"A STUDY ON LEADERSHIP STRATEGIES TO MOTIVATE EMPLOYEES AND IMPROVE PERFORMANCE AT SHRI PRANAV TEXTILE PRIVATE LIMITED, MUSIRI"

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Abstract
This study explores the impact of leaderships trategies on employee motivation and over all organizational performance at Shri Pranav Textile Private Limited in Musiri.Inthe context of the competitive textile industry, effective leadership is critical for enhancing productivity, employee engagement, and sustainable growth. The research focuses on various leadership behaviors such as communication, support, recognition, inclusive decision-making, and innovation encouragement. Data was collected using structured questionnaires from 125 employees and analyzed using a five-point Likert scale. Results revealed that most employees perceive leadership practices positively, particularly in fostering innovation, boosting motivation, and aligning team efforts with organizational objectives. Despite some limitations,such as the study's scope,the findings empha size the value of transformational and supportive leadership in increasing work force performance. The study recommends enhancing leadership development programs and promoting inclusive practices to improve employee outcomes. These insights can serve as a useful guide for similar firms in the textile sector.

Keywords: Leadership strategies, employee engagement, organizational performance, textile sector, transformational leadership, inclusive leadership, Shri Pranav Textile, Musiri, motivation, workforce development.

Introduction
Leadership is essential to the success of any organization. In an ever-changing and competitive business landscape, the ability of leaders to effectively energize their employees has become a crucial element in reaching organizational objectives.Motivation boosts employee involvement, lowers turnover rates, and enhances productivity all of which directly lead to the success of the organization. Therefore, strategic leadership involves not only giving commands;iten compasses inspiring,influencing, and unlocking the full capabilities of human resources. The following discussion examines key leadership techniques aim edat motivating employees and a ligning them with the organization's vision and objectives.

Leadership is vital for motivating employees in any organization. An effective leader not only directs the team towards accomplishing objectives but also inspires and energizes individuals to perform at their peak. When leaders communicate the organization's goals effectively and align employee tasks with that vision,it provides asense of purpose,which can greatly enhance motivation.

Trust and healthy relationships are also essential for motivating employees. Leaders who are transparent, supportive, and consistent in their actions foster trust among their team members. This trust cultivates a positive work atmosphere where employees feel secure, valued,and encouraged to fully contribute.Additionally,recognition is a significant factor in enhancing motivation. Leaders who routinely appreciate and acknowledge their employees' efforts contribute to a culture of positivity and engagement. Even minor acts of recognition can elevate an employee's sense of worth and dedication.

Allowing employees more autonomy and responsibility is another critical approach utilized by effective

leaders.When team members are entrusted to maked ecisionsand over see their tasks, it boosts their confidence and motivates them to take ownership of their work. Moreover, opportunities for professional advancement such as training, mentoring, and career growth further enhance motivation. Leaders who support their employees' aspirations demonstrate that they care about their long-term achievements.

Emotional intelligence is another crucial characteristic of motivating leaders.The ability to under stand and address employees' emotional need saids in forging strong connections and offering meaningful support, especially during tough times. Lastly, leaders who embody dedication, enthusiasm, and ethical behaviour serve as role models, inspiring similar qualities in their teams. When leaders maintain high standards, employees are more inclined to reflect those traits in their work.

Objectives of The Study
1. To explore leadership strategies that motivate and engage employees with inan organization.
2. To evaluate how leadership influences employee performance and motivation.
3. To determinethe role of leadership in fulfill in gorganizational objectives.
4. To study the relationship between various leadership styles and employee satisfaction.
5. To recommend suitable leadership practices that contribute to the sustained success of the organization.

Need For The Study
In the current competitive environment, organizations must sustain high employee morale and dedication to achieve long-term success. The textile sector, grappling with issues like high turnover rates, shortages of skills, and operational pressures, necessitates strong leadership practices to retain talent and ensure steady output.

This Study is Crucial for
1. Recognizing how leadership strategies impact employee motivation in real-time industrial contexts.
2. Providing practical suggestions for leadership enhancements in comparable textile operations.
3. Offering empirical evidence that aids HR and leadership planning with in textile manufacturing.

Scope of The Study
1. The study pertains to Shri Pranav Textile Private Limited, situatedin Musiri.
2. It looks at employees from various departments, such as production, quality control, and administration.
3. The research assesses 125 respondents,ensuring a valid representation of the workforce.
4. The findings can serve as a reference for other textile SMEs aiming to refine their leadership strategies.

Review of Literature
The existing literature regarding team performance enhancement has increasingly highlighted the essential role of leadership and employee engagement as key elements in cultivating a productive workplace. In this regard.

House and Mitchell (1974) stress the importance of adapting leadership styles to meet the needs of employees and the work setting,there by enhancing motivation and satisfaction. Servant leadership under scores the leader's primary role as serving others, focusing on the needs of employees and fostering their

growth. **Green leaf (1977)** pioneered this idea, emphasizing that servant leaders create a strong sense of community and collaborative decision-making, which leads to greater employee engagement and organizational success.

LMX theory suggests that leaders establish individualized relationships with each employee, which can affect motivation and performance. High-quality LMX relationships are characterized by mutual trust and respect, resulting in greater job satisfaction and organizational commitment **(Gerstner & Day, 1997**).

Transactional leadership centres on the exchanges between leaders and their followers,achieving compliance through the use of rewards and consequences.

Although this approach can be effective for reaching short-term objectives, it may fail to cultivate long-term motivation. **Bass (1985)** indicates that combining transactional leadership with transformational leadership can enhance employee motivation and overall performance.

Psychological safety denotes an environment where employees feel secure to take risks and share their ideas without fear of negative repercussions**. Edmondson(1999)** found that psychological safety is essential for fostering learning, innovation, and motivation within teams.

Ethical leadership is based on principles of respect, fairness, and integrity. **Brown and Trevino (2006)** contend that ethical leaders promote a positive organizational culture,which subs equently improves employee motivation and trust.Employees are more likely to feel motivated when they regard their leaders as ethical and fair. Authentic leadership emphasizes self-awareness, transparency, and ethical conduct.

According to Regoetal.(2013), authentic cleaders are linked to more committed and effective teams, as their sincere approach nurtures trust and motivation among employees.

(K Sonko,2018) investigates the difficulties faced by leadersin the insurance sector concerning employee performance,motivation,and retention.Heargues that leaders must recognize employees as vital assets and unders cores the importance of involving them in the pursuit of organizational objectives. The article empha sizes that with out strategic initiatives aimed at boosting employee satisfaction and performance,leaders will find it challenging to elevate their organizations and meet competitive pressures.

(K Sonko, 2018) endorses head option of effective leadership strategies, particularly transformational leadership, which he believes can profoundly motivate positive transformations among team members. Transformational leaders, noted for their energy and enthusiasm, prioritize the personal development of each team member, thereby nurturing an environment that favors shared success. This viewpoint highlights the importance of leadership dynamics in enhancing team performance, suggesting that a well-engaged work force, supported by effective leadership,is vital for achieving organizational aims.

The findings presented by **(KSonko,2018)** establisha foundational comprehension of how focused leadership strategies can not only inspire employees but also propel overall organizational success.

In "Leadership Strategies to Improve Employee Performance in the Insurance Industry,"**(K Sonko, 2018)** examines the important link between leadership strategies and employee performance with in the insurance field.The article provides an extensive analysis of the challenges faced by company leaders in enhancing performance, motivation, and retention while simultaneously striving for financial viability.

Empowering leadership entails sharing authority with employees, boosting their motivation and performance.Ameta-analysis by **Hanbing Xueetal.(2022)** revealed that empowering leadership significantly enhances intrinsic motivation in employees, resulting in increased job satisfaction and commitment to the organization.

Shared leadership entails distributing leadership responsibilities across team members,encouraging collaboration and shared accountability.**Xiaosong Li(2023**) Points out that shared leadership can enhance job satisfaction,work engagement,and organizational commitment, contributing to better performance.

Research Methodology Introduction
The methodology of research is an essential part of any structured inquiry.It details the over all approach and techniques utilized to collect, analyze, and interpret data in order to meet the research aims.This study's methodology centers on evaluating the effectiveness of leadership strategies in inspiring employees and attaining organizational success at Shri Pranav Textile Private Limited, Musiri.

Research Design
The design of the research chosen for this study is descriptive innature. It seeks to systematically characterize the current leadership strategies, their impact on employee motivation, and the overall effect on organizational performance. The investigation looks into the existing circumstances and identifies relationships between leadership styles and employee satisfaction and productivity.

Sampling Technique
A simpler and om sampling technique has been employed for selecting participants. This approach ensures that every employee in the organization has an equal chance of being selected,thus minimizing bias and improving the reliability of the findings.

Sample Size
The total sample size for this study includes 125 participants, all of whom are employees from various departments of Shri Pranav Textile Private Limited.

Data Collection Methods
This Study Utilizes Both Primary And Secondary Data
Primary Data: Collected through a structured questionnairede signed arounda Five- Point Likert Scale, which ranges from Strongly Agree to Strongly Disagree. The questionnaire addresses are as including leadership behavior,motivation,satisfaction, and organizational outcomes.

Secondary Data: Acquired from company records, human resources documents, previous research, journals, and online databases.

Statistical Tool Sused For Analysis
To effectively interpret the gathered data, the following statistical tools have been utilized:

1. **Percentage Analysis:** To comprehend the distribution and responseten dencies among employees.
2. **Correlation Analysis**: To assess the strength and direction of the relationship between leadership styles and employee motivation/performance.
3. **Chi-SquareTest**: To investigate the association between categorical variable ssuch as leadership style and employee satisfaction.

Chi square Analysis: Experience of The Respondents Vs Leaders Actively Involve Employees In Decision-Making Processes

H0 (Null Hypothesis) = There Is No Significant Correlation Between The Respondents' Experience And The Active Involvement Of Employees In The Decision- Making Process.

H1 (Alternate Hypothesis) = There Is A Significant Correlation Between The Respondents' Experience And The Active Involvement Of Employees In The Decision- Making Process.

Experience	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Below-25	3.38	0.12	0.38	0.00	0.62	4.50
25-30	0.00	0.19	4.10	0.81	0.04	5.15
30-45	0.14	0.35	0.50	0.17	0.17	1.33
Above45	1.34	0.47	0.59	1.41	0.01	3.82
Total	4.86	1.13	5.58	2.40	0.83	14.79

Chi- Square Statistic $\chi^2 = \text{Sum of all } (O-E)^2/E = 15.56$ \chi^2=\text{Sum of all (O−E)²/E}= 15.56 $\chi^2 = \text{Sum of all } (O-E)^2/E = 14.79$.

Degrees of Freedom: $df = (r-1)(c-1) = (4-1)(5-1) = 12$

p- value	0.747	0.057

Sincep>0.05,the reisno significant correlation between Experience and decision-making. There fore, we do not reject the null hypothesis (H_0).

Inference
There is no statistically significant correlation between the respondents' experience and their feelings about being involved in decision-making processes. This indicates that leadership involvement in decision-making is not heavily influenced by an employee's tenure in the organization.

Conclusions
The research concludes that leadership plays an essential role in shaping workplace culture, boosting employee motivation, and enhancing overall organizational performance. A majority of respondents indicate that leaders in the organization effectively communicate the vision and goals, set a positive example, and remain approachable and receptive to feedback.This supportive and transparent leadership style significantly contributes to employee moral eandnurtures asense of belonging and trust through out the workforce.

Leadership practices, including recognizing achievements, promoting innovation, supporting development, and fostering initiative-taking, have favourably affected team productivity and employee satisfaction. Employees feel inspired to perform well and believe that leadership directly impacts the attainment of organizational goals and overall business performance. Nonetheless, while leadership effectiveness is evident, certain areas warrant improvement. Participation in decision-making processes remains limited, and the gender imbalance among employees highlights the necessity for more inclusive recruitment and engagement strategies. Furthermore, increasing the involvement of factory and workshop employees instrategic initiatives could strengthen team cohesion and performance.

The study also emphasizes that under the present leadership, the organization is on a steady growth trajectory. Leadership fosters adaptation to changes and cultivates a motivating atmosphere that aligns with the company's vision.

The organization gains from robust and effective leadership that motivates high performance, encourages innovation, and facilitates growth. To sustain and further advance this positive trend, leadership should continue to evolve by promoting inclusivity, fostering participation at all levels, and reinforcing developmental support, thereby creating a resilient and future-ready organizational culture.

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