

Effectiveness of Human Resource Development in banking sector

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Abstract

HRD policy is very effective for organization whether it is bank ,any institution or enterprises. when organization provide better environment for their workers, their performance will be enhanced. In the banking sector, the Human Resource Development is essential for employee performance and, for the industry's growth and progress. HRD environment enables workers in acquiring essential competences to enable them to perform their current or future expected tasks, as well as in improving their capacities for improved organizational performance. According to the policy, a favorable human resource development atmosphere stimulates people to contribute to their full potential and increases job satisfaction. This policy describe the link between the human resource development environment and work satisfaction in banks.

Keywords: manpower, organization, environment, resources , corporate strategies, performance,

Introduction

Human resource means the awareness, skills, potential, values, interests and beliefs of the labour force of the organization. In fact it is the qualified and skilled manpower that determines the efficiency and effectiveness of the organization. An organization that has qualified labour force will be more effective than an organization. that has less qualified workforce. Human resource development is the skillful and consistent approach to managing the most valuable assets of an organization. Human resources have largely been replaced by the term “Personnel management” which describes the processes of managing people in the establishment. It is the managerial process requiring human resources policies and practices to be linked with the strategic objective of the organization. it describe human resources management issues to the overall strategy of the organizations for integrate such policies. In corporate strategies and change an organization culture.hrd activities are designed to make people effective in their present job position which is a part of training function. the education component of HRD is future oriented for job position.

Human Resource development in general means people, to provide employment and utilize their resources and maintain their services according to

the needs of work. Human resource development in developing countries is an important factor.

Many organization allow their employees to go on study leave for pursuing institutional studies in areas like management, accounting and finance, engineering and research. Organization is considered as better alternatives for employee’s job activity. HRD is to conduct learning experience for a future defined job. Management, take the decision on investment in employee development. They are taken at higher level and people at higher level are considered to be more knowledgeable before the introduction of computers in Indian organizations, computer was considered as development function. Indian railway also has their separate management development center. Public sector banks dominate the commercial sector, foreign banks have been posing a severe threat to public sector banks. In less developed countries it is seen that the absorption ability of physical capital is poor, there is lack of technically skilled persons, training labors. Planning of manpower is considered necessary to overcome these weaknesses. The concept of human resource development has a new origin. It is one of the most discussed and described topic in the scope of management.

HR evolution is a highly importance process for org. to undertake. There is no single evolution system that can be used for all firms, but there is a variety of different evolution system to choose. HRD climate is the perception of the employees about the

HRD culture in the organization without culture it is difficult for the organization to understand the change requirement.

Importance of the study

The study has significance of Human Resource Development strategies in banking sector.

Some of the importance as follows:

- I. It is the vital part of the quick changing situation of the economy and assumptions for the individuals.
- II. The study will analyze the HRD arrangements presented by the bank.
- III. Human Resource Development has become quite popular in the last decade due to enhancing competition in banking sector.
- IV. A bank can provide more technique of training for an employee, it would be more benefited.

Review Of Literature

Bhambhani, G., Sainy, M., & Gupta, R. (2018): This research paper explains the climate of HRD in Infosys and identify the factors conducive towards HRD-climate. the researcher makes an effort to pull out notable HRD-Climate components derived from the inter-relationship of variables of HRD-Climate. It is based on belief of Infosys employee’s influence of HRD components is measured. The result of the study involves 50 respondents from Infosys. The correlation analysis it has been observed that all three components HRD Mechanisms. This research reveals the HRD-Climate in IT sector. it describe the organizational culture and tradition. it presents the Correlation among the employees

Chaudhary, R., & Rangnekar, S. (2017, August) :The motive of this paper is to reveal the relative impact of psychological HRD climate and HRD climate quality on work engagement. The paper tried to examine the boundary conditions of the proposed relationship by proposing and testing HRD climate strength as the moderator of the relationship between psychological HRD climate, HRD climate quality and work engagement.

Solkhe, A., & Chaudhary, N. (2011): In this study the researcher expounded the HRD climate helps the employees to acquire qualities that would enable them to execute their present or future expected roles and aids in developing their capabilities for better

Organizational Performance. Though the measures of Organizational Performance are many ranging from financial to behavioural ones’, but researcher has focused only on single measure i.e. Job Satisfaction because of dearth in amount of studies exploring this relationship.

Ganesh, A. (2012): The researcher expounded that the Training and Development is one of the core factor of Human Resource Development. It is an essential tool that provides to the development of competencies in commercial banks. For taking out a micro and in-depth study on training and employee development in commercial banks, the sample of three central commercial banks has been selected from Dakshina Kannada District of Karnataka State, as the locale of the study.

Objective of the study.

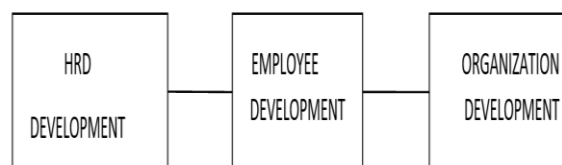
The purpose of this paper is to present about the effectiveness and virtuous of the HRD policy. By adopting this policy how a bank can motivate their employees and workers. A bank can improve customer satisfaction also. when an organization satisfy its employees it will be enhance their growth and potential also. A bank or an any organization can improve their effectiveness and utility by this policy.

Methodology

The paper is based on primary as well as secondary data. Secondary level data will be collected from various surveys report, internet, magazine, annual reports of banks, newspapers. Based on oral feedback from clients, bank personnel, and internet-based information, several relevant inputs were acquired.

Effectiveness for Employees

HRD assists organizations in developing their employees through a variety of activities such as employee training, encouragement, and career development possibilities.



Employees will have greater opportunities, working conditions, and training. By the bank's HR policy. Employees can now maximize their pay, incentives, bonuses, and other benefits.

When an organization provides stability to its employees, they feel safe and proud while doing their work. Workers can gain new competencies as a result of this process, allowing them to become more self-reliant and effective in attaining their objectives. Now, banks offer additional services to workers' families, such as medical benefits and education loans. It encourages employees to pay more attention to their work. The purpose of such facilities, according to HRD policy, is to improve their working lives and elevate their level of living.

Customer Satisfaction

In present scenario, competition is enhancing day by day. There are so many banks are available in the market. Every bank wants to attract customer. So customer satisfaction is the key factor of all banks. For attracting customer, the services of bank employees are so much considered. When a bank adopt HRD policy the behavior of employees are changed. Bank provides better training for their employees. They provide better quality and services for satisfying customer. Customer get services on time, now the customer can save time and money. Bank provides home services also and by net banking facilities customer are more satisfied now.

Employees satisfy now customer by telling them benefits and services of bank. So its impact on customer as well as employee is very impressive.

Benefit in Career planning

Human resource development process is assisting workers in planning their careers in terms of their capabilities, potential and career growth. It is a management strategy for planning an employee's career path inside a business. The public sector banks in India are constantly recognizing the requirements for successful HRD implementation. Bank executives have acknowledged that performance assessment and career planning and development are critical components of an organization's HRD procedures. It was revealed that there is a substantial disparity in career planning and development between public and private sector

banks. Employees 'skill and age had an influence on career planning as well.

Award and compensation

Compensation and awards are the two most important variables in recruiting and keeping high-quality personnel in the Indian banking business. Money is seen as a form of compensation given to employees in exchange for their labour, as well as a means of supporting their families and remunerating them for their efforts. In order to ensure that its human resources are fairly compensated, banks often employ both financial and non-financial techniques. Employee seniority has been an important factor of salary and promotions in banks, particularly at the managerial level. The degree of motivation of bank employees cannot be assessed without taking into account bank remuneration and incentive management. Employee incentive management has become especially important in service firms such as banks in India. Several research in this area have also demonstrated that in the banking business, there is a considerable beneficial association between employee awards and job motivation. In comparison to other Indian banks, the private bank has a better incentive scheme.

Conclusion

By implementing HRD policy management can enhance their working environment and can enhance their sales, by motivating their employees. It is an essential part of every organization. Banking in India has entered a new phase of technology-driven, customer-oriented banking. HRD helps workers to make a long-term relation to all of the above-mentioned management ideals while also developing a positive employer-employee relationship. Employees must feel protected in their jobs. Banks' existence is entirely dependent on the satisfaction and quality of services they provide to their consumers. HRD is critical to the quality and performance of banking services.

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