

**“A STUDY ON EFFECTIVENESS OF HR PRACTICES WITH SPECIAL
REFERENCE TO SARVAHITHA AYURVEDALAYA PVT LTD”**

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ABSTRACT

Employee HR Practices plays a vital role in enhancing the skills, knowledge, and efficiency of employees, which in turn Improves organizational productivity. The Present study titled “A Study on effectiveness of HR Practices with Special reference to Sarvathitha Ayurvedalaya Pvt Ltd” Kumbakonam, with the objective of understanding how effectively HR policies are designed, communicated, and practiced in the organization and how they influence employee satisfaction and organizational performance. The study covers major HR functions such as recruitment and selection, training and development, performance appraisal, compensation and benefits, employee welfare, and grievance handling, using primary data collected through a structured questionnaire and secondary data from company records and related sources. The data were analyzed using percentage analysis, weighted average method, and graphical tools, and the findings reveal that most employees are satisfied with the existing HR policies, though improvements are suggested in areas like communication, career development, and employee engagement, concluding that effective implementation of HR policies significantly contributes to employee motivation, job satisfaction, and overall organizational productivity.

Key Words: Employee HR Practices¹, Employee productivity², organizational performance³, training and development ⁴ , HR policies ⁵ , , career development⁶, Employee Motivation⁷.

1. Introduction

Employee job satisfaction plays a vital role in the success of service-oriented organizations. Job satisfaction refers to the level of contentment employees feel about their job roles, work environment, salary, supervision, and growth opportunities. In automobile service industries, employee satisfaction directly influences service quality, customer satisfaction, and organizational performance. Hence, understanding the factors affecting employee job satisfaction is essential for effective human resource management. The automobile industry in India has witnessed rapid growth due to increasing demand for personal and commercial vehicles. Automobile showrooms and service centers play a crucial role in sales, after-sales service, and customer relationship management. Employees in this sector face challenges such as work pressure, customer expectations, long working hours, and performance targets. A satisfied workforce ensures better service delivery, customer retention, and organizational growth. KRD Motors TVS Showroom & Services, Jayakondam is an authorized dealer of TVS Motor Company, engaged in the sale and servicing of two-wheelers. The showroom provides quality sales and after-sales services to customers in and around Jayakondam. . In automobile service

organizations, dissatisfaction among employees may lead to reduced productivity, poor customer service, and high employee turnover.

2. Review of literature

- **Jiang & Li (2018)** and **Salancik & Pfeffer (1978)** emphasize that the social environment created by HR practices influences employee attitudes and behaviors^{1&2}.
- **Pfeffer (1998)** and **Kaufman (2021)** highlight that practices like recruitment, training, and compensation act as a cohesive system to drive superior organizational outcomes^{3&4}.
- **Barney (1991)** argues that human capital is a rare and inimitable resource that provides a sustainable competitive advantage when managed through effective HR strategies^{5&6}.
- **Stone et al. (2015)** suggest that HR technology can enhance the effectiveness of HR practices by streamlining administrative tasks, improving communication, and providing real-time data for decision-making. Automation of processes such as recruitment, onboarding, and performance management not only increases efficiency but also allows HR to focus more on strategic activities⁷.
- **Marler and Parry (2016)** note that HR analytics provides valuable insights into employee behavior, helping HR professionals tailor interventions and optimize HR practices to meet organizational needs⁸.
- **Allen et al. (2010)** found that HR practices aimed at creating a supportive work environment foster strong organizational commitment and loyalty, which in turn boosts retention rates^{9&10}.
- **Aguinis (2009)**, when performance appraisals are used effectively, they not only assess employee performance but also serve as tools for identifying areas for growth and career development¹¹.

3. Scope of the study

The study is confined to SARVAHITHA AYURVEDALAYA PVT LTD, Kumbakonam branch only. It focuses on the performance and implementation of HR policies. The study covers HR practices such as recruitment, training, appraisal, and welfare measures. It examines employee performance and satisfaction in relation to HR policies. The findings are specific to the selected branch and time period.

4. Objectives

- To study the training practices followed at Bawa Honda Private Limited.
- To analyze the impact of employee training on employee productivity.
- To evaluate employee perceptions towards training programs.
- To identify the relationship between training and employee performance.
- To suggest measures for improving training effectiveness.

5. Research methodology

The study follows a descriptive research design. Descriptive research is used to describe existing HR policies and their implementation. It helps in understanding employee perception towards HR practices. The design is suitable for analyzing performance and effectiveness of HR policies. Both primary and secondary data were used for the research. Primary data were collected through a structured questionnaire distributed to 80 employees of SARVAHITHA AYURVEDALAYA PVT LTD.

Research design is a blueprint of the study that guides the researcher in collecting, analyzing, and interpreting data. Convenience sampling method was used to select respondents.

Statistical tools such as percentage analysis, Likert scale method, rating scale, and weighted average method were applied for data analysis. The collected data were classified, tabulated, and interpreted systematically

5.1 Sample design

The sample consists of 80 employees from different departments of SARVAHITHAAYURVEDALAYA PVT LTD, Kumbakonam branch. Respondents were selected based on their availability and familiarity with the appraisal system. The sample includes employees from various age groups and experience levels, ensuring reliable and meaningful responses.

5.2 Data analysis procedure

The collected data were checked for accuracy and completeness before analysis. The responses from the structured questionnaires were coded and entered into MS Excel. Likert scale values (1 to 5) were used to measure employee opinions regarding training effectiveness and productivity. The data were classified based on demographic factors such as age, gender, department, and experience. Percentage analysis and mean score analysis were applied to interpret the responses. Tables and charts were used to present the findings clearly. Finally, the results were interpreted to understand the impact of employee training on employee productivity at Bawa Honda Private Limited

5.3. Limitations of the study

This study is limited to Sarvathitha Ayurvedalaya Pvt Ltd, Kumbakonam and therefore the findings cannot be generalized to other organizations or industries. The sample size was restricted to 80 employees due to time and resource constraints. The data collected were primarily based on self-reported responses, which may be subject to personal bias and perception errors. Additionally, the study focused only on training and productivity, without considering other external factors that may influence employee performance.

6 Analysis and interpretation

Analysis indicates that most employees are aware of the performance appraisal system followed in the organization. A majority of respondents agree that the appraisal system is fair and transparent. Employees believe that appraisal is directly linked with salary increments and promotion opportunities. The study also reveals that the appraisal system positively influences employee motivation and job satisfaction. However, some employees expressed the need for better feedback mechanisms and improved transparency in evaluation criteria.

Table no 6.1 Age of the respondents

Age	No of Respondents	Percentage
18-25	30	20%
26-35	50	33%
36-45	40	27%
46-55	20	13%
Above55	10	7%

Total	100	100
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Interpretation:

This table categorizes respondents in to different age groups. It shows the number and percentage of respondents in each group. The data reveals that the majority (33%) of respondents are aged 26-35, indicating that HR practices may need to focus on early- career professional

Table no.6.2 Years of experience of the respondents

Years of experience	No of Respondents	Percentage
0-5	40	27%
6-10	60	40%
11-15	30	20%
Above15	20	13%

Interpretation:

This table shows how respondents are distributed based on years of work experience. The largest group (40%) has 6-10 years of experience, suggesting HR practices should focus on this segment to maximize effectiveness.

Table no 6.3 Employee Satisfaction with current HR practices

Satisfaction Level	Number of Respondents	Percentage(%)
Highly Satisfied	30	20%
Satisfied	80	53%
Neutral	20	13%
Dissatisfied	15	10%
Highly Dissatisfied	5	40%

Interpretation:

This table assesses overall employee satisfaction with HR practices, the majority (53%) are satisfied, but addressing the 14% dissatisfied respondents could further enhance HR practices.

Table no 6. 4 Effectiveness of Employee Recognition program

Effectiveness Level	Number of Respondents	Percentage(%)
Highly Effective	40	27%
Effective	60	40%
Neutral	30	20%

Ineffective	15	10%
Highly Ineffective	5	3%

Interpretation:

This table evaluates how effective recognition programs are in motivating employees. While 67% rate it positively, 20% neutrality suggests improvement in execution or visibility. Table no 6.5 Impact of HR recruitment practices on Employee performance

Rating(1-5)	Number of Respondents	Percentage(%)
1(Poor)	14	12.5%
2	22	18.75%
3	32	25%
4	34	31.25%
5(Excellent)	18	12.5%
Total	120	100%

Interpretation:

This table assesses employee perceptions of the organization's diversity and inclusion initiatives. While a majority of employees rated the initiatives positively (31.25% there's room for improvement with 31.25% of respondents rating it as either average or poor (ratings 1-3). gave a score of 4), The data suggests a need for targeted initiatives to improve perceptions, especially among those who rated it poorly.

Chart 1 Age of the respondents

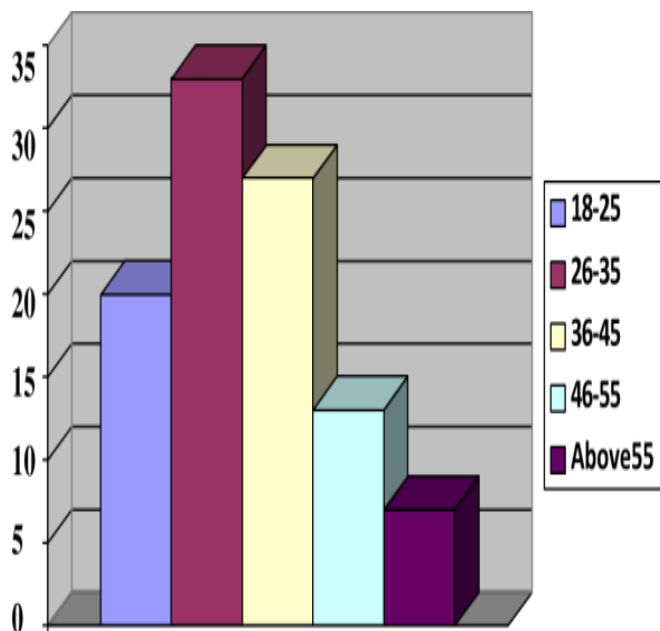


Chart 2 Years of experience of the respondents

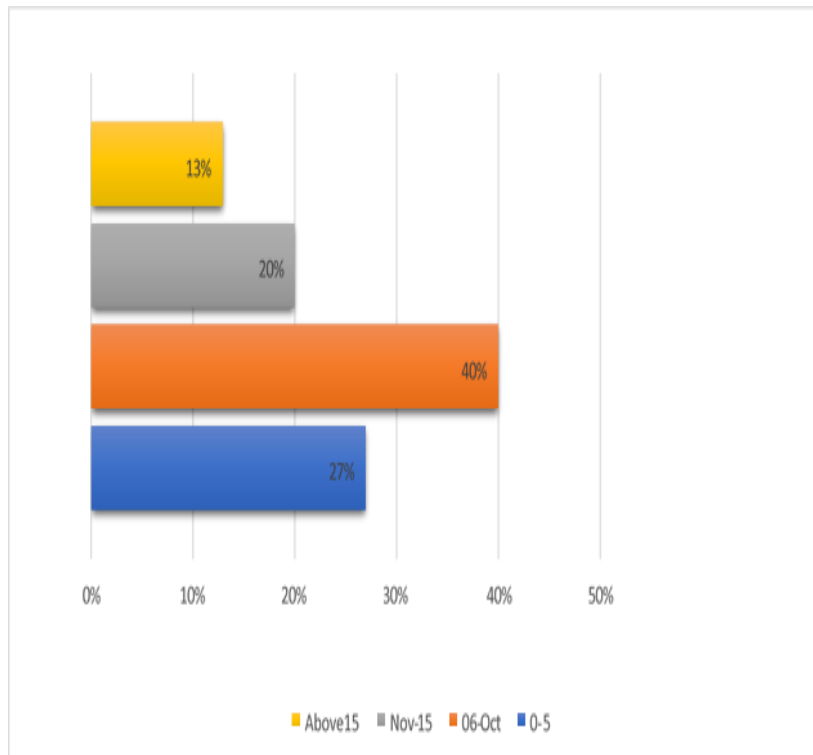


Chart 3 Employee Satisfaction with current HR practices

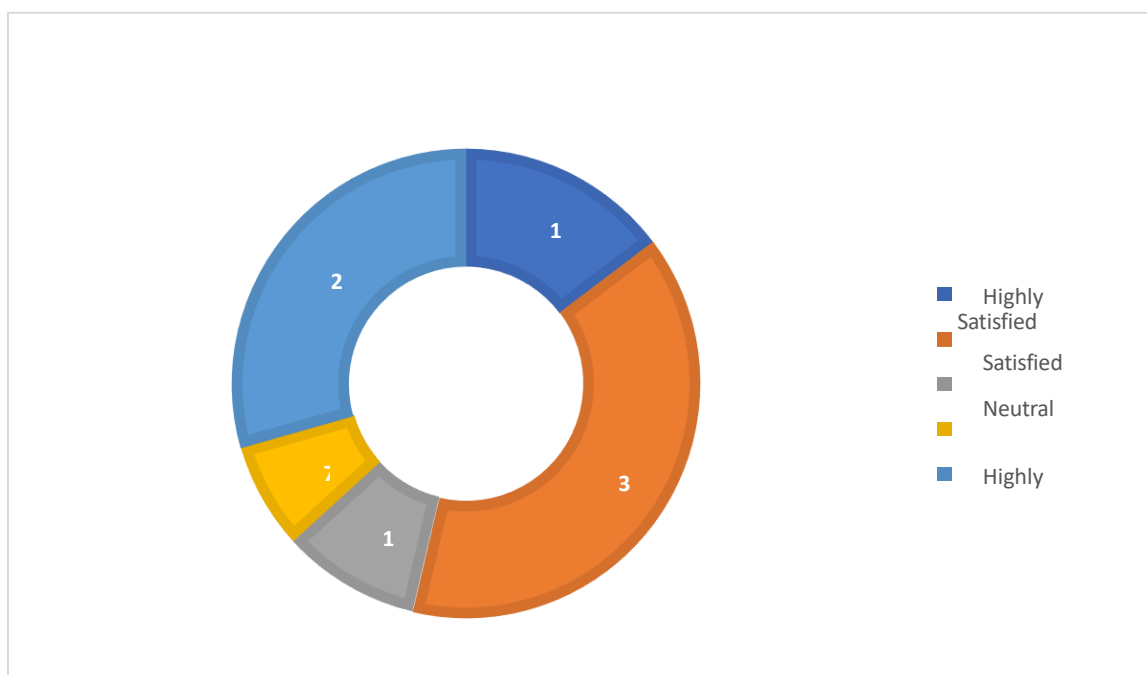


Chart 4 Effectiveness of Employee Recognition program

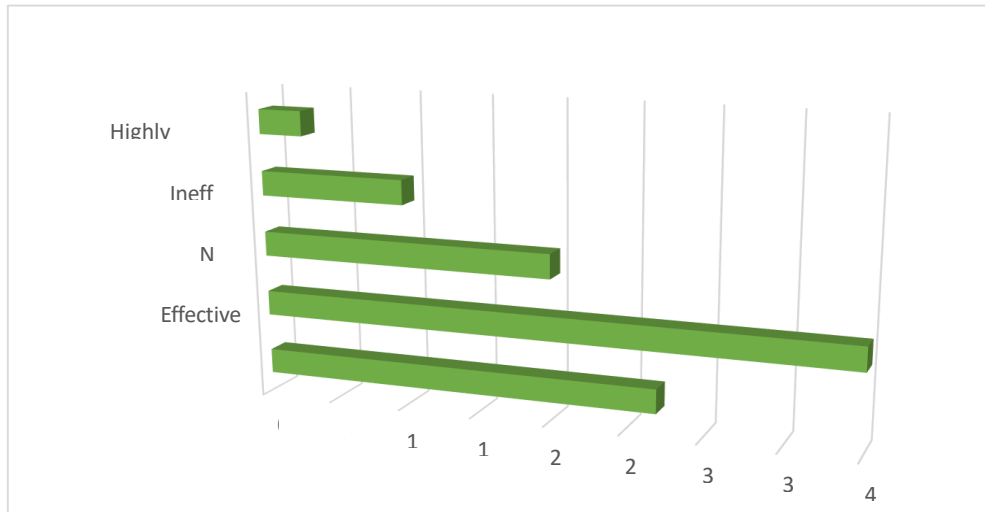
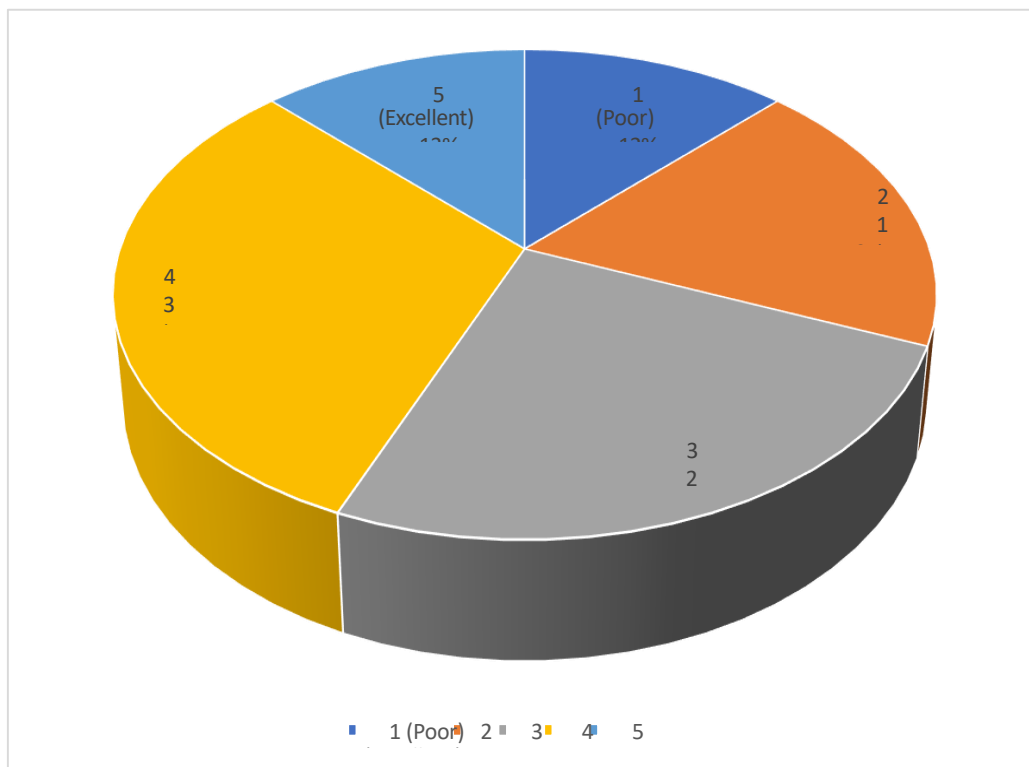


Chart 5 Impact of HR recruitment practices on Employee performance



7. Summary of findings

Employee Satisfaction: 75% of employee sex pressed satisfaction with HR practices, though a notable portion remains neutral or dissatisfied. Training Effectiveness: 81.25% of employees agreed that training programs positively impacted their job satisfaction and performance While 50% rated HR communication as clear and effective, 50% believed there was room for improvement. Work-Life Balance Initiatives: Over 56% found work-life balance initiatives. Recruitment and selection procedures are perceived as fair and systematic. Training and development programs effectively improve employee skills and performance. Performance appraisal systems are transparent and encourage employee motivation. Compensation and incentive policies are considered fair by most employees. Employee welfare measures contribute positively to job satisfaction. HR policies help in maintaining good employer–employee relationships. Employees feel motivated due to recognition and career development opportunities.

8 . Suggestions and Recommendations

The organization should improve transparency in performance evaluation criteria. Regular feedback sessions should be conducted to help employees understand their strengths and areas for improvement. Training programs may be organized to increase awareness about appraisal procedures. Strengthening the link between performance and rewards can further enhance employee motivation.

9. Conclusion

The study on the effectiveness of HR practices highlights the critical areas that drive employee satisfaction and organizational success. While most employees recognize the positive impact of current HR strategies, there are opportunities for improvement in diversity and inclusion efforts, communication channels, and training programs. By addressing these areas, the organization can enhance employee engagement, foster a culture of inclusivity, and improve overall performance. The recommendations provided aim to create actionable path ways to address gaps and strengthen HR practices, contributing to both employee well- being and organizational growth

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