

HUMAN RESOURCE MANAGEMENT IN COOPERATIVE BANKS

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ABSTRACT

Of all the prime resources of an organization, men, materials, money and machine the human resources is recognized as the most vital and the most valuable. It is the quality of man power that ultimately determines the success of an organization. Human resources management aims at ascertaining the manpower needs of the organization both in right number and of right kind. It is a systematic approach to ensure that the right people will be in the right place at the right time. It is concerned with recruiting, selecting, training and developing the human capital in an organization. It is not confined to industry alone, but it is equally useful in banking sector, cooperative sector, government agencies, armed forces, sports etc.,.

KEYWORDS: EEO, NABARD, Human Resources Management, Green, White, Yellow and Blue Resolutions.

Introduction

The study of human resources in cooperative banks is vital from the point of view of economic welfare. It is particularly important because human beings are not only instruments of production but also ends themselves. It is necessary to know in quantitative terms the number of people working in an organization in a particular time. The success of any organization is the long run depends very much on the quality of its human resources. Human resources comprise the aggregate of employee attributes including knowledge, skill, experience and health which are presently & potentially available to an organization for the achievement of its goals.

Indian cooperative banking movement is one of the largest movements in the world and has passed through more than hundreds of years of its existence. It has contributed substantially for bringing in green, white, yellow & blue resolutions. It serves entire rural India & over 70 percent of rural families. The contribution of the movement can be seen in disbursing rural credit, production and distribution of fertilizers and other agricultural inputs, etc. At the same time, human resources management has been a neglect field in cooperative banks over a period of time & poor image of cooperative bank employees in the society affect their morale. The main objective of this study is to examine the human resources management in the cooperative banks

Need of Human Resource Management in Cooperative Banks

In the competitive environment, employees of any business organization are the key factor for deciding the success of the bank, in general and cooperative banks in particular. The cooperative bank approaches human resources management (HRM) from the wrong prospective and their financial performance suffers as a result instead of forcing on how to execute strategy through the performance of the employee in many cooperative banks, the first priority is cost control and the focus often begins with the HR function.

Whereas, 'management' in the cooperative sector has an additional significance on account of ideologies, organizational aspects, size of societies, range of business activities, non professional leadership etc. Cooperative societies are not only business enterprises but also are socially conscious voluntary organization having widely published social responsibilities. In other words, cooperative are value based and people based economic enterprises

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