

**A PROJECT REPORT
ON
HR PRACTICES
IN BANK
(BANK OF BARODA)**

SUBMITTED BY :

NANDITA MOHAPATRA

MBA 2ND YEAR

REDG.NO: 2006284016

UNDER THE GUIDANCE OF :

PROF.ABHIPSA MISHRA



Astha School of Management

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INTERNAL GUIDE CERTIFICATE

This is to certify that **Nandita Mohapatra**, a student of Master of Business Administration (MBA) of batch 2020-2022, having BPUT Regd. No. **2006284016** has successfully completed a research study titled "**HR Practices in Bank of Baroda**" under my guidance.

The research study is submitted as a seminar paper report.

The report adheres to the BPUT guidelines in all aspects

Abhipsa Mishra
Asst. Professor (HR)

ACKNOWLEDGEMENT

I hereby confess that the experience was not only educating and exciting but tough one too.

This project entitled "HR PRACTICES IN BANK (BANK OF BARODA)" has been successfully completed due to respected prof.abhipsa Mishra ma'am whose co-operation and guidance helped me in visualizing myself as a project developer which is really acknowledged.

Name: Nandita mahapatra

Reg.no: 2006284016

DECLARATION

I do here by declare that I Nandita mahapatra a student of Astha school of management, BBSR has done this project entitled "HR PRACTICES IN BANK (BANK OF BARODA)" submitted by me for the partial fulfilment of the requirement for the award of Master in Business Administration (MBA) with the help of my project guide Mrs. Abhipsa Mishra .The project embodies the findings based on my study and observations.

INTRODUCTION

Bank of Baroda (BSE: 532134) (BoB) is the third largest Public Sector bank in India, after State Bank of India and Punjab National Bank. BoB has total assets in excess of Rs. 2.27 lakh crores, or Rs. 2,274 billion, a network of over 3000 branches and offices, and about 1100+ ATMs. It offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries and affiliates in the areas of investment banking, credit cards and asset management.

Maharajah of Baroda Sir Sayajirao Gaekwad III founded the bank on July 20, 1908 in the princely state of Baroda, in Gujarat. The bank, along with 13 other major commercial banks of India, was nationalized on 19 July 1969, by the Government of India.

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HUMAN RESOURCES

Bank of Baroda has the tradition of continuous enrichment of its human assets so that they deliver value to the business. In the ongoing business transformation programme, our PEOPLE play a vital and are one of the key business enablers. Under this plan of organizational transformation through people processes and systems, the bank has launched various innovative employee centric initiatives.

HR MISSION:

Creating competence and passion for business excellence. Anticipating and meeting the changing needs of the workforce ;championing career and professional growth ; enhancing services through innovation and creativity and demonstrating and maintain a healthy work environment, both physically and mentally.

HR OBJECTIVES :

To initiate globally competitive HR practices in the bank in our pursuit to become a bank of international standards and to become an employer of preferred choice.

To put in place relevant HRM strategies and use modern methodologies to undertake organizational renewal; identify and nurture talent, bring about marked changes in the mind-set of employees at all levels so as to enhance HR quality.

HR VISION:

To nurture and develop every Barodian to become smart, competent, continuous learner, ethical, happy and healthy who shall lead a meaningful life simultaneously serving internal and external customers with care and compassion.

INNOVATION AND DRIVING CHANGE THROUGH INTEGRATED HR STRATEGY:

Bank of Baroda has implemented an integrated HR strategy to achieve business results through a focused HR transformation program in two phases named as project sparsh and project sparsh plus. Various HR processes, systems and structures have been revisited or initiated afresh under composite HR systems so as to bring in the desired linkages and inter dependencies. Some of the major initiatives undertaken are as under:

- I. EMPLOYEE ASSISTANCE PROGRAM(EAP)
- II. TALENT MANAGEMENT AND SUCCESSION PLANNING
- III. STRUCTURED ON BOARDING OF NEW HIRES
- IV. SCIENTIFIC MANPOWER PLANNING
- V. RECRUITMENT STRATEGY
- VI. HR AUTOMATION

VII. HR SHARED SERVICES CPC

VIII. EMPLOYEE ENGAGEMENT THROUGH
BARODA ANUBHUTI PROGRAM

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XI. JOB FAMILIES AND CAREER PATH
SCHEME

XII. BARODA SAMADHAN

XIII. HR HELPLINES

XIV. EMPLOYEE ENGAGEMENT SURVEY
"VOICE OF BARODIANS"

THE INITIATIVE

- Marketing Initiatives

The mid-eighties marked the beginning of the shift to a buyers` market. The Bank orchestrated its business strategies around the centrality of the customer. It diversified into areas of merchant banking, housing finance, credit cards and mutual funds. A string of segment specific branches entrenched operations in the profitable markets. Overseas operations were revamped and structural changes intensified in the territories to cater to second generation NRIs. Slowly but surely, the move to become a one stop financial supermarket had been set in motion. Service delivery standards were stipulated. Technology was adopted to add punch. Employees across the board were inculcated with the marketing concept. Aggressive marketing became the new business philosophy.

PEOPLE INITIATIVE

Bank of Baroda has always had an immense faith in the infinite potential of its people. This has been historically demonstrated in its recruitment practices, developmental initiatives, placement processes and promotion policies. Strategic HR interventions like, according cross border and cross cultural work exposure to its managers, hiring diverse functional specialists to support line functionaries and complementing the technical competencies of its people by imparting conceptual, managerial and leadership skills, gave the Bank competitive advantage. The elaborate man management policies also made the Bank a breeding ground for business leaders. The Bank provided around a dozen CEOs to the industry- men who went on to build other great institutions. People initiatives were blended with IR initiatives to create an effectively harmonious workplace, where everyone prospered.

CONCLUSION

The major conclusion of this study is bank performance is affected by human resources management practices followed by banks. The bank performances variables such as return on equity return on assets, return on equity are directly affected by employees' satisfaction, recruitment and selection, training and development, performance appraisal and salary and compensation system of the bank.

The study also concludes the training and development programmes are most important factor to satisfy employees in the organization followed by salary and compensation. Employees of the commercial bank prefer internal promotion for internal recruitment followed by few employees' preferences to transfer the job rotation. More than the employees are agreeing that current HRM practices followed by bank are effective.