



IMPACT OF HUMAN RESOURCE MANAGEMENT PRACTICES ON RURAL DEVELOPMENT: A THEORETICAL UNDERSTANDING

Mr. Rajab Abdullah S. Gumman

Research Scholar, Department of Management Science, Dr. Babasaheb Ambedkar Marathwada, University, Aurangabad.

Abstract

Human Resource management (HRM) is the most important asset, managing human resources is very challenging as compared to managing technology or capital and for its effective management, organization requires effective HRM system. It should be backed up by strong HRM practices ensuring that the resources are directed towards the fulfillment of organizational goals. The term “rural development” connotes overall development of rural to improve the quality of life of rural areas: individuals and society, this paper is an exploratory description of the overlap relation between HRM function and rural areas development.

The paper hypothesis that rural development would differ significantly by HRM practices and economic system. This paper aims to assess the extent to which specific HRM practice may influence to rural areas development. This paper comprehensively evaluates the relevant factors between the collaboration of HRM practices and the rural development.

Eventually, the paper concludes how HRM decisions would likely contribute on the rural areas development. The paper investigates the task of HRM, which is much difficult in rural sector than urban sector. The paper brings some recommendations & suggestions for the development of rural HRM.

Keywords: - Human resource Management (HRM), Rural, economic, Function.

Introduction

The Human Resource Management (HRM) of is a very important and challenging job. It is important because it is a job of administering a human social system, and a challenging task because of the dynamic nature of the people. People are responsive; they feel, think and act; therefore, they cannot be operated like a machine. HRM practices is the key factor to build & develop a good & sound economy, every organization for its survival and growth must maintain and improve upon its efficiency of working capital. The concept of HRM has changed in various times throughout history. The changes were mainly due to the change in social and economic activities, which by far has influenced the quality of life stander in urban and rural district.

The term “rural development” refers overall development of rural areas to improve the quality of life of rural people. In this sense, rural development is a comprehensive and multidimensional concept, and encompasses the development of agriculture, village, industries, socio-economic infrastructure, and community. To develop rural human resource, it must be comprehensive and systematic job involving culture, market and government. It is necessary to improve human resource quality and then promote economic development through training and education, with economic innovation and development.

Notably, there is a transformation changes in dealing with HR from the traditional form (workers) to HR management (intellectual capital). Rural development is the result of interactions between various physical, technological, economic, social, and cultural of management changing factor. As a strategy, it is designed to improve the economic and social well-being of a group of people (Osama, 2014).

Nowadays, there is a non-stop of economic process; individuals, companies or governments are always on the outlook for new processes and innovations and so the economic structure of the world is never stagnant (Mzee, 2012). Rural areas play an important guarantee role in achieving economic development and building a well-to-do society. Actively development human resources and seize the policy of rural areas, is an effective way to solve current problems of low quality of human resources and irrational structure, where the quality and quantity of human Resources should be united.

Rural human resource development is a tough project and long-term development idea. It should be established to carry out human resource development effectively. To develop it is required to cultivate different types of rural talents who master different techniques and talent structure, according to economic development and industrial structure changes in accordance with rural characteristics and different principles. In the area of the liberalization, it's necessary to put hands toward strengthen labour forces of rural areas to formulate the proper strategies to develop and improve the economic sides of the rural areas.



Significance

The scope of human resource practices in the rural areas is not wide in the sense of manpower's' experiences, skills, interest and lack of trained labours. As a further perspective, HRM practitioners will also have to think to develop the prospective of members. The task of human resource development is much difficult in a rural area than in urban ones where urban and rural consumption, income and education level have a huge gap (Stewart, 2000). Urban and rural consumption, income and education level have a huge gap, it is essential to speed up rural economic construction. Which requires the organizations to be keen in developing the efficiency of HR in order to increase their contribution to rural development? The paper investigates the impact of HRM in promoting the economic developing in rural areas.

Rural development lag situation can be altered through increasing people income. In addition, a coordinate perfect management system and stable society through identification dual structure of urban and rural economies (Pei & Hu, 2007). Improving rural people living standard has vital practical significance for narrowing urban-rural gap and accelerating rural economic development.

Objectives

This paper aims

- To assess the extent to which HRM functions may contribute to rural areas development.
- To offer the suggestions for the development of Rural Human Resources.

HRM Practices and Rural Economic Development

Human resource development plays a decisive role for rural and progress, economic growth. Human resource can effectively develop economy. Rural economic development is currently in a transformation period, people consumption expenditures grow rapidly.

A human population is a renewable stock resource and in many respects, it produces effective means for further production. The overlap relation between HRM and rural development is a quite direct in a subsistence economy, it can be seen in the following (Bo, 2015) steps

- a. Rural human resource development provides talents for economic development.
Rural human resource development can provide motive power for rural economic construction. Accumulation of human resource capital will become an economic growth point of rural areas and provides talent guarantee and technical support for rural development.
- b. Rural economic construction needs wide-range human resource development.
Rural construction needs talents with high techniques and professional knowledge to achieve industrial benefits. The first problem to be solved is to improve comprehensive quality of labor force and develop human resources.
- c. Rural human resource development can further develop rural economy.
Rural HR force own low skills, low culture and poor development activities. These have become major factors influencing rural economic development. To develop rural economy, modernization and industrialization socialization, operation scale, sound management and professional production must be fulfilled.
- d. Rural economic modernization and industrialization development puts forward higher requirements for labor force. Labours force should have knowledge in multiple aspects such as operation, management, science and technology and satisfy the demand or talents with knowledge diversity. In addition, labours should own functional quality. This requires education and training of laborers, improving their technological level and integrates skills, and boosting, Sustainable development of rural economy.

Functions of Rural Human Resource Development On Economic Development.

HRM function are vital to stimulate and support creativity of workforce through high level of empowering employees in rural areas in such following actions (Pei & Hu, 2007)

- a) Develop rural human resources to adapt needs of rural economic development.
Development of rural economy with market as the orientation, technology and benefit, helps into development of work forces to update their ideas, learn knowledge, master techniques and receive training. Economic growth works externally and promotes development of rural human resource.
- b) Power of human resource development provides rural economic development.
Rural modernization and industrialization are the problems needing to be solved during economic development. Rural human resource development is the basis requirement for achieving modernization and industrialization in rural areas. It is required to promote quality; outputs and benefits.
- c) Rural economic development provides necessary market guidance for rural human resource development.
Utilization and development ratios of rural human resource are low. labour employment and industrial structure



and provide necessary guidance mechanism for utilization and development of rural labor force, leads to rural economic development.

- d) Human resource development provides certain capita support for rural economy. Investment in rural humans, such as in their education, health, interest and skills can add significantly to their productivity and increase their capita income.

Conclusions & Suggestions

Human resource capital is a form of intellectual capital, and all additions to human resource capital usually involve some use and transformation of natural resources. Hence, the sustainability of investment in human capital depends to some extent on the conservation of natural resources (Kangyou, 2011). The relationship between rural areas developments and HR productivity is a relatively obvious; rural human resource development can alter economic growth pattern of rural areas through Job enlargement, enrichment, rotation, simplification the Identification of needs, and opportunities of HR performance & career.

Investment in HRM is considerable importance that includes investment in such as promotion of vocational training, cultivate talents, applying scientific & technological advances and facilitate rural economy in terms of human resource development.

A rural human resource development is the foundation of rural economic growth and driving force of sustainable economic development in these areas. Comprehensive rural development can be achieved through building a new socialist countryside and boosting rural economic development and cultivation of group of labours & people. To change current situation of low- quality human resources in rural areas, it is required to carry out effective and rational human resource development. Cultivation of rural people to become talents owning techniques can drive rural economic development (Mallikarjuna, 2014).

Rural HR performance can be improved if they could involve into human resource management functions of job designing to formulate human resource development mode and serve for modernization construction, in such areas. If HRM practices maintain a well-planned career development system with internal advancement opportunities based on merit, it would raise productivity levels of rural human capital.

Rural workforce motivation and their job satisfaction is important matter to be consider, this can be in the level of commitment of workers they feel that there is not much to be gained from sticking with these rural sectors. As such, it is recommended to dedicate the proper management of their human resources and employ the services of an HR expert to plan, implement and manage these HRM functions. Furthermore, researcher brings some suggestions to be consideration

- Government must provide co-operative supports that meet changing needs of rural areas& HR requirements.
- Review the current HR curriculum and develop an appropriate working staff.
- Develop and implement comprehensive training program to facilitate effective output of rural HRM practices.
- Hold public lectures, discussion, pilot studies and surveys on rural economic development issues.
- Practice the HRD activity continuously in these rural areas.
- Shaping adjustments with socio-culture and climate changes.
- Establishing of dynamic HRD activities in rural areas.

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