

HR PRACTICES IN PRIVATE SECTOR BANKS – AN EMPIRICAL EVIDENCE

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ABSTRACT

Indian industry is working up to the challenges thrown in by market economy. To survive in the highly competitive scenario, managers are being pressurised to improve quality, increase productivity, cut down cost and eliminate inefficiency. The collective efforts of the employer and the employees assume relevance in this context. And this is where HR practices can play a crucial role. The success of the Banks depends not only on the satisfaction of their customers but also the satisfaction level of the employees working in the banks. The level of satisfaction of the bank employees can be ensured and enhanced by effective HR-practices adopted by the Banks. In this connection, the author has made an attempt to verify the HR-practices among the Private Sector Banks situated in Cuddalore District of Tamil Nadu. The result of the study has been discussed in this article.

KEY WORDS: Indian industry, HR practices.

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