

A Study on Effectiveness of HRM Practices in Gokaldas Exports Limited, Madanapalle

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ABSTRACT

Human Resources are the driving force behind organizational performance and success until the organization frame and convey the best HRM practices to their employees for a diverse range of responsibilities aimed at increasing the effectiveness of employee performance and well-being of employees, unless it will result in below standard performance. A structured questionnaire was used to receive responses from 120 employees preferred through convenience sampling from the employees. The present study was conducted with the objective to look into the effectiveness of HRM practices on employee performance at GOKALDAS EXPORTS LIMITED, Madanapalle. The analysis based on descriptive research. The study was analyzed by using percentage analysis and bar graphs. The questionnaire based on HRM Practices such as recruitment, selection & training, compensation & benefits, employee engagement and performance appraisal. In conclusion the HR practices of GOKALDAS EXPORTS LIMITED related to the related to selection process and training & development programs should be improved for better employee performance.

KEYWORDS: Recruitment and selection, training and development, compensation and benefits, performance appraisal

I. INTRODUCTION

In an organization, the human resources are the most important assets. The human resource's function serves as the backbone of workforce management and development. It encompasses a diverse range of responsibilities aimed at optimizing the performance and well-being of employees. The success or failure of an organization is largely dependent on calibre of the people working therein. Human resources are the driving forces behind organizational performance and success. Their knowledge, skills, creativity and

dedication contribute to achieving business objectives and driving innovation. Human resource plays a pivotal role in fostering a positive work environment, promoting employee engagement and resolving workplace conflicts.

MEANING

HRM Practices refers to set of activities that an organization adopts to effectively manage its employees. These practices contain various aspects such as recruitment, selection, training, compensation, performance appraisal and employee engagement, all aimed at maximizing employee productivity to increase organization success.

II. REVIEW OF LITERATURE

Raigama Rathnaweerage Neelamani Thanuja Rathnaweera, (2010) Published his study titled "Do HRM Practices Impact Employee Satisfaction, Commitment or Retention?". In this research paper the authors have brought out that the training of employees is positively related to higher job satisfaction, commitment of the employees and arresting the attrition of the talented employees. The analysis carried out by these authors has resulted in supporting the hypotheses which states that the performance evaluation is directly related to employee's satisfaction.

Wahida Begum, F. Dr. M. Shiek Mohamed, and others (2016) looked at how HRM practices in the industry affect employee happiness and performance in 2016. The goal of the research was to evaluate how HR practices in Tiruchirappalli BPO (Company Process Outsourcing) companies affect employee satisfaction and business success. According to data, HRM practices, employee happiness, and an organization's success are all linked Begum (2016).

Guest (2017), This study aims to build and validate a scale for measuring HRM practices

that promote employee’s wellbeing, which further enhances their performance. To our knowledge, at present no study has attempted to validate this new theoretically proposed analytical approach (i.e., the integrated mutual gains model; (Guest, 2017).

NEED FOR THE STUDY

HRM practices in Gokaldas Exports Limited helps to improve employee performance and productivity. It also allows the company to gauge employee satisfaction and retention rates, crucial for maintaining a motivated workforce. HRM practices is essential for a company and gives a competitive edge in talent management, which is vital in the textile industry.

SCOPE OF THE STUDY

The scope of the current study named as the “Effectiveness of HRM PRACTICES” is confined to Gokaldas Exports Limited during the year 2024. This study mainly focused on analyzing HR practices related to recruitment and selection, training, development, compensation, benefits and performance appraisal in Gokaldas Exports Limited, Madanapalle.

OBJECTIVES OF THE STUDY

- To analyze the effectiveness of HRM practices followed by Gokaldas Exports Limited.
- To know the HRM practices related to recruitment and selection.
- To analyze the HRM practices in Training, Development and Employee Engagement.
- To analyze the HRM practices in Compensation, Benefits and Performance Appraisal.
- To suggest the areas of improvement and enhancement of HRM practices on employee performance.

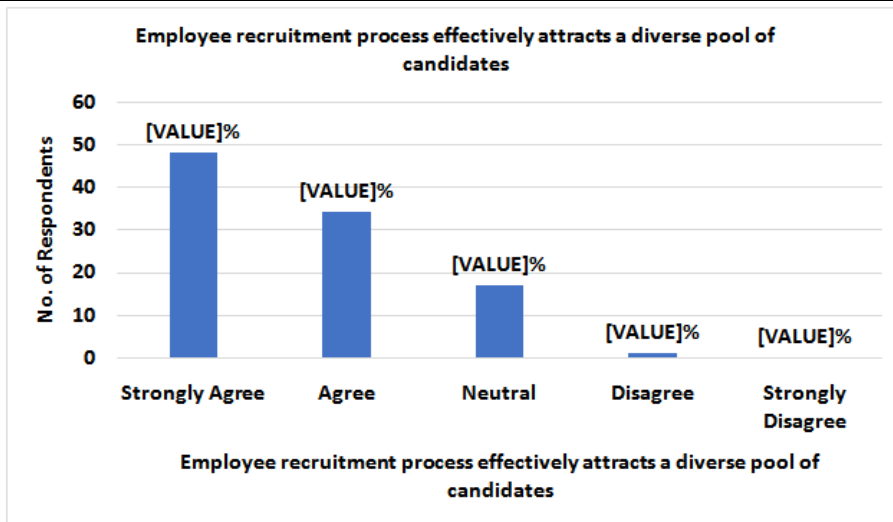
RESEARCH METHODOLOGY

Data collection : Primary & Secondary sources
 Type of research : Descriptive research
 Research instrument : Questionnaire
 Sample size : 120
 Sample method : Convenience sampling
 Statistical tool : Percentage analysis and bar charts

III. DATA ANALYSIS

1. Employee recruitment process effectively attracts a diverse pool of candidates

Employee recruitment process effectively attracts a diverse pool of candidates	No. of Respondents	No. of Respondents%
Strongly Agree	58	48%
Agree	41	34%
Neutral	20	17%
Disagree	1	1%
Strongly Disagree	0	0%
Total	120	100



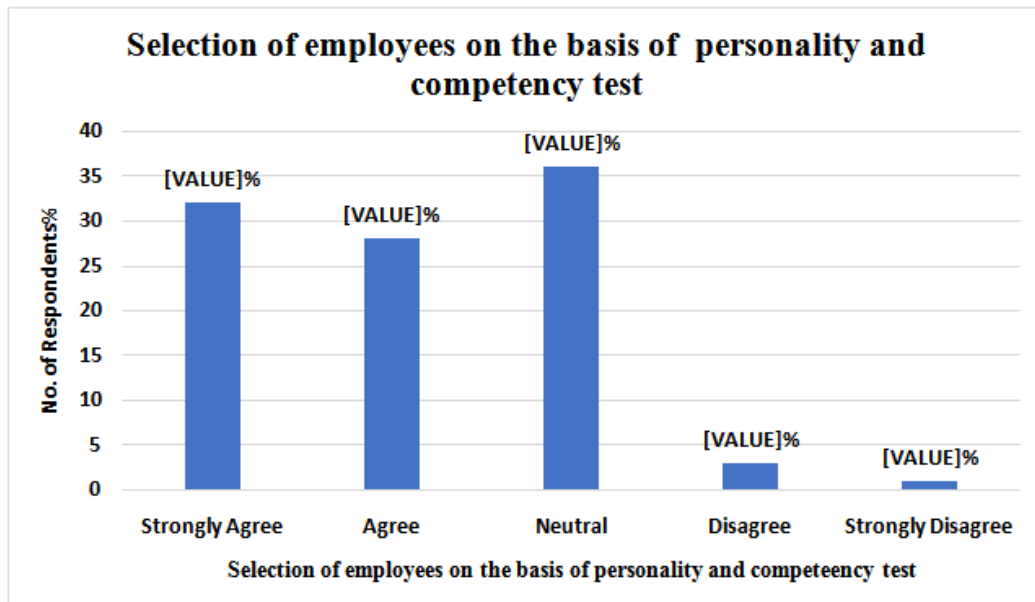
Interpretation:

In the above graph shows that 48% are strongly agree, 34% are agree, 17% are neutral on the

employee recruitment process effectively attracts the diverse pool of candidates.

2. Selection of employees is done on the basis of personality and competency test

Selection is based on personality and competency test	No. of Respondents	No. of Respondents%
Strongly Agree	38	32%
Agree	34	28%
Neutral	55	36%
Disagree	3	3%
Strongly Disagree	1	1%
Total	120	100



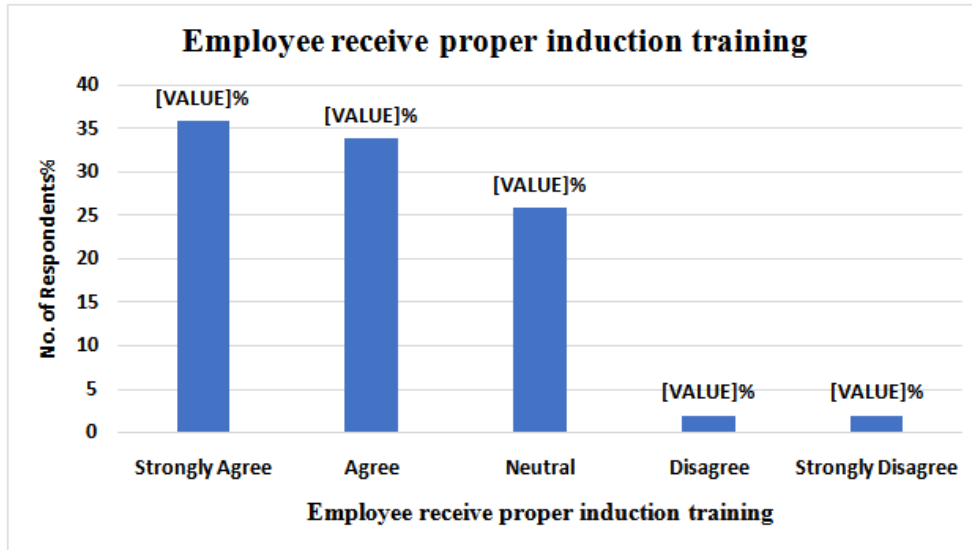
Interpretation:

In the above graph shows that 36% are neutral, 32% are strongly agree, 28% are agree, 3% are

disagree on the selection of employees is done on the basis of personality and competency test.

3. Employee receive proper induction training to get themselves cultural fit

Employee receive proper induction training	No. of Respondents	No. of Respondents%
Strongly Agree	43	36%
Agree	41	34%
Neutral	32	26%
Disagree	2	2%
Strongly Disagree	2	2%
Total	120	100



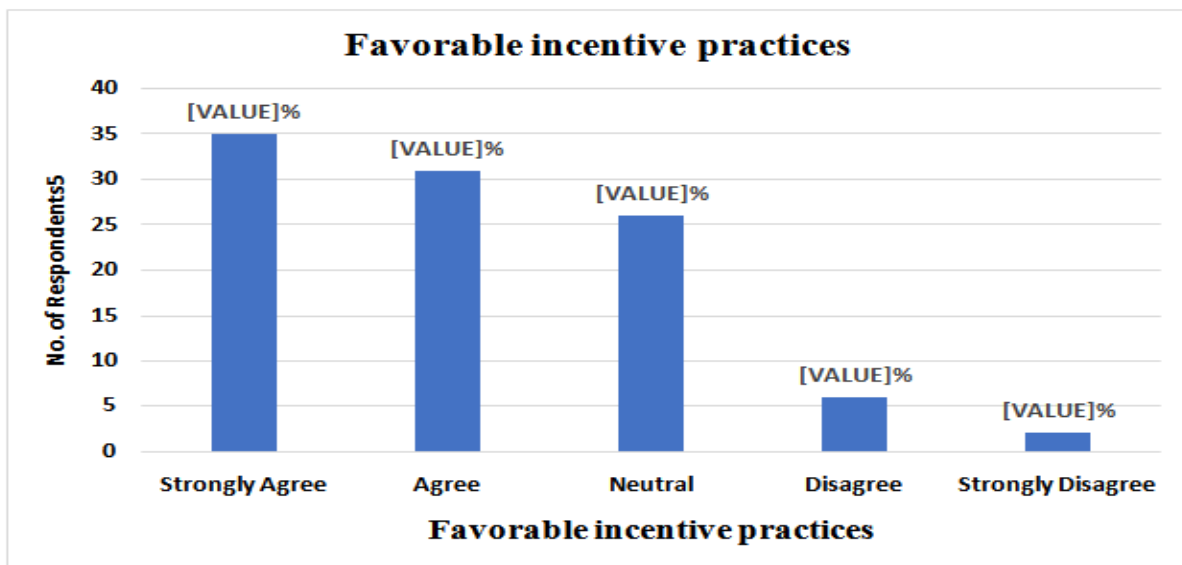
Interpretation:

In the above graph shows that 36% are strongly agree, 34% are agree, 26% are neutral, 2%

are disagree, and 2 % are strongly disagree on the employees receive proper induction training to get themselves cultural fit.

4. Favorable incentive practices to encourage employees to achieve the firm’s objectives

Favorable incentive practices	No. of Respondents	No. of Respondents%
Strongly Agree	42	35%
Agree	38	31%
Neutral	31	26%
Disagree	7	6%
Strongly Disagree	2	2%
Total	120	100



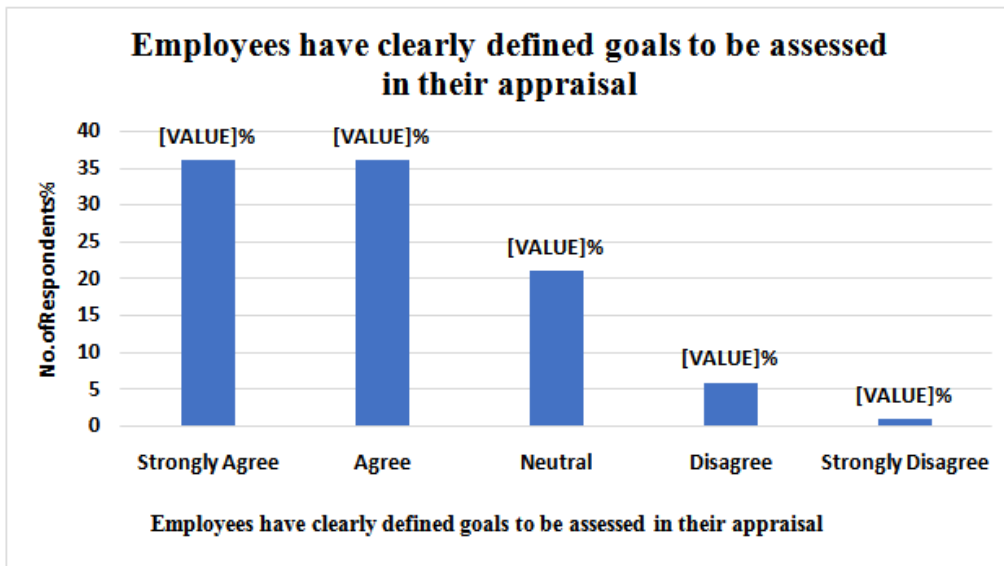
Interpretation:

In the above graph shows that 35% are strongly agree, 31% are agree, 26% are neutral, 6%

are disagree and 2% are strongly disagree on the favorable incentive practices to encourage employees to achieve the firm’s objectives.

5. Employees have clearly defined goals to be assessed in their appraisal

Employees have clearly defined goals to be assessed in their appraisal	No. of Respondents	No. of Respondents%
Strongly Agree	43	36%
Agree	44	36%
Neutral	25	21%
Disagree	7	6%
Strongly Disagree	1	1%
Total	120	100



Interpretation

In the above graph shows that 36% are strongly agree, 21% are neutral, 6% are disagree and 1% are strongly dis agree on the employees have clearly defined goals to be assessed in their appraisal.

IV. FINDINGS

- It is inferred that 82% respondents are agreed that recruitment effectively attracts a diverse pool of candidates.
- It is found that 69% respondents are agreed, 25% respondents are neutral that selection on the formal basis to meet internal vacancies.
- It is found that 63% respondents are agreed that company is providing training for relevant skills.
- It is found that 67% respondents are agreed that company is providing fair and performance-based compensation.

- It is found that 62% respondents are agreed employee receive peer-appraisal, team-appraisal and 360-appraisal after self- appraisal annually.

V. SUGGESTIONS

- It is suggested that the employees are felt that selection process must be based on personality and competency test for the right people for the right job.
- It is suggested that the company should provide training for relevant skills to perform their job effectively.
- It is suggested that the employees are more focus on career development, therefore the company should provide more training programs to enhance skills for career development.

- It is suggested that the employees are agreed with team work, the company must improve motivation levels in employees to work in teams for better outcomes.

VI. CONCLUSION

It is concluded that, the HR practices of GOKALDAS EXPORTS LIMITED related to recruitment, compensation, performance appraisal are performing better and only selection process and training & development programs should be improved for better employee performance.

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