INTRODUCTION: The sudden spurt in the IT industry during the early 1990s was unforeseen and unexpected. Opening up of the economy and the accelerated growth of the knowledge industry, brought with it many obstacles and challenges before the enterprise. Human resource department hich was previously in charge of normal functions like recruitment was handed over the task of finding solutions to these challenges during the late 1990s.

The first challenge placed before them was recruitment. The rise of dotcoms drew many people to the field of information technology. Identifying the right candidate suitable to the job in hand had become a challenge to the HR staff. Severe competition demands ensuring continuous flow of quality goods and services for customer satisfaction. This called for the recruitment of the right person to the right job.

IT industry was and continues to be one of the highly paid business areas. The benefits offered by the competition are one of the major causes for the high rates of attrition. To forestall the movement of the employees to another organization, the HR has had to come up with new benefits which coax the employees to remain within the organization producing excellent performance. Money was not the single factor that attracted an employee. With customers spread worldwide, interaction with different nations increased the yearning for better working culture by mixing the better of the two worlds. What constituted a good working environment differs amongst the people. People spend a major part of a day in offices. So the HR is continuously on the lookout for better ways for creating a pleasurable environment to work with. Aiding in the maintenance of a balance in the personal life and work life of its employees is of a major worry to the HR. A dissatisfied workforce was a major threat to the very existence of an organization. Employees expected the company to give excellent opportunities for their personal growth through job rotation and promotions. A good appraisal system provided the backbone for ensuring career growth to the employees. This however had to be backed by an excellent training system to meet the immediate requirements and futuristic needs on the basis of a good forecast of the key skills needed for meeting the future.

The investigator through her research wanted to go against the tide of opinion about the attitude and behaviour of the knowledge worker in the IT industry of India during the second decade of its economic liberalisation i.e. from 2000-2010. India is a country, which is rather well industrialized. Yet there were a few stark contradictions viz: 65% of the population still subsists on the agricultural sector. 12% of the labour force is in the organized sector. 108 pieces of labour legislation exist in 2001. 53% of the GDP comes from the Service Sector.