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## **Motivational Strategies and Job Satisfaction: with Special Reference to Cardamom Planters in Kerala**

**Tresa E.A**

M. Com., B. Ed, M. Phil, Ph. D Scholar, Research Centre of Commerce, Fatima College, Madurai.

**Dr. A. I. Auxilia Felicitas**

M. Com., M. Phil., PhD., Associate Professor (Rtd), Research Centre of Commerce, Fatima College, Madurai

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### **ABSTRACT**

An organization benefits from having motivated workers because their success directly correlates with that of the company. Employee motivation is elusive, challenging to quantify, and very challenging to manage, but it is simple to facilitate when done correctly. It all comes down to focus, fervor, and persistence. Keralans live their lives around cardamom. The state has created a sizable industry around the spice as it is both India's largest producer and exporter of cardamom. Any nation's industrial growth depends, among other things, on a content labour force. A happy employee is generally one who is content with his job, according to a common saying. Because most people spend a large portion of their lives at work, job satisfaction is crucial. A satisfied employee is a content and happy human being, so job satisfaction also affects the employees' general quality of life. A worker who is extremely satisfied is in better physical and mental health. Worker satisfaction is significantly influenced by employee motivation. In order to emphasize the significance of cardamom planters' motivation in Kerala state, the current study was conducted.

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## INTRODUCTION

A company's success depends on its ability to motivate its employees. It's the degree of dedication, zeal, and vigour that a company's employees bring to the job each and every day. Without it, businesses experience decreased productivity, lower levels of output, and a higher likelihood that they will miss key objectives. Cardamom is a crop with significant economic value. The planters' decision to start a cardamom plantation is in some way motivated. Only a small portion of the tropical world is used for cardamom cultivation. India is the world's second-largest producer of cardamom. Although cardamom is in high demand. A type of action known as motivation induces a person to adopt a generally positive attitude towards his work, enabling him to complete it successfully. A motive is a driving force that prompts someone to act in a certain way in order to fulfil certain conditions. The key to managing things, labour, inputs, and the like is understanding stimulus. Since the beginning of time, India has produced nearly all of the world's

spice varieties. One of the significant crop groups grown in India is spices. Different regions of the nation have different types of spice cultivation, and these regions all contribute significantly to the nation's economy. The country continues to produce and export spices of one of the highest quality. Since the temperatures in hilly areas are generally lower in the winter and more moderate in the summer, the spices grown there are generally of higher quality. All forms of spices, including seeds, bark, bulbs, tubers, leaves, flowers, and powder, are used.

## RESEARCH OBJECTIVES

The present study associated with following objectives:

1. To know about the cardamom planters in the state of Kerala.
2. To concise the importance of work motivation for cardamom planters.

## REVIEWS OF RELATED LITERATURE

According to a summary by **R S, Lekshmi, and Rajamani, K. (2022)**, cardamom is a way of life in Kerala's Idukki district. The region has created a sizable industry around cardamom as both India's largest producer and exporter of the spice. The popularity of Idukki-grown cardamom has increased recently. The study aims to comprehend the demographic characteristics of the respondents, as well as their hopes and opportunities from the cardamom plantation. It also looks at the challenges faced in spice



cultivation, as well as the factors that restrict cardamom production, as well as the problems related to spice marketing and enhancing the current spice marketing system, and proposes solutions to improve the current state of spice cultivation. Data from the planters was gathered, and using various statistical methods, it was analysed. This study reveals the challenges, opportunities, and expectations associated with growing spices.

The Cardamom Zone was recently established in the Rural Municipality as part of the Prime Minister Agriculture Modernization Project, focusing on large cardamom development. **Shrestha, Srijana et al. (2020)** have summarised their study as a result. There were 454 large cardamom growers at the study site, and 80 of them were chosen at random. Household surveys, focus groups, key informant interviews, one-on-one observations, and other secondary sources were used to gather the data. Poor commercialization of large cardamom has occurred in the study area as a result of the high proportion of farmers with low and medium entrepreneurial behaviour and the low proportion of farmers with high entrepreneurial behaviour. Age had a negative and

significant impact on the entrepreneurial behaviour of large cardamom farmers, but their level of education, land ownership, extension involvement, financial motivation, knowledge of large cardamom farming, and area of large cardamom seeds cultivation did not. There is still room to grow the proportion of large cardamom farmers in the study area who exhibit high levels of entrepreneurial behaviour, but programmes should be created and carried out in accordance with those needs.

In a study published in **2019**, **Acharya, Mohan**, identifies the profitability of large-scale cardamom farming in Nepal as well as its status, strengths, and problems. Numerous reports and journal articles were consulted as secondary sources of information before drawing conclusions and summarizing them. In Nepal, the area and production of large cardamom are expanding daily, with the majority of the production being concentrated in four eastern districts. The B/C ratio of cardamom production ranges from 1.70 to 3.06, and large cardamom accounts for one-fifth of household income in Nepal's eastern hills. Major issues include middlemen, disease, and price fluctuation.

## **CARDAMOM PLANTERS IN THE STATE OF KERALA**

The Idukki hill district is well-known for its cardamom and pepper plantations, as the majority of people are aware. The planters and farmers in this area now enjoy a state of financial stability thanks to these spices, particularly cardamom. Cardamom cultivation, in contrast to other types, heavily relied on individual attention to the plant. Farmers claim that even a light touch to the plant will increase yield. The



plant will produce a larger crop the more you tend to it and keep it safe. Cardamom plantations gained popularity as a result of the fungus attacks that other cash crops had to endure. The crop cardamom has never caused a farmer to fail; there have been many occasions when there have been sharp price changes, but the farmers have never been put in a difficult situation. Idukki district's Kumily, Annavilasam, Vandanmedu, Nedumkandam, Udumbanchola, Shanthampara, and Poopara counties have extensive cardamom plantations. The Western Ghats' border belt includes all of the aforementioned locations.

Cardamom is a crop whose success is greatly influenced by the climate, and fortunately, Idukki, particularly areas near Kumily, has a climate that is ideal for growing the spice. And for that reason, Thekkady is home to numerous cardamom plantations. The weather is crucial for a cardamom plant because it needs between 18 and 23 degrees Celsius to flower and grow into a

crop. A few degrees higher or lower will prevent flowering. Beginning in June, the South West monsoon began to hit Kerala's coast. The rains brought water and made the land cool, which was perfect for growing cardamom.

The support provided by the Idukki cooperative societies and spices board has helped to maintain the large plantations there despite numerous small and large crises that the Idukki planters have faced over the years. The mediators and brokers used to take a sizable cut when selling the cardamom stock, so the farmers occasionally did not receive the true value for the labour invested in the cultivation. A decade ago, the spices board stepped in and resolved the issue by establishing an online cardamom auctioning system that allowed farmers and planters to bring their stock and keep it for auction. The Spices Park allows registered traders and buyers to participate in the auction, which increased transparency and provided the planter with a competitive price. The best cardamom is harvested during the monsoon, which is also when it is in season for harvest. Since this cash crop greatly increased the prosperity of their land in the hills, cardamom is regarded as a blessing by the people of Idukki.

### **IMPORTANCE OF WORK MOTIVATION FOR CARDAMOM PLANTERS**

Employee motivation is important for a number of reasons. primarily because it enables management to accomplish business objectives. Without a motivated workforce, businesses run the risk of being put in a very dangerous situation. Employee motivation is the secret to contented workers. Higher productivity results in higher revenue, and a happy workplace has higher productivity. Employee retention, empowerment, a positive work environment, and collaboration at the workplace are all indicators of high employee productivity. Today's employers do come up with a variety of employee



motivation strategies to foster collaboration, social connections, and workplace interaction. They also promote picnics, award ceremonies, gaze staff appraisals, and many other tactics, but we frequently overlook the fact that employee motivation is the most straightforward tactic. Employee motivation can be achieved through rewards, fun team outings, compliments, and points for exceptional work. The best method for increasing employee productivity and performance is to acknowledge and reward exceptional work. Kerala contributes the most cardamom to India's production, accounting for about 88 percent of the total. Even though Indian cardamom has a competitive advantage over its Guatemalan counterpart in terms of quality, the original farmers could not afford the high prices it occasionally fetched. The peculiarity of cardamom is that domestic production and demand are almost equal. Under normal circumstances, festival seasons in other nations, particularly in the Gulf, will command high prices. Again, during religious festivals and celebrations, domestic demand in North India will be very high. With the exception of unforeseen circumstances, demand appears to be stable; however, the weather in the major producing nations affects price and, consequently, the viability of the crop. The cardamom crop is very unusual in that it has high price volatility. The state of the supply is crucial in this regard. Given a more or less constant demand, the value of the crop on the domestic and global market is determined by the supply in the major producing nations. The profitability and future prospects of the cardamom economy are influenced by a number of important factors, including climatic conditions, pest-fungi attacks, fiscal and trade policies of the government. Growers in the study area reported that a major production issue was the lack of timely availability of planting materials; as a result, a government initiative on participatory excellence planting material production at the village level will facilitate an efficient supply of seedlings at the appropriate time. A high value of production will result from the government's proper support. Motivating elements must be effectively applied to the planters.

## CONCLUSION

Every country strives to increase its export volume in order to maintain a favourable balance of payments and trade, as well as to keep its currency competitive with those of other industrialized nations. India, one of the nations with rapid economic growth, is eager to increase her export volume. It is clear that India needs to make significant improvements in order to maintain a favourable trade balance, which can only be done by focusing on the areas where India can perform particularly well. The high-value exportable commodity cardamom has made a significant contribution to the rural people's household economy. As a result, it might be a better option in the short term for improving the socioeconomic situation of farmers. One of the economically viable and promising ventures for farmers, cardamom



farming is a highly lucrative and lucrative business. Although the district traders and the marketing channel are both effective, the main issue is the instability of the capsule price. Cardamom productivity in the district is primarily impacted by the number of active family members, farming season, location, cross-cultural interactions, variable cost, and depreciated fixed cost. If the large cardamom could be grown with more modern technologies while avoiding diseases and pathogens and with established marketing channels and destinations, this crop might be able to stop young people from leaving the hills for other countries in search of employment. One of the agricultural products with an export focus that can significantly increase India's foreign exchange reserves is cardamom. Since thousands of people in Kerala depend on the cardamom industry for their livelihood, including producers, domestic traders, exporters, and workers, scientific methods and techniques for efficient cardamom cultivation and marketing and their related products will be extremely helpful to Kerala's overall economic growth. Giving cardamom growers the proper support in the form of open marketing, subsidies, training programmes, etc. will increase the amount of cardamom that is planted and grown, which will improve the economic situation of both the planters and the nation.

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