
**STRATEGIC ROLES IN HUMAN RESOURCE MANAGEMENT IN URBAN
CO-OPERATIVE BANKS-A CASE STUDY**

Prof. Revati Ramrao Rautrao

Assistant Professor,

Dr. D Y Patil Vidyapeeth's Global Business School & Research Center, Pune, MBA Department

Contact Details: Mobile No 8007000713, E-mail.id: revatirautrao@gmail.com

Dr. Kharat Pandurang Bhimrao

Assistant Professor, Shri Shivaji College, Parbhani

Contact Details: Mobile No 9422871857, mail.id : pandurang.kharat697@gmail.com

ABSTRACT

New responsibilities and expectations perpetually keep company with new challenges within the urban co-operative banks. Everybody has to be updated on the approaching trends, ennobling stories, new's etc. Future movement from which is able to use for the certain influence in 2020. Folks in operation in organizations have their own demand, motivations, and expectations that they need contribution towards their organization, could be a ton of as compared to it. Human Resource Management is enjoying systematized regarding the coming up with of set up and management for the aim of groomed in operation and economical in operation inside all organization. At this age of competitive age, several triple-crown company folks understand that today's market is barely for those folks that makes the success of their organization.

Key Words: HRD policies, HRM, Co-operative societies, management, Urban Co-operative Bank

INTRODUCTION:

"Cooperatives are a reminder to the international community that it's doable to pursue each economic viability and social responsibility."

-United Nations Secretary-General, Ban Ki-Moon.

Co-operative banking it's primarily based for the event of agriculture however as refulgence that the Urban Co-operative banks are unionized for the event of urban backward category of the society. Now, the Urban Co-operative Banks are the prime competitors of personal business Banks. The bank of Asian country, is giving approval for the constitution of Urban Co-operative Banks that have some specific directions and segments. Urban Co-operative Bank's organization, structure, management, working, etc. are controlled by bank of Asian country and Co-operative Societies Act. The Urban Co-operative credit sector, the oldest sector of the co-operative movement. It means there's a duality of management by the govt. of Asian country. That strategic role type some amendment management a Polaris ability set for monetarily body in a number of the co-operative banks. We should have a crystal clear plan regarding the challenges and opportunities for the urban co-operative banks. however it's seen that the managed business employment groups will facilitate accounting and finance unit in an exceedingly} very effective ways in which. Desired ends is also a basic activity in any organization inside that men are utilized. The success of today's banking business is completely reckoning on the human resources of the organization of all levels.

It was also rightly expressed by an eminent philosopher of China, Kuang Chung Trum during the 7th century B.C.

“If you wish to plan for a year, sow seeds;
If you wish to plan for ten years, plant trees;

If you wish to plan a life time, develop men”

In this analysis paper it's clearly mentioned that variations in however the new mulch-generational force views their careers within the urban cooperative banks. HRM focuses on the management of people in work culture. Once the previous Prime Minister, Shri. Rajiv Gandhi expressed, “The real strength of the country lies within the development of the human mind and body.”

As we tend to see that Human Resource Management is a very important issue for the event. we will perceive that the banking could be a arduous trade. Urban Co-operative Banks need to develop the sound personal policies. Urban Co-operative Banks are terribly cautious for framing the policies for the success. typically it's relies for the event of agriculture. the Urban Co-operative Banks are the prime competitors of personal business Banks. Urban Co-operative Bank's system, structure, management, working, etc. are controlled by bank of Asian country and Co-operative Societies Act. There are tremendous growth, development and dynamical the today's banking surroundings. each structure depends on the extent of financial gain generated through optimum use of assets i.e. human resource. non-public banking is incredibly sound and commonplace. Urban Cooperative Banks are having important role within the exchange era.

“Training is that the systematic development of the attitudes/knowledge/skill behavior patterns needed by a private therefore on perform adequately a given task or job.”

Through the educational program goals and objectives are known. it'll improve the ability, implementation of the new technology are simply done.

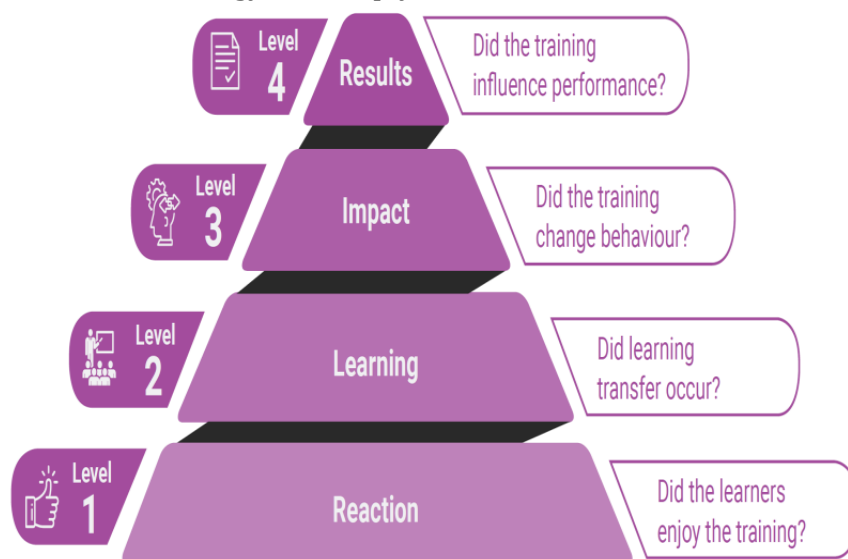


FIG: The Kirkpatrick analysis Model

Source: kudosurvey.com

LITERATURE REVIEW:

This paper deals with the general review of the literature out there on the actual topic. Literature is that the most vital a part of any analysis. during this topic, the review is taken of articles and books concerning the analysis topic. during this human resource management it conjointly mentioned in an exceedingly lucid manner the subject like job analysis, job analysis, worker advantages, achievement and choice, line employees conflicts social responsibility policies together with different current topics like structure culture and climate, improvisational policies, effectiveness, follower ship, proprietorship management, twin Carrier issues, quality of labor life, quality circles and improvisational development.

A Micro-Level Man Power coming up with Model for Banks; by Jayantilal faith and K. Balachandran, was varied version of the model that is usually recommended by the primary author (previous reference) once incorporating and also the dynamic necessitate of public sector banks for best arrangement of man power, in fact with none amendment within the basic model. 'Leadership designs Among Bank Managers' by O. P. Misra and S. K. Shrivastav, in his analysis study, he studied that the leadership vogue that is one in every of the simplest objectives of human resource management additionally as its effectiveness among bank managers happiness to nationalize and personal sector banks and relationships 'Management of Human Assets by M. G. Rao, it's a set that threw lightweight on the complexities of managing folks within the gift day organizations. With the assistance of the consequences of coaching and worker organic process activates to search out however the worker connected activities flourish in numerous kinds of the sectors like urban government, co-operative, informal sector and tiny sector.

A) A knowledge-driven economy is AN economy wherever era and with the abuse of information that is assumes a rife half throughout the time spent wealth creation. (Haremon, 2007). Mr.Kumare (2003), conducted the study for analyzing the impact of motivation and ethical one employee's behaviour and structure potency within the banking sector. it's found that workers area unit invariable intended by some pay package, incentives and recognition. Singh (2005) found that publicly sectors, Human Resource Management policies and management philosophy don't seem to be connected to every different however privately sector, the Human Resource Management policies that invariability thought of the management philosophy.

Krishnaveni & Deepa, (2011), she claimed that as we have a tendency to implementing HRD policies within the organization it got to concentrate not exclusively on coaching job programs but they need to in addition offer importance to career planning, employee participation and clear compensation for employees.

RESEARCH METHODOLOGY

Research methodology could be a scientific and systematic procedure to unravel the analysis issues. The objectives area unit achieved by finding out Human Resource Management in selected Urban Co-operative Banks .The study refers to the Urban Co-operative Banks in bank's movement . The analysis style is preliminary until identification of service quality parameters. Preliminary is undertaken the factors of less sale of investment product and provides a whole account of their strength. analysis study is predicated on the secondarily knowledge.

Study is principally descriptive in nature. therefore the data was gathered from varied sources. Secondary knowledge is obtained from literature review, firms manual, reports and few management documents. the info conjointly obtained from the present operating documents, manuals, procedures, reports, applied math knowledge, policies, laws, and standards were taken under consideration for the review.

RESEARCH QUESTIONS (RQ)

What's the importance of human in urban co-operative banks in Maharashtra?

What's the progress and growth of urban co-operative banks in Maharashtra?

This study seeks to answer variety of those queries. That is the purpose of this study?

However, before doing this, it's essential to grasp the importance of human consider banking and thought, importance, objectives, role, constituents, options of human resource development from co-operating and particularly urban co-operative banking purpose of considering well as which implies, objectives, needs historical perspective of urban co-operative banks in region.

B) OBJECTIVES OF THE STUDY :

To study the conception and policies and methods in Human Resource Management of Urban Co-operative Banks.

To study the importance of of Human Resource Management Practices of coaching and Development, Performance Appraisal and Career designing in Urban Co-operative Banks.

To review the character and importance of human resource management in urban co-operative Banks.

HYPOTHESES

H1: There is not any impact of the conception and policies and methods in Human Resource Management of Urban Co-operative Banks.

H0: there's a impact of the conception and policies and methods in Human Resource Management of Urban Co-operative Banks.

H1: there's no importance of of Human Resource Management Practices of coaching and Development, Performance Appraisal and Career designing in Urban Co-operative Banks.

H0: there's a importance of of Human Resource Management Practices of coaching and Development, Performance Appraisal and Career designing in Urban Co-operative Banks.

C) DATA COLLECTION:

The data conjointly obtained from the present operating documents, manuals, procedures, reports, applied math knowledge, policies, laws, and standareds were taken under consideration for the review.

CONCLUSION:

Credit deployment is that the prime perform of economic development system in India. For effective and economical functioning, strategic role ought to be performed in urban co-operative banks. The burning downside within the globalized economy is that the scientific method of formulating Human Resource Management designing and policies. In gift day scenario, human resource development play, auxiliary role, system development role, analysis development role, group action role, developing ability and effectiveness role, and methodology role. Today's globalized world success mantra is use of correct human resource development practices and managing them in an exceedingly correct method.

Human Resource Management planning and policies. In gift day situation, human resource development play, auxiliary role, system development role, analysis development role, social control role, developing competency and effectiveness role, and method role. Today's globalized world success mantra is use of correct human resource development practices and managing them in a proper way.

REFERENCES:

1. Akula Rajagopalrao (2002) Employee's Attitudes Towards Organizations and Management in Urban Cooperative Bank, A Study, Vinimaya Publications, Delhi.
2. .Angol Malati (2001)- Banking in Maharashtra - Himalaya Publishing House, Mumbai.
3. Edwin B. Flippo (1984) Personnel Management, Mc Graw?Hill, New York.
4. Dwivedi R.C. (2005) - Hundred Years of Cooperative Movement in India - Centre for Promotion of Cooperatives, New Delhi.
5. Goel, B.B. (1982) Cooperative Management and Administration, Deep & Deep Publications, New Delhi.
6. Natrajan S. - (2005)- Indian Banking S. Chand & Company, New Delhi.
7. Siddhanti S.A. (2002) - Financial Indicators to evaluate performance of Urban Cooperative Banks-Regional
8. Institutive of Cooperative Management, Gujarat.