**Abstract**

Human resources are the assets in each and every organization. It becomes essential for the management to use them effectively. In the current business scenario, having a good quality of work life is somehow related, only through a good working relationship. Fundamental changes are taking place in the work force and workplace that promise radically alter the ways companies relate to their employees. Hiring and retaining good employees have become chief concerns of every company. Companies that understand what their employees want and need in the workplace and make strategic decicion to proactively fulfill those needs .