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Topic : HRD Practices in Organisational effectiveness (A case
Study of LIC of Madurai Division (T. N.)

ABSTRACT

Human Resource Development (HRD) growth prosperity for the organisation which is helps to achieve the potential of an employee throughout his life and work. According to Craig (1976) the central goal of HRD was “developing human potential in every aspect of lifelong learning.”

HRD as a technical term was coined by the American writer Leonard Nadler in the late 1960s and defined originally as a series of organized activities conducted within a specified time and designed to produce behavioural change of organisational members (Nadler, 1970). It was conceived as a catch-all expression, specifically incorporating three types of vocational learning activity that would contribute to making individuals more effective at work.

The findings of the study show that the HRD Practices are positively related with the HRD Effectiveness in the organisation. Total of HRD Practices is around 32.43 whereas the HRD Effectiveness is getting the total score of 35.32. Here the Effectiveness of the organisation is good in the organisation of insurance business of Madurai division.

The second Hypotheses of the study to check the degree of the relationship of the rural with the urban branches in the division. Here in the study it has been found that the HRD Practices in the rural branches are the average of 9.31 compared to the urban branches is 8.95

It is found that the rural branches are more degree of value in the Madurai division office than in the urban branches. It is proved that the Hypotheses are positively related with the HRD effectiveness and the Practices. With the results it is concluded that the both are positively related with each other.

Most of the HRD practices are co-related with each other of the effectiveness factors of the management that the researcher took in the study. Hypotheses are accepted under this study. However the one or two factors are not significant in the insurance industry of Madurai division. That should be more concentrated in the future; otherwise the workers will not survive in our industry. It clearly mention that the rural branches of the whole Madurai division are doing more HRD Practices as well as the Effectiveness as per the research reports it say rural branches in the division are getting more average of 0.29 more than that of urban branches in the division.

Out the the results it shows the satisfaction of the employees among district is we can say the Dindigul district is the best branch among the rural as well as the urban level.

More concentration of the Madurai district is very essential because of the survey it clearly intimate that the average of the rural branches is getting the total score of 1.47 only this is the low score among the branches of the other five district respectively. But in the urban branches is also the same average of nearly 1.50 in the Organisational effectiveness. In other HRD Practices in the rural branch level score of average is 1.50 only whereas in the urban branch level the score is very low of other district is only 1.27.

So here the management should approach properly the persons who are not satisfied should be motivated or the training should be given to them properly for their effectiveness.