

New era of Manufacturing Sector related Human Resources

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Abstract:

The government of India has introduced couple of new initiatives like 'Make in India', 'Digital India', 'Skill India' etc to strengthen Indian economy. Make in India is a new international strategy of the new Government of India that aims to attract foreign investments from businesses around the world to manufacture in India. It was envisaged by the government to raise the contribution of manufacturing sector to 28-30% in the Indian Economy. This new found thrust will lead job creation, boosting the national economy and give the Indian economy global recognition. Since every organization is heavily dependent on people. Acquiring their services, developing their skills, motivating them to high levels of performance and ensuring that they continue to maintain their commitment to the organization are essential to achieve organizational objectives. This is true regardless of the type of organization: Government, business, education, health or social. Organizational effectiveness depends largely on the performance of people working in organizations. The focus areas of HR managers will thus be (a) Talent acquisition and retention, (b) Skill development, (c) Labor and Industrial relations, (d) Managing organizational culture, (e) Instilling discipline, (f) Conflict Management.

Keywords: HR Practices Make in India, Manufacturing, labor

Introduction:

Make in India is an initiative programme of the Govt. Of India to encourage multinational companies and domestic companies to manufacture their products in India. This programme was launched by the Prime Minister, Mr. Narendra Modi on 25th September, 2014.

The major objectives behind the initiative are to focus on 25 sectors of the economy for job creations and skill enhancement. Some of these sectors are automobiles chemicals, IT, Pharmaceuticals, Textiles, Ports, Aviation, Leather, Tourism, Hospitality, Wellness, Railways, Design Manufacturing, Renewal Energy, Mining, Biotechnology and Electronics. It is hoped that the initiative will increase GDP growth and tax revenue. The initiative also aims at high party standards and minimizing the impact on the environment. The initiative hopes to attract capital and technological investment in India. The concept of Make in India is to create more and more opportunities to the poor mass in India to increase their purchasing power and bring them to the middle class level. The need of the manufacturer in India is not only cost effective but to generate handsome buyers. The need of the day is

not only good governance but the realization of good governance in our country. This initiative to make available electronic devices / mobiles to each individual in our Country. The make in India programme intend to introduce a single windows IT Platform for various services.

The government, the academia and different domains of the industry have a unique role to play in making India the next global destination through value addition and innovation. India is the only country in the world that offers the unique combination of democracy, demography, and demand. The new government is also taking initiatives for skill development to ensure that skilled manpower is available for manufacturing. This new initiative of the government will require a complete paradigm shift in managing people because the new age worker will be a different lot than the old worker. The assumptions of the past won't apply to this new age worker. Since every organization is heavily dependent on people. Acquiring their services, developing their skills, motivating them to high levels of performance and ensuring that they continue to maintain their commitment to the organization are essential to achieve organizational objectives. This is true regardless of the type of organization: government, business, education, health or social. Organizational effectiveness

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Changing scenario of HR Practices in new environment:

In order to take full advantage or unleash the potential of Indian youth govt of India must bring major changes in labor laws so that more investment can flow into manufacturing & investors achieve highest productivity to match global standards. The —discipline in industry should be the watch word. Industry should work towards reducing attrition rate which has an undesirable cost. This would require planned hiring correctly.

The major challenge will be getting the people of required quality. The manufacturing industry would need technologists, technicians, trained process workers, service providers, managerial cadre and other support staff. If the new idea —make in India has to succeed, the entire people related to the sector have to consciously start a dialogue to know and understand the challenges ahead. If we continue to do the same old way, we will be doomed to fail in our attempt to showcase India for the global corporate houses. The scale at which manufacturing is envisaged would need a paradigm shift in people management.

HRM is a strategic function to improve working environment, plan out human resources needs and strike a balance between the organization and employers in order to increase organizational productivity and meet organizational goals.

The main functions of HR include Workforce Demographics and Diversity, Recruitment, Employee Engagement and Talent Retention, Employee Motivation, Globalization of Business, Economic and Technological Changes, Managing Change, Developing Leadership, Conflict Management, Fostering Excellence.

The accelerating pace of change has affected all industries and is changing the nature of work. Shifting demographic patterns, the rapid pace of technological advancements, the shift to knowledge based economies and increasing measures for innovation, productivity and cost containment will set the pace for work of the future. Globalization is impacting local businesses and even government agencies as a number of competitive outsourcing opportunities present themselves to agencies facing markedly reduced funding. Over the next 10 to 15

years these factors will shape the future of work and will impact key aspects of the workplace including workforce size, composition, compensation, work design and management practices.

Organization will need to both adapt to and shape this re-invention, which is characterized by rapid infusion of digital technology, an increasingly globally connected and globally minded generation, as well as new positions and skill requirements that were unheard of ten years earlier but are now embedded in the consumer and corporate landscape. The workforce for the future will expect management practices that empower enable and encourage innovation, follow through end results. These types of management practices are not only reflected in company's high performance workforce but could grow into larger issues as previous generations of managers face new generations of employees.

Challenges before Make in India:

As globalization and other financial pressures have increased during the past decade, many organizations have been very successful in leveraging technology to boost productivity and performance. This has left management of human capital as the other key opportunity for cost containment and productivity gains. The workforce of the future will be working in organizations with strong performance based systems which incentivize both high performance and alignment to company strategies, values and work practices. Hiring will focus on attracting top talent that fits the organizational culture. Cost containment pressures may increase the focus on hiring talent with the right skill sets rather than internally training staff.

Technological advancements are expected to continue to increase demand for a highly skilled workforce to support higher productivity growth and to change the organization of business and the nature of employment relationships, more rapid transfer of knowledge and technologies and mobile populations- is partly the result of inexpensive rapid communications and information transmission enabled by the information technology revolution. Technology advancements are also occurring in biotechnology, material sciences, nanotechnologies and many other areas. These technological advancements will create new jobs and cross disciplinary skill requirements.

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Conclusion:

The increase in investment will be the driver of growth and will in turn increase the employment opportunities. —Make in India initiative aims to increase the share of manufacturing to 25% of GDP by 2022 from the current 12%. Labor reforms, cascading effect of job growth in other sectors of the economy and domestic firms transforming into global brands will also boost employment opportunities. This is expected to result in the creation of 100 million jobs. This will require more developed HR practices. People are the most important asset who determines the competitiveness of any business. Manufacturing is a business dominated by workers, so the labor relations and personnel management becomes a key parameter for the success of the business. Government & companies should devise labor laws & HR policies in a manner conducive to the well being of the employees while keeping the businesses profitable.

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