

**SOS POLITICAL SCIENCE AND PUBLIC  
ADMINISTRATION**

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**SUBJECT NAME: PERSONNEL**

**ADMINISTRATION IN INDIA**

**UNIT-III**

**TOPIC NAME: PROMOTION SYSTEM IN INDIA**



## **INTRODUCTION**

Meaning Promotion means advancement of employee to a higher post with greater responsibilities and higher salary, Better service conditions and thus higher status. Definition: According to Dale Yoder- Promotion is “A movement to a position in which responsibilities and presumably , prestige are increased

## WHAT IS PROMOTION AND WHAT ARE THE BASES OF PROMOTION?



It is the rising movement of an employee from current job to another, i.e. higher pay scale, more responsibility and at higher organizational level. There may be DRY PROMOTION, in which an employee is promoted at higher level job without increase in pay. Promotion is a motivational tool for the employees.

Promotion may be on two bases:

- Merit based promotion: when the promotion takes place on the basis of an employee's performance in the current job. It is done on the basis of his skills, knowledge and ability.
- Seniority based promotion: Here the employee who has given the long service in the organization gets promoted. There is no scope for favoritism.

## **PRACTICES IN INDIA.**

In India promotions are made sometimes on the basis of seniority and sometimes on the basis of merit . In public sector concern, the promotion policy is based on seniority. But often due to political pressure, seniority is violated. In case of private sector concern, there is no clear-cut policy. Usually promotion is based on efficiency and merit. Sometimes due to the employee's relationship with the employer, efficiency and merit is set aside. In a developing country like INDIA , where liberalization and globalization concepts are gaining prominence, promotions just based on seniority cannot be adopted.

To develop competitive spirit, to acquire skill, knowledge etc in the employees



To promote employee's self development and make them await their turn of promotions. It reduces labour turnover.

To promote the feeling of content with existing conditions of the company and the sense of belongingness.

To promote interest in training and development programs and in team development areas.

To build loyalty and to boost morale.

To reward committed and loyal employees.

The promotion policy should be in writing and must be understood by all the employees to avoid any suspicion regarding promotion in the minds of the employees.



The promotion policy should lay down what percentage of vacancies in higher levels of hierarchy are to be filled up by promotion and are to be followed strictly.

Promotion programs must be closely aligned to training programs – which enables the employees to improve themselves for promotions.

A vacancy should be notified to the employees in advance –so that the interested employees can apply within a specific period.

The promotion first has to be made a probation that is if he works satisfactorily during this probation period he should be made permanent

Promotion places the employees in a position where an employee's skills and knowledge can be better utilized. It creates among the employees the feeling of content with the existing conditions of work and employment.

Creates an interest in acquiring higher qualifications, in training and self development the view to meet the requirements of the promotions.

Promotion improves employee's job satisfaction and morale.

Ultimately it improves organizational health

## **OBJECTIVES OF PROMOTION:**

To recognize an individual's performance and reward him for his work.

To put the employee in a position where he will be of greater value to the company.

To promote job satisfaction among the employees and give them an opportunity for unbroken continuous service.



## **A SOUND PROMOTION POLICY SHOULD BE BASED ON THE FOLLOWING PRINCIPLES:**

(1) Uniformity—A promotion policy must provide for a uniform distribution of promotional opportunities throughout the organisation. The ratio of internal promotions to external recruitment must be the same at various levels in all the departments otherwise morale of employees will be seriously impaired in the department notorious for its low rate of promotions.

(2) Consistency — A promotion policy should enjoy consistency i.e., it should be applied irrespective of the persons concerned. Policy should be correlated to career planning so that there should not be a sudden spurt of promotion conferring premature benefits on a number of persons followed by a long period of absence of promotion.



(3) Fair and Impartial — Promotion policy should be fair and impartial i.e., management should be able to remove all suspicion of arbitrariness, adhocism to suit particular individuals, nepotism etc.

(4) Planned Activity — Promotion should be a planned activity i.e., management should make a correct assessment of the requirements or opportunities of promotion within the organisation so that there is no underestimation or overestimation. For this, promotion charts may be prepared.

(5) Definite Basis—There should a definite criterion for promotion. In the absence of a contract to the contrary, the employer has the right to establish any criteria for evaluation of promotability if they are reasonable, pertinent to the job and not applied in a discriminatory manner. The two criterion often used for making promotion decisions are merit and seniority.

6) Sanction — All promotions should be finally sanctioned by the concerned line heads. The personnel department may only propose the names of potential candidates and send their history records to the department making the requisition to fill vacancies. In this way, the staff position of the personnel department does not intrude upon the authority of the department served. In addition subordinates are impressed favorably by their line superior's concern for their progress.

(7) Follow up — A sound promotion policy should provide for a suitable system of follow up, counseling and review. Say, month or two after the change, the personnel department should hold a brief interview with the promoted employee and his new superior to determine whether all is going on well. All promotions should be made for a trial period so that if the promoted employee is not found capable of handling the job he can be reverted to his former post and his former pay scale

## **PROMOTION PROGRAMME:**

It must provide for a uniform distribution of promotional opportunities throughout the organization. This means that the ratio of internal promotions to external recruitment must be the same at various levels in all departments.

A sound promotion programme is that it must tell employees in advance what avenues for advancement exist.

There should be some definite system for the selection of employees who are to be promoted from within the promotion zone.



## **TYPES OF PROMOTION:**

**Open promotions:** An organization or a company considers all individuals within it as a potential candidate and announces it to various aspirants internally.

**Closed promotions:** An organization or company in which the candidate for higher position opening or vacancies is restricted and not open for all the individuals ,within the organization and also does not announce the vacancies internally



## **ADVANTAGES OF PROMOTION:**

It provides an opportunity for the present staff to move into jobs that provide greater personal satisfaction and prestige.

It provides opportunities to the management to provide recognition and incentives to the better employees.

It generates within an organization beneficial pressures on work performance and desired behavior of all its employees.

It serves as an orderly logical and prompt source of recruitment for management to fill vacancies as they arise



## **CONCLUSION:**

**PROMOTION:** All over, Promotions have a positive impact on the employees & will be a greater value to the organization, it may be on the basis of seniority or merit.