Human Resource Management (Changing Role)

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Abstract

Human Resource Management is a process, which consists of four main activities, namely, acquisition, development, motivation, as well as maintenance of human resources. Changes in the environment of human resource management are very wide and it plays a crucial role in organizations. These changes include work force diversity, globalization, and changes in the nature of jobs and work (External Factors). The internal factors are unions, Organizational culture, conflicts and professional bodies. The National Rural Employment Guarantee Act of 2005 is a major development in the history of poverty reduction strategies and rural development policies in India. The UNDP Human Development Report 1996 describes employment as the main bridge between economic growth and opportunities for human development. Increase in employment opportunities leads to more need of human resource management. HRM is in a unique position to supply competitive intelligence that may be useful in strategy formulation. It include details regarding advanced incentive plans being used by competitors, opinion-survey data from employees that elicit information about customer complaints and information about pending legislation like labour laws for mandatory health insurance. During the British rule, the work environment was appalling and full of inhuman cruelties. This continued till 1881 when the Factory Act was enacted. Because of continuous changing socio-economic, technological and political conditions, the human resource managers of the future shall have to face more problems in the management of labour. Outsourcing of human resource activities is an innovative strategy. BPO is a contractual service to completely manage, deliver and operate one or more business processes or functions. The success of BPO has encouraged many firms to start outsourcing their high-end knowledge work as well. India has become
a preferred choice of outsourcing countries—Citigroup, GE Capital and American Express have established their KPO companies in India.

1. Introduction
Manpower is vast in India as the population of India is approximately 121 Crore. In earlier times the product approach was adopted by the company owners and management. This period continues till 1900s. The sole motive of the owners and management was more and more production at any cost. They try to cut costs and boost company profits. For this workers are forced to work for about 14 hours a day, 6 days a week and many are forced to work even in Sundays. There was no attention on workers welfare.

By passing of time the second phase started when workers become aware of their rights by becoming united. Then the exploitation of workers becomes difficult as the situation of strikes and lockouts increases. Now the companies have to take consideration towards workers demand. The companies started taking steps towards making adequate policies for employees.

Then the third and important phase of development of HRM starts in 1960s and continues today. This is the phase when the use of HRM by companies is going increasing day by day. There is a huge competition in every product’s market. For facing the competition and winning in this situation the company has to provide its product at adequate price and best quality. It is possible only when a company decide the price of product at low price in comparison to their competitors. But cut price leads to price war and it is not profitable for anyone. The second option against companies is to provide better quality product. It is possible only through competitive and skilled labour. Human resource management is the most happening function as now. This so because people offer competitive advantage to a firm and managing people is the domain of HRM. An organisation enjoys competitive advantage when it is only one which can offer a product at a price and at quality while its competitors cannot do so. People offer competitive advantage by offering skills, capabilities, practices, systems, speed, language, bonding and behaviours. This helps the companies in executing their strategies. That is impossible only with the help of physical resources.

2. Human Resource Management
*Human resource management is the planning, organising, directing and controlling of the procurement, development, resources to the end that individual and societal objectives are accomplished.*

—Edwin B Flippo

2.1 Need of Human Resource Management
In the third phase the workers are aware of their rights. Thinking of the persons in country is changing. By implementing various employment and education programmes
by the government leads to change in the thinking and goal of life of a person. The programmes adopted by the government in the field of education and employment are:

2.2 In the field of education:
In the field of education are: Sarva Siksha Abhiyan/ Right to Education National Programme for Education of Girls at Elementry Level, Rashtriya Madhyamik Shiksha Abhiyan, Inclusive Education for the Disabled at Secondary Stage, Rashtriya Uchchatar Shiksha Abhiyan

As a result of all these programmes education level of the citizens of India increased at present it reaches approximately 65%. Peoples are thinking about working on higher level. As a result for working at lower level is less. They are organised and against any stressful working life. This leads to adoption of Human Resource Management.

2.3 In the field of employment
In the field of employment the various programmes adopted by government of India are: Integrated Rural Development Programme (IRDP), Training Rural Youth For Self Employment (TRYSEM), Development of Women and children in Rural Areas (DWCRA), National Rural Employment Programme (NREP), Rural Landless Employment Programme (RLEPGP), Jawahar Rozgar Yojana (JRY), Employment Assurance Scheme (EAS), Million Well Scheme (MWS), Prime minister’s Rozgar Yojana (PMRY), Jawahar Gram Samridhi Yojana (JGSY), Jai Praksah Rozgar Guarantee Yojana (JPRGY), Rural Housing Schemes

As a result of all these programmes employment needs are changing and by taking necessary training they are efficient in their work.

2.4 Increase in demand in foreign countries
It is the thinking that labours in India in less costly. So the demand of personnel in foreign countries is increasing. They are hiring directly to Indian personals, using their services through BPO and KPO services. This leads to the growing need of HRM.

2.5 Changes
As a result of above changes in the country the Human Resource Management become necessary. Now countries government, companies, small scale industries, sole traders are adopting HRM. Modern era witnesses continuous changes in policies by companies in order to develop their workforce. Today a special management department has been incorporated by organisations to work out factors related to manpower. In spite of being added as a subject in management courses only recently, HRM has been a concept that was utilized ever since human beings started following an organised way of life. The considerable changes in this field in India are:

   Properly defined job to the workers by job analysis and evaluation
   Direct recruitment from colleges, professional institutions, ITI’s, through job related websites and newspaper and other means of advertisements.
Proper wages according to job plus other fringe benefits
Organisation of many training and development programmes from time to time.

2.6 Example of adoption of HRM
The national cash register company (NCP) established the first personnel department to look into issues such as grievances, safety, dismissals, court cases and also record keeping and wage management, in the aftermath of a bitter strike and lockout in 1901. Many other factories soon setup similar personnel departments. The role of such labour departments in factories was a continuation of their previous commitment to monitor wages, safety, working hours, and related issues, but this change meant there were formal personnel departments that ensured statutory compliance.

3. Conclusion
HRM is a new concept in the organisation but from the passage of time the role of HRM is increasing. Due to various programmes of government and increasing demand of skilled labour human resource management become necessary for the companies. As a result many big and small scale organisations are adopting this approach.

References