

1.1 INTRODUCTION

Human Resource Management (HRM) plays a crucial role in the effective functioning of healthcare institutions, where the quality of patient care and overall operational efficiency heavily depend on the performance and satisfaction of medical and administrative staff. In traditional healthcare institutions like Ayurveda hospitals, HR practices must balance modern management principles with culturally rooted approaches to wellness and healing. As such, evaluating HR strategies—including recruitment, training, performance appraisal, employee welfare, and retention—is vital to understanding how these institutions sustain both staff morale and service excellence.

MVR Ayurveda Medical College Hospital, a prominent center for traditional Ayurvedic treatment and education in Kerala, offers a unique case for examining current HR practices. With the dual responsibility of managing an educational institution and a functioning hospital, its human resource demands are multifaceted. This study aims to analyze the existing HR practices at the hospital, assess their effectiveness, and identify areas for improvement. Through this evaluation, the research hopes to provide insights that can contribute to enhancing employee satisfaction and institutional performance within similar traditional healthcare settings.

1.2 BACKGROUND OF THE STUDY

Human Resource Management has become an integral part of organizational success, particularly in the healthcare sector, where the quality of services largely depends on the skills, motivation, and well-being of the workforce. In the context of traditional healthcare systems like Ayurveda, HR practices must not only ensure operational efficiency but also support the unique cultural and philosophical values embedded in the practice. MVR Ayurveda Medical College Hospital, located in Kerala, functions both as a center of traditional medical education and as a healthcare provider, making its HR requirements complex and diverse. Understanding how HR policies are implemented in such a setting is essential to identifying challenges and opportunities for improvement. This study focuses on examining the current HR practices at MVR Ayurveda Medical College Hospital to evaluate their impact on employee performance, satisfaction, and overall institutional growth.

1.3 STATEMENT OF THE PROBLEM

Effective Human Resource Management is critical to the success of healthcare institutions, especially those rooted in traditional systems like Ayurveda, where both clinical excellence and cultural sensitivity are essential. However, institutions like MVR Ayurveda Medical College

Hospital may face challenges in implementing modern HR practices due to structural, cultural, and resource-related limitations. Issues such as inadequate training, lack of performance appraisal systems, low employee motivation, and poor retention strategies can hinder organizational growth and affect service quality. Despite the hospital's reputation in the field of Ayurvedic education and treatment, there is limited research on how well its HR practices align with the needs of its staff and institutional goals. This study seeks to identify and analyze the key human resource issues within the hospital, aiming to offer solutions that can improve employee satisfaction, enhance operational efficiency, and support the institution's long-term development.

1.4 SIGNIFICANCE OF THE STUDY

This study holds significant value as it sheds light on the human resource practices within a traditional healthcare institution like MVR Ayurveda Medical College Hospital, where modern management strategies must align with age-old medical traditions. By examining the current HR practices, the study aims to identify strengths and gaps in areas such as recruitment, employee development, motivation, and retention. The findings can provide valuable insights for hospital administrators, HR professionals, and policymakers to implement effective strategies that enhance staff performance and job satisfaction. Furthermore, the study contributes to the limited body of research on HRM in Ayurvedic institutions, offering a foundation for future improvements and serving as a model for other traditional healthcare organizations aiming to modernize their HR practices without compromising their core values.

1.5 SCOPE OF THE STUDY

The scope of this study is limited to examining the current human resource practices at MVR Ayurveda Medical College Hospital, focusing on key HR functions such as recruitment and selection, training and development, performance appraisal, employee welfare, and retention strategies. The study primarily covers the perspectives of the hospital's administrative staff, faculty, medical professionals, and support staff to gain a comprehensive understanding of HR operations. Geographically, the research is confined to the hospital campus in Kerala. The study does not extend to financial or clinical performance aspects, nor does it compare MVR with other institutions. Instead, it aims to provide an in-depth analysis of internal HR practices and their impact on employee satisfaction and institutional effectiveness within the unique context of an Ayurvedic healthcare and educational setting.

1.6 OBJECTIVES OF THE STUDY

- To examine the current human resource practices followed at MVR Ayurveda Medical College Hospital.
- To analyze the effectiveness of recruitment and selection processes in the institution.
- To assess the training and development opportunities provided to employees.
- To evaluate the performance appraisal and employee motivation methods in place.
- To identify challenges in employee retention and suggest possible improvements.

1.8 LIMITATIONS OF THE STUDY

- The study is based on responses from approximately 100 employees, which may not fully represent the views of the entire workforce at MVR Ayurveda Medical College Hospital.
- As the sampling method is non-random, the findings may be subject to bias and may not be generalizable to all employees.
- Due to limited time available for data collection and analysis, the depth of investigation into each HR practice may be restricted.
- Employees may provide socially desirable answers in surveys or interviews, especially on sensitive HR issues, affecting the accuracy of the data.
- The study focuses only on internal HR practices and does not include comparative analysis with other similar institutions or broader industry trends.

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