



**BRAC UNIVERSITY**

**MBA PROGRAM**

**INTERNSHIP REPORT**

**ON**

**EMPLOYEE MOTIVATION PROCESS OF  
YANGTZE RIVER TEXTILE**

Submitted to:

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Submitted by:

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# Internship Report on Employee Motivation Process of Yangtze River Textile



*Yangtze River Textile*  
長江紡織 集團

## Letter of Transmittal

December 14, 2016

Dr. Md. Mamun Habib

Associate Professor

BRAC Business School (BBS)

BRAC University, Bangladesh

**Subject: Letter of Transmittal**

Dear Sir,

I am pleased to submit this internship report on “**Employee Motivation Process of Yangtze River Textile**”. I was assigned to work as HR Executive. I have tried my level best to fulfill my entire required task at office and tried to follow my supervisor’s instructions while preparing this report. This gave me the opportunity to theoretical knowledge in practical field, which will help me in my future career.

It would be a profound pleasure for me if the report can serve its purpose. I would be available in any time to explain you any queries if feel necessary.

Thanking You

Sincerely Yours

---

Shirin Satter

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MBA (HRM)

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## Supervisor's Certificate

This is to certify that the internship report on “**Employee Motivation process of Yangtze River Textile**” is an original work by Shirin Satter, ID- 14364028; major in HRM, MBA Program, BRAC University. She accomplished this Internship Report under my supervision. So, she is directed to present this report for the partial requirement of the fulfillment of MBA program from BRAC Business School at BRAC University. The report has been prepared under my direction and I wish him every success in his future life.

.....  
Signature of the Supervisor

**Dr. Md. Mamun Habib**  
Associate Professor  
BRAC Business School  
BRAC University

## **Plagiarism Declaration**

I know that plagiarism is taking and using the ideas, writings, works or inventions of another and passing them as one's own. I know that plagiarism not only includes copying, but also the extensive use of another person's ideas without proper acknowledgement. I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.

I am declaring that this report is my own work under supervision of **Dr. Md. Mamun Habib** and I will not allow anyone to copy my work with the intention of passing it off as their own work.

---

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## **Acknowledgement**

First and foremost, I am extremely grateful to The Gracious Almighty Allah for giving me the strength and patience to conduct and complete my report as the partial requirements of the fulfillment of MBA Program.

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their views on a number of issues related to the project.

I would like to express sincere gratefulness and respect to my supervisor Dr. Md. Mamun Habib, Associate Professor, BRAC Business School, BRAC University, who helped me with his generous and gracious guidance in preparing this report.

The internship opportunity I had with Yangtze River Textile, was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to the Marketing and Technical Manager of Yangtze River Textile who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their organization.

I express my deepest thanks to Nusrat Jahan Toma, Sr. Executive, HR, for giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge her contribution gratefully.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on the improvement of gained skills and knowledge, in order to attain desired career objectives

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## **Executive Summary**

Every business organization has multiple objectives including making adequate profit for payment, getting a reasonable rate of return to the owners and investing in business through satisfaction of customers, maintenance of a contented workforce and creation of a company image. The basic job of management of any business is the effective utilization of available human resources, technological, financial and physical resources for the achievement of the business objectives.

This report entitled as “Employee Motivation Process of Yangtze River Textile” was done to find out the factors which will motivate the employees. Factors like financial incentives and non financial incentive, performance appraisal system, good relationship with co-workers, promotional opportunities in the present job, employee participation in decision making are very much effective to the level employee motivation. It is also clear from the report that the company is so eager in motivating their employees and their present effort for it so far effective.

The human resources of an organization can play an important role in achieving the objectives and goals of that organization. Employees work in the organization for the satisfaction of their needs. If the human resources are not properly motivated, the management will not be able to accomplish the desired results. Therefore, human resources should be managed with utmost care to inspire, encourage and impel them to contribute their maximum for the achievement of the business objectives.

# 1. INTRODUCTION

## 1.1. Introduction:

The report entitled Employee Motivation Process in Yangtze River Textile is mainly conducted to identify the motivational factors for employees and organizational functions in Yangtze River Textile.

Human Resource Management's basic job is the effective utilization of human resources to achieve organizational objectives. Human Resource management is concerned with organizing human resources in such a way to get maximum output to the enterprise and to develop the talent of people at work to get the full satisfaction.

Employee motivation is one of the major issues in an organization. It is very important for every manager to motivate his subordinates or to create the 'will to work' among the subordinates. It should also be remembered that a worker may be immensely capable of doing some work, if only he is willing to do that; nothing can be achieved if he is not willing to work. A manager has to make appropriate use of motivation to enthuse the employees.

The information used in the report has been collected from the employees through questionnaires and through direct interviews.

## **1.2 OBJECTIVES OF THE REPORT**

### **1.2.1.Primary objective**

1. To analyze the motivational factors and motivation process of Yangtze River Textile.

### **1.2.2.Secondary Objective.**

1. To know the effect of monetary and non-monetary benefits provided by the organization on the employee's performance.

2. To understand the effect of job motivation on employees.
3. To learn the employee's satisfaction on the interpersonal relationship exists in the organization.
4. To provide the practical suggestion for the improvement of organization's performance.

### **1.3. Methods of Data Collection.**

The data's were collected through Primary and secondary sources.

#### **1.3.1. Primary Sources**

Primary data are the data collected by the investigator himself/ herself for a specific purpose.

The primary sources of this report are discussion with employees, data's are collected through questionnaire.

#### **1.3.2. Secondary Sources**

Secondary data's are Data collected by someone else for some other purpose (but being utilized by the investigator for another purpose).

The secondary data consists of data and information which I have collected from company records, books and also discussion with the management of the organization. Secondary data was also collected from journals, magazines and articles.

### **1.4.LIMITATIONS OF THE STUDY**

The limitations of the study are the following

- The data was collected through questionnaire. The responds from the respondents may not be accurate.
- Since the organization has strict control, it acts as another barrier for getting data.
- Another difficulty was very limited time-span.
- Lack of my experience and in depth knowledge.
- The report has been written on the basis of my observation, which may not fully accurate.

### **1.5.Interns Role and Responsibility:**

During my internship program I have worked with Sr. HR Executive, Nusrat Jahan Toma, of the Yangtze River Textile, where the employee was generous and helpful in terms of interaction. Overall, I have experienced a very friendly and supporting environment, which gave me pleasure and satisfaction to be a part of them for a while. I was also encouraged to learn lots of things. She discussed in details about her respective task and it helps me to understand how she deals with other people. The lessons that I have learned from my internship program are given below:

- Knowing about corporate culture and process to work in an organization.
- Developing communication skills and learning about ways to interact with the other people.
- Learned how to work in a team and building networking also.

### **Daily Activities:**

1. So far, my entire internship period at Yangtze River Textile, it has been a great achievement for me to experience different kinds of responsibilities.
2. First week I just see how Sr. HR Executive performs her tasks and I kept the record of in time and out time of every employee of the company.
3. After that I worked to calculate their basic salary and bonuses according to the company policy.

## **2. LITERATURE REVIEW**

## **2.1.LITERATURE REVIEW**

Motivation is the core of management. It is an effective instrument in the hands of the management in inspiring the work force. It is a manager's job to motivate employees to do their jobs well. Motivation encourages employees to be productive and effective.

Motivation actually describes the level of desire employees feel to perform, regardless of the level of happiness. Employees who are adequately motivated to perform will be more productive, more engaged and feel more invested in their work. When employees feel these things, it helps them, and thereby their managers, be more successful.

Employee Motivation is obvious to achieve organizational goals. Motivation is an important function which very manager performances for actuating the people to work for accomplishment of objectives of the organization. Issuance of well conceived instructions and orders does not mean that they will be followed. Effective motivation succeeds not only in having an order accepted but also in gaining a determination to see that it is executed efficiently and effectively.

In order to motivate workers to work for the organizational goals, the managers must determine the motives or needs of the workers and provide an environment in which appropriate incentives are available for their satisfaction .If the management is successful in doing so; it will also be successful in increasing the willingness of the workers to work. This will increase efficiency and effectiveness of the organization .There will be better utilization of resources and workers abilities and capacities.

## **2.2.The concept of motivation**

The word motivation has been derived from motive which means any idea, emotion or need that prompts people into action. Whatever may be the behavior of someone, there is some stimulus behind it. Stimulus is dependent upon the motive about which the person concerned. Motive can be known by studying his needs and desires.

There is no universal theory that can explain the factors influencing motives which control people's behavior at any particular point of time. In general, the different motives operate at different times among different people and influence their behaviors. The process of motivation studies the motives of individuals which cause different type of behavior.

### **2.3. Definition of Motivation**

Motivation is defined as the energy or the force that stimulates a person to act towards the fulfillment of one's desired goal.

Employee motivation is the level of energy, commitment, and creativity that a company's employee bring to their jobs. Either incentives or employee involvement (empowerment) can motivate people.

According to Edwin B Flippo, "Motivation is the process of attempting to influence others to do their work through the possibility of gain or reward".

### **2.4. Significance of Motivation**

Motivation involves the members of the group to give their loyalty to the group, to carry out the purpose of the organization properly. The following results may be expected from motivated employees.

1. The workforce will be more satisfied when the management provides them with opportunities to fulfill their needs. The workers will cooperate willingly with the management and will contribute their maximum towards the goals of the enterprise.

2. Workers will tend to be as efficient as possible by improving upon their skills and knowledge so that they will be able to contribute to the progress of the organization. This will also result in increased productivity.
3. Turnover and absenteeism will be reduced among the workers.
4. There will be good human relations in the organization as friction among the workers themselves and between the workers and the management will decrease.
5. The number of complaints and grievances will come down. Accident will also be low.
6. There will be increase in the quantity and quality of products. Wastage and scrap will be less. Better quality of products will also increase the public image of the business.

## **2.5.Motivation Process**

1. Identification of need
2. Tension
3. Course of action, e.g effort and performance
4. Rewards
5. Need satisfaction
6. New needs and then it repeats from No.1



## 2.6.Theories of Motivation

Understanding what motivated employees and how they were motivated was the focus of many researchers following the publication of the Hawthorne study results (1979). Five major approaches that have led the understanding of motivation are Maslow's need-hierarchy theory, Herzberg's two- factor theory, Vroom's expectancy theory, Adams' equity theory, and Skinner's reinforcement theory.

### 2.6.1.Behavioral Modification Theory;

Behavioral modification theory says that people behavior is the outcome of favorable and unfavorable past. This theory is based on learning theory. Skinner conducted his researches among rats and school children. He found that stimulus for desirable behavior could be strengthened by rewarding it. In the industrial situation, this relevance of this theory may be found in the installation of financial and non financial incentives.

Withdrawal of reward incase of low standard work may also produce the desired result. However, researches show that it is generally more effective to reward desired behavior than to punish undesired behavior.

### **2.6.2. Abraham H Maslow Need Hierarchy or Deficient theory of Motivation.**

Maslow's theory says that human needs are arranged in hierarchy composed of five categories. The lowest level needs are physiological and the highest levels are the self actualization needs. Maslow starts with the formation that man is a wanting being with a hierarchy of needs of which some are lower scale and some are in a higher scale or system of values. As the lower needs are satisfied, higher needs emerge. Higher needs cannot be satisfied unless lower needs are fulfilled. A satisfied need can not be a motivator anymore. This resembles the standard economic theory of diminishing returns. The hierarchy of needs at work in the individual is today a routine tool of personnel trade and when these needs are active, they act as powerful conditioners of behavior- as Motivators.

Hierarchy of needs; the main needs of people are five. They are physiological needs, safety needs, social needs, ego needs and self actualization needs, as shown in order of their importance.

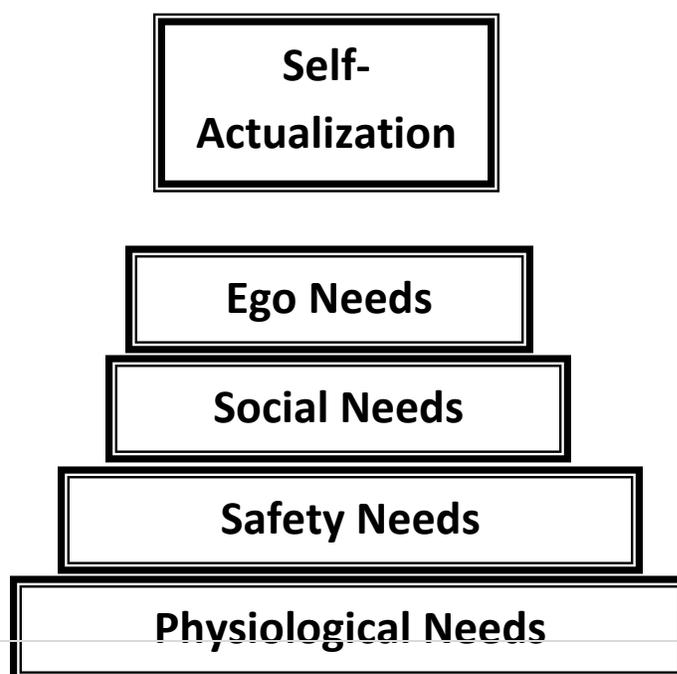


Fig (1)

**Physiological or Body Needs:** - Foods, clothing and shelter are the primary physiological needs of human beings. These physical needs must be equated with pay rate, pay practices and to an extent with physical condition of the job.

**Safety:** - The next in order of needs is safety needs, the need to be free from danger through secured work environment. The individual want to be assured, once his bodily needs are satisfied, that they are secure and will continue to be satisfied for foreseeable future. The safety needs may take the form of job security, security against disease, old age financial security etc as also against industrial injury. Such needs are generally met by safety laws, measure of social security, protective labor laws and collective agreements.

**Social needs:** - Going up the scale of needs the individual feels the desire to work in a cohesive group and develop a sense of belonging and identification with a group. He feels the need to love and be loved and the need to belong and be identified with a group. In a large organization it is not easy to build up social relations. However close relationship can be built up with at least some fellow workers. Every employee wants to feel that he is wanted or accepted and that he is not an alien facing a hostile group.

**Ego or Esteem Needs:** -These needs are reflected in employee's desire for status and recognition, respect and prestige in the work group or work place such as is conferred by the recognition of one's merit by promotion, by participation in management and by fulfillment of workers urge for self expression. Some of the needs relate to ones esteem

e.g.; need for achievement, self confidence, knowledge, competence etc. On the job, this means praise for a job but more important it means a feeling by employee that at all times he has the respect of his supervisor as a person and as a contributor to the organizational goals.

**Self realization or Actualization needs:** -According to Maslow, this upper level of needs represents growth of an individual toward fulfillment of the highest needs; those for meaning in life, in particular. He becomes growth oriented, self oriented, directed, detached and creative. This need reflects a state defined in terms of the extent to which an individual attains his personnel goal. This is the need which totally lies within oneself and there is no demand from any external situation or person.

### **2.6.3.S Adams Equity Theory**

Employee compares the ratio of job inputs, outcome with that of other people working in same or different organizations. If the employee perceives inequity, they will act to correct the inequity, like, lower productivity, reduced quality, increased absenteeism, voluntary resignation.

### **2.6.4.Vrooms Expectation Theory**

Vroom's theory is based on the belief that employee effort will lead to performance and performance will lead to rewards (Vroom, 1964). Reward may be either positive or negative. The more positive the reward the more likely the employee will be highly motivated. Conversely, the more negative the reward the less likely the employee will be motivated.

### **2.6.5.Two Factors Theory**

The **two-factor theory** or **Herzberg's motivation-hygiene theory** or **dual-factor theory** states that there are certain factors in the workplace that cause job satisfaction while a separate set of factors cause dissatisfaction.

Two-factor theory distinguishes between:

- **Motivators**, like, challenging work, recognition for one's achievement, responsibility, opportunity to do something meaningful, involvement in decision making, sense of importance to an organization, that give positive satisfaction, arising from intrinsic conditions of the job itself, such as recognition, achievement, or personal growth.
- **Hygiene factors**, like, status, job security, salary, benefit, work conditions, good pay, paid insurance, vacations, that do not give positive satisfaction or lead to higher motivation, though dissatisfaction results from their absence. The term "hygiene" is used in the sense that these are maintenance factors. These are extrinsic to the work itself, and include aspects such as company policies, supervisory practices, or wages/salary.

## **2.7.Types of Motivation**

Intrinsic motivation occurs when people are internally that is self motivated to do something because it either brings them pleasure, they think it is important, or they feel that what they are learning is morally significant. Intrinsic motivation originates inside of the individual.

Extrinsic motivation occurs when peoples behavior is driven by external rewards such as money, fame, grades, and praise. This type of motivation arises from outside the individual, as opposed to intrinsic motivation. Extrinsic motivation comes into play when a student is compelled to do something or act a certain way because of factors external to him or her (like money or good grades)

## **2.8.Incentives**

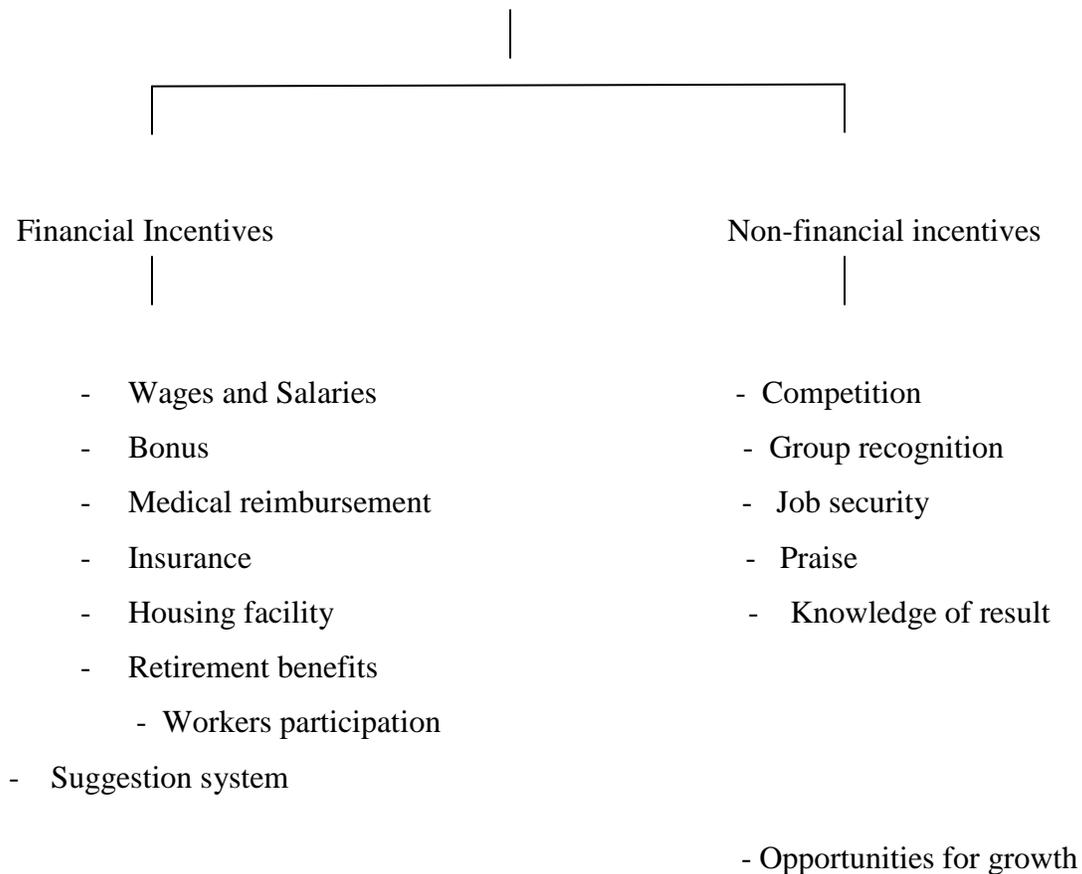
An incentive is something which stimulates a person towards some goal. It activates human needs and creates the desire to work. Thus, an incentive is a means of motivation. In organizations, increase in incentive leads to better performance and vice versa.

### **Need for Incentives**

Man is a wanting being. He continues to want something new. He is never fully satisfied. If one need is satisfied, another need arises. In order to motivate the employees, the management

should try to satisfy their needs. For this purpose, both financial and non financial incentives may be used by the management to motivate the workers. Financial incentives or motivators are those which are associated with money. They include wages and salaries, benefits, bonus, retirement benefits etc. Non financial motivators are those which are not associated with monetary rewards. They include intangible incentives like ego-satisfaction, self-actualization and responsibility.

## INCENTIVES



### 2.9.Motivation is the key to performance improvement

There is an old saying you can take a horse to the water but you cannot force it to drink; it will drink only if it's thirsty - so with people. People need to be motivated or driven to give their best effort. They can be motivated either by themselves or through external stimulus.

Are they born with the self-motivation or drive? Yes and no. If no, they can be motivated, for motivation is a skill which can and must be learnt. This is essential for any business to survive and succeed.

Performance is considered to be a function of ability and motivation, thus:

- **Job performance =f(ability)(motivation)**

Ability in turn depends on education, experience and training and its improvement is a slow and long process. On the other hand motivation can be improved quickly. There are many options and an uninitiated manager may not even know where to start. As a guideline, there are broadly seven strategies for motivation.

- Positive reinforcement / high expectations
- Effective discipline and punishment
- Treating people fairly
- Satisfying employees needs
- Setting work related goals
- Restructuring jobs
- Base rewards on job performance

Essentially, there is a gap between an individual's actual state and some desired state and the manager tries to reduce this gap. Motivation is, in effect, a means to reduce and manipulate this gap.

## **3. Company Profile**

### **3.1. Yangtze River Textile:**

Garments industry in Bangladesh, has a famous reputation in the world's competitive garments market. Bangladesh is far ahead than other countries in this industry due to its ability to produce high quality product with low price than other garments manufacturing countries. As a result new importers are willingly coming into our country to place their orders, where most of them are coming through Garments buying houses as they have no enough idea to place order and execution here. As a result, buying house plays an important role in readymade garments manufacturing sector in Bangladesh. Yangtze River Textile is one of the Bangladeshi garments buying house.

Yangtze River Textile is a branch office of Haitian Group, China. Yangtze River Textile was established in Bangladesh in 2001. The corporate office of Yangtze River Textile is situated at Nikunja 1, Dhaka. Yangtze River Textile provides all kinds of denim fabric. They provide Denim Fabric for the garments of baby girl, baby boys, older girls, older boys, Men & Women. They specially provide stretch denim Fabric. They have their clients in Bangladesh, Like Standard Garments, Colombia Garments, Tusuka Aparal, Elegant Group, Dird Garments etc. They used Haitian's fabric to take order from end buyers. Some of their end buyers are NEXT, Zara, LPP, Primark, AE(American Eagle), Comark etc. 20 employees are working in Yangtze River Textile.

The company has a visionary management and motivated team of dynamic workers sharing common vision and working in the union. The company is moving ahead with to innovate and provide excellent production. HIL is providing to have an operational efficiency comparable with global standards.

### **3.2. Mission and Vision of Yangtze river Textile**

Yangtze River Textile's mission is to be the best in what they do, with a better commitment and consistent quality services to deliver the quality products, as per the standards required by their valued clients. To set the best standards for excellence in apparel outsourcing, through commitment.

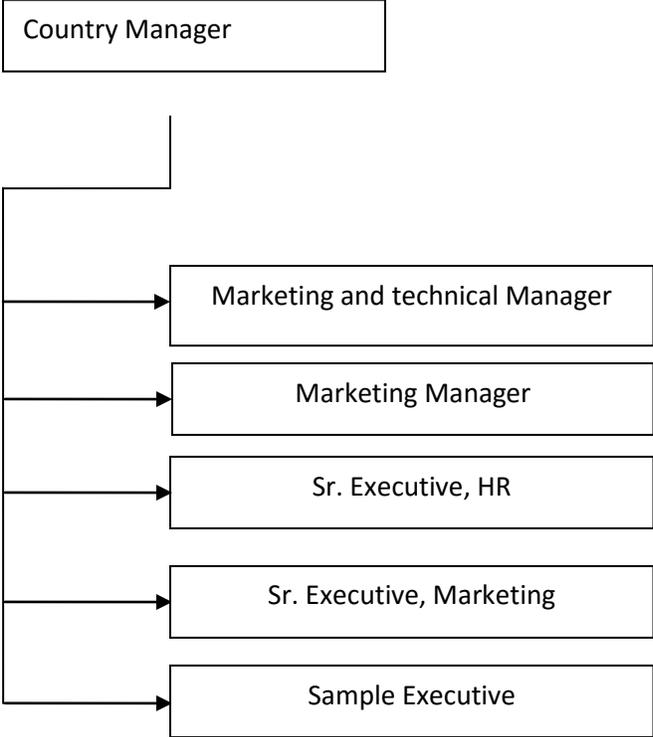
They want to be more and more attentive and flexible in achieving effective manufacturing, through prudent sourcing, strict quality control, better value and an effective logistics support for on time delivery.

Their main vision is to enhance existing relationships with their customers based on honesty, trust, integrity and fair business. To facilitate their high level and work with the world's leading apparel brands by providing high quality services as best solution to them.

**3.3.DEPARTMENT PROFILE**

The organization mainly emphasized on marketing department. They have only two Sr. Executive (HR), working under Marketing and technical Manager.

**ORGANIZATION CHART**



Besides the above designation, they also have Driver, Cook, Cleaner and Security Guard. There are 20 employees working for the branch office Yangtze River Textile.

# **4. EMPLOYEE MOTIVATION PROCESS**

#### **4.1. Employee Motivation**

Yangtze River Textile ensures employees about Sales Bonus, Profit Bonus, Motivational Family Tour, Motivational Marketing tour. Besides these they have some other company policies to motivate their employees to get their highest effort towards achieving organizations goals and targets. Those motivational policies are given below:

##### **Sales Bonus:**

The company is supposed to pay Sales Bonus to employee if they can meet their targets.

##### **Profit Bonus:**

Employee will receive profit bonus if they can achieve prefixed sales target.

##### **Motivational Family Tour:**

Employees get opportunity to go to tour at China or Maldives or Europe every year with their spouse.

##### **Motivational Marketing Tour:**

Employees also enjoy motivational marketing tour at different tourism spots in the country.

##### **Healthy Food:**

Yangtze River Textile also provides their employees healthy breakfast and lunch cooked by their own cook.

##### **FDB:**

FDB refers full duty bonus. If any employee comes to office regularly and in time, he or she will get FDB.

##### **Insurance:**

Yangtze River Textile provides health insurance to its employees.

##### **Nice Working Environment:**

The corporate office of Yangtze River Textile is situated at Nikunja 1, Dhaka. It is a nice three storied, air conditioned building with a nice garden at the rooftop.

### **Performance Appraisal System:**

They have fixed standard of performance. Each employee need to meet their target. Who can exceed the required target will get bonus.

### **Employee Empowerment:**

The employees of Yangtze River Textile enjoy freedom, until their attitudes harms company's image.

Monetary benefits are calculated according to their MOU with the head company Haitian Group. MOU and the Monetary Benefits declared by the company is given bellow:

### **4.2. MOU**

MOU stands for Memorandum of Understanding. MOU is a formal agreement between Haitian Group and Yangtze River Textile. This MOU is not legally binding but it carry a degree of seriousness and mutual respect between the Head Office and the Branch office in different region, stronger than a gentlemen's agreement.

Through this MOU Yangtze River Textile divide their employees into three teams to execute all tasks. Each team is responsible to execute their responsibility perfectly. MOU clearly states their responsibilities. It also states their bonus and benefits based on their performance as follows:

### **Act1:**

Yangtze River declared two marketing teams and one admin team

Team 1: Marketing 1: Sales target for this team fixed as 1,17,000 yds/per month which will effect from January, 2016.

Team 2: Marketing 2: Sales target for this team 1,17,000yds. And quantity finish within this value will be considered as 100% sales finish & salary, bonus will calculated accordingly which will effective from January' 16.

Team 3: Admin: This team is responsible for communication and active administrative work.

**Act2:**

All marketing responsible salary related to their performance as 50% fixed of basic salary & balance 50% to be paid as per below calculation individually.

Example:

Basic Salary : 10,000 tk/ Month

Fixed Amount (F) : 5000 tk/Month

Performance amount (P) : 5000 tk/Month

Sales Target (T) : 170,000yds/Month

Quantity finished (Q) : 100,000yds

Salary for that month will be :  $= ((F+P(Q/T))= ((5000+5000(100,000/170,000))$

**Act3:**

All Marketing professionals month wise bonus related on sales target & to be paid team wise as follows and each team member will share amount equally.

Example:

Sales Target (T) : 170,000yds

If Quantity Finished (Q) : 170,000yds  
Bonus will be :  
Quantity within 170k :  $= (Q/T*Q)=(170/170*170)=170k$   
Quantity over 170k :  $=T+(Actual\ qty - 170k)*1.5=actual\ tk.$

**Act4:**

10-12% of total amount will be deducted from each team as for office administrative 6-8% and assistant work 2-4%. And sales bonus payment will be paid for 3 months at time every year (January/April/July/October). Amount will be calculated as per above formula. This flexible percentage of bonus will be decided by the merchandising team according to the assistant worker's performance.

Each quarter bonus must be paid until this said quarter the transactions have all the payments matured and safely reached to the Head Company.

**Act5:**

Any payment delayed for 15 days from the date of maturity, that consignment will not be considered for bonus of any team, until special case considered by the Country Manager.

**Act6:**

As for the newcomer: 6 months will have probationary period. During this period He / She will be paid full basic salary. After passed this period successfully salary will be considered as per performance salary system & his bonus sharing from that respective team will start after successful completion of this period. If any newcomer can't able to meet his marketing requirement of this company within this 6 month, company may retrench him/ her without any bargaining.

**Act7:**

Company will bear insurance fee for individual employee after one year joined.

**Act8:**

Any employee doing negative work or behavior which will impact the interest of company, the management has the sole right to fire the said employee without any bonus payment. And if any employee decides to leave away/resign from the company, he/she is requested to report to the company at one month in advance. Pass over/ transfer his/her work to the others then he/she can get his/her salary, bonus according above valuations and leave away from the company.

**Act9:**

If two teams can finish 6 million yards per year, marketing team members and administrative (communication) members can enjoy one basic tourism trip China/ Maldives / Europe (one of three) marketing members can bring their spouse together.

## **5. Findings and recommendations**

## **5.1. Findings**

The Yangtze River Textile does not have a well defined organization structure, but have a young and motivated group of employees who divided themselves into small team so that they could take responsibilities of different functional tasks of the company.

The employees are really motivated by the management. The employees are satisfied with the present incentive plan of the company. They enjoy much freedom, when need to take decision. Most of the workers agreed that the company is eager in recognizing and acknowledging their work. The study reveals that there is a good relationship exists among employees.

The company is providing good safety measures for ensuring the employees safety. They have fire extinguish, escape stair, air conditioned rooms. The working environment is very good.

The employees of the organization are agreed to the fact that performance appraisal activities and support from the coworkers is helpful to be motivated.

The incentives and other benefits will influence the performance of the employees.

## **5.2. Recommendations**

Most of the employees of Yangtze River Textile agree that they would appreciate if they get the weekend in Friday rather than to enjoy it at Sunday. As in our country most of the organization set Friday as weekend, most of our family programs and social programs are take place at Friday. As well as their spouse and other relatives enjoy their weekend at Friday, so if the employees of the organization also get same day as weekend they would enjoy time together.

Employees at the Yangtze River Textile do not enjoy any casual leave or sick leave; if necessary they need to take leave without pay. Employee wants to enjoy some casual leave with pay, as well as some earned leave.

Employees will be more motivated if they get some sort of job security. Better carrier development opportunities could be given to the employees for their improvement.

There could be little bit flexibility about in time of employee, as they get deduction from their salary if they late even for a while.

### **5.3. CONCLUSION**

The report concludes that, the motivational program procedure in Yangtze River Textile is found effective but not highly effective. The study on employee motivation highlighted so many factors which will help to motivate the employees. The study helped to findings which were related with employee motivational programs which are provided in the organization.

The standard of performance really plays a major role in motivating the employees of the organization. It is a major factor that makes an employee feels good in his work and results in his satisfaction too. The organization can still concentrate on specific areas which are evolved from this study in order to make the motivational programs more effective. Only if the employees are properly motivated- they work well and only if they work well the organization is going to benefit out it. Steps should be taken to improve the motivational programs procedure in the future. The suggestions of this report may help in this direction.

## References:

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## Books & Articles

1. Decenzo, A. Robbins, S.P. 2002. *Human resource management*, 7th ed. New York : John Wiley & Sons.
2. Raymond A. Noe, *Employee Training and Development* (3<sup>rd</sup> edition)
3. J.A. Mellow, Thompson, *Strategic Human Resource Management* (2<sup>nd</sup> edition)
4. B Hiriyappa, *Management of Motivation and Its Theories*

## Others:

1. Class lectures
2. Official documents shared by the supervisor
3. Organizational Documents
4. Personal Interviews with Employees