



A STUDY ON RELATIONSHIP BETWEEN THE PERFORMANCE APPRAISAL AND PRODUCTIVITY IN AN ORGANISATION

Dr. Smita Dron, Assistant Professor, STEP-HBTI, Kanpur and Dr. Rashi Saxena, Assistant Professor, STEP-HBTI, Kanpur.

Abstract: This study explores the relationship between the performance appraisal and productivity in an organization. The evaluation of employees performance is performed by important tool in HR call as performance appraisal it serves to highlight the specific objectives of the organization. Where as productivity serves as an important measurements of goal achievements of the organization. the appraisal is performs by the organization to reward the best performing employees. This paper is based on how to enhance the employee productivity by appraising them effectively.

Introduction: Performance Appraisal is the regular assessment of the employees performance to understand the skills and abilities of an individual for further growth and development. It evaluates the skills, growth, achievement or failure of the employees. The performance is being measured in terms of job knowledge quality initiatives , leadership skills supervision, coordination, promotions, pay hike, bonuses etc. Here is a list of different traditional methods which can be used for employee performance appraisal: there are various methods of performance appraisal in an organization like rating scale , checklist methods, forced choice methods, critical incident methods, field review methods etc. Productivity is used to understand the productivity is can be understood by the word produce..Productivity explain the concept of the output, i.e. what is produced. performance can be done on the bases of quantitative and qualitative.

OBJECTIVES :

- To study the effectiveness of performance appraisal in an organization.
- To study the Performance appraisal activities to increase productivity of the employees.
- To study the suggestive measures for improvement of performance appraisal process in organization.

RESEARCH DESIGN AND METHODOLOGY

Research Design is Descriptive in nature. Primary Data was collected with the help of a structured questionnaire. The questionnaires were administered to approx 60 respondents.

The questionnaire has been designed and used to collect the needed primary data.

To fulfill aforesaid objective of the study, the information gathered from the primary as well as secondary sources.

Research design:**Primary and Secondary data collection:****Technique of data collection:**

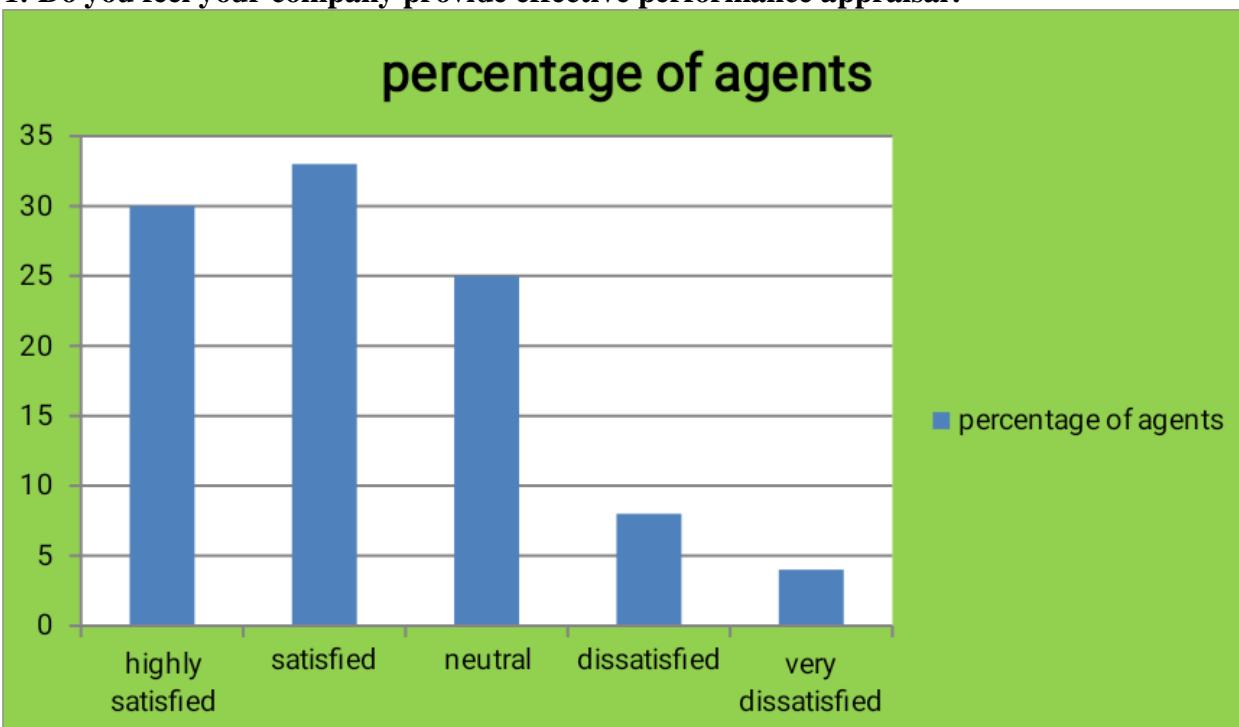
Close ended questions were used.

Sources of Data: 60

The sample size selected for the study is 60 respondents. Sampling population- random

Sample Size:**Sampling Techniques:**

Sampling technique is probability sampling (simple random sampling). Data on the various aspects directly and indirectly related to the investigation were gathered through questionnaires to the respondents. The questions are necessary to ensure the reliability of the information. The questions were simple to understand so that information can be collected from various respondents easily. It should be seen that parties are not biased or prejudiced and are mentally sound.

DATA ANALYSIS & INTERPRETATION**1. Do you feel your company provide effective performance appraisal?****Interpretation-**

Through the observation result shows that there are 30% agents who are highly satisfied and 33% agents are satisfied with effective performance appraisal which are provided by company, 25% agents showed neutral results, 8% agents are dissatisfied and 4% agents are highly dissatisfied.

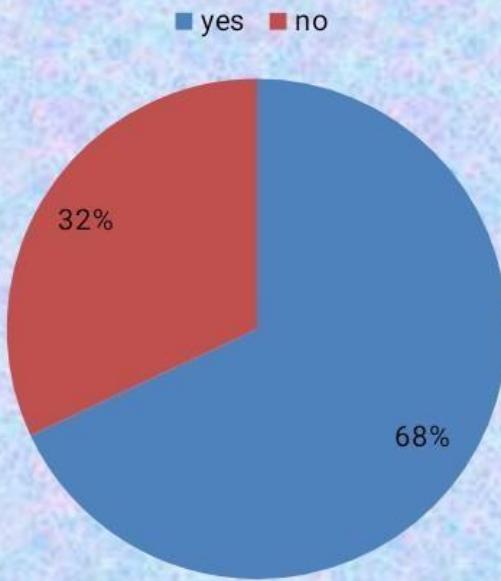
2. Does the Performance appraisal activities are helpful to get motivated and also help to increase productivity?

INTERPRETATION: Result shows that 45% of agents are strongly agree, 33% are agree, 18% are neutral and rest of the agents are somehow not feel that performance appraisal help in motivating and increasing productivity.

3. Do your company organize any motivational talks, Seminars or any management people meet to motivate their agents?**Interpretation-**

In this chart we observe that there are 68 % agents in life insurance who are agree that their organization organize seminars and motivational talks but 32 % agents don't agree with this factor of motivation.

percentage of agents for seminars motivational talks



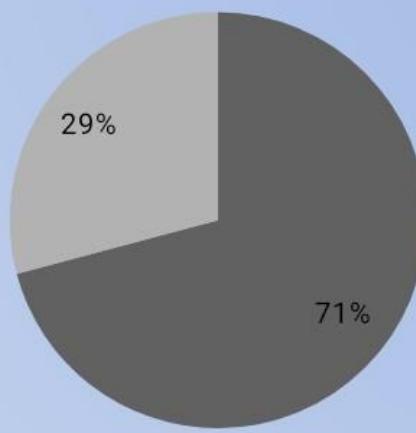
4. Do you think that the incentives and other benefits will influence your performance?

Interpretation-

The question is about the does the incentives affect the productivity of employee so 71% agents were there who says that incentive and other benefit influence their performance but 29% agents are in favor of does not influence. So most of the people feels that incentives affect the productivity of agents in life insurance sector.

does the productivity influences by the incentives

■ influence ■ does not influence



FINDINGS

This study also reveals that most of the company have better promotion tools for increasing the productivity of an organization.

This study find that effective performance appraisal affects the productivity.

Performance appraisal activities are helpful to get motivated and also help to increase productivity and effectiveness.

The incentives and other benefits will influence the performance of the employees.

Motivational talks, Seminars or any management people meet to motivate their employees which result to increase the productivity of the employees.

CONCLUSION

The study conclude that there were lots of incentives and opportunities in an organisation. through which be give more productive results. The study corelate relationship between performance appraisal and productivity in an organization. The study was conducted among 60 employees and collected information through structured questionnaire. The study helped to find those motivational factor which influence the productivity of the employees.

The performance appraisal activities really play a important role in motivating the employees of the organization. It is a major factor that makes an employees feels good in his work and results in his satisfaction too. The organization can still concentrate on specific areas which are evolved from this study in order to make the motivational programs more effective. And more productive. Only if the employees are properly motivated- they work properly and only if they work well the organization is going to benefit out it.

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