

## **CERTIFICATE**

This is to certify that the Project Report titled FACTORS DESIRABLE TO MOTIVATE EMPLOYEES IN IT SECTOR is a bonafide work carried out by Ms. Chandni Gupta of MBA 2014-16 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

Seal of Head

Place:

Date:

## **DECLARATION**

I, Chandni Gupta, student of MBA 2014-16 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Project Dissertation on FACTORS DESIRABLE TO MOTIVATE EMPLOYEES submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Chandni Gupta

Place:

Date:

## ACKNOWLEDGEMENT

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## **ABSTRACT**

Today inspiring employees or motivating them requires much more than old fashioned carrot and stick approach. Today's managers need to understand why employees are working and what rewards, benefits or change in strategies would have an effect on them.

The main aim of this study was to come up with the factors associated with employee motivation. This study also gives a glimpse over the the direct as well as indirect associations of an employee to the organization and how well this association should be there so that the employee is able to deliver his 100%.

The data collected was both primary and secondary from trusted sources and the analysis was done on the basis of it only to know the factors associated with employee motivation and how these strategies could be used up by the organization to build up a team where each and every employee is happy to work with each other and also satisfied with the work at the same time.

This study will help the organizations to understand the views of employee and to use up these ways to increase the efficiency and effectiveness of the employees.

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