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A STUDY ON EFFECTIVNESS 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 Practices[1], Employee productivity[2], organizational performance[3], training and development [4] , HR policies [5], , career development [6], Employee Motivation[7].