PREFACE

The corporate sector in India has been experiencing a sea change due to liberalization of Indian Economy in a globalized context. The Indian Industry is facing keen competition from global allies and is under unforeseen pressure to perform and produce quality goods and services. The need for organizations to grow, sustain and develop in cost effective and efficient environs is all the more imminent. The external environmental factors such as improved technologies, enlarged competition and unpredictable global markets impact the Indian organizations with compulsions to develop strategies that give them the needed resilience to cope up with current realities.

In order to reach organizational effectiveness and development at the end, and to face the challenges that they confront with, organizations therefore have to upgrade their ethics, methods, technological and managerial skills and finally the HRD Culture. While there has been a great deal of concern on how to usher the environmental changes for organizational effectiveness, by putting systems in place that foster work culture, skills, capabilities and behavioral aspects to meet the challenges, arriving at the same is well within the realm of HRD that forms the crux of organizational reengineering, which is the core focus of this exploratory study under a case study design.