ABSTRACT OF THE THESIS

Cement industry is one of the basic industries, which plays a vital role in the economic development of the country. The role of cement industry in agricultural development, housing, irrigation, defense, road, buildings, and other nation building activities is very high. It influences the pace of construction activity both industrial and residential in the country to a great extent. It is regarded as a major nation building industry.

Cement industry is a labour intensive industry. Over two lakh persons are employed in the cement industry. The cement industry requires more manual work both in mines and factory. This work does not require higher education and hence a majority of the work force of this industry is less educated. This less educated work force requires a high degree of motivation.

Motivating the people at the lower level is a very difficult task due to various facts. The important ones are (i) they have no free and frequent access to management to get their grievances redressed, (ii) the nature and the conditions of their work provide them physical strain and boredom, (iii) they are poorly educated and hence fail to understand things in the right way; and, (iv) they think more of themselves and do not care much for the problems of the management. These problems force the management of the organizations to take measures to motivate the people at the lower level. On this basis, the researcher has considered the need for motivating the people at the lower level and hence has conducted this study on the motivational aspects of workers who are in the lower level of the organizational hierarchy of the units of the cement industry in Tamilnadu. The study was confined to two public sector units and six private sector units.
If we consider the overall performance of these units, we find that the performance rate of these units differ from one another, in general, and the performance of the Government owned units significantly differ from those of private sector units, in particular. Though the performance of an organisation depends on many factors, it mainly depends on the involvement of its human resources. As the other factors of performance of the cement industry remain the same, naturally, the performance must be influenced by its human resources. This result calls for a comparative study of motivational measures provided in these two sets of units.

Both primary and secondary data were collected for the research. Interview schedule was designed and was administered to the employees of the 8 selected cement units. The sample includes the workers of the mines and factory of the selected cement units drawn at random by simple random sampling. The data was analyzed by using SPSS software. Statistical tools like t-test, Chi-square, ANOVA, Discriminant analysis were used in the research.

The study focused on the various motivational measures that are provided by public and private sector cement units. The major focus was on the measures like financial support, service conditions, work and working conditions, benefits for dependents, personal development, philosophy of management, and personal involvement. In this context, the gaps and deficiencies of public and private sector units were identified.

The research study concludes by suggesting some motivational measures to improve the overall performance of the cement units.