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A

STUDY ON ORGANIZATIONAL DEVELOPMENT IN KOTAK MAHINDRA BANK- HYDERABAD

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Abstract

Organizational development (OD) is a strategic process that tries to increase the effectiveness, adaptability, and overall performance of an organization. This paper provides an overview of Organization Development, its importance, and essential considerations for applying OD treatments. The basic purpose of organizational development is to align the structure, systems, culture, and personnel of the organization with its strategic goals and the dynamic business environment. It emphasizes proactive change, employee participation, and cooperative problem-solving to foster a culture of continuous improvement and innovation. The purpose of this abstract is to look into how organizational growth affects long-term success, organizational change management, and employee happiness. It focuses on how organizational development activities can promote teamwork, communication, leadership effectiveness, and worker well-being.

Key words; Organizational development; Organization; Employees; organizational culture; business; environment.

INTRODUCTION
DEFINITION

According to Beckhard, 1969 " Organizational development is an effort (1) planned, (2) organization wide, and (3) managed from top, to (4) increase organization effectiveness and health through(5) planned interventions in organization's "processes", using behavioral-science knowledge.

According to Burke& Hornstein, 1972 "Organizational development is a process of planned change- Change of an organization's culture from one which avoids an examination of social processes (especially decision making , planning and communication) to one which institutionalizes this examination.

Burke, 1994 "Organization development is a planned process of change in an organization's culture through the utilization of behavioral science technologies, research, and theory.

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MEANING:

Organizational development (OD) is the process of enhancing an organization's capabilities via the integration of strategic planning, organizational design, human resource management, performance management, and other management techniques. It comes from various academic disciplines, such as workplace behavior, organizational theory, adult education, and human resource management. Organizational development is a long-term, deliberate process that aims to enhance productivity, address issues, and boost output. It is also identified as such in the Talent Development Skill Model.

NEED OF THE STUDY:

➢ The expansion of the economy, the increase in the number of consumers, the introduction of innovative products and services, and the improvement in the quality of services provided by established institutions and highly trained experts are all indicators of progress and growth.

➢ It is crucial to constantly innovate and lead, prioritize your employees and your customers, foster a positive business culture, and advance your organization.

➢ The manager's responsibility is to inspire Kotak Mahindra Group employees to seek out and implement innovative approaches to old problems.

➢ Determine the level of knowledge among Kotak Mahindra Group employees and whether or not they require change management training.

➢ to learn how frequently top brass employs change management strategies.

➢ to find out how the current management team is getting along with the boss.

➢ Please advise Kotak Mahindra Group on the actions it should take to implement change management strategies.

Growth and development

SCOPE OF THE STUDY:

The organization study at KOTAK MAHINDRA BANK aims at getting accustomed to the business environment of KOTAK MAHINDRA BANK for a period of 45 days. The study was conducted to understand the various methods being implemented for organizational development in various departments.

OBJECTIVES OF THE STUDY:

➢ To understand the need of the Organizational development in the company.

➢ To know how the organization development will influence the employees behavior.

➢ To suggest the tactical strategies improve the organization performance.

➢ To evaluate the organization's change management.

➢ To suggest the tactical strategies to improve the organization performance.

➢ To analyze the employee engagement levels, jog satisfaction and organizational culture

➢ To evaluate the performance management systems within the different department of the bank.

REVIEW OF LITERATURE

1.Ahmad AlHamad, Muhammad Alshurideh, Khaled Almoari, Barween Kuedi, Haitham Alzoubi, Salima Hamouche, Sulieman Al-Hawary(2022), has published on "The effect of electronic human resources management on organizational health of telecommunications companies in Jordan" in International Journal of Data and Network Science has said that E-HRM has positive impact on organizational health, it highlights the importance of focusing more on the electronic training and development process in order to raise individuals practical

capabilities, which is reflected in their creativity.

2.Grapin, Sally L, Pereiras, Meaghan l(2019), has published on "Supporting diverse students and faculty in higher education through multicultural organizational development" in American psychological association, has said that students and faculty from racial, ethnic, and linguistic(REL) minority backgrounds have encountered barriers to success in graduate psychology programs and their larger college/university settings. of multicultural organizational development(MOD) as well as Cox's (This article decribes principles 1991) conceptualization of the multicultural organization. It focuses on 3 of Cox's 6 dimensions of MOD most directly related to reconciling cultural differences in organizations.

3.Waqas Ahmed, Sheik Muhamad Hizam, Ilham Sentosa(2020) has published on "Digital dexterity: employee as consumer approach towards organizational success" in Human Resource Development International, has said that, this study aims to shed the light on an imperative behavioural feature of employees i.e., digital dexterity(DD) that has emerged as the prognostic module of advantageous digital transformation, understanding of DD from the HRD context through digital business literature, it provide a better comprehension of HRD along with the management information system.

4.Andre Hanelt, Rene Bohnsack, David Marz, Claudia Antunes Marante(2020) has published on "A Systematic Review of the literature on Digital Transformation: Insights and Implications for Strategy and Organizational change" In Journal of management studies, has said that provides a systematic review of the extensive yet diverse and fragmented literature on digital transformation(DT) and discern two important thematical patterns: DT is moving firms to malleable organizational designs that enable continuous adaptation, and this move is embedded in and driven by digital business ecosystems. From these two patterns they derived four perspectives on the phenomenon of DT: technology impact, compartmentalized adaptation, systemic shift and holistic co-evolution.

5. Ramon van Ingen, Pascale Peters, Melanie De Ruiter and Henry Robben(2021) has published on "Exploring the Meaning of Organizational Purpose at a New Dawn: The Development of a Conceptual Model through Expert Interviews" In Original research article, has said that, this study aimed to contribute to societal conversations on the contemporary meaning and function of organizational purpose considering the voices and perspectives of 44 global experts. And the study provides important insights for theory development, scale development, and empirical research on organizational purpose and its effects in different streams such as OB, HRM, marketing, leadership and strategy.

RESEARCH METHODOLOGY

Sampling is based on the central tenet that information about the entire population can be gleaned from studying a subset of it. The correct equipment and a scientific frame of mind are prerequisites for any rigorous investigation. Kotak Investment Solution Private Limited's organizational history is crucial to the validity of this study.

Sample population:

One hundred employees from various Hyderabad-based Kotak Investment Solution branches make up the study's sample group.

There are a total of 100 people involved in this project.

A sample-taking guide: This research employed a non-probabilistic sample technique known as "convenience sampling." because it was chosen as the best example of the whole group.

Data collection:

Primary Data: The data is collected through structured questionnaire

Secondary data: The Company's annual report can be used as a lens through which to view and make sense of a wide range of metrics.

The project and its proper interpretation are displayed as lines in a table. Kotak's "Fixed Assets" are evaluated neither by a survey nor an empirical investigation

LIMITATIONS OF THE STUDY:

Major time requirements:

Many topics are discussed in OD courses. It's also important to note that managers need a substantial amount of time to develop an OD strategy.

Substantial expenditure:
The financial outlay is substantial. The OD plan will need a large investment. It might be challenging to keep tabs on a business's finances at times.

Delayed pay off period: There may be a longer delay than usual in reimbursing the OD program. Some businesses are wary because of this.
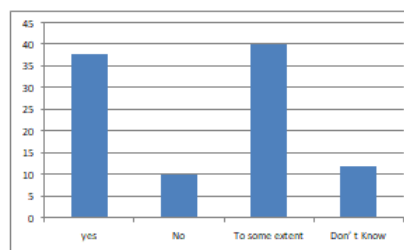
Possible failure:
The OD plan is fraught with potential pitfalls. These setbacks can be traced back to both internal and external factors.

DATA ANALYSIS AND INTERPRETATION

1. To kick things off, do you think the reform program should be put into place

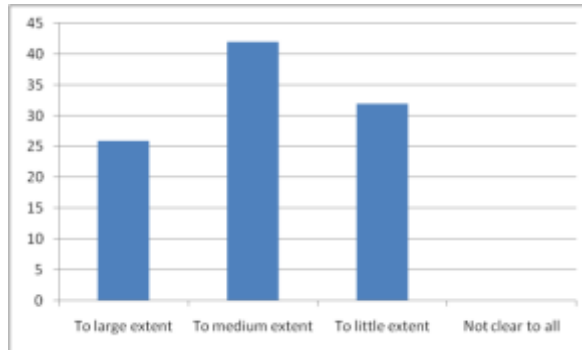| S.no	Option	No. of employee	Percentage
1	yes	38	38%
2	No	10	10%
3	To some extent	40	40%
4	Don't Know	12	12%
	Total	100	100%

INTERPRETATION:
The above table shows that employee replies were 38% "yes," 10% "no," 40% "to some extent," and 12% "don't know."

3. **When and where will work start on that building?**
4. **INTERPRETATION:**

The above table shows the majority (42%) of the employed population agrees with this statement, while a minority (26%) does not, as seen in the accompanying table and graph.

S.no	Option	No of employee	percentage
1	To large extent	26	26%
2	To medium extent	42	42%
3	To little extent	32	32%
4	Not clear to all	0	0
	Total	100	100%

| S.no	Option	No. of employee	Percentage
1	Adequately	54	54%
2	Inadequately	6	6%
3	Appropriately	38	38%
4	Not applicable	2	2%
	Total	100	100%
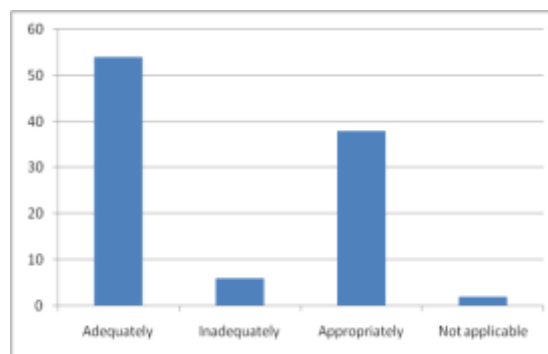
3. Does top management agree that changes are required?

INTERPRETATION:

Based on the statistics in the table above, I have determined that 54% of employees are happy with their performance, 6% are unhappy, 38% are correct, and 2% do not think the data apply to them.

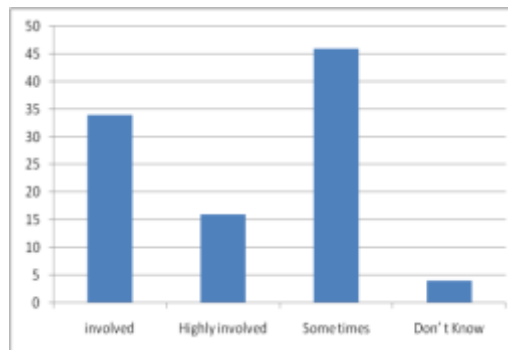| S.no	Option	No. of employee	Percentage
1	yes	58	58%
2	No	6	6%
3	To some extent	34	34%
4	Don't Know	2	2%
	Total	100	100%
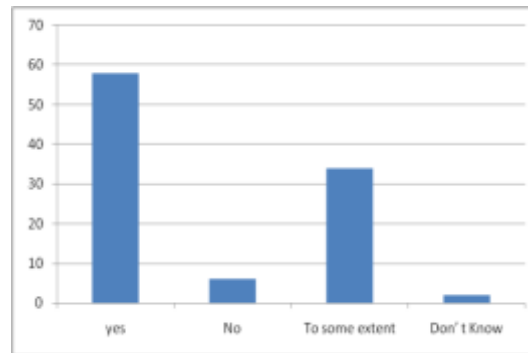
4. Is there anything you've done to let others know about the good work being done at your company?

INTERPRETATION:
The above table shows the workforce, 58% say "yes," 6% say "no," 34% say "to some extent," and 2% say "don't know

**5. Involve everyone in creating the final product?**

S.no	Option	No. of employee	Percentage
1	involved	34	34%
2	Highly involved	16	16%
3	Some times	46	46%
4	Don't Know	4	4%
	Total	100	100%

INTERPRETATION:
The above table shows the totals of 34% of workers are enthusiastic about their work, 16% are very involved, 46% are involved some of the time, and 4% aren't sure.

6. Do you believe that lower-level employees in a company should be included in the goal-setting process?

S.no	Option	No. of employee	Percentage
1	Agree	60	60%
2	Disagree	18	18%
3	Indifferent	12	12%
4	Don't know	10	10%
	Total	100	100%
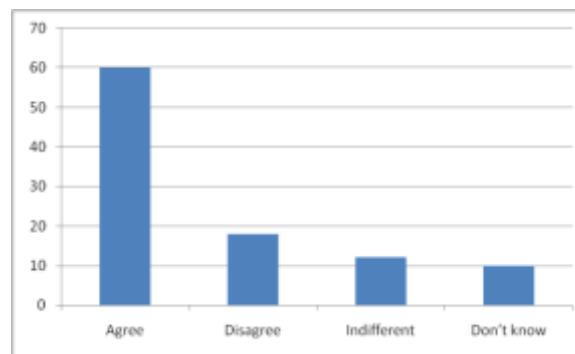
INTERPRETATION:
How we interpreted the information shown in the table is as follows: Worker support ranges from 60% in favor to 18% against to 12% uncertain and 10% not sure.

| S.no	Option	No. of employee	Percentage
1	Yes	46	46%
2	No	12	12%
3	To some extent	40	40%
4	Don't know	2	2%
	Total	100	100%
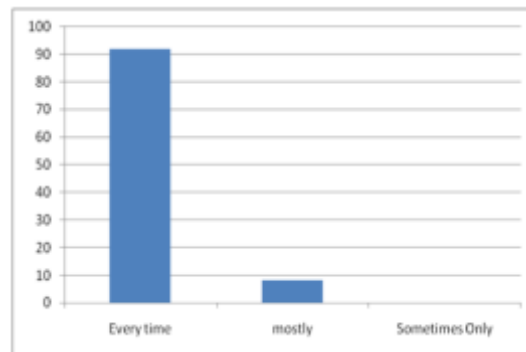
7. Is it possible to climb the corporate ladder by taking on more operational duties?

INTERPRETATION:
The above table shows the Forty-six percent of respondents said "yes," thirteen percent said "no," forty percent said "to some extent," and two percent said "don't know."

8. How confident are you in the company's leadership?

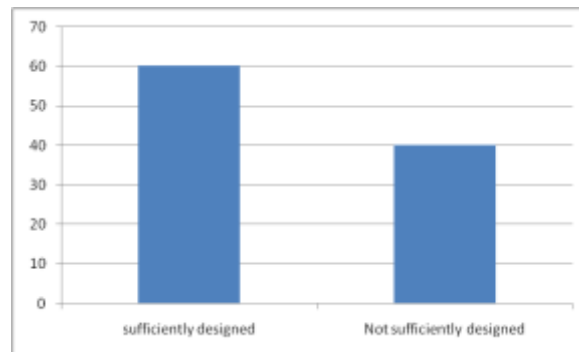| S.no	Option	No. of employee	Percentage
1	Agree	52	52%
2	Disagree	14	14%
3	Indifferent	34	34%
4	Don't know	0	0
	Total	100	100%
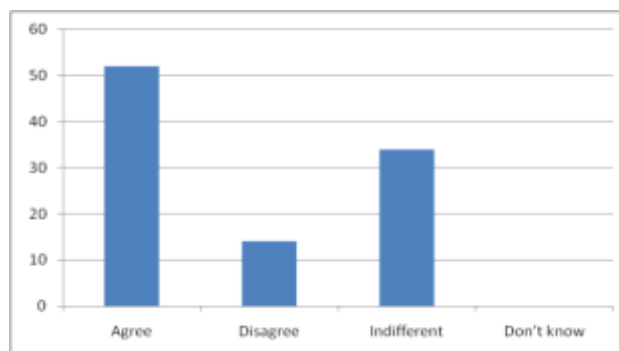
INTERPRETATION:
The above table shows the majority (52%) of the employed population agrees with this statement, while a minority (26%) does not, as seen in the accompanying table and graph.

9. Have adequate resources been set aside for the course load?

| S.no	Option	No. of employee	Percentage
1	sufficiently designed	60	60%
2	Not sufficiently designed	40	40%
	Total	100	100%

INTERPRETATION:
The above table shows the only 60% of workers thought they were well-designed, according to the data provided.

10. Are assured assertions encouraged and praised?

S.no	Option	No. of employee	Percentage
1	Yes, supported	68	68%
2	Not supported	32	32%
	Total	100	100%

INTERPRETATION:
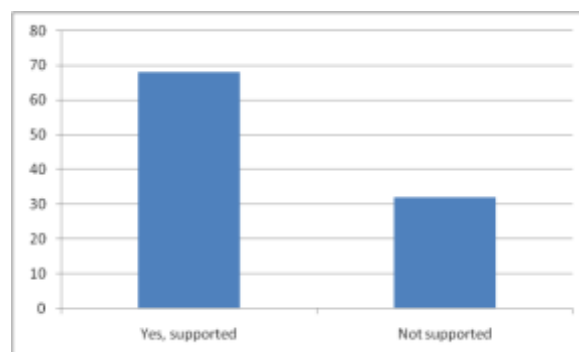
The above table and graph show that the majority of employees (68%) support the idea, while the minorities (32%) are against it.

FINDINGS

➢ Employee replies were 38% "yes," 10% "no," 40% "to some extent," and 12% "don't know."

➢ A majority (42%) of the employed population agrees with this statement, while a minority (26%) does not, as seen in the accompanying table and graph.

➢ Based on the statistics in the table and graph , I have determined that 54% of employees are happy with their performance, 6% are unhappy, 38% are correct, and 2% do not think the data apply to them.

➢ Of those in the workforce, 58% say "yes," 6% say "no," 34% say "to some extent," and 2% say "don't know."

➢ A total of 34% of workers are enthusiastic about their work, 16% are very involved, 46% are involved some of the time, and 4% aren't sure.

➢ How we interpreted the information shown in the graph and table is as follows: Worker support ranges from 60% in favor to 18% against to 12% uncertain and 10% not sure.

➢ Forty-six percent of respondents said "yes," thirteen percent said "no," forty percent said "to some extent," and two percent said "don't know."

➢ A majority (52%) of the employed population agrees with this statement, while a minority (26%) does not, as seen in the accompanying table and graph.

➢ Based on the data presented in the table and the graphic, I found that only 60% of employees think their jobs are well-designed.

➢ The above table and graph show that the majority of employees (68%) support the idea, while the minorities (32%) are against it.

SUGGESTIONS

➢ It is critical to give the organization with practical advice after conducting research and drawing findings. These suggestions were made with the company's best interests in mind. Before we can judge the project's success, we need to make certain changes.

➢ The manager's main duty is to check the work that has been accomplished. Staff workers have increased access to possibilities including mentoring, performance reviews, and standardized training.

➢ I was informed that the only educational need for this role was a high school diploma or its recognized equivalent.

➢ Workers are able to finish their work more quickly and effectively when potential mechanical dangers are removed.

➢ Replace your antiquated machinery with something that works better and faster.

➢ If this could be made less complicated, it would be ideal.

➢ If employees are required to learn new skills, they will be more invested in completing a good job.

CONCLUSION

This study on the organizational development of "KOTAK MAHINDRA BANK" proved that, the "pillars" of successful organizations reveal the face of development efforts. Important skills for developing and maintaining these traits

include leadership, teamwork, communication, and problem solving. An organization's OD strategy should be informed by a number of considerations. The company's past, current internal and external conditions and future potential all factor in. All of these things add up to show how healthy an organization is, and they can be used to guide future growth.

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