March 2015 in terms of number of policies and first premium income which is the base for business and servicing aspect.

Researcher also interested in finding out the number of human resources available at various locations to cope up themselves with the growing business. Researcher also tries to put all the collected data in tabular as well as graphical form to represent organizational position in context with the increasing growth whether directly proportional to human resources or indirectly proportional. Geographically most of the districts under Nagpur division are situated in rural areas and hence out of 26 branches around 90% branches under Nagpur division falls under rural category. The researcher thoroughly tries to collect further information about financial feasibility, literacy, district wise population, male & female ratio, sources of income and awareness towards insurance form the census-2011. And finally researcher apply his most presence to contact whole heartedly with individual employees at various locations sometimes telephonically collected information about how they feel about the changes and at what extent most of them accept the growth in terms of business and computerization to provide better services to their valuable customers and the same will be used for data interpretation.

Table 1: Responses of employees regarding their satisfaction by job in the LIC

Sr. No.	LIC	Frequency	Percentage
1.	Yes	149	59.6
2.	No	27	10.8
3.	Can't Say	74	29.6
Total		250	100

Source: Survey Data

Table 2 shows responses of employees regarding their satisfaction by job in the LIC. It is apparent from the information that 59.6% employees were satisfied by their job in Life Insurance Corporation Ltd., whereas 10.8% employees were not satisfied with the job in Life Insurance Corporation Ltd. In addition to this, 29.6% employees were uncertain regarding satisfaction with the job in Life Insurance Corporation Ltd. Thus, on the basis of above information it is evident that majority of employees were satisfied with job in Life Insurance Corporation Ltd.

Table no. 2 Response on the items responsible for job satisfaction (Employees) (N= 250)

Sr. No	ITEMS	Frequency	Percentages
(a)	Wages	220	88
(b)	Security	210	84
(c)	Working condition	222	89
(d)	Nature of work	190	76
(e)	Relation with co-workers	198	79
(f)	Types of supervision prefer Task oriented leader OR	108	43
(g)	Relation oriented leader	205	82
(h)	Recognition	182	73
(i)	Organizational policy & Promotion	207	83
(j)	Organization policy & Practices	183	73

It was found from the **table No. 2**, that the physical working condition was ranked as 1st item followed closely by wage, security, promotion practices, relation oriented, relation with co-workers, nature of work, organizational policies & practices, recognition & task oriented.

The corresponding percentage were 89%, 88%, 84%, 83%, 82%, 79%, 76%, 73%, 71%, 83%. Here from we may conclude that the worker of LIC does not like task master as it got lowest percentage

in the table. Similarly individual & organizational factors are also found responsible for enhancement of the job satisfaction.

Table no. 3 Response on the individual factors that enhances job satisfaction (n=250)

Sr. No.	ITEMS	Frequency	%
(a)	Institutionalization of work responsibility	228	91
(b)	Morale & job satisfaction	165	66
(c)	Understanding the job	182	73
(d)	Abilities for performance	170	68
(e)	Rest pause	192	77
(f)	Less demand of work	95	38
(g)	Unawareness of organizational change	80	32

It was found from the **table 5.17**, that the institutionalization of work responsibility was ranked as 1st item with 91% followed by rest pause with 77%, understanding the job 73%, abilities of performance 68%, morale & its influence on job satisfaction with 66%. Less demand of work & unawareness of organizational change were found to be demotivating factor with minimum 38 & 32% respectively.

Table No. 3 Response on the organizational factors that enhances job satisfaction (n=250)

Sr. No.	ITEMS	Frequency	Percentages
(a)	Recruitment & selection	155	62
(b)	Occupational stress	183	73
(c)	Organization climate & culture	182	73
(d)	Training & development Policies	180	72
(e)	Job satisfaction	145	58
(f)	Grievance procedure	193	77
(g)	Accident & safety management	148	59

From the **table 3** it was found that 77% of the respondents opted for the types of grievance procedure as the most influential factor in enhancing job satisfaction that whereas, the items like occupational stress & organizational climate & culture, training & development practices, recruitment & selection procedure. An effective accident & safety management and job rotation were ranked in 2nd, 3rd, 4th, 5th, 6th positions. The corresponding percentages were 73 percent, 72 percent, 62 percent, 59 percent & 58 percent.

Another well structured schedule was distributed among the employees of LIC to assess this level of satisfaction of the job. The questions were dealt with the factors like their job, organization management, wages and their interpersonal relationship. They were asked to put their in a five point scale as strongly agree, agree, indifferent, disagree & strongly disagree which can be viewed from the following table.

CONCLUSION:-

- This study confirms that both human resources management practices and organizational commitment congruence create organizational success and develop competitive advantage for Life Insurance Corporation Ltd.
- Appraisal of the satisfaction of the employees, an intrinsic factor in industry gets least importance as a cause of above discontentedness. Though the present study has not contributed significantly either to improve the level of satisfaction or to eradicate dissatisfaction from the unit under study, still it has succeeded to identify the factors causing dissatisfaction and the suggestions received by the employees and managers of the organization to earn better satisfaction.

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