

ABSTRACT

In India the processes of liberalization and globalization have set in since the early 1990s. During the last one and half decades the Indian economy witnessed rapid growth due to the encouraging policy decisions and rising capital inflows. It also led to the usage of the latest technology in communication, information, manufacturing and other sectors. This has increased the need for knowledgeable and motivated workforce, as important drivers for growth.

The general objectives of the study are to investigate the place and role of motivation in increasing the productivity of both organization and employees. To examine the motivational level of public and private sector banks' employees. To find out which motivational factors are important for public and private sector banks' employees. To find out job satisfaction level of public and private sector banks' employees. To find out what role does job security and training plays in motivating the employees of public and private sector banks'. To analyze the impact of work environment on the motivational level of public and private sector banks' employees. To establish the effect of monetary incentives on the motivational level of public and private sector banks' employees. To establish the effect of non-monetary incentives on the motivational level of public and private sector banks' employees.

In the chapterisation of thesis; the thesis has been divided into five chapters- The first chapter titled "Introduction of the Study" covers the background of the problem, research problem, scope and significance of the study, objectives of the study and the framework of motivation

and banking sector in India. Chapter II entitled “Review of Literature” included the review and the research gap on which the main reason of this research lies upon. In the III chapter entitled “Research Methodology” the researcher included the research design, statistical techniques used in the study, data collection tools, sampling size and sampling methods. The IV chapter entitled “Data Analysis and Interpretation” concluded the analysis of data collected its interpretations and calculations. In the final and V chapter “Conclusions and future prospects” briefly concluded the entire study and portrayed its findings and future prospects.

In this study, Area sampling is used in combination with convenience sampling so as to collect the data from bank employees of Meerut district to increase reliability. The Sample used in the Study: Private Sector Banks- 150 Employees, Public Sector Banks- 150 Employees
Total number of Employee- 300

From the research study, the researcher has reached to the conclusion that for public sector bank employees and private sector bank employees, different motivational factors and variables holds different position. The findings of the study concluded that the motivation of bank officers is significantly dependent upon their compensation package, fringe benefits, relationship with co-workers, effective communication and many more factors. Public bank employees are found comparatively more satisfied than those from private sector bank employees as they enjoy better salary, better fringe benefits, better

monetary and non monetary benefits and are more secured about their job.

On the other hand, work environment of the private sector banks wins the race as they have better facilities, participated more in the decision making, communication is more effective. Whereas, public sector banks lack in keeping good working environment which leads to lower workplace motivation. The study shows that the employees of private sector banks are satisfied with respect to their relationship with co-workers and management as compared to the employees of public sector banks.

The study also revealed that the employees of private sector banks are more satisfied with their participation in decision making in comparison with public sector banks. Employees of private sector banks are satisfied with the advancement and autonomy associated with their job in comparison with the employees of public sector banks. The employees of public sector banks feel more secured about their job which motivates them to perform better. Work life balance is maintained by the employees of public sector employees more as compare to private sector banks. Employee assistance programme, career counseling and career development plans also holds a vital position in motivating the employees. Factors like performance appraisal, promotion opportunities and non-monetary incentives are equally important for both public and private sector bank employees.