AN EMPIRICAL STUDY OF MOTIVATIONAL FACTORS AND LABOUR PRODUCTIVITY

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ABSTRACT

The objective of the paper is to analyse the impact of motivational factors on the productivity of labour in the Handicrafts & Cottage Industries of Odisha, India. A number of motivational factors are there to boost up the productivity of labour in industrial sector. The study is based on primary data collected from 300 labourers (Male = 180, Female = 120), randomly selected in 10 handicrafts & cottage industries of Odisha, India through questionnaire with open and close ended questions using Likert’s five-point scale. There is no doubt about the direct and positive relationship between motivational factors and labour productivity level. In the state of Odisha, the handicraft and cottage industries are facing low level of growth only due to low labour productivity. In almost every section i.e. human resource policy, allowances, and labour welfare measures and in job interest and involvement, we may observe that labours are dissatisfied or discouraged.

KEYWORDS: Labour Productivity, Motivation, Allowance, Promotion, Education & Training