



Case Study: HR

Ravi works as a Supervisor in Nerolac Paints, His workers respond well to his leadership and try to come up to his level of expectations. However, Ravi takes a tough stand when workers are unable to achieve their targets. Ravi punished two workers for not being able to achieve their targets and this lead to resentment. Workers feel that they should be consulted in determining work targets.

Ravi reports to Mr. Banerjee, the Production Manager. Unhappy at the development, Ravi has requested Mr. Banerjee for a transfer to some other department.

- (a) What steps should be taken by Mr. Banerjee to deal with the problem? Will you recommend the transfer of Mr. Ravi? Justify your answer with suitable reasons.
- (b) Explain the four elements of Public Relations that Ravi should infuse in his employees in order to persuade them to achieve their targets.