HUMAN RESOURCE DEVELOPMENT PRACTICES IN BPO INDUSTRIES AT BANGALORE

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ABSTRACT

The world faces two major development challenges. The first is to ensure that the fruit of development reach the neediest through equitable distribution of the resources, opportunities and benefits. The second is to develop human capabilities and address the changes of development, political, economic and social. The few countries that have been able to meet both these challenges have demonstrated the importance of investing in developing people and improving the qualities of their life through the adoption of Human Resource Development strategies. The concept of Human Resource Development assumes immense importance. Human Resource Development plays vital role meeting the changing requirement of highly skilled and competent human resource due to globalization. The abundant physical resource alone cannot benefit the growth of the country without human resource component which transforms physical resource into productive resource in fact the difference in the level of economic development of the country to largely reflection of difference in the quality of their human resources. The business world every minutes changes and challenges unlike Human Resource Development in most companies. Since the future and success of any organization depends upon its dynamic and skilled personnel, it is thus important know and practice the Human Resource Development Practices. Based on this focus the researcher conducted the study to know the HRD Practices at BPO Industries at Bangalore.


INTRODUCTION

Human Resource Development is a growing and influential discipline, which is increasingly critical to the survival and success of every organization. This is illustrated by the concept of learning organization and the knowledge organization, which demonstrate the essential requirement of all people within organization. Furthermore, with this spirit of information and worldwide communications, competitive advantage mixed on technology many only maintain for short period of time before competitor’s catch up. The only source of sustainable competitive advantage is to learn faster and more creatively than the other competing organizations. That will only be achieved through swift and effective human resource development strategies. The unique Human Resource Development Practices make any
Human Resource Development very unique and very productive. The simple and focused Human Resource Development Practices contribute more to the quality and quantity based product and thus the positive impact could be seen on the employee too. In short the best Human Resource Development Practices are those that create a value based culturally strong, empowered organization where distances are notional.

**RESOURCE DEVELOPMENT**

Human Resource Development is concerned with the development of human resource in an organization. Development means improving the existing capabilities to the human resource in the organization and helping them to acquire new capabilities required for the achievement of the corporate as well as individual goals. Human Resource Development believes that individual in an organization have unlimited potential for growth and development and that their potential can be developed and multiplied through appropriate and systematic efforts. Given the opportunities and by providing the right type of climate in the organization, individuals can be helped to given full expression of their potential, contributing to the achievement of goals of the organization and thereby ensuring optimization of human resources. Human Resource Development is multi dimensional. It has been defined by economists, social scientists, industrialists, managers and other academicians in different ways and from different angles. In a broad sense Human Resource Development is the process of increasing knowledge will and capacities of all the people in a given society.

**STATEMENT OF THE PROBLEM**

Human Resource Development deals with creating conducting that enable people to get the best out of themselves and their lives. Development is a never-ending process. As people develop themselves in new directions in new problems and issues arise, requiring them to develop new competencies to meet the changing requirement aspirations and problems. At the individual level these goals may include developing capabilities for ensuring a happy and healthy living. The dimensions of such happiness may vary from individual to individual. They may include a good education or skill base that maybe the key to income based itself, self respect, security and recognition in the society, good family and a sense of belongingness to a group, society or organization.

The most important and common objective of Human Resource Development at all levels is competence of capacity building for a healthy and happy living. Competencies help people to bring happiness to their lives. They are the best possible means to achieve a variety of goals. They are also a powerful means for income generation and up gradation of quality of life in the family organization or country. The only exception where such competency building is not needed is perhaps for those who are born rich and have an access to all comforts and happiness through their economic situation. However, individuals, organizations and countries with good economic base seem to have become even richer through investments on Human Resource Development and continue to spread a considerable part of their other resources on developing new competencies. The business world every minutes changes and challenges unlike Human Resource Development in most companies. Since the future and success of any organization depends upon its dynamic and skilled personnel, it is thus important know and practice the Human Resource Development Practices.
NEED AND IMPORTANCE OF THE STUDY

Human Resource Development is the most important requirement of any dynamic organization. The concept of Human Resource Development practice is a multi-dynamical. It is about developing the people, place and organization. Real development is that any organization will get generated only if there is proper development of the power or personnel. Human Resource Development through essentially a micro concept has micro implications at the micro level. Human Resource Development is considered to be mainly organizational in nature and has been vogue in corporate sector, human resource development as function is referred to as a process through which employee are helped in a continuous and planned way of acquire and develop capabilities required to perform various activities associated with their present expected future roles. Human Resource Development is also essential view of decreased motivational behaviour. Net expectation for the quality governance has pushed to recognize the need for better management of its employees by better development and optimum utilization of the potential of its men and women power. There can be no organization without Human Resource Development Practices. There are many Human Resource Development Practices are available as like millions of companies exist in the world. Then what is that which makes a company unique and successful? It is not the mere existence of practice but unique Human Resource Development practices which makes the company unique and successful. Thus this research is most important in current scenario.

OBJECTIVES

- To know the personal data to the respondents.
- To find out the responsibility and applicability of Human Resource Development Practices.
- To study the assistance of Human Resource Development Practices for organizational goals.
- To examine the Human Resource Development Practices’ contribution to the organization.
- To understand personal and professional enhance the individual contribution to the organization.

RESEARCH METHODOLOGY

The research design adopted in this study is “Descriptive Research Design”. The major goal of the descriptive research is to describe events phenomena and situations. In this research the researcher describes the Human Resource Development Practices – so Descriptive Research Design is the most suitable Research Design to this study. The researcher pre tested the questionnaire with 8 respondents in the field. Initially there were 48 questions in the questionnaire, which was tested through pre testing, and some of the questions were reduced to avoid redundancy. The researcher adopted Multiphase Random Sampling. The researcher used Questionnaire as a tool to this study. The Questionnaire had in total about 44 questions. It consists of five major parts that are Personal Profile, HRD in General, Recruitment and Selection, Induction, Training and Development, Performance Appraisal, Career Progression,
Communication and Decision Making, Reward and Recognition, Employee Recreation, Employee Retention and Suggestion Measures.

RESULTS AND DISCUSSION

In this research majority of the respondents (58 Percent) were above the age group 26 – 35 years. This is because BPO Industries recruit young people because the nature of the work. In this study majority (76 Percent) of the respondents were male respondents, this is because the gender male are preferred, for the nature and the demand of the Job Profiles required in the organization. Majority of the respondents (57 percent) respondents have completed their under graduation because the educational qualification would definitely aid their efficiency and competency. Majority (72 percent) of the respondents have 5 years of experience. In this study all the employee’s earning is more than Rs.10,000. This is because all the employees are well educated and highly experienced. The management thereby pays them high salary. Majority (76 percent) of the respondents are only aware some extent of the Human Resource Development Practices, while 24 percent are aware greater extent. This clearly brings the urgent need to carry out some effective and current best Human Resource Development Practices in the organization. Most (92 percent) of the respondents encouraged the best Human Resource Development Practices, while only 8 percent of them did not encourage best Human Resource Development Practices. This reveals that most of the employees are highly interested in encouraging the best Human Resource Development Practices. There are 46 percent of respondents said that the existing Human Resource Development practice in the organization is formal. In this research most (96 percent) of the respondents said that the Human Resource Development Practices meet the goals of the organization while 6 percent of the respondents felt that the HRD Practices did not meet the goals of the organization. This is because most of the employees are in favour of the Human Resource Development Practices since they play a vital role in the growth of the organization.

There are 38 percent of respondents said that the Human Resource Development Practices’ goals and objectives meet to create positive environment and 20 percent of the respondents said that Human Resource Development Practices’ goals and objectives help to encourage loyalty and motivate high performance. About 20 percent of the respondents state that the Human Resource Development Practices’ goals and objectives are for increase moral and 6 percent say that for profit. Thus, it reveals that the respondents are very positive towards the organization and Human Resource Development Practices help to achieve the goals and objectives. Majority (68 percent) of the respondents felt that the identification and implementation of the Human Resource Development Practices through Employee Satisfaction Survey in the organization. In this study 48 percent of respondents felt that the origination of the Human Resource Development Practices come from first line management. This is because the first line management plays key role in the origination of the Human Resource Development practices in the organization. There are 42 percent of the respondents felt that type of induction programme is conducted in the organization is formal. Half of the respondents (50 percent) felt that the training need is analyzed through employee performance in the organization. Thus, among the other options provided it is clear that employee performance is the best way to find out the training need analysis. Majority (54 percent) of the respondents felt that training provided to the employees to enhance their technical skills. There are 43 percent of the respondents said that that 360 degree performance method is used in the organization and most of the respondents felt that the
employee evaluation is done in a fair manner. Majority (72 percent) of the respondents felt that the present Human Resource Development Practices encourage the employee in their career growth in some extent. Majority (58 percent) of the respondents said that communication pattern in the organization is highly formal and just satisfactory, it is evident that in the organization there is a lot of HR professionalism exists. Majority of the (78 percent) respondents said that the employee participation in the organization is encouraged only some extent while 22 percent of the respondents said that greater extent. Majority (53 percent) of respondents felt that the types of reward in the organization are monetary. most (80 percent) of the respondents’ stated that only performance brings rewards and recognition, thus, it is great to note that only performance brings reward and recognition more than any other thing and performance ultimately ends with making good profit to the organization. Majority (68 percent) of the respondents felt employee satisfaction survey is the retention strategic to retain employees and also to attract prospects. Most (98 percent) of the respondents agreed that the organization conducts the exit interview very seriously this is because to control retention and increase profit and employee satisfaction. Majority (79 percent) of the respondents are satisfied with existing Human Resource Development Practices.

SUGGESTIONS

In this research 42 percent of respondents said that the induction programme is formal and the duration for the induction programme was just less than a week, the duration for induction programme can be increased so as to give any fresher a fully fledged experience for better confidence and higher productivity.

In this study 72 percent of the respondents felt that the present human resource development practices encourage the employees in their career growth only some extent.

Thus, it is suggested to have some effective human resource development practices that encourage the employees in their career growth may be implemented.

In this research 54 percent of the respondents felt that the communication pattern in the organization is just satisfactory, thereby, the communication pattern needs improvement in certain areas to be very effective.

Since 78 percent of the respondents said that the employee participation in the organization is encouraged only some extent the organization could encourage the employee to contribute their ideas and suggestions through various employee participative programmes.

Organization could carry out some effective and current best human resource development practices in the organization while generating more awareness of the present human resource development practices.

CONCLUSION

In this research an attempt has been made to study the human resource development Practices of BPO Industries at Bangalore which focuses on dimensions like recruitment and selection, induction, training and development, performance appraisal, career progression, communication and decision making, reward and recognition, employee recreation and employee retention. The study has been undertaken to understand the existing, perception and
prominence of organizational human resource development practices in fulfilling organizational goals. The human resource development practices of BPO Industries at Bangalore could be conclusively deserved as one that is proactive, realistic and welcoming towards meeting the needs, values and feeling of its employees. Though there is an urgent need to introduce more effective human resource development practices the existing practices serve as key practices which bring the desired organizational growth and better results. Thus it is these best human resource development practices which constructively work towards the successful attainment of personal and organizational vision and objectives. This research study will be useful in providing knowledge on hand experiences on the human resource development practices and how effective they contribute to the growth and development. It is not the mere existence of the existing human resource development practices which make an organization visible but it is the best human resource development practices which are practiced constantly will bring greater glory, high employee satisfaction, and good profit.

REFERENCES


