

## HUMAN RESOURCE MANAGEMENT PRACTICES AND ITS ROLE IN RURAL AREAS OF INDIA

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### ABSTRACT

*India is one of the oldest societies in the world with a variety and rich artistic heritage. It has achieved all- round socio- profitable progress during the last 64 times of its Independence. India has come self- sufficient in agrarian product and is now one of the top industrialized countries in the world and one of the many nations to have gone into external space to conquer nature for the benefit of the people. Rural India is generally agrarian and there's plenitude of raw accoutrements and force, but it's to be utilised duly. Management of rural people means raising the standard of their living through extension of irrigation installations, enhancement in the ways of civilization, expansion of electricity, construction of academy structures, provision of education installations, health care, and construction of roads etc. In rural India, Poverty and Severance is the binary long pending problems that are frustrating the Itineraries, Politicians, directors and Social Scientists. Villages are the chine of the Indian economy. Further than seventy percent of population lives in rural area their per capita income and standard of living goods on the overall management of India. Government of India launched various experimental programs for the rural area; utmost of these programmes are concerned with agrarian management, poverty relief and self- employment. There's a need to concentrate on the individual management which will be redounded in an overall management of the nation. Although several studies are available in analysing management programmes, still there's dearth of empirical studies both at micro and macro position with reference to Human Resource Management practices. The present study attempt to fulfil this gap, the study highlights the significant role of Human Resource Management practices in management of rural human resource. Consequently, the present research work has entitled "Human Resource Management Practices and its Impact in Rural Areas".*

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**Keywords:** Human, Management, Rural, Economic, Programmes, Techniques, Resources.

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### Introduction

The Nation cannot achieve its thing of reaching the advanced stage of profitable management unless and until these two problems are fully canceled. In this environment, it's depressing to know from the studies done by Planning Commission and other agencies that the number of rural poor in the Country has in fact increased over the times, notwithstanding the government's commitment to exclude hunger, severance and poverty in the shortest time possible. Also, the gap between the fast- growing wealth of the many countries and the continuing poverty of the numerous countries has been widening and creating new social pressures and conflicts in rural India. Although the government has introduced several rural management programmes, utmost of these programmes concentrated on land, structure and area management and a certain extent to existent. Still there's a rural civic peak due to the reasons like standard of living, quality, profitable condition and so on. Thus, there's a great need to concentrate on the individual management with a management perspective. Indian diligence is successfully enforcing human Resource Management practices to develop human resource engaged in the organisation. Perpetration of suitable human Resource Management practices to the management of rural human resource can play a major role to develop the nation in real means. The present research work is fastening on the being management programmes and the compass for perpetration of the Human Resource Management parameters for rural people management.

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### Literature Review

**Shaikh T.S. (1978)** in his Ph.D. Thesis "Personnel programs and Administration in Urban Banks reported that for getting good labor force to banks all vacancies should be announced, selection commission should be added with experts in it, all interviews must be formally arranged, and proper preface programme should be arranged for new workers. He further stated that there should be a separate human resource derolement, planned training programmes, clarified creation criteria known to all, scientific performance appraisal system, positive efforts to gap the payment, workers roleicipation in management and positive station of management towards workers.

**Bhatia S.K. (1986)** Dy. G.M. Labor force and admin., Bharat Heavy Electricals Ltd. (BHEL) in the research composition Training in public enterprises in the environment of the need to meet the challenges in public enterprise, human resource training would be the dominating concern. Market changes and competition would be another thrust area of an environment change, affecting future training pretensions and further emphasis had to be placed on training in stations and behavioural changes as compared to skill to bring about a change in work culture. He recommended setting up 'Training institutes' for coaches at National position. The research was conducted by Foundation of Organizational Research (FORE) New Delhi, in fifty top public sector associations.

**Chopra B.S. (1987)** in "Workers Roleicipation- Some Key Issues" observed that, workers roleicipation in management had indicated an element of success in West Germany, USA, U.K. Israel and Sweden. The only private sector unit DCM claimed a workers director on its board. In India too, the ruling politicians have frequently been talking of workers roleicipation in management lately, the Indian Government has also made it obligatory for companies issuing fresh equity to make an offer at favourable terms to its workers and workers.

**Mathur B.L. (1989)** in the book, "human Resource Development to Ameliorate the Productivity Through a New Culture", encompassing positive station and high position of organizational and roleicular discipline. The author brought together the study of famed experts on strategic approaches and experience of Human Resource Development in this volume.

**Chakraborty S.K. and Griffiths Bede (1990)** in the book "Human Resource Development Exploring Transformational Values" reported the views on the human and human aspects within Indian association which was expressed by the campaigners in the factory on 'human Resource Development Indian perceptivity at IIM (Indian Institute of Management) Calcutta on 20th and 21st February, 1987. The author emphasized on core theme of factory through work ethics, quality or work life, leadership and platoon structure. The factory had covered many aspects of Human Resource Development which would explore transformational values effectively.

### Human Resource Management

Human resources really mean force or labour which an association possesses or the people who are ready, willing and suitable to contribute to organizational pretensions. Human Resource Management is a process of acquiring, retaining, developing and duly using the human resources for negotiating organizational pretensions and its purpose is to ameliorate the productive donation of people to the organizational management in an ethical and socially responsible way. Human resource management in India has its roots the maximum quantum in the developments in West as in indigenous traditions and practices. British traditions had a control through Indian leaders who were inspired by the ideas of illiberalism and humanism. Nehru together with his ideas of illiberalism, leftism and spirit of recent wisdom handed a background for HRD beliefs, which surfaced intimately sectors. That's how public sectors came to bear action in human resource development field. Developments in west especially in the field of behavioural lores also had its impact on India. Ideas of Herzberg, Malsow and Argyris stressed the demand for provocation and integration of individualities. Many enlightened industrialists handed some leadership in the area of weal just like the Calico manufactories Ahmedabad had crèche for youths of workers and croaker and nanny for them. There has been a paradigm shift in the way in which the associations observe the HR function. And, in the once many times, companies have begun to study the HR function with renewed interest. During this age of stiff competition, management proponents emphasize change because the most salient features for a company to achieve success. The changing script, marked by query, has given rise to high prospects and better performance norms from people and associations likewise. There's thus a lucid concern about the impact of those challenges of globalization; technological advances, adding competition and growth through expansion, diversification, and accession have important counter accusations of HRD. Recent profitable developments round the world and socio- political trends, help regard for the growing significance of the HR derolement to the association and management of human resources.

### **Need for Sound Human Resource Management Practices**

Human resources Management with its emphasis on fair treatment and hand development enables directors to forestall unwelcome situations arising out of erratic and unreasonable opinions through force planning, scientific selection, training and development conditioning and proper compensation and incitement systems. Problems of disharmony and conflict-prone situations could be minimised. It's believed that since seventies workers across the globe have come more exacting in their demands for high quality work environment, acceptable compensation and service benefits, proper training and development programmes, etc. In order to bring a harmonious balance between prospects of workers and commercial pretensions, sound human resource management practices must be evolved. These practices can help an organisation in several ways.

- Human Resource Planning cautions the company to the types of people it'll need in the short, medium and long run.
- Applicable reclamation and selection conditioning identify the stylish people for available jobs and make sure they're placed in suitable positions.
- Performance Appraisal and Training develop individualities that need chops, knowledge and stations different from those they presently retain.
- Different motivational ways can be employed to prompt organisational members to peak performance.

The topmost resource of India is its human Resource if duly developed and handed with the right openings. Else it would start weakening the economy rather than supporting and strengthening it. India has its own diversities in respect of the below- mentioned factors. It's hardly necessary to mention that the human resource management practices in our country are obviously at friction with that of western practices, although told substantially by the management proponents of the west. Also, what we mean by Indian experience of human resource management doesn't indicate that the happenings or practices of all units are one and the same. Rather of having aggregate opinions and ideas about the Indian experience as a whole, it's important to appreciate the unit position practices and to have a firsthand knowledge about the same. Its need lower to mention that every association has some determined objects to attain. When it's appertained to an educational institution, they tend to seek the accomplishment of educational objects in; terms of credibility, quality, meeting the requirements of the scholars and service to the scholars to his satisfaction similar to being competition. These cannot be attained unless the institution pays acceptable attention towards his staff and effective management of human resources.

### **Role of Human Resources Management Practices in Rural Areas**

India is a country of villages and people lives in villages plays an important role in development of country. Number of development programmes has been enforced by government and the results are also satisfactory, still there's an absence of management perspective to look after the rural people development. The term 'rural' means an area which is characterised by non-urban style of life, occupational structure, social organisation and agreement pattern. Human Resource Management (HRD) therefore really is a sub function of Human Resource Management and signifies a trouble aimed at qualitative enhancement of human beings in their specific role as means of an association. Human Resource Management naturally recognizes that 'people' are the associations singularly important and precious resources and that they need to be developed in terms of their knowledge, skill and station for achieving their roleicular as well as organizational pretensions. As Human Resource Management is one of the important branches of general management and among the Human Resource Management branches. human Resource Development branch plays a significant role in management and development of human resources; hence it's egregious to apply the scientific human Resource Development practices for rural people. In other words, the scientific management of Human Resource Development branch along with other experimental programmes or a study related to Human Resource Development practices for rural development surely helps rural people in India to bridge the civic rural gap to reach at global position. In rural environment a small quantum of Human Resource Development practices are being observed due to its diluted nature. These human Resource Development practices are at veritably nether most position and hence different than the organisational practices. Although Human Resource Development practices are adulterated the experimental objects are analogous and corresponding to individual as well as group development, then attempt has been made by the experimenter to develop the link between Human Resource Development conception and rural human

Resource Development by considering entire nation as an organisation, people of the nation as an hand and government as a management As commercial houses are small and easy to control and manage effectively than that of entire nation as an organisation. We find good human Resource Development affect in it. In commercial houses there are sufficient management representative and HR experts which gives justice to the development of the hand and hence we find there an observable change and development. It was set up that, this rate is veritably low; hence it has consequently impact on rural human Resource Development and development of rural people.

### Conclusion

In the present competitive world, especially in rural areas of the developing husbandry like India, is facing lot of tough competition, gift crunch, and skill deficit. All these have made the organisations feel that the internal client is also more important inversely with external guests, so every organisation is trying to concoct innovative HR practices to attract stylish gift and give them comfortable environment to work with, that enables them to retain talents. The people (human resources) in an association in itself. When looked after and handed with enough provocation, will clearly pay back in terms of better results, better performance and enhanced productivity. Thus, the main focus of the present study was on understanding some of the HRM practices that stem from functionally logical strategic enterprise in response to a hypercompetitive, complex but occasion-rich environment and their impact on rural areas. The area of HRM, organizational programs and practices in the public and private sectors remain different in numerous important felicitations videlicet the position of perpetration of these inventions varies collectively too. Enforcing innovative training and development, compensation management, career development, hand provocation practices, innovative reclamation and selection, performance management and hand security are a many to mention. Performance appraisal was set up to be the significant predictor of organizational commitment and performance. With technology and client demands changing continuously, management must continue to train and develop its people through the new ways to keep a competitive edge. By promoting new and innovative HR practices, any association provides the signal that its human resources are good of the establishment's investment, attention and time.

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