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**Motivation as the key issue in human resource management (HRM): The agricultural graduates' perspective**

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Most agricultural graduates are employed in private and public sector organizations. They render services for organization as well as for their career development. Motivation is one of the most effective Human Resource Management (HRM) issues that help organizations to cope with changes while pursuing employees to work with maximum efficiency and with high job satisfaction. But most

organizations less adapt to motivation practices as key HRM issues. Therefore main objectives of study were to evaluate current HRM functions in private and public sector organizations in Agricultural graduates' perspectives, to identify key areas of HRM within organizations required to be developed to promote career of agricultural graduates, To measure importance of motivation as a key indicator to measure employees efficiency within organizations in order to ensure greater service and increase employees' satisfaction.

Sample was consisted of 100 agricultural graduates and they represented both private and public sector organizations. Primary data were collected using semi structured questionnaire and motivation was measured using direct interview methods. Study revealed that, motivation is key factor for efficiency of employees within organization. However, both private and public sector organizations give less motivation for employees. Private organizations give comparatively higher motivation to achieve organizational goals than by public organizations. Self motivation is most effective method that helps employees to work in organizations with high job satisfaction. Public organizations' employees have some limitations for personal career development. Few semi government organizations have been presently started to motivate employees for better job performances.

Employees develop their career by comparing with personal development of peers, and build up working satisfaction by themselves. Flexible working environment is one of the motivators for even though they have not been motivated in other terms. Understandings of employees' needs, flexibility to work with creativity, feed back for performances, and appreciations for best performances by management are kind of strong motivators. Perspective of employees in organizations is that considerable motivation within organization is required for better performances. Self motivation is not very effective in organizational point of view. At the end of each year some organizations hold annual awards ceremony to acknowledge well performed employees, continues attendees and innovators. Given awards are promotions, monetary awards, and rewards given in addition to basic salary/wage. Motivation method through awards and rewards seems to be a successful strategy and employees have been well motivated through this method.