



## WORK PLACE MOTIVATION AMONG WOMEN PROFESSIONALS WORKING IN HEALTH SECTOR IN COIMBATORE

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### **Abstract**

*Women equally perform tasks as efficiently as men and play a vital role for the growth of our economy and our country and are proving that they are the backbone of our nation. Women development was one of the main aims of planning process in India. There has been a considerable increase in the plan lay out in the past six decades to meet the important needs of women. There was a transition from welfare oriented approach to development and empowerment beginning in First Five Year Plan with respect to consecutive Five Year Plans. The Planning Commission has identified three major areas for the development of women including education, health and welfare. There has been a continuous thrust given to women's education in all the five year plans. One of the important aspects to energise the behaviour of people is termed as motivation which helps individual in directing towards a goal. Work place motivation is the relevant factor influencing the quality and content of work related outcomes in the organisation. Employee performance can be achieved at required amounts if the organisation sets goals which are motivating the individuals (Mendonca, 1994) shows the importance of motivation. This study was conducted among the women professionals working in health sector in Coimbatore. The researcher adopted purposive sampling method to collect data among 60 women professionals in Coimbatore. The study aims to find out the level of motivation among women professionals and its relationship with personal factors.*

**Key Words: Motivation, Women professionals, Work place, Performance.**

### **Introduction**

The growth of women was one of the main aim of planning process in India. There was a transition from welfare oriented approach to development and empowerment beginning with First Five Year Plan with respect to consecutive Five Year Plans. The behaviour of the people is energised by the process of motivation, that too for women who face many either related to work or other pressures are very much in need to get motivated. Women get opportunities in almost all the areas wherein men work. Still there are many factors such as gender bias, domination, work place inequality, sexual harassment, which halter their progress. In many a cases a woman has to play dual role of managing home and managing work which puts them in more stressful situation making it difficult to strike a balance between them. In spite of all these challenges women excel in lot of fields and it paves way to find out what motivates them.

### **Motivation**

Motivation is the process of creating organisational conditions which will impel employees to strive to attain company's goals (Hodgetts). Motivation is an unending or continuous process which concerns with whole of the individual as it is a psychological fact. Positive way of motivation in organisation implies the use of incentives, rewards, promotions etc., and the negative way of motivation in organisation means giving penalties and punishments etc.,

### **Importance of motivation in organisation**

Motivation is an essential part of organisation as it results in increased production and productivity of the organisation. This is because it helps to increase efficiency of the employees. Motivation influences the willingness of people to work and the willingness to come from within. This creates a need and desire on the part of the workman to present better performance. Labour problems such as turnover, absenteeism, grievances, indiscipline can be considerably reduced by proper motivation which helps to build good relations. It is the basis of cooperation to get the best results out of the efforts of the men on the work. Employee motivation in the organisation helps to improve their skill and knowledge in their areas so that they can contribute to the progress of the organisation. This helps in building human relations by giving importance to workers in decision making activities of the organisation.

### **Objectives**

- i) To study the socio demographic profile of the respondents*
- ii) To know the level of motivation among the women professionals working in health sector*
- iii) To find out the association between the demographic variables and the work place motivation*

### **Methodology**

Descriptive research design was adopted as it describes the characteristics of the study. Purposive sampling technique was used to select the sample frame of the study. The study was conducted among 60 women professionals working health sectors



including hospitals and clinics in Coimbatore. The data was collected by using job motivation scale prepared by Sulthamamdmaiju (1997). It is a five point likert scale consisting of 29 items in which all the items are positive. It includes factors like promotion, satisfaction, recognition, status and social interaction, securities etc., the likert scale starts from the ranges of very much satisfied to very much dissatisfied. The reliability of the scale was found to be 0.91.

### Findings

Half of the respondents (50.6 per cent) belong to the age group of 31 - 40 years. Nearly 3/4<sup>th</sup> of the respondents i.e. 73.2 per cent belong to the category administrative officers. A little more than half of the respondents 52.1 per cent are married. More than one fourth of the respondents have completed their under graduation. Slightly lower than half i.e.49.4 per cent of the respondents income was Rs.15000 and above. More than half of the respondents i.e.60.8 per cent were residing within city limits. Around 37 per cent of the respondents have two wheelers and 8 percent of the respondents have cars. To examine the association between the demographic variables and the level of motivation chi square test was applied and the finding implies that there is no significant association between the educational qualification and the level of motivation. There is no significant association between the salary of the respondents and the level of motivation. It was also found that there is no significant relationship between nature of job and the level of motivation. Motivation level of the women professionals was found to be moderate.

### Social Work Intervention

Social case work is to be practiced by the agencies to primarily help the women to attain the fullest degree of personal development. The practice of case work among the women helps them to attain a higher position in life. Engaging women professionals in group activities like arts and crafts, skill development program, discussion of problems of politics, social problems helps them to cope more effectively in the problem situation if any. Group work helps the women professionals to build up their relations in the groups. As the individual in the group engages in social group work process, the individual learns from the group and also find ways and means for his own problems.

### Conclusion

In this study the researcher has made an attempt to identify the motivational level of the women professionals employed in the health sector in Coimbatore. The level of motivation among the women professionals is found to be only moderate level. The hospitals should focus on lot of development opportunities for the women professionals and further to enhance their skills and knowledge through proper training and guidance for improving their level of motivation.

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