# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at:

Ulrich's Periodicals Directory @, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A

as well as in

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

### **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN INNOVATIVE MODEL FOR DEVELOPMENTAL ENTREPRENEURSHIP  DR. RAM KESAVAN, DR. OSWALD A. J. MASCARENHAS & DR. MICHAEL D. BERNACCHI	1
2.	THE IMPACT OF SERVICE QUALITY AND MARKETING ON CUSTOMER LOYALTY IN BANKING SECTOR, ACEH-INDONESIA  FIFI YUSMITA & DR. VIMALASANJEEVKUMAR	8
3.	THE EFFECT OF INFORMATION ALLOTMENT ON THE COMPETITIVE ADVANTAGES OF THE SUPPLY CHAIN (THE CASE OF IRANIAN RAILWAY)  DR. YOUNOS VAKIL ALROAIA & MOHAMMED KHAJEH	19
4.	IMPORTANCE OF BEHAVIOR BASED SAFETY: A STUDY ON CHILD LABOR WORKING IN AUTO MOBILE SECTOR  MOZUMDAR ARIFA AHMED	24
5.	CULTURE, EMPLOYEE WORK RESULT AND PERFORMANCE: ANALYSIS OFIRANIAN SOFTWARE FIRMS FAKHRADDINMAROOFI, JAMAL MOHAMADI & SAYED MOHAMMAD MOOSAVIJAD	30
6.	IMPACT OF ISLAMIC WORK ETHICS ON JOB SATISFACTION IN THE PRESENCE OF JOB AUTONOMY AS MODERATING KHURRAM ZAFAR AWAN, MUSSAWAR ABBAS & IBN-E-WALEED QURESHI	37
7.	ELECTRONIC AUCTION: A TURN-KEY FACTOR TO RENJUVINATE THE COAL INDUSTRY - A CASE STUDY OF BHARAT COKING COAL LIMITED, DHANBAD  ABHINAV KUMAR SHRIVASTAVA & DR. N. C. PAHARIYA	42
8.	A CONCEPT BASED APPROACH OF RARE ASSOCIATION RULE MINING FROM EDUCATION DATA ASTHA PAREEK & DR. MANISH GUPTA	46
9.	LIFE SAVING FROM FIRE USING RFID TECHNOLOGY ARITRA DE & DR. TIRTHANKAR DATTA	48
10.	DIMENSIONS OF HEALTH CARE SERVICES AND THE USERS PERCEPTION ON SERVICE QUALITY IN TAMILNADU  DR. G. PAULRAJ, DR. S. RAMESHKUMA, V.SANGEETHA & L. DINESH	51
11.	STRATEGIES FOR SUSTAINABILITY AND QUALITY DEVELOPMENT OF MANAGEMENT INSTITUTES  DR. MAHESH U. MANGAONKAR	56
12.	EMPIRICAL ASSESSMENT OF CAUSE RELATED MARKETING AND CONSUMERS PERSPECTIVE: A CASE OF IDEA CELLULAR'S '3 G PE BUSY' CAMPAIGN  DR. ALKA SHARMA & SHELLEKA GUPTA	60
13.	ROLE OF MOBILE PHONE IN INDIA'S TRANSFORMATION  KULWANT SINGH RANA & DR. ASHWANI RANA	66
14.	CONSUMER PERCEPTION TOWARDS TELEVISION ADVERTISEMENTS  DR. P. SATHYAPRIYA & DR. S. SAIGANESH	76
15.	BUSINESS BEYOND BOUNDARIES (B3B): E- COMMERCE AND E-BUSINESS CHALLENGES MOHAMMED GHOUSE MOHIUDDIN	80
16.	ANALYTICAL STUDY ON BIOMETRIC SECURITY APPLICATION IN INDUSTRIAL AND MOBILE BANKING SECTOR  DR. U. S. PANDEY & GEETANJALI GUPTA	89
17.	IMPACT OF TRAINING ACTIVITIES & LABOUR WELFARE PROVISIONS ON ORGANIZATIONAL PRODUCTIVITY (WITH SPECIAL REFERENCE TO DABUR INDIA LIMITED)  SWATI AGARWAL & SHILPI SARNA	97
18.	COMPARATIVE STUDY ON THE FEATURES OF DIFFERENT WEB SERVICES PROTOCOLS  DHARA N. DARJI & NITA B. THAKKAR	102
19.	HUMAN CAPITAL – THE MOST IMPORTANT RESOURCE OF MANAGEMENT (WITH SPECIAL REFERENCE TO INDIA IN AN ERA OF GLOBAL UNCERTAINTIES)  SUNANDA SHARMA	107
20.	A STUDY ON CUSTOMERS AWARENESS AND PERCEPTIONS TOWARDS GREEN PACKAGING  J.JAYA PRADHA	110
21.	A STUDY ON HUMAN RESOURCE DEVELOPMENT CLIMATE WITH SPECIAL REFERENCE TO NATIONAL GEOGRAPHIC RESEARCH CENTRE (NGRI)  RAKHEE MAIRAL RENAPURKAR	116
22.	A STUDY ON CUSTOMER PERCEPTION ON MOBILE BANKING H. RADHIKA	122
23.	COMPUTER WORLD: WITHOUT VIRUS  GAURAV JINDAL & POONAM JINDAL	131
24.	ASSIMILATION OF FUZZY LOGIC AND REPLACEMENT ALGORITHMS TO BROWSER WEB CACHING K MURALIDHAR & DR. N GEETHANJALI	133
25.	AN APPROACH ON PREPROCESSING OF DATA STREAMS AVINASH L. GOLANDE, RAJESH D. BHARATI, PRASHANT G AHIRE & RAHUL A. PATIL	140
26.	M-MRCA FIGHTER COMPETITION: INDIA'S ROAD IN SELECTING THE BEST IN ITS DEFENCE BUSINESS  NISCHITH.S	144
27.	CONSUMER BUYING BEHAVIOR & CUSTOMER SATISFACTION LEVEL TOWARDS HERO MOTOCORP MOTORCYCLE: A CASE STUDY HARISH NAIK & DR. RAMESH.O.OLEKAR	149
28.	ENERGY CONSERVATION IN MANETS USING SCALABLE PROTOCOL SHUBHRATA JAISWAL, VAAMICA MAHAJAN & VIKRANT AGARWAL	154
29.	THE CONCEPT OF EQUALITY: A BRIEF STUDY  NAZIM AKBAR, RAIS AHMAD QAZI & MOHD YASIN WANI	158
30.	A REVIEW OF EMPLOYEE TURNOVER OF TELECOM ENGINEERS DEPLOYED IN THE NETWORK OPERATING CENTRE  L. R. K. KRISHNAN & SUDHIR WARIER	163
	REQUEST FOR FEEDBACK	174

### CHIEF PATRON

### PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

### FOUNDER PATRON

### LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

### CO-ORDINATOR

#### **MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

### ADVISORS

### DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

### **EDITOR**

### PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

### CO-EDITOR

### MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

### EDITORIAL ADVISORY BOARD

### **DR. RAJESH MODI**

Faculty, YanbulndustrialCollege, Kingdom of Saudi Arabia

**PROF. PARVEEN KUMAR** 

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

**PROF. ANIL K. SAINI** 

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, UniversityCollege, KurukshetraUniversity, Kurukshetra

### DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

### DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

### **DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

### **DR. MOHINDER CHAND**

Associate Professor, KurukshetraUniversity, Kurukshetra

### **DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

### **DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana

### **DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**DR. BHAVET** 

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana

### ASSOCIATE EDITORS

#### PROF. ARHAY BANSAI

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida
PROF. NAWAB ALI KHAN

Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P.

### **ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

### **SAKET BHARDWAJ**

Lecturer, HaryanaEngineeringCollege, Jagadhri

### TECHNICAL ADVISORS

### **AMITA**

Faculty, Government M. S., Mohali

### **MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

### FINANCIAL ADVISORS

### **DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

### **NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

### LEGAL ADVISORS

**JITENDER S. CHAHAL** 

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA** 

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

### SUPERINTENDENT

**SURENDER KUMAR POONIA** 

c)

e)

2

3.

### **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: <a href="mailto:infoijrcm@gmail.com">infoijrcm@gmail.com</a>.

### **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

CO	OVERING LETTER FOR SUBMISSION:	DATED:
THE	HE EDITOR	DATES.
IJRC	RCM	
Sub	ubject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	
(e.	e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer	/IT/Engineering/Mathematics/other, please specify)
DEA	EAR SIR/MADAM	
Plea	lease find my submission of manuscript entitled '	for possible publication in your journals.
	hereby affirm that the contents of this manuscript are original. Furthermore, it has neither be nder review for publication elsewhere.	een published elsewhere in any language fully or partly, nor is it
I aff	affirm that all the author (s) have seen and agreed to the submitted version of the manuscript a	and their inclusion of name (s) as co-author (s).
	lso, if my/our manuscript is accepted, I/We agree to comply with the formalities as given ontribution in any of your journals.	on the website of the journal & you are free to publish our
NAI	AME OF CORRESPONDING AUTHOR:	
	esignation:	
	ffiliation with full address, contact numbers & Pin Code:	
	esidential address with Pin Code:	
	nobile Number (s):	
	-mail Address:	
	Iternate E-mail Address:	7.7
7 11 00	iterriate E main touress.	
NO.	OTES:	
a)		to be rejected without any consideration), which will start from
	the covering letter, inside the manuscript.	
b)		
	New Manuscript for Review in the area of (Finance/Marketing/HRM/General Managemo	ent/Economics/Psychology/Law/Computer/IT/
	Engineering/Mathematics/other, please specify)	

### INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.

MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

The total size of the file containing the manuscript is required to be below 500 KB.

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. SUB-HEADINGS: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

**REVIEW OF LITERATURE** 

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

**OBJECTIVES** 

**HYPOTHESES** 

RESEARCH METHODOLOGY

**RESULTS & DISCUSSION** 

**FINDINGS** 

**RECOMMENDATIONS/SUGGESTIONS** 

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

**ACKNOWLEDGMENTS** 

**REFERENCES** 

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

### PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

### воокѕ

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

### CONTRIBUTIONS TO BOOKS

Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

### JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

### CONFERENCE PAPERS

 Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

### UNPUBLISHED DISSERTATIONS AND THESES

Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, KurukshetraUniversity, Kurukshetra.

### ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

### WEBSITES

Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

# A STUDY ON HUMAN RESOURCE DEVELOPMENT CLIMATE WITH SPECIAL REFERENCE TO NATIONAL GEOGRAPHIC RESEARCH CENTRE (NGRI)

### RAKHEE MAIRAL RENAPURKAR ASST. PROFESSOR BADRUKA COLLEGE PG CENTRE KACHIGUDA

#### **ABSTRACT**

HRD (Human Resource Development) Climate is a set of attributes which can be perceived about a particular organization and its subsystems, and the way it deal with their members and environment. It also depends on the perception and levels of satisfaction among the employees in an organization within a given climate. It is necessary to create an environment that creates interest and motivation among employees for better performance and creates opportunity for growth and success. It is being realized that an organization can have competitive advantage by leveraging its human resources through sound HRD practices. It's all about building three Cs—Competencies, Commitment and Culture. All the three are needed to make an organization function well. An optimum level of 'development climate' is essential for facilitating HRD in an organization. Organizations differ in the extent to which they possess a sound HRD climate. This project studies the degree of HRD climate at NGRI. The aim of the present study was to measure employees' perception of HRD practices and to examine the role of HRD practices on employees' development climate. A total of 100 employees belonging to different departments responded to a questionnaire which measured different variables and the results indicated that the employees' overall perception of the HRD climate at their organization was that an encouraging climate exists.

#### **KEYWORDS**

Commitment, Competencies, HRD Climate, Human Resource Development, NGRI.

### **INTRODUCTION**

RD stands for Human Resources Development in a business or an organization. Climate meant the atmosphere in the company, especially a supportive atmosphere that allows staff members to develop their skills for the benefit of the company. If we need to find a way to develop employees in order to become effective contributors to the goals of an organization, we need to have a clear view of what an effective contribution would look like. The use of personal capacities can be very helpful in describing the way in which an effective employee should operate and behave, but there can be no general prescription of an effective employee. Effectiveness will differ with organizational context, and on whose perspective we are adopting. The matter of what, finally, makes an effective employee is a combination of personality, natural capabilities, developed skills, experience and learning. The process of enhancing an employee's present and future effectiveness is called development. A short definition of HRD can be given as HRD is the process of helping people to acquire technical, managerial, behavioral skills and knowledge. The main motives of HRD Climate are Achievement, Influence, Control, Extension, Dependency and Affiliation. Important dimensions of HRD climate are Conflict and ambiguity, Job challenge, importance and variety, leader facilitation and support, workgroup cooperation, friendliness and warmth, professional and organizational spirit, job standards.

### **REVIEW OF LITERATURE**

Desimone, Werner and Harris, 2002 mentioned that an organization's success is determined as much by the skill and motivation of its members as by almost any other factor. While this has always been true, the pace and volume of modern change is focusing attention on ways human resources development (HRD) activities can be used to ensure organizational members have what it takes to successfully meet their challenges.

**Venkateswaran (1997)** in a Note on Human Resource Development Climate, made a study based on the responses of 132 executives of a large PSU and concludes that early identification of human resource potential and development of their skill represent two major tasks of human resource development. This can be achieved only when a conducive HRD climate prevails. The study found the existence of favorable HRD climate in the organization.

Jain, Singhal, and Singh (1996) conducted a study, HRD Climate in Indian Industry, in two public sector organizations i.e. BHEL and NFL and concluded that the HRD climate is mainly a function of the effectiveness variables including individual efficiency, organisational efficiency and productivity, and the HRD variables.

Ajay solkhe and Dr.Nirmama Chaudhry in their paper "HRD Climate and Job satisfaction" says On account of satisfaction level of managers certain improvements derives the attention the organization needs to improve the working conditions, needs to revise the compensation packages as per the industry standards, career opportunities should be pointed out to employees ,company policies should be conveyed in a simplified manner and its interpretation should be checked through feedback mechanisms as the mean scores was low in these categories respectively including management policy on HRD, organization development, role analysis and training.

**Dr. S. Saraswathi** in her paper "Human Resources Development Climate: An Empirical Study" mentioned that the general climate, HRD Mechanisms and OCTAPAC culture are better in software organizations compared to manufacturing. From the comparative analysis, it is concluded that there is a significant difference in the HRD climate of software and manufacturing organizations. Based on the overall analysis it can be concluded that the good HRD climate was prevalent in the organizations surveyed. Thus, the extent of HRD climate prevailing in both the organizations seems to be different. For organizational and employees performance it is important to focus on various aspects of the HRD climate prevalent in the organization.

### **NEED FOR THE STUDY**

The current study can help the organization to understand the Changes in economic policies, job requirements, Need for multi-skilled Human Resources, Technological advances, complexity in the organization and in Human Relations with the help of which an organization can plan their strategies to match with their future objectives.

### **OBJECTIVES OF THE STUDY**

- > To study the level of HRD climate prevailing in the Organization.
- > To study the employees attitudes towards the organization.
- > To study the HRD climate using various dimensions.
- > To study the perceptions of employees across the organization on different dimensions of HRD climate.

### **RESEARCH METHODOLOGY**

The survey was based on the questionnaire method and the survey was conducted by administering the questionnaire to a sample of 100 scientists across various departments in different functional areas. In the present study, descriptive method is used to study the prevailing HRD Climate. The stratified random sampling technique was adopted to collect data. Sample size consists of 100 respondents from different departments of the organization. For the purpose of the study, both primary and secondary data has been used. Simple percentage analysis and tabulation is used to analyze the data. The study is limited to NGRI, Hyderabad and not to other Research and Development companies.

### **ANALYSIS**

#### TABLE 1: RESPONSE TO CLEAN AND WELL ORGANIZED WORKING ENVIRONMENT

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	75	75%
MODERATELY AGREE	15	15%
AGREE	-	-
MODERATELY DISAGREE	5	5%
STRONGLY DISAGREE	5	5%
TOTAL	100	100

INTERPRETATION: From the above table, it is observed that 75% of the employees feel that they have clean and well organized working environment, 15% agree moderately with this remaining 5% employees each moderately and strongly disagree to this.

TABLE 2: RESPONSE TO AVAILABLITY OF RESOURCES TO PERFORM JOB

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	45	45%
MODERATELY AGREE	5	5%
AGREE	25	25%
MODERATELY DISAGREE	10	10%
STRONGLY DISAGREE	15	15%
TOTAL	100	100

INTERPRETATION: From the above table, it is observed that 45% of the employees feel that they have the resources to perform their job effectively, 5% agree moderately, 25% employees agree to it, remaining moderately and strongly disagree to this 10% and 15% respectively.

TABLE 3: RESPONSE TO FAVOURABLE ENVIRONMENT FOR DEVELOPING NEW SKILLS AND KNOWLEDGE

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	40	40%
MODERATELY AGREE	15	15%
AGREE	35	35%
MODERATELY DISAGREE	5	5%
STRONGLY DISAGREE	5	5%
TOTAL	100	100

INTERPRETATION: From the above table, it is observed that 40% of the employees find the environment in the organization favorable for developing new skills and knowledge, 15% moderately agree ,35% agree to it,5% of the employees each moderately and strongly disagree.

TABLE 4: RESPONSE TO DELEGATION OF AUTHORITY TO HANDLE HIGHER RESPONSIBILITIES

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	60	60%
MODERATELY AGREE	15	15%
AGREE	5	5%
MODERATELY DISAGREE	10	10%
STRONGLY DISAGREE	10	10%
TOTAL	100	100

INTERPRETATION: From the above table, it is observed that 60% of the employees found that delegation of authority helps them to handle higher responsibilities, 15% moderately agree and 5% agree, 10% of the employees each moderately and strongly disagree to this.

TABLE 5: RESPONSE TO JOB ROTATION OF EMPLOYEES TO FACILITATE EMPLOYEE DEVELOPMENT

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	40	40%
MODERATELY AGREE	20	20%
AGREE		-
MODERATELY DISAGREE	10	10%
STRONGLY DISAGREE	30	30%
TOTAL	100	100

INTERPRETATION: From the above table, it is observed that 40% of the employees find job rotation in the organization that facilitates employee development, 20% moderately agree. 10% of the employees moderately disagree and 30% employees strongly disagree.

TABLE 6: RESPONSE TO ADEQUATE INFORMATION TO EMPLOYEES ABOUT WHAT IS GOING ON IN THE ORGANIZATION

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	30	30%
MODERATELY AGREE	35	35%
AGREE	20	20%
MODERATELY DISAGREE	15	15%
STRONGLY DISAGREE	-	-
TOTAL	100	100

INTERPRETATION: From the above table it can be observed that, 30% of the employees strongly agree that the management keeps them informed about what is going on in the organization, 35% moderately agree, 20% agree to this. 15% moderately disagree and no employee is completely against this.

TABLE 7: RESPONSE TO EMPLOYEE PARTICIPATION IN DECISION MAKING

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	5	5%
MODERATELY AGREE	30	30%
AGREE	45	45%
MODERATELY DISAGREE	20	20%
STRONGLY DISAGREE	-	-
TOTAL	100	100

INTERPRETATION: From the above table it can be observed that, 5% of the employees strongly agree that they are invited to participate in decision making. 30% moderately agree and 45 % agree, 20% of the employees moderately disagree and none are completely against this.

TABLE 8: RESPONSE TO IMPORTANCE GIVEN TO EMPLOYEE SUGGESTIONS

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	5	5%
MODERATELY AGREE	25	25%
AGREE	50	50%
MODERATELY DISAGREE	20	20%
STRONGLY DISAGREE	-	-
TOTAL	100	100

INTERPRETATION: From the above table it can be observed that, 5% of the employees feel that management takes their suggestions seriously, 25% moderately agree, 50% agree remaining 20% employees feel their suggestions are not taken seriously.

TABLE 9: RESPONSE TO SPECIAL CARE TAKEN BY MANAGEMENT TO RECOGNISE EMPLOYEES' WORK

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)	
STRONGLY AGREE	50	50%	
MODERATELY AGREE	10	10%	
AGREE	12	12%	
MODERATELY DISAGREE	13	13%	
STRONGLY DISAGREE	15	15%	
TOTAL	100	100	

INTERPRETATION: From the above table, it is observed that 50% of the employees strongly agree that they are recognized by the management for their work, 10% moderately agree and 12% agree, 13% moderately disagree and 15% strongly disagree to this.

TABLE 10: RESPONSE TO EMPLOYEE WILLINGNESS TO PUT IN EXTRA EFFORT

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	85	85%
MODERATELY AGREE	10	10%
AGREE	-	-
MODERATELY DISAGREE	-	-
STRONGLY DISAGREE	5	5%
TOTAL	100	100

INTERPRETATION: From the above table, it is observed that 85% of the employees are willing to put in extra effort when needed, 10% moderately agree and 5% of the employees are not willing to do so.

TABLE 11: RESPONSE TO EMPLOYEE LIKING AND PRIDE IN WORKING FOR THE COMPANY

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	85	85%
MODERATELY AGREE	5	5%
AGREE	-	=
MODERATELY DISAGREE	5	5%
STRONGLY DISAGREE	5	5%
TOTAL	100	100

INTERPRETATION: From the above table, it is observed that 85% of the employees like to work in the organization and are proud to say that, 5% moderately agree to this, other 5% each of the employees moderately and strongly disagree to this.

TABLE 12: PERCEPTION OF TEAM SPIRIT IN THE ORGANIZATION BY EMPLOYEES

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	35	35%
MODERATELY AGREE	20	20%
AGREE	30	30%
MODERATELY DISAGREE	5	5%
STRONGLY DISAGREE	10	10%
TOTAL	100	100

INTERPRETATION: From the above table, it can be observed that 35% of the employees find high team spirit in the organization, 20% moderately agree and 30% agree, 5% moderately disagree while the remaining 10% strongly disagree to high order team spirit in the organization.

TABLE 13: RESPONSE TO NEED BASED SUPPORT GIVEN BY TEAM MEMBERS

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	70	70%
MODERATELY AGREE	25	25%
AGREE	5	5%
MODERATELY DISAGREE	-	-
STRONGLY DISAGREE	-	-
TOTAL	100	100

INTERPRETATION: From the above table, it is observed that need based support is given by team members to 70% of the employees, 25% moderately agree and 5% agree to this.

### TABLE 14: RESPONSE TO HELP/SUGGESTIONS GIVEN BY WORK GROUP WHEN NEEDED

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	70	70%
MODERATELY AGREE	5	5%
AGREE	25	25%
MODERATELY DISAGREE	-	=
STRONGLY DISAGREE	-	-
TOTAL	100	100

INTERPRETATION: From the above table it can be observed that, 70% of the employees strongly agree that they can ask others in their work group for help/suggestions, 5% moderately agree, 25% agree to it and no employee disagrees.

TABLE 15: RESPONSE TO PERCEPTION OF EMPLOYEES TOWARDS ALL DEPARTMENTS WORKING WELL TOGETHER

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	30	30%
MODERATELY AGREE	5	5%
AGREE	25	25%
MODERATELY DISAGREE	25	25%
STRONGLY DISAGREE	15	15%
TOTAL	100	100

INTERPRETATION: From the above table, it can be observed that 30% of the employees feel that all departments in the organization work well together, 5% moderately agree, 25% agree, 25% moderately disagree while the remaining 15% feel that all the departments do not work well together.

TABLE 16: RESPONSE TO EMPLOYEES TAKING UP RESPONSIBILITY FOR THEIR ACTS

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	5	5%
MODERATELY AGREE	25	25%
AGREE	45	45%
MODERATELY DISAGREE	15	15%
STRONGLY DISAGREE	10	10%
TOTAL	100	100

INTERPRETATION: From the table it can be observed that, 5% of the employees find that everyone takes responsibility for their acts in the organization, 25% moderately agree and 45% agree, 15% moderately disagree and 10% strongly disagree to it.

TABLE 17: RESPONSE TO UTILITY OF SKILLS AND ABILITIES IN CURRENT JOB

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	35	35%
MODERATELY AGREE	25	25%
AGREE	30	30%
MODERATELY DISAGREE	5	5%
STRONGLY DISAGREE	5	5%
TOTAL	100	100

INTERPRETATION: From the above table it can be observed that 35% of the employees feel their skills and abilities are fully utilized in their current job, 25% moderately agree and 30% agree, 5% each moderately and strongly disagree to this.

TABLE 18: REPONSE TO OPPORTUNITY TO FURTHER DEVELOP SKILLS AND ABILITIES

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	50	50%
MODERATELY AGREE	15	15%
AGREE	35	35%
MODERATELY DISAGREE	-	
STRONGLY DISAGREE	-	-
TOTAL	100	100

INTERPRETATION: From the above table it can be observed that, 50% of the employees have the opportunity to further develop their skills and abilities in the organization, 15% moderately agree and 35% agree to it. No employee disagrees to this.

TABLE 19: RESPONSE TO ABILITY TO HANDLE SIZE OF THE WORKLOAD GIVEN

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	60	60%
MODERATELY AGREE	30	30%
AGREE	5	5%
MODERATELY DISAGREE	-	=
STRONGLY DISAGREE	5	5%
TOTAL	100	100

INTERPRETATION: From the above table, it can be observed that 60% of the employees are able to handle the size of their workload, 30% moderately agree, 5% agree, the remaining 5% are not able to handle the size of their workload.

### TABLE 20: RESPONSE TO ENCOURAGEMENT TO EMPLOYEES TO EXPERIMENT WITH NEW METHODS AND CREATIVE IDEAS

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	25	25%
MODERATELY AGREE	10	10%
AGREE	20	20%
MODERATELY DISAGREE	30	30%
STRONGLY DISAGREE	15	15%
TOTAL	100	100

INTERPRETATION: From the above table, it can be observed that 25% of the employees feel that they are encouraged to experiment and bring out their creativity in the organization while 10% moderately agree and 20% agree, 30% moderately disagree while the remaining 15% employees feel that they are not encouraged to experiment.

TABLE 21: RESPONSE TO EMPLOYEE TRAINING BASED ON THEIR NEEDS

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	50	50%
MODERATELY AGREE	5	5%
AGREE	15	15%
MODERATELY DISAGREE	-	=
STRONGLY DISAGREE	30	30%
TOTAL	100	100

INTERPRETATION: From the above table, it can be observed that 50% of the employees are trained in the organization based on genuine training needs, 5% moderately agree and 15% agree, remaining 30% strongly disagree with this.

TABLE 22: RESPONSE TO ORGANIZATION HELP IN CAREER DEVELOPMENT OF EMPLOYEE

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	55	55%
MODERATELY AGREE	10	10%
AGREE	20	20%
MODERATELY DISAGREE	10	10%
STRONGLY DISAGREE	5	5%
TOTAL	100	100

INTERPRETATION: From the above table, it can be observed that 55% of the employees feel that the organization helps them in career development, 10% moderately agree and 20% agree,10% moderately disagree, while the remaining 5% do not find organization help in their career development.

TABLE 23: RESPONSE TO ACKNOWLEDGEMENT OF EMPLOYEE CONTRIBUTION BY THE ORGANIZATION

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)	
STRONGLY AGREE	35	35%	
MODERATELY AGREE	35	35%	
AGREE	20	20%	
MODERATELY DISAGREE		-	
STRONGLY DISAGREE	10	10%	
TOTAL	100	100	

INTERPRETATION: From the above table, it can be observed that 35% of the employees feel that they are acknowledged for their work. 35% moderately agree and 20% agree to this. The remaining 10% employees do not find any acknowledgement for their work in the organization.

TABLE 24: RESPONSE TO PROMOTIONS BEING HANDLED FAIRLY IN THE ORGANIZATION

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)
STRONGLY AGREE	40	40%
MODERATELY AGREE	15	15%
AGREE	20	20%
MODERATELY DISAGREE	15	15%
STRONGLY DISAGREE	10	10%
TOTAL	100	100

INTERPRETATION: From the above table, it can be observed that 40% of the employees find promotions being handled fairly in the organization, 15% moderately agree and 20% agree, 15% moderately disagree, while the remaining 10% strongly disagree to it.

TABLE 25: RESPONSE TO PERFORMANCEAPPRAISAL BASED ON OBJECTIVE ASSESSMENT AND ADEQUATE INFORMATION

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)	
STRONGLY AGREE	20	20%	
MODERATELY AGREE	30	30%	
AGREE	30	30%	
MODERATELY DISAGREE	15	15%	
STRONGLY DISAGREE	5	5%	
TOTAL	100	100	

INTERPRETATION: From the above table it can be observed that 20% of the employees find performance appraisal being conducted based on proper assessment and adequate information. 30% moderately agree, 30% just agree, 15% moderately disagree and 5% strongly disagree to this.

#### TABLE 26: RESPONSE TO FEEDBACK GIVEN TO EMPLOYEES THAT HELPS IN CAREER DEVELOPMENT

RESPONSE	NUMBER OF RESPONDENTS	IN PERCENTAGE (%)	
STRONGLY AGREE	25	25%	
MODERATELY AGREE	40	40%	
AGREE	15	15%	
MODERATELY DISAGREE	10	10%	
STRONGLY DISAGREE	10	10%	
TOTAL	100	100	

INTERPRETATION: From the above table, it can be observed that 25% of the employees feel that given feedback helps them in their career development, 40% moderately agree, 15% agree, remaining 10% each moderately and strongly disagree with it.

### TABLE 27: RESPONSE TO WELFARE MEASURES PROVIDED IN THE ORGANIZATION

WELFARE MEASURES	STRONGLY AGREE	MODERATELY AGREE	AGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
TRANSFER POLICY	0	15	30	30	25
PAY AND ALLOWANCE	60	40	0	0	0
ADVANCES GIVEN	25	65	5	5	0
CANTEEN FACILITY	20	55	0	15	10
TRANSPORT FACILITY	20	50	15	15	0
FIRST-AID	30	60	0	0	10

INTERPRETATION: After analysis, it was found that out of the total respondents, a majority of the respondents are satisfied with the facilities provided to them by the organization and most of them are especially satisfied with the pay and allowances, advances given, canteen facility, transport facility, and first aid facility.

### **FINDINGS**

- At NGRI, employees are proud to work in their organization and are ready to put in extra effort to meet individual and organizational goals. Clean and well organized working environment favors development of new skills and knowledge of employees.
- > The resources available at NGRI help employees perform their job efficiently and employees are able to handle the size of their workload. They feel their skills and abilities are fully utilized in their current job
- Employees find high team spirit in the organization and find their team members helpful. Few employees are of the opinion that all departments should try and work together in a more effective way.
- > There is delegation of authority which helps the employees handle higher responsibilities. The Organization helps employees in their career development by practicing various procedures like job rotation and participative decision making.
- > The management keeps the employees informed about the organization and are recognized and acknowledged by the management for their work
- > Promotions are handled fairly in the organization. Performance appraisal is being conducted based on proper assessment and adequate information.
- Employees find training provided to them based on their training needs. A majority of the respondents are satisfied with the facilities provided to them by the organization and most of them are especially satisfied with the pay and allowances, advances given, canteen facility, transport facility, and first aid facilities.

### **CONCLUSIONS**

The general picture emerging out of these findings indicate that overall a favorable climate exists in the organization. The organization ensures employee participation in decision making and should further work on getting more employees to participate. It is seen that information in the organization is shared across all levels

Also the organization offers enough scope for personal and professional growth to the employees as they provide an opportunity to develop their skills and abilities and provide guidance in career development. But there is a need for improving co-ordination among the various departments in the organization as the employees feel that it is low. Communication and feedback within an organization act as a facilitating process for employees to develop themselves in the organization. The feedback mechanism in the organization could be handled with more care in accordance with the perception of employees. The employees' work is being recognized and appreciated by the management. It can be maintained in such a way that the employee's morale will improve.

A few measures can be taken to encourage team spirit further. The organization could try to make the HRD Climate more conducive to develop potential and competencies of the employees and provide opportunities for fulfillment for building a positive, motivating work culture which would ensure optimum utilization of the capabilities of the team members leading to self and organizational effectiveness.

### **REFERENCES**

- 1. Bhattacharya,(2002), "Human Resource Management", Excel Books Publication
- 2. Dwivedi, (2003), "Managing Human Resource", Deep & Deep Publication
- 3. Sarma. A. M, (2000), "Personnel and Human Resource Management", Himalaya Publication House
- 4. Werner , DeSimore ( 2007), "Human Resource Development", Thomson Publication
- 5. http://www.citehr.com/61486-material-hrd-climate.html#ixzz1yy0a1z40
- 6. http://www.google.co.in/ from 5.06.2012 to 27.06.2012
- 7. http://www.researchmanuscripts.com/PapersVol2N2/IJCBRVOL2N2P6.pdf

## REQUEST FOR FEEDBACK

### **Dear Readers**

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours** 

Sd/-

**Co-ordinator** 

### **ABOUT THE JOURNAL**

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







