

Thaya Organisational Development strategy to Public and Private Bank in Chennai.

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Abstract

The current research article attempts to provide an organisational development strategy to enhance the performance of banking services. For this purpose few selected public and private banks in Chennai city are taken into consideration during the period 2018 December to 2019 March. A model has been constructed to improvise the performance of these banks in Chennai city. Chapter one provides basic idea about the organisational development strategy. Chapter two provides literature review. Chapter three enlists the orders of OD strategy. Chapter four constructs the model of organisational development to Public and Private bank in Chennai and the last chapter concludes how this OD strategy helpful to achieve \$ 5 Trillion Indian Economy.

Key words: OD Strategy, \$ 5 Trillion Economy, Public and Private Bank, OD Model.

Introduction

The tenacity of organisational development strategy applied in an organisation is to integrate the Purpose, the Process and the Performance with the People. The right organisational development strategy enables the people to understand the purpose, adoption of the effective process and improving the level of performance in terms of promotional change, renewal, revamping with new technology and practices and provision for the capacity building with capability growth.

The current organisational development strategy comprises of three stages in which the definition, structure and model are developed with respective order of the strategy. In each stages there will be a starting point in order to develop the destination i.e., the strategy.

- Stage I : Defining the factors involved in the organisational strategy
- Stage II : Visualize the organisational structure to develop the strategy
- Stage III : Constructing the organisational development model.

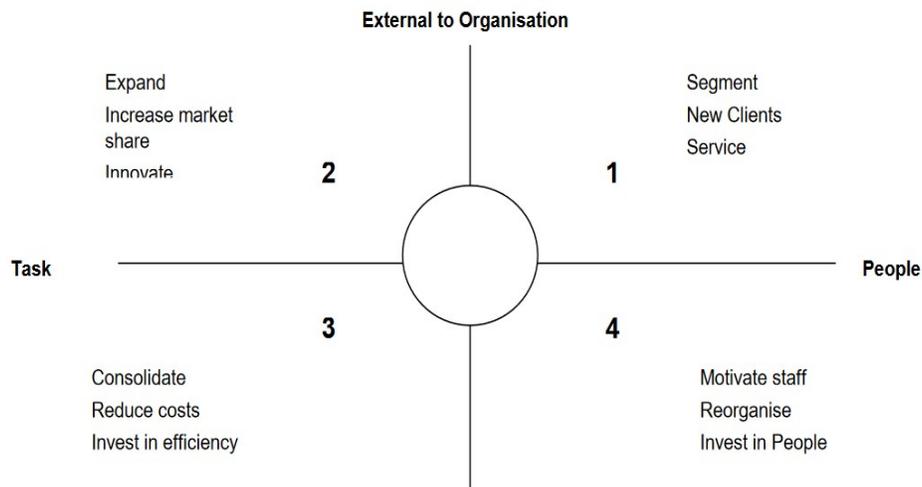
Review of Literature

R.R. Blake et al, in their article described that how behavioral science concepts of team learning form a link between individual learning and total organization development. The link is important because

it suggests some answers to a long-standing problem in industry: how to test and demonstrate the large-scale usefulness of human relations research and teaching. In the process, the article also describes a rather new approach to management development and, more broadly, to organization development.

Ralph Lewis, who has used quadrant model to integrate the strategy with organisational development with swot analysis, as

Ralph Lewis Associates 9



Glyn Elwyn and Paul Hocking, in their article, reason out the need for the organisational development strategy for the health care system. According to them, “It is not possible to introduce practice and professional development plans (organisational development and organisational learning projects) in a publicly funded health care system without first addressing existing educational and management structures. Existing systems are based on educational credits for attendance and emerging accountability frameworks (criteria checklists) for clinical governance. Moving to systems that are less summative and more formative, and based on the philosophies of continual quality improvement, require changes to be made in the relevant support systems in order achieve policy proposals”.

Michel LA Duckers et al, in their research article, clearly demonstrates how the Multilevel Quality Collaborative (MQCs) during the period of 2004-2008, in terms of organisational development strategy implemented in 24 Dutch hospitals.

Orders of OD Strategy

The secret of success of leading organisation are the implementation of OD strategy with empathy. There are three orders are planned to implement the organisational strategy in the public and private bank services. The present organisational strategy divided into two categories internal development and external development of the organisation. Internal development links the employees and management and external development links the employees and customer.

The first order of the strategy confined with defining the list of services to be render by the banks for the internal development and defining how to implement those services to the customer for the external development.

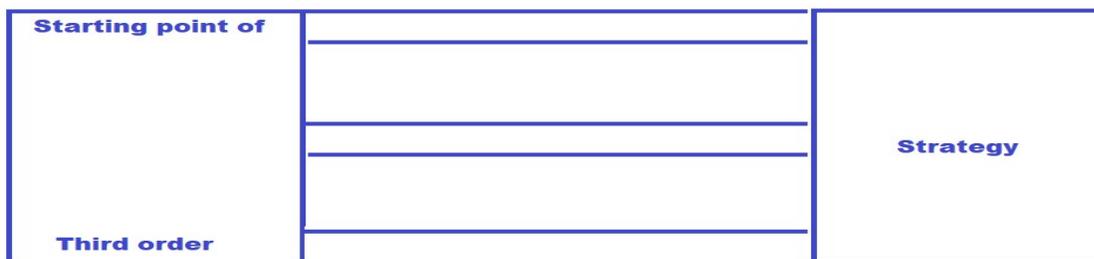
The first order framed as “Starting point - definition of banking services – strategy”



The Second order analyses the organisational structure with different departments such as Counter section, loan section, pension section, Term deposit section etc..



The third order links the factors of organisational development with the people such as purpose, process and performance for the strategy

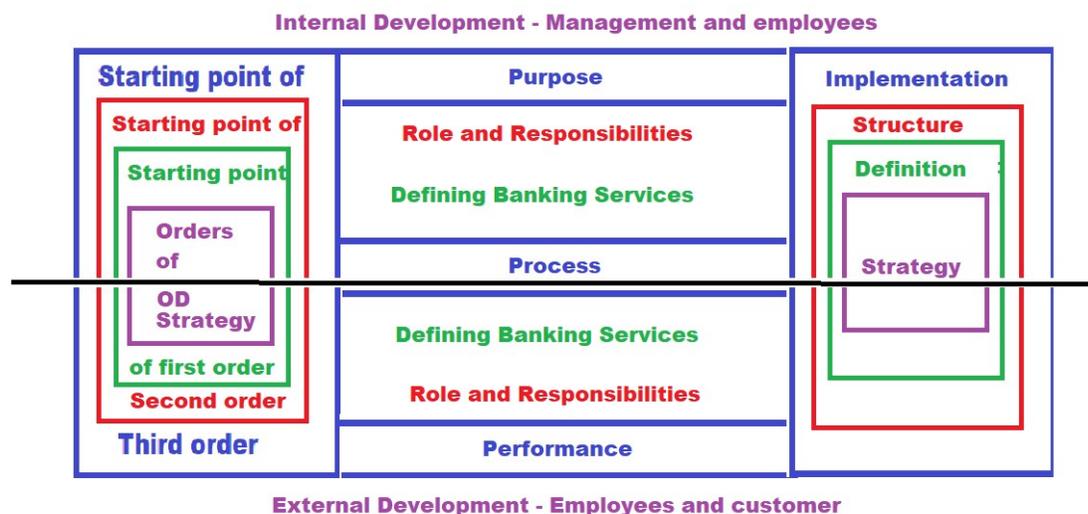


OD Strategy for the Public and Private Banks

Being a service industry the banking system demands an effective customer service in order to improve the quality of the banking services. The current organisational development strategy divided into two parts. The upper part of the model represents the linkages of management and employee for the developing internal organisation development. It is the duty of the organisation to strengthen the empathy among the staff member and to provide proper training and practice to provide effective service to customer. Right from the banking law and practice, routine of banking service, timings of banking and

other important features of the banking instruments are to be well informed to the staff member, failing which it is difficult to implement the organisational development strategy.

The lower part of the model represents the external developmental activities of the organisational development strategies mainly expertise the regular practice of the banking system render to the valued customer. The customers are the paying masters of the banking activities who are impressed with trained staff members of banking institution. Front office and quick service for deposit and withdrawal are the twin factors which makes the organisation more successful in performance. All the staff members should be well informed and they should act as the ready reference of banking details to customer. If all three orders of organisational development are implemented the banking institution may become leading financial institution in the respective areas.



Conclusion

A successful Organisational Development strategy enhances the linkages of the banking services. Internal linkages of banking services are necessary condition but the external linkages of banking services are sufficient condition as it connects the customer.

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