

# A Study on the Economic Growth and Employee Performance Improvement in Banking Industry

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**Abstract:** *The financial area in India contributes altogether to the country's monetary extension. Subsequently, the exhibition of banks fundamentally affects how rapidly the country's economy creates. Banks' presentation, thusly, is subject to the exhibition of their HR (HR), which are the most delicate and important of an association's assets. Strong organization of HR close by suitable gathering and use of mechanical advances particularly those in the field of Information and Correspondence Advancement, (ICT) has transformed into a reason for banks for their perseverance and improvement. Also, giving top notch client care couple with the advancement of bank items, especially using state of the art ideas like e-CRM, is another goal. HR (HR) are at the core of everything. since just a labor force that is thoroughly prepared and proficient about innovation can give client support that addresses the issues of the present knowing clients. This paper plans to explore the overall presentation of Old Age Private Area Banks (OPBs) situated in Kerala with an emphasis on their HR efficiency and unified HR-related execution boundaries considering India's financial area's present status of VUCA (Unpredictability, Vulnerability, Intricacy, Ambiguity)..*

**Keywords:** ICT, CRM, HRM, Old Private Sector Banks (OPBs), and Employee Productivity

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