

A MINI PROJECT REPORT
ON
“HR ISSUES AND CHALLENGES OF BANK OF
BARODA AND ITS ASSOCIATES”

MINI PROJECT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION
FROM
BENGALURU CITY UNIVERSITY



SUBMITTED BY
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AI-AMEEN INSTITUTE OF MANAGEMENT STUDIES
AFFILIATED TO BENGALURU CITY UNIVERSITY
(2021-2022)

CERTIFICATE OF INSTITUTION

This is to certify that this Project entitled **HR Issues and Challenges of Bank of Baroda and Its Associates** has been successfully completed by **Aakhib Javeed** of Reg. No. **MB206201** during the year **2021-22** and the report is submitted in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Deepak Singh M.C.**

Place: Bangalore

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Dr. B.A. ANURADHA

Principal

CERTIFICATE OF GUIDE

This is to certify that this Project entitled **HR Issues and Challenges of Bank of Baroda and Its Associates** Submitted by **Aakhib Javeed** bearing Reg. No. **MB206201** is an original work of the student and is being submitted in partial fulfilment of the requirement for the award of the degree of **Master of Business Administration** of **Bengaluru City University** under the guidance of **Prof. Deepak Singh M.C.** This report has not submitted earlier either to this university/ institution for the fulfilment of the requirement of a course of study.

Place: Bangalore

Date:

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Prof. DEEPAK SINGH M.C

CERTIFICATE OF HEAD OF THE DEPARTMENT

This is to certify that this Mini Project Report is submitted by **Aakhib Javeed** is an original work of students and is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** of **Bengaluru City University** under the guidance of **Prof. Deepak Singh M.C.** This report has not submitted earlier either to this university/institution for the fulfilment of the requirement of the course study.

Place: Bangalore

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Prof. DEEPAK SINGH M.C

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CERTIFICATE OF ORIGINALITY PLAGIARISM

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Guide

Prof. DEEPAK SINGH M.C

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STUDENT DECLARATION

I hereby declare that the Project Report entitled **HR Issues and Challenges of Bank of Baroda And Its Associates** has been prepared by me under the supervision and guidance of **Prof. Deepak Singh M.C**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

Place: Bangalore

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CHAPTER: 1

INTRODUCTION



CHAPTER 1: INTRODUCTION

INTRODUCTION ABOUT TOPIC:

➤ INTRODUCTION OF HR (HUMAN RESOUCUE):

Human resources is the set of the people who make up the workforce of an organization, business sector, industry, or economy. A narrower concept is human capital, the knowledge which the individuals embody. Similar terms include manpower, labour, personnel, associates or simply people. A human-resources department (HR department) of an organization performs human resource management, overseeing various aspects of employment, such as compliance with labor law and employment standards, administration of employee benefits, organizing of employees files with the required documents for future reference, and some aspects of recruitment and employee off boarding. The individuals who make up your organization go a long way toward driving its success, whether they are employees, managers, or contractors. However, while managing and recruiting personnel, Human Resources (HR) must be aware of and comply with key federal, state, and local laws that affect your workplace.

➤ HR RESPONSIBILITIES:

Human resource managers are in charge of every aspect of employee life cycle in an organization. The duties include planning, recruitment and selection process, posting job ads, evaluating the performance of employees, organizing resumes and job applications, scheduling interviews and assisting in the process and ensuring background checks. Another job is payroll and benefits administration which deals with ensuring vacation and sick time are accounted for, reviewing payroll, and participating in benefits tasks, like claim resolutions, reconciling benefit statements, and approving invoices for payment. HR also coordinates employee relations activities and programs including but not limited to employee counseling. The last job is regular maintenance, this job makes sure that the current HR files and databases are up to date, maintaining employee benefits and employment status and performing payroll/benefit-related reconciliations.



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➤ ACTIVITIES OF HR:

- Determine needs of the staff.
- Determine to use temporary staff or hire employees to fill these needs.
- Determine Do's & Dont's.
- Recruit the best employees
- Train employees. Upgrade their learning knowledge.
- Supervise the work.
- Evaluate the work.
- Establish 'Discipline work culture' in the organization.
- Avoid Politics in office.
- Apply 'HR Software' for the ease of work in the organization.
- Manage employee relations. If there are unions perform collective bargaining.
- Prepare employee records and personal policies.

➤ INTRODUCTION OF HRM:

Human resource management is a function in organizations designed to maximize employee performance in service of their employer's strategic objectives. HR is primarily concerned with how people are managed within organizations, focusing on policies and systems. HR departments and units in organizations are typically responsible for a number of activities, including employee recruitment, training and development, performance appraisal, and rewarding. HR is also concerned with industrial relations, that is, the balancing of organizational practices with regulations arising from collective bargaining and governmental laws.

HR is a product of the human relations movement of the early 20th century, when researchers began documenting ways of creating business value through the strategic management of the workforce. The function was initially dominated by transactional work, such as payroll and benefits administration, but due to globalization, company consolidation, technological advancement, and further research, HR now focuses on strategic initiatives like mergers and acquisitions, talent management, succession planning, industrial and labor relations, and diversity and inclusion. In startup companies, HR's duties may be performed by trained professionals.



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In larger companies, an entire functional group is typically dedicated to the discipline, with staff specializing in various HR tasks and functional leadership engaging in strategic decision making across the business. To train practitioners for the profession, institutions of higher education, professional associations, and companies themselves have created programs of study dedicated explicitly to the duties of the function. Academic and practitioner organizations likewise seek to engage and further the field of HR, as evidenced by several field-specific publications. HR is also a field of research study that is popular within the fields of management and industrial/organizational psychology, with research articles appearing in a number of academic journals, including those mentioned later in this article. In the current global work environment, most companies focus on lowering employee turnover and retaining the talent and knowledge held by their workforce.

➤ CONCEPT OF HUMAN RESOURCE MANAGEMENT:

Human resource management is a process of bringing people and organizations together so that the goals of each other are met. The role of HR manager is shifting from that of a protector and screener to the role of a planner and change agent. Personnel directors are the new corporate heroes. The name of the game today in business is personnel. Nowadays it is not possible to show a good financial or operating report unless your personnel relations are in order. Over the years, highly skilled and knowledge based jobs are increasing while low skilled jobs are decreasing. This calls for future skill mapping through proper HRM initiatives.

➤ SOME OF THE RECENT TRENDS THAT ARE BEING OBSERVED ARE AS FOLLOWS:

The recent quality management standards ISO 9001 and ISO 9004 of 2000 focus more on people centric organizations. Organizations now need to prepare themselves in order to address people centered issues with commitment from the top management, with renewed thrust on HR issues, more particularly on training. Charles Handy also advocated future organizational models like Shamrock, Federal and Triple I. Such organizational models also refocus on people centric issues and call for redefining the future role of HR professionals. To leapfrog ahead of competition in this world of uncertainty, organizations have introduced six-sigma practices.



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Six- sigma uses rigorous analytical tools with leadership from the top and develops a method for sustainable improvement. These practices improve organizational values and helps in creating defect free product or services at minimum cost. Human resource outsourcing is a new accession that makes a traditional HR department redundant in an organization. Exult, the international pioneer in HR BPO already roped in Bank of America, international players BP Amoco & over the years plan to spread their business to most of the Fortune 500 companies. Human Resource Management is defined as the people who staff and manage organization.

It comprises of the functions and principles that are applied to retaining, training, developing, and compensating the employees in organization. It is also applicable to non-business organizations, such as education, healthcare, etc Human Resource Management is defined as the set of activities, programs, and functions that are designed to maximize both organizational as well as employee effectiveness. Scope of HRM without a doubt is vast. All the activities of employee, from the time of his entry into an organization until he leaves, come under the horizon of HRM. The divisions included in HRM are Recruitment, Payroll, Performance Management, Training and Development, Retention, Industrial Relation, etc. Out of all these divisions, one such important division is training and development.

➤ **FUNCTIONS OF HRM:**

- **Job design and job analysis:**

One of the foremost functions of HRM is job design and job analysis. Job design involves the process of describing duties, responsibilities and operations of the job.

- **Employee training & development:**

Imparting proper training and ensuring the right development of the selected candidates is a crucial function of HR.

- **Employee performance management:**

Effective performance management ensures that the output of the employees meets the goals and objective of the organisation.



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- **Managerial relations:**

Relationships in employment are normally divided into two parts — managerial relations and labour relations.

- **Labour relations:**

Cordial labour relations are essential to maintain harmonious relationships between employees at the workplace.

- **Employee engagement and communication:**

Employee engagement is a crucial part of every organization. Higher levels of engagement guarantee better productivity and greater employee satisfaction.

- **Industrial Relations:**

It's usually the production lines and manufacturing units where this HR function is mostly used. You see, Unions exist in factories and manufacturing units.

➤ **BANK OF BARODA:**

- **Introduction:**

Bank of Baroda (BOB) is an Indian nationalised banking and financial services company. It is under the ownership of the Ministry of Finance of the government of India. It is the fourth largest nationalised bank in India, with 132 million customers, a total business of US\$218 billion, and a global presence of 100 overseas offices. Based on 2019 data, it is ranked 1145 on Forbes Global 2000 list. The Maharaja of Baroda, Maharaja Sayajirao Gaekwad III, founded the bank on 20 July 1908 in the Princely State of Baroda, in Gujarat. The government of India nationalized the bank, along with 13 other major commercial banks of India on 19 July 1969; the bank has been designated as a profit-making public sector undertaking (PSU).

- **History:**

In 1908, Maharaja Sayajirao Gaekwad III, set up the Bank of Baroda (BoB), with other stalwarts of industry such as Sampatrao Gaekwad, Ralph Whitenack, Vithaldas Thakersey, Tulsidas Kilachand and NM Chokshi. Two years later, BoB established its first



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branch in Ahmedabad. The bank grew domestically until after World War II. Then in 1953 it crossed the Indian Ocean to serve the communities of Indians in Kenya and Indians in Uganda by establishing a branch each in Mombasa and Kampala. The next year it opened a second branch in Kenya, in Nairobi, and in 1956 it opened a branch in Tanzania at Dar-es-Salaam. Then in 1957, BoB took a big step abroad by establishing a branch in London. London was the center of the British Commonwealth and the most important international banking center. In 1958 BoB acquired Hind Bank (Calcutta; est. 1943), which became BoB's first domestic acquisition.

- **Subsidiaries:**

1. BOB Capital Markets (BOBCAPS) is a SEBI-registered investment banking company based in Mumbai, Maharashtra. It is a wholly owned subsidiary of Bank of Baroda.
2. Its financial services portfolio includes initial public offerings, private placement of debts, corporate restructuring, business valuation, mergers and acquisition, project appraisal, loan syndication, institutional equity research, and brokerage.
3. The Nainital Bank Ltd. (98.57%) was established in the year 1922 with the objective to cater banking needs of the people of the region. In the year 1973, Reserve Bank of India directed Bank of Baroda, to manage the affairs of the Nainital Bank Limited.
4. BOB Financial Solutions Limited.
5. Baroda Asset Management India Limited.
6. India First life Insurance Company Limited (44%).
7. India Infradebt Limited (40.99%).
8. BOB (UK) Limited.
9. Baroda Global Shared Services Ltd.
10. Baroda UP Bank.



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- **Shareholding:**

Shareholders	Shareholding %
Govt of India	63.97%
Mutual Funds	8.75%
Insurance Companies	5.75%
Foreign Holding	7.82%
Indian Public	13.24%
Bodies Corporates	1.01%
Others	1.30%

- **International presence:**

The bank has 107 branches/offices in 24 countries (excluding India) including 61 branches/offices of the bank, 38 branches of its 8 subsidiaries and 1 representative office in Thailand. The Bank of Baroda has a joint venture in Zambia with 16 branches. Among the Bank of Baroda's overseas branches are ones in the world's major financial centres (e.g., New York, London, Dubai, Hong Kong, Brussels and Singapore), as well as a number in other countries. The bank is engaged in retail banking via the branches of subsidiaries in Botswana, Guyana, Kenya, Tanzania, and Uganda. The bank plans has recently upgraded its representative office in Australia to a branch and set up a joint venture commercial bank in Malaysia. It has a large presence in Mauritius with about nine branches spread out in the country.

The Bank of Baroda has received permission or in-principle approval from host country regulators to open new offices in Trinidad and Tobago and Ghana, where it seeks to establish joint ventures or subsidiaries. The bank has received Reserve Bank of India approval to open offices in the Maldives, and New Zealand. It is seeking approval for operations in Bahrain, South Africa, Kuwait, Mozambique, and Qatar, and is establishing offices in Canada, New Zealand, Sri Lanka, Bahrain, Saudi Arabia, and Russia. It also has plans to extend its existing operations in the United Kingdom, the United Arab Emirates, and Botswana.



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- **Affiliates:**

IndiaFirst Life Insurance Company is a joint venture between Bank of Baroda (44%) and fellow Indian state-owned bank Andhra Bank (30%), and UK's financial and investment company Legal & General (26%). It was incorporated in November, 2009 and has its headquarters in Mumbai. The company started strongly, achieving a turnover in excess of ₹ 2 billion in its first four and half months. Bank of Baroda and HDFC Bank are partner banks in Chillr Mobile app. Non-partner bank customers can only receive funds. Only the mobile number of the beneficiary in the remitter's phonebook is needed. Application enables customers to send money to any registered Chillr user on phone contact list.

- **Recent developments:**

- Bank of Baroda acquired the semi naming rights of Sikandarpur metro station in Gurugram. This is the first time that a public sector bank has bagged the naming right of a metro station. They followed a similar approach with Mumbai Metro where Andheri metro station has been named as Bank of Baroda Andheri.
- Bank of Baroda sealed a 3-year principal sponsorship contract with Olympics 2016 Women's badminton silver medalist P. V. Sindhu and India's No 1 ranked Men's Badminton player Srikanth Kidambi.
- Bank of Baroda became the first National Supporter (Indian sponsor) of the FIFA U-17 World Cup India 2017, the first football World Cup to be hosted in India.

- **Recent Issues:**

On the 4 September 2017 the South Africa Financial Intelligence Centre fined Bank of Baroda ₹ 11 million (equivalent to US\$837,000) for flouting anti-corruption laws in transactions on accounts owned by the Gupta family. Following the flagging of 36 suspicious transactions through Gupta-family-owned accounts over a ten-month period valued at ₹4.2 billion, the bank tried to close the accounts. The Gupta family has filed an interdict against the bank to prevent it from closing their accounts. During February 2018, it was announced that the Bank of Baroda has given notification to the South African Reserve Bank that it will be exiting the country.



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➤ ISSUES AND CHALLENGES IN HR AND SOLUTIONS TO OVERCOME THESE CHALLENGES:

- **Compliance with Laws and Regulation:**

Keeping up with changing employment laws is a struggle for business owners. Many choose to ignore employment laws, believing they don't apply to their business. But doing so could mean audits, lawsuits, and possibly even the demise of your company.

- **Solution:**

No matter how large or small your business, it's important to make sure you're in compliance with local, state, and federal labor laws. There are regulations on everything from hiring practices, to wage payment, to workplace safety. Take a few minutes to read through the U.S. Department of Labor's Employment Law Guide.

- **Management Changes:**

As a business grows, its strategies, structure, and internal processes grow with it. Some employees have a hard time coping with these changes. A lot of companies experience decreased productivity and morale during periods of change.

- **Solution:**

Business owners should focus on communicating the benefits of the change for everyone. Regular staff meetings are a good place to start. When your team understands the why, how, and when of the change, they'll be more likely to get on board.

- **Leadership Development:**

A recent study showed more than a third of companies are doing an average job, at best, at implementing leadership development programs. Thirty-six percent of companies surveyed in Brandon Hall Group's State of Leadership Development Study admitted that their leadership development practices are below average.



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- **Solution:**

Leadership development is critical in keeping your management team engaged and motivated, and prepares them to take on more responsibilities in the future. Make it part of the culture. Create opportunities for them to use their strengths every day. Accomplishing goals will motivate them and give them a chance to develop their skills.

- **Workforce Training and Development:**

Investing in the training and development of lower-level employees is another common HR problem. Some businesses have trouble finding the resources to do so. Employees on the front lines are some of your hardest workers, and may not have the time to take a training course.

- **Solution:**

Training and development doesn't have to take a lot of time or money. Recruit managers and senior leadership in mentoring their subordinate employees. You could also provide online training courses so people can go at their own pace. Invest in your workforce and you will have a loyal, productive team.

- **Adapting To Innovation:**

Technology is constantly changing. Businesses must be quick to adapt, or risk being left in the dust by their competitors. The challenge for small business owners is getting employees to embrace innovation and learn new technology.

- **Solution:**

Communication is critical. With any change, make sure your team understands the why, when, and how. Set clear goals for the adoption of initiatives, and provide employees with the training they need to get comfortable with it.



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- **Compensation:**

Many companies are struggling with how best to structure employee compensation. Small businesses have to compete not only with businesses of a similar size, but also with corporations with big payroll budgets. Plus, you have to factor in the cost of benefits, training, taxes, and other expenses, which can range from 1.5 to 3 times the employee's salary.

- **Solution:**

Even though salary is important, it isn't always the most important factor for job candidates. Creating a system to reward employees for excellent performance is one way to make up for a lower salary. In addition, consider offering incentive programs such as profit sharing or bonuses, which can be a win-win for the employee and the company.

- **Understanding Benefits Packages:**

The Affordable Care Act has been a pain point for many small businesses in the past few years. Rising healthcare costs mean companies must either pass these costs on to employees, or take a hit to their bottom line. Since good benefits packages can be a deciding factor for potential hires, understanding them is key.

- **Solution:**

For small business with fewer than 50 employees, there are many options for offering healthcare benefits. One option is purchasing a plan through the Small Business Health Options Program (SHOP) marketplace. Doing this gives you the opportunity to take a tax credit, which can help offset costs.

- **Recruiting Talented Employees:**

Attracting talent is a huge investment of time and money. It's difficult for entrepreneurs to balance between keeping a business running, and hiring the right people at the right time. In addition, it's impossible to know whether a candidate will actually be a good fit until they've worked for you for a period of time.



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- **Solution:**

One of the best ways to find the right people for your business is to use a staffing company. They provide temp-to-hire solutions that allow you to try out new employees with little to no risk. You'll save time, money, and frustration, and maybe even find a future executive or business partner.

- **Retaining Talented Employees:**

Competition for talented employees is fierce. Startups and small companies don't have big budgets for retirement plans, expensive insurance plans, and other costly items that their larger competitors do—at least, not yet. Employee turnover is expensive and can negatively impact business growth.

- **Solution:**

Onboarding is highly effective for employee. Research shows having a structured onboarding process means employees are 58 percent more likely to stay with a company for three years or more. Read our article on 5 Employee Onboarding Technology Solutions Your Company Needs to Be Using to learn about your options.

- **Workplace Diversity:**

Multiple generations. Ethnic and cultural differences. These are just a few of the many factors that make workplace diversity a continual challenge for small businesses. The risk of lawsuits for failing to protect employees from harassment is real.

- **Solution:**

Creating a culture of teamwork and respect will keep the work environment positive and productive. In addition, implementing a diversity training program is a must. Employers are responsible for setting standards of behavior in the workplace. Standards and a system of accountability should be set up early on.



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STATEMENT OF THE PROBLEM:

The statement of the problem is to study the HR (Human Resource) issues and challenges of Bank of Baroda and its associates. Now a days HR duties and responsibility has become a challenge for HR manager to compete with global competitors and to sustain in the diversified economy. As Human Resource is required and a very essential thing for each and every business irrespective of their size and nature of firm, optimum utilization of available employees is a very challenging task for every HR manager in this competitive era. Therefore, in this research an attempt has been made to study the study the HR (Human Resource) issues and challenges of Bank of Baroda and its associates.

NEED AND RELEVANCE OF THE STUDY:

With better means of communication, breakthrough technologies and dismantling of economic and social barriers, the world is becoming borderless and the countries are fast integrating into a truly global economy. In this scenario the role of an HR manager has assumed much greater significance as he is expected to create conditions in an organization where the employees from diverse background, culture and nationality could work together with ease and flourish. In other words, we can say that the HRM is undergoing a massive transformation that will change a career path in as at uncertain ways. Employees are placing the greater emphasis on business acumen and are automating and outsourcing many administrative functions, which will force many HR professionals to demonstrate new skills and compete for new, sometimes unfamiliar roles.



CHAPTER: 2

METHODOLOGY



CHAPTER 2: METHODOLOGY

REVIEW OF LITERATURE:

Anupama Gupta (2010) explained the consequences of the challenges faced by the Human resource management in context with the current economic status and the challenges faced should be taken in consideration. This article insists on the challenges in the short fall of talented employees. This also emphasis on how Human resources Management tackles the problems handled on a day-to-day activity. It also suggested some important points to handle things better.

Saini R.R. (2010) this article explains Management in United Commercial Bank which is a case study of Chandigarh State which elaborates HRD rules and regulations. Basically, this study explains the hurdles in the process of framing the rules and process of executing it. This analytical study contains a sample size of 100 people and analyzed their opinion about HRD rules and regulations. As a result of this study is qualification plays a important role in recruitment in top, middle and low level management. The practice of selecting right candidate for the level of management helps the organization to achieve more and retain employees in the organization.

Kundu. Subhash C., Divya Malhan (2009) in their article on "Human Resources Management Practices in Insurance Companies: The study was made in Indian and MNC's and explains the benefits of the organization is generated only by Human Resources. However the advantage of giving insurance to the Human Resources is one of the employee benefits issued by the Human Resource Management. The findings of the study says that both domestic and international Insurance companies have to improve more on their HR practices like performance appraisal, HR planning and Recruitment

Tripathy (2008) explained that the organization have the optimum usage of Human resources in the organization. They follow the 3 C concept (i.e) Competencies, commitment and culture. By following these 3 C culture in the work organization give the positive results in the organization. This practice is considered to be the best result earning which resulted in the increase in the financial growth.



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Patil, Kallinath S. (2007) The development of facility management industry has an important place in the growth of the country. Life Insurance Corporation is one of the major service providers in which they provide the best service. The Transmission doesn't come in a day. For that employees have put in lot of efforts to bring the service in the field of service.

Hemant Rao (2007) in his study he explained the changes in the role Human Resources. There was an extraordinary change in the role of Human resource department. They should work in the organization such that they should treat the employees irrespective to cast, religion, gender etc. The productivity of the company is based on the quality of work done by the employees in the organization.

Sharma and Jyoti (2006) in this article they have explained about the Job Satisfaction that they finalize it the best and effective reason for an employee in the working situation. They also explain that this emotional factor helps the employee in the organization to yield best results. Dissatisfaction is one of the main reasons for attrition of employee in the organization. So, job satisfaction is the primary reason of an employee's carrier growth and development of an organization.

Subramanian, V. (2005) he express that the recruitment and selection process in the organization and selecting the right candidate for the correct position helps employees to work in the organization in a very positive mode. The interview process should be relevant to the job profile so that the candidates will be interested in the job profile.

G.V. Chalam and L. Srinivas (2005) in his article he have made a Human Resources Department survey across 120 branches of State Bank of India at Andhra Pradesh, and defines the gender where he paper made an attempt to explore the basic gender difference. He finds that the women employees have much more concern that the male employees. Female employees have higher attitude of respecting the organization and Human resource department. They also have good source of Loyalty towards Bank work.

Maitin,T.P. (2003) In his study he explains the Human Resource Development shows the progress of the organizational growth with different process like recruitment and selection, payroll processing and maintains the rules and regulations of the office. By the way of best approach towards the employees which the in the high productive of the employees.



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OBJECTIVES OF THE STUDY:

- To study the HR issues and challenges of Bank of Baroda.
- To provide possible solutions to overcome HR issues and challenges.

SCOPE OF THE STUDY:

The research of the present study covers the scope which is limited to the HR (Human Resource) issues and challenges of Bank of Baroda and its associates. The study enables the students to develop independent critical thinking skills and it can be utilized by the juniors as reference material for their relevant research study.

METHODOLOGY OF THE STUDY:

The study is descriptive in nature. It has been carried out with the help of secondary data taken from various journals, text books, newspapers, magazines, internet sources and online research reports.

SOURCES OF DATA:

➤ **SECONDARY DATA:**

Secondary data is a data which is readily available. The data for the present study covers the secondary sources such as magazines, websites, journals, newspapers, various books related to the topics and other references were made.

LIMITATIONS OF THE STUDY:

- Time constraint.
- In depth research was not made.
- There might be bias in the secondary information.



CHAPTER: 3

SWOC ANALYSIS



CHAPTER 3: SWOC ANALYSIS

STRENGTHS:

HR strategy refers to long-term goals, such as building a top-tier workforce or becoming an employer of choice. HR functionality involves the operational side of HR, such as conducting open enrollment sessions for employees to select new health insurance coverage. Internal strengths for HR include executive leadership that support and promote HR strategic development. Another internal factor consists of HR staff knowledge and expertise because they are the employees ultimately responsible for carrying out tactical duties.

WEAKNESSES:

Weaknesses also are internal factors that pose challenges to the success of HR endeavors. Internally, budget constraints and cuts are conditions that HR often has to deal with, primarily because HR isn't a revenue-producing department. HR has to rely on sound justification to fund investments in HR activities. However, money isn't the only weakness. Low employee morale and high turnover are serious internal factors that can disrupt HR. In this case, disruption refers to immediate and reactive measures HR must take to reverse an overwhelming sense of dissatisfaction throughout the workforce.



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OPPORTUNITIES:

One of the most significant external factors for HR is the opportunity for workforce growth due to increased demand for the company's products and services. More business translates into better raises or higher wages for current employees, along with growth in the surrounding community through the hiring of more workers. External factors may also present themselves as the company's ability to land a highly successful rainmaker whose business development activities improve the company's reputation or industry ranking.

CHALLENGES:

When a competitor gains an edge in market share, it affects profitability and may result in layoffs, business slowdown or closure. Other types of external threats include businesses – not necessarily in the same industry – that offer better working conditions, wages or benefits to their employees and, therefore, recruit the best-qualified workers. HR departments can't always insulate themselves from all external factors because some are imminent. However, HR can diminish the impact of external threats by conducting routine assessments of compensation structure, surveying employee opinion on working conditions and strengthening the employer-employee relationship by showing HR as a strategic business partner that values human capital.



CHAPTER: 4

OUTCOMES OF THE STUDY



CHAPTER 4: OUTCOMES OF THE STUDY

OUTCOMES:

Globalization in HRM: The term Globalization has invaded the mind of every successful businessman and the concept of Global Village is common issue in modern business world. Globalization is a process that is drawing people together from all nations of the world into a single community linked by the vast network of communication technologies. This aspect of globalization has also affected in the business world of today. HR Manager today need not rely in small limited market to find the right employees needed to meet global challenges, but today they can recruit the employees from around the world.

Handling multicultural/Diverse Workforce: A multicultural workforce is one made up of men and women from a variety of different cultural and racial backgrounds. The labor force any country is a reflection of the population from which it is drawn, despite some distortions that may be caused by discrimination or cultural bias in hiring. Cultural differences may often lead to difficulties with communications and a rise in the friction that can develop as people with different expectations and habits interact.

Employee Selection: Employee selection is an important process for any organization, but particularly for small business that can be challenged to compete with larger employees. Small business need capable and competent employees to help them develop and deliver high quality products and services. Not only these difficulties but there are some other factors which influence the employee selection. Thus, a HR manager need to consider all these factors while selecting the best suitable employee for his organization.

Compliance with Laws and Regulation: Keeping up with changing employment laws is a struggle for business owners. Many choose to ignore employment laws, believing they don't apply to their business. But doing so could mean audits, lawsuits, and possible even the demise of a company. As HR manger will be responsible in hiring employees it is his duty to care of laws and regulations regarding employment, thus it will be very challenging to him to select an employee with taking into consideration of all laws and regulations. He must get updated himself about the changing rules and regulations regarding employment.



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Balance with work life: Balancing work and life assumes relevance when both husband and wife are employed. In India, working women now account for 15% of the total urban female population of 150million. Any organization that strives to be reckoned as ‘a great place to work’ needs to pay special attention to minimize and facilitate resolution work life conflict of their employees. The challenge however is in knowing and doing things that facilitate and support work life balance without intruding into the personal lives of employees. The HR department of such organization is often stretched for creative solutions that are practical to implement, yet are effective in impact. Successful organizations in this space have taken work-life-balance to even higher levels by not merely restricting themselves to addressing domestic pressures on their employees but facilitating self -actualization of these individuals.

Conflict Managing: There is no organization without conflict situations. It is known that 80% of conflict situation occur independently of human will. Its causes are people’s individual characteristics, as well as structure of the organization, conditioned by the culture established in the organization. Work-Life-conflict is a clear and present danger to organizations and denial of this fact would be at the peril of accepting suboptimal employee performance. HR managers should know how to handle employee-employer and employee-employee conflicts without hurting their feelings. Although it is almost impossible to avoid conflicts among people still handling them tactfully can help HR managers to resolve the issues. They should be able to listen to each party, decide and communicate to them in a convincing manner in order to avoid future conflicts.

Training and development: “Training is expensive. Without training it is more expensive.” –Nehru Training is about knowing where you are in the present and after sometimes where you will reach with your abilities. By training, people can learn new information, new methodology and refresh their existing knowledge and skills due to this there is much improvements and adds up the effectiveness at work. The motive behind giving the training is to create an impact that lasts beyond the end time of the training itself and employees get updated with the new phenomenon. Training can be offered as skill development for individuals and groups.



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SUGGESTIONS:

- Proper HR planning: To overcome the above challenges a HR manger must have to do a proper planning before going for recruitment or selection process with regard to how many vacancies are there that is of what kind of job and for that from where he has to recruit and what must be the qualification of a candidate and how they have to conduct interviews and what are all the hurdles, influencing factor may arise in selecting a candidate.
- Facilitation: A HR manager must take care of facilitation to be given to the existing employees or for new employees. He should see to that what will be the motivator for employee to get stimulated to give his best and he must take care specially about women employees and most competent and talented employees to avoid retaining of employees.
- Ethical Behavior: A HR manger should adopt ethical behavior to have cordial relationship with employees and to avoid conflicts and handle diverse workforce with care.
- Coordination: An HR manger must work in diverse work force and he must stimulate his subordinates to do action. Thus, he must develop coordinating attitude in him as well as in the working environment.
- Sympathy and Consideration: As human is a social being he needs care and sympathy from others in his working place or anywhere. Thus, as an HR manager works with humans, he must have sympathy and should consider someone's problem.
- Knowledge of Labor: An HR manger should have complete knowledge of labor that is, he must know the mindset of workers.
- Academic Qualifications: To be HR manager one should have high academic qualifications with proper knowledge and experience
- Fairness: A HR manger must not be very rough and hard while he deals with his workers.
- Communication: There must be proper communication among HR manager or departmental managers and employees and it must be clear and understandable.



CHAPTER: 5

LEARNING EXPERIENCES AND CONCLUSION



CHAPTER 5: LEARNING EXPERIENCES AND CONCLUSION

LEARNING EXPERIENCES:

- Opportunity to learn new concepts.
- Opportunity to get explore new insights.
- Added value to the learning.
- Learned professional communication.
- Learned to collect relevant information.
- Learned to be persistent to complete the task.
- Learned to create a balance between collaborative and individual work.
- Learned to work independently.
- learned about the methods and issues.
- Studied about the concept HR and HRM.
- Studied about the HR issues and challenges.
- Studied about the solutions to overcome the HR issues and challenges.



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CONCLUSION:

From the view point of above explanations, the globalization has many implications for the firm that may entail the diversity of cultures. The HRM in today's era has to mount the expertise, mindset and capabilities that are needed to gain a competitive edge on global scale. HR manager must be on continuous look out for creativity and innovation as it is known to be the key to success. It depends highly on HR to face the challenges of globalization which has given an entirely new view to organizations. The organization have grown savvier in using technology hence it is important to adopt all changes. Not only globalization effects but also some other factors like technological changes, competency of existing employees and well developed skill and knowledge among younger generation, laws and regulations regarding employee benefits and increasing competition in business environment will be a very challenging thing which a HR manager must have to keep in mind while recruiting and selection of the best employee. The HRM Practices like Recruitment and selection, Training and Development, Performance Appraisal, Rewards and Recognition, Organization environment, Employee Engagement and Organizational Loyalty helps the organization to achieve their targets and goals. Human Resource Management (HRM) is the term used to describe formal systems devised for the management of people within an organization. The responsibilities of a human resource manager fall into three major areas: staffing, employee compensation and benefits, and defining/designing work. Essentially, the purpose of HRM is to maximize the productivity of an organization by optimizing the effectiveness of its employees. This mandate is unlikely to change in any fundamental way, despite the ever-increasing pace of change in the business world.



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27-Nov-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
06-Dec-2021	Discussion of HR issues and challenges of bank of Baroda, and SWOC analysis.	
15-Dec-2021	Discussion of outcomes of the study, learning experiences and conclusion.	