

**“A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON
MOTIVATIONAL LEVEL OF EMPLOYEES WITH REFERENCE TO
DUROFLEX PVT LTD, BANGALORE”**

Submitted by

YUVRAJ B N

USN: - 4AL21BA110

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

**In partial fulfilment of the requirements for the award of the
degree of**

MASTER OF BUSINESS ADMINISTRATION



Under the guidance of

INTERNAL GUIDE

Mr. Prajwal B K

Assistant professor

PG Department of

Business Administration, AIET, Mijar

EXTERNAL GUIDE

Pooja Nagraj

Assistant Manager HR

at Duroflex Pvt. Ltd.



**PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.**

SEPTEMBER 2023



Great Sleep. Great Health.

Duroflex Private Limited.
PUF Factory

No.30/6, Hosur Rd, nr. Trident Tech Park,
Muneswara Nagar, Sector 6, HSR Layout,
Bengaluru, Karnataka 560068
P 060-29785510 20, 30
E duroflexpuf@durotexworld.com
W www.duroflexworld.com
CIN U38104KL 1981P70003447

REF: DPLK/PERS/GEN/2023.


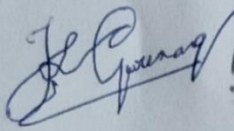
DATE: 12.07.2023

This is to certify that **Mr. Yuvraj BN, USN 4AL21BA110**, MBA student of Alva's Institute of Engineering and Technology, Mijar has successfully completed his Project Report from **20th April 2023 to 24th May 2023** in our company on the topic of "A Study On Effectiveness Of Reward System On Motivational Level Of Employees With Reference To Duroflex Pvt Ltd, Bangalore" as a partial fulfilment of MBA Course as prescribed by Visvesvaraya Technological University, Belagavi

During the period of his training with us, he had been exposed to different process was found hardworking and inquisitive. His performance was good towards completion of Project.

We wish his success for all his future endeavour.
Yours faithfully,

For Duroflex Pvt Ltd

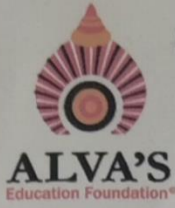


Authorized Signatory.

Registered Office Duroflex Private Limited, PB 3808, Chungom Aleppey 888011 Kerala Ph: 0477 2240300/399 Fax 0477 2251217

www.duroflexworld.com

MATTRESSES | PILLOWS | BED LINEN



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi


Approved by AICTE, New Delhi & Recognised by Government of Karnataka

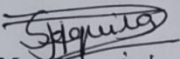
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **YUVRAJ B N** bearing **USN 4AL21BA110** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON MOTIVATIONAL LEVEL OF EMPLOYEES WITH REFERENCE TO DUROFLEX PVT LTD., BANGALORE"** is prepared by him under the guidance of **Mr. Prajwal B K**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Signature of Internal Guide


Mrs. Priya Sequeira
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar. MOODBIDRI - 574 225, D.K

Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India

08258-262724 (O), 262725 (P)

principalaiet08@gmail.com

www.aiet.org.in

DECLARATION

I, **YUVRAJ B N**, hereby declare that the Project report entitled "**A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON MOTIVATIONAL LEVEL OF EMPLOYEES WITH REFERENCE TO DUROFLEX PVT LTD, BANGALORE**" prepared by me under the guidance of Mr. Prajwal B K, faculty of M.B.A Department, Alva's Institute of Engineering & Technology, and external assistance by Pooja Nagraj Assistant Manager HR at Duroflex Pvt. Ltd, Bangalore.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: majal

Date: 02-09-2023

yuvraj BN
Signature of the Student

AKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide Mr. Prajwal B K, Assistant professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodubidire.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

TABLE OF CONTENTS

SL. NO	CHAPTER	PAGE NO
CHAPTER 1	INTRODUCTION AND ORGANISATION PROFILE ON KMF CATTLE FEED	1-15
	INTRODUCTION ON INDUSTRY	2
	INDUSTRIAL PROFILE	2-3
	INTRODUCTION ON ORGANIZATION	3-6
	ORGANIZATION PROFILE	7-11
	VISION, MISSION	12
	SWAT ANALYSIS	13-15
CHAPTER 2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	16-22
	THEORETICAL BACKGROUND OF THE STUDY	16
	LITERATURE REVIEW	17-22
CHAPTER 3	RESEARCH DESIGN	23-26
	STATEMENT OF THE PROBLEM	24
	OBJECTIVES	24
	SCOPE OF THE STUDY	25
	NEED OF THE STUDY	26
	RESEARCH METHODOLOGY	26-27
CHAPTER 4	ANALYSIS AND INTERPRETATION	27-45
	SURVEY RESPONSES AND INTERPRETATION	28-42
	CHI SQUARE ANALYSIS AND INTERPRETATION	43-45
CHAPTER 5	FINDINGS, SUGGESTION AND CONCLUSION	46-48
	BIBLIOGRAPHY	
	ANNEXURE	

LIST OF TABLES

Table no.	Table title	Page no.
4.1	Table showing current work task	30
4.2	Table showing the motivational level of employees	31
4.3	Table showing rewards earned for achievements	32
4.4	Table showing performance without rewards	33
4.5	Table showing rewards importance to exceed goals	34
4.6	Table showing rewards having positive effect on work atmosphere	35
4.7	Table showing rewards motivates to perform well in job	36
4.8	Table showing equal distribution of rewards	37
4.9	Table showing rewards matching work efforts	38
4.10	Table showing satisfaction on quality and quantity of rewards	39
4.11	Table showing increase of work efforts to gain more rewards	40
4.12	Table showing employees work more in team in order to gain more rewards	41
4.13	Table showing reward system only way to increase employees motivation	42

LIST OF GRAPHS

Graph no.	Graph title	Page no.
4.1	Graph showing work task	30
4.2	Graph showing the motivational level of employees	31
4.3	Graph showing rewards earned for achievements	32
4.4	Graph showing performance without rewards	33
4.5	Graph showing rewards importance to exceed goals	34
4.6	Graph showing rewards having positive effect on work atmosphere	35
4.7	Graph showing rewards motivates to perform well in job	36
4.8	Graph showing equal distribution of rewards	37
4.9	Graph showing rewards matching work efforts	38
4.10	Graph showing satisfaction on quality and quantity of rewards	39
4.11	Graph showing increase of work efforts to gain more rewards	40
4.12	Graph showing employees work more in team in order to gain more rewards	41
4.13	Graph showing reward system only way to increase employees motivation	42

EXECUTIVE SUMMARY

This study delves into the effectiveness of the reward system in augmenting the motivational levels of employees, with specific focus on Duroflex Pvt Ltd, located in Bangalore. Motivation is a pivotal factor in organizational success, as it directly impacts employee engagement, productivity, and overall job satisfaction. Recognizing and rewarding employees for their contributions is a well-established practice in contemporary human resource management.

The research methodology involved a comprehensive survey of Duroflex employees, encompassing various departments and hierarchical levels within the organization. Additionally, in-depth interviews were conducted with key stakeholders, including management and HR personnel, to gain valuable insights into the existing reward system and its perceived impact on employee motivation.

The findings of this study indicate a positive correlation between the effectiveness of the reward system and the motivational levels of employees at Duroflex Pvt Ltd. Employees who reported higher levels of satisfaction with the rewards offered by the organization also exhibited increased levels of motivation, as reflected in their job performance and overall commitment to the company. Then it contains bibliography which is about the various journals I have studied, and the questionnaires. The source of data referenced here is primary data by using questionnaires which is collected from the business workers and secondary data which refers to website.

The study provides valuable insights into the pivotal role of a well-designed reward system in enhancing the motivational levels of employees at Duroflex Pvt Ltd, Bangalore. The findings serve as a foundation for recommendations aimed at optimizing the existing reward framework, ultimately contributing to a more engaged, productive, and satisfied workforce. This research also offers a broader framework that other organizations can consider when evaluating and refining their own reward systems to foster a motivated and high-performing workforce.