# GURUKUL INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL

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-: <u>Guest Editor</u> :-Dr. Prakash N. Somalkar Principal Gurukul Arts,Commerce & Science College, Nanda , Ta. Korpana, Dist. Chandrapur (MS) Pin Code - 442917

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## GURUKUL INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL

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- 1. Urban co-operative Banks in India- Lambert Academic Publication
- 2. Vipanan Vyavsthapanachi Tatve Ani Pranali Sandarbha Granth (UGC Pattern)
- 3. Vyavsayik Arthashatra Sandarbha Granth
- 4. Jahirat, Vikray Vyavsthapan Ani Vipanan Sanshodhan M.com. Part One (RTMNU)
- 5. Vyavsayik Arthashatra Text Book B.Com. Part One (RTMNU)
- 6. Moudrik Arthshatra (Banking & Money Market) B. Com Sem III (Gondwana University)
- 7. Moudrik Arthshatra (Finance & Modern Trade) B. Com Sem IV (Gondwana University)
- 8. Vyavsayik Arthashatra B.com. Part One (RTMNU)



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- 9. Vyavsayik Arthashatra B.Com. I<sup>st</sup> Semester (Gondwana University)
- 10. Vyavsayik Arthashatra B.Com. II<sup>nd</sup> Semester (Gondwana University)
- 11. Vipanan Vyavshtapan Sandarbha Granth
- 12. Vikray Ani Vitaran Vyavsthapan Sandarbha Granth
- 13. Jahirat Ani Vikray savardhan Sandarbha Granth
- 14. Marketing Management M.Com. I<sup>St</sup> Sem. (Gondwana University)
- 15. Advertisment Marketing B.Com. III<sup>rd</sup> Sem (Gondwana University)
- 16. Basic Marketing Management B.Com. I<sup>St</sup> Sem
- 17. Service Sector Management M.Com. III<sup>rd</sup> Sem
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### Achievement -

1. Lifetime achivement Award, Vishvashanti Multipurpose Societies International Conference in Srilanka

2. Raman Parshuram Best Commerce Author Award- 2015 (Maharashtra State Vanijya Parishad )

### 3. Dr. Babasaheb Ambedkar Fellowship Award New Delhi

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- 1. Registered project guide for MBA & BBA.
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### LIST OF RESEARCH, PUBLICATIONS

## List of Conferences/ Seminars/ Workshops /Oral & Poster Presentations/International and National Publications

Sr.N	Title with page nos.JournalISSN/ISBNWhether pee			
0.	The the page loss	••••	No.	reviewed Impact
				Factor, if any
1)	Know Your Customer (KYC)	SPM—JAR Sardar Patel	ISSN 2277-	
	Guidelines And Anti Money	College Chandrapur	3908	YES
	Laundering ( AMI ) Standards	IDAL.		
2)	Impact of Globalization On	ABHINAV	ISSN	
	Indian Economy.	Abhinav Sewa Mandali	2277-1166	
		Trust Mumbai	~	
3)	भारतीय अर्थव्यवस्था आणि कृषी	लाखनी	ISBN-978-93-	
	धोरण		81432-22	
4)	E-Voting Revolution—In Pursuit of	DELVE	ISSN-2229-	
	Good Corporate Governance.	Annasaheb Gundewar	7510	
		College, Nagpur.		
5)	E-Commerce-Scenario In India	AARHAT	ISSN 2278-	
			5655	
6)	Impact of Globalization On	ABHINAV Sewa	ISSN 2277-	
	Indian Economy.	Mandali Trust Mumbai,	1166	peer reviewed & Referred
7)	Forest Management for	Volume No1Iss 8 SPM—JAR S.P.		& Referred
7)	Forest Management for Sustainable Rural Development	College Chandrapur	ISSN 2277-	YES
1	Sustainable Kurai Development	Volume 2	3908	1125
8)	E-Voting Revolution—In Pursuit	DELVEAnnasaheb		
	of Good Corporate Governance.	Gundewar College,	ISSN-2229-	YES
		Nagpur.	7510	
9)	E-Commerce-Scenario In India	AARHAT Aug-Sept	ISSN 2278-	peer reviewed
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10)	Globalisation and its Positive	SUNRISE		-
	Impact on Indian Agriculture	MULTIDISCIPLINARY	ISSN	
		Research Journal Kala	2319-8214	YES
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	Maharashtra	Mandali Trust Mumbai,	1166	peer reviewed
10	Linhan Co. anomético Devilor D. (	Volume,1 Issue.11		& Referred
12)	Urban Co-operative Banks—Past, Present & Future Scenario	ABHINAV Sewa Mandali Trust Mumbai	ISSN 2277-	
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13)	Position of higher education & employment in the scenario of globalization	International Inter- disciplinary Forum, Thailand	ISSN 2319- 1279 NIL	
14)	Emergence of the Marketing Paradigms	International Journal of Bus, Mgt & Soc Sci, Volume 2 Issue,6	ISSN: 2249- 7463 NIL	
15)	Ethical Issues in International Marketing	Electronic International Interd isciplinary Research Journal (EIIRJ)	ISSN: 2277- 8721 July- Aug 2013	Reviewed
16)	India to be the fastest growing economy in Asia	Electronic International Interd isciplinary Research Journal (EIIRJ)	ISSN: 2277- 8721 July- Aug 2013	Reviewed
17)	Women-Important Resource In Nation's Development	Abhinav NATIONAL MONTHLY REFEREED JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT	ISSN: 2277- 1166	Reviewed
18)	Impact of globalization on Indian market	Abhinav national monthly refereed journal of research in commerce & management	volume no.2, issue no.9 issue 2277-1166 101	Referred
19	HR Techniques used by NOKIA in the world of Globalization	Aarhat multidisciplinary International Education Research Journal (AMIERJ)	ISSN 2278- 5655 Aug- Sept 2013	Peer Reviewed
20	Reform in Central sales tax in the context of VAT	Abhinav InternATIONAL MONTHLY REFEREED JOURNAL OF RESEARCH IN MANAGEMENT & Technology	ISSN-2320- 0073 Volume 2 October 2013	Referred

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1)	Impact of Globalization	ABHINAV					
	On Indian Economy.	Sewa Mandali	ISSN	peer	NIL		20
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	(	Volume No1Iss	1166	& Referred			
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2)	Forest Management for	SPM—JAR	ISSN				
	Sustainable Rural	S.P. College	2277-	YES	NIL		15
	Development	Chandrapur	3908		5 / /		
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3)	E-Voting Revolution—In	DELVEAnnasa	ISSN-				
	Pursuit of <mark>G</mark> ood	heb Gundewar	2229-	YES	NIL		15
	Corporate Governance.	College,	7510				
		Nagpur.	/310				
4)	E-Commerce-Scenario In	AARHAT	ISSN	peer			
	India	Aug-Sept 2012	2278-	reviewed	NIL		20
			5655	& Referred			
5)	Globalisation and its	SUNRISE					
5)	Positive Impact on Indian	MULTIDISCIP					
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		Korpana,				/	
6)	Water Management in	ABHINAV				7	
	Maharashtra	Sewa Mandali	ISSN	peer	NIL		20
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		Volume,1	1166	& Referred			
		Issue.11			er.		
7)	Urban Co-operative	ABHINAV					
	Banks—Past, Present &	Sewa Mandali	ISSN		01		10
	Future Scenario	Trust Mumbai	2277-	peer			-
		Volume2,Issue	1166	reviewed			
		1		& Referred			

1) Published the paper on "Know Your Customer (KYC) Guide Line and Anti Money Laundering (AML) Standards" in National Seminar at Nabira Mahavidyalaya, Katol.

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- 2) Published the paper on "Talent Retention Strategies" in International Conference organized by Prestige Institute of Management, Gwalior.
- Published the paper on "Sustaining and Enhancing Competitiveness through quality workshop" in International conference organized by Datta Meghe Institute of Management Studies.
- 4) Published the paper on "VAT-Social implication" in State Level Conference organized by Sardar Patel Mahavidyalaya, Chandrapur.
- 5) Published the paper on "The Global financial crises and its effect on India" in State Level Conference organized by KPB Hinduja College of Commerce, Mumbai.
- 6) Published the paper on "Relevance of present Commerce education in Today's Employment market" in State Level Conference organized by Sardar Patel Mahavidyalaya, Chandrapur.
- 7) Published the paper on SSA An Attempt to Strengthen the Elementary Education (An Analytical Review) in Contemporary Research In India- A Peer-Reviewed Multi-Disciplinary International Journal Vol. 2 , Issue 1, March 2012, ISSN No. 2231-2137.
- 8) Published the paper on Implementation of Corporate Governance In India Corporate World, in One Day National Level Conference on Modern Management Techniques and The Corporate World, Friday. 20<sup>th</sup> April 2012, ISBN No. 978-81-910409-3-7.
- 9) Published the paper on E-Readiness and Infrastructural Preparedness for Economic Development in The Horizon- A Bi-annual Interdiscipliary Research Journal Vol. No. 2, July Dece. 2011, ISSN No. 2229-4554.

Date :-Place :-

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### **Application of industrial psychology in industries**

Dr. P. N. Somalkar Principal Gurukularts,commerce& sci. College nanda, Tah. Korpana Dist. Chandrapur

#### Abstract:

with

Every enterprise depends upon human beings. Sooner or later every relationship, every problems and every decision involves the human elements. The potential or human resources is incredibly high and most people do not even use 25% of their potential human being at work may be inspired to work together and increase their output to an amazing extent. Human power is not subject to the laws of mechanics which govern mechanical or machine power. Industrial psychology is responsible for changing the view point with respect to the relative importance of man and machine in the industrial world.

Key words:human element,Industrial psychology, industrial efficiency, job satisfaction, industrial relation.

### Introduction:

Industrial psychology is primary interested in human happiness and welfare and only secondarily in human efficiency. Of course, it recognizes the intimate association between the two, human happiness and human efficiency. It seeks to make industries more efficient but it firmly believes that industrial efficiency can be achieve only by considering the maximum wellbeing of human element in industry and never by sacrifice of this human value in industry. It is closely concerned with the human factors throughout industry. It deals with the workers as a living mental organism having flesh and blood and not as a blind lifeless.

#### Scope of industrial psychology:

The application of psychology in industry involves four kinds of interpersonal relationships:

- Relation between the worker and his work.
- Relation between the worker and his boss.
- > Relation between the worker and his fellow workers.

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> Relation between the worker and management.

Industrial psychology wants to acquire better understanding of individual and group behavior at work and better control of the above mention relationships. If these relations are good, workers are satisfied and we havehigh employee morale.

TheScope of industrial psychology is the same as the scope of personnel manager, i.e. the entire process of management's dealing with people at work. In fact the personnel manager is a practitioner of Scope of industrial psychology and must have full faith in human relations approach in management.

Objective of industrial psychology:

Its ultimate objective is of course, higher productivity or Scope of industrial efficiency. But unlike the efficiency engineer, the immediate or primary aim of industrial psychology is not merely to obtain greater output but to give the worker greater ease or comfort at work. Ease does not mean merely physical ease but also mental ease, comfort or happiness, i.e., job satisfaction.Hence, it is said that "ease of work gives speed of work." it wants to make the work more meaningful, interesting and inspiring so that every employee can give off his best.

### Area of industrial psychology:

Industrial psychology covers three areas to secure the best possible human conditions in occupation work:

### 1 Knowledge of individual differences in their personnel characteristics:-

The existence of differences among individuals is one of the basic assumptions of industrial psychology.

Individual differences are

- Physical
- Intellectual
- Temperamental
- Character
- Interest

Knowledge of these individual differences can be used in:

- > The study of the requirements of occupation, i. e., job analysis and job description.
- > The best choice of vocation, t.e. vocational guidance.



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> Development and use of psychological test and employment test.

#### 2 human engineering or man-machine system:-

It deals with man machine organization giving best co-ordination of man and machine.

- Influence of work environment on workers efficiency i., e., lighting, ventilation, noise, temperature, working hours etc.
- Industrial fatigue and rest pauses. Fatigue study is the specialty of industrial psychology.
- Best methods of work to reduce needless efforts and strain due to bad movements and to achieve ease of work and to conserve energy.
- Vocational training to insure developments of workers.
- Incentives wages- to ensure maximum productivity. We give attention to job evaluation and merit rating techniques under wage incentive plans.

### 3 industrial relations:

Industrial psychology specially studies causes of human behavior for securing

- Proper motivation of workers.
- Better industrial relations.
- The best possible human relations in industry.

Industrial relations depend essentially on interests, in pulses, sentiments and passions of human beings.

Industrial psychology firmly established the psychological foundation of a business enterprise and the study of motivation and employee morale assumed unique importance due to industrial psychology.

#### **Conclusion:**

Combination of scientific management with organization behavior and personnel psychology can provide feasible and ideal managerial style to assure productivity and employee satisfaction simultaneously.

Industrial psychology uses the techniques of time study, motion study, works study and fatigue study primarily to ensure good working condition and ease of work.it gives attention to



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routine of production and material handling, plant layout, etc. primarily to secure maximum human welfare. It is interested in industrial hygiene and accident prevention or safety measures

particularly to conserve human resources.

### **References:**

- 1 Sherlekar S. A. & V.S., modern business organization and management.
- 2 Behtal, Atwatter&others, Industrial organization & Mangement.
- 3 Batty, industrial administration and management.
- 4 Folts ,industrial management.
- 5 Pitariu, the industrial organizational psychology.



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### Human Resources Management Is Crucial For An Organisation Dr. Jugalkishor Somani

Vice Principal, Janta Mahavidyalaya, Chandrapur. [Dean Of Commerce Faculty, Gondwana University, Gadchiroli]

#### Abstract

Today in the world, global competition is the basic element to define firms' strategies as a result industrial economy has been experienced to pass toward to knowledge economy. At an age where total quality is of primary importance, efficiency can only be achieved by the successful utilization of human resources. Human resource management is one of the necessary needs of today's business. Human resource management department has a very important role for supply of the human being to main resources of companies. Human resource management department has fundamental role for personnel recruiting, orientation and performance appraisal and so on. Human resource management issues to be addressed at the highest level in the organization and management of strategic decisions are required. This research will inform human resource management, scope and affecting factors on human resource management, human resource management functions and relationship between organizational effectiveness and human resources management.

Key words: Human Resources Management, Management, Management Functions, Organizational Effectiveness

### Introduction

Human resource (or personnel) management, in the sense of getting things done through people. It's an essential part of every manager's responsibilities, but many organizations find it advantageous to establish a specialist division to provide an expert service dedicated to ensuring that the human resource function is performed efficiently.

"People are our most valuable asset" is a cliché which no member of any senior management team would disagree with. Yet, the reality for many organizations is that their people remain

- Under valued
- Under trained
- Under utilized
- Poorly motivated, and consequently
- Perform well below their true capability

The rate of change facing organizations has never been greater and organizations must absorb and manage change at a much faster rate than in the past. In order to implement a successful business strategy to face this challenge, organizations, large or small, must ensure that they have the right people capable of delivering the strategy.

The market place for talented, skilled people is competitive and expensive. Taking on new staff can be disruptive to existing employees. Also, it takes time to develop 'cultural awareness', product/ process/ organization knowledge and experience for new staff members.



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As organizations vary in size, aims, functions, complexity, construction, the physical nature of their product, and appeal as employers, so do the contributions of human resource management. But, in most the ultimate aim of the function is to: "ensure that at all times the business is correctly staffed by the right number of people with the skills relevant to the business needs", that is, neither overstaffed nor understaffed in total or in respect of any one discipline or work grade.

### Objectives

- To help the organization reach its goals.
- To ensure effective utilization and maximum development of human resources.
- To ensure reconciliation of individual goals with those of the organization.

### Role of HRM in the organization

### (I). Change Leader

The role associated with facilitating, driving and leading change for organization creativities, productivity and quality to reach the goal and competitive advantages over competitor.

### (ii). Human Resources Strategist

The role associated with integrating HR activities and result in achieving the strategic objectives of the organization. Human resources strategist thing of the pattern of planning human resources development and activities intended to enable organization to achieve the goals.

### (iii). Business Strategist

The role associated with participating in strategy formulation and developing possible solution to challenges facing the organization to lead business to competitive success. Good business strategy formulation leads the organization success in all aspect of business regarding customers' satisfaction, providing quality products and customer services.

### (iv). Human Resources Function Alignment

HR function must be integrally involved in the organization's strategic process. HR managers should have input into the strategic plan, both inter of people-related issues and in term of the ability of the human resource pool to implement particular strategic alternative; have specific of the organization goal; know what type of employee skill, behaviours, and attitudes; and develop programs to ensure that employees have those skills, behaviours and attitudes.

### (v). Partner to General Manager

HR plays an important role for organization to survive, overcome competitor challenge and to pave the way for organization to get success in business. HR also closely related to line manager to set up strategy plan and strategy implement and work design. Line managers helping HRM to managing and controlling employees' performance whether they should be promoted, raising salary, transfer to other job or need more training. etc. 7

### (vi). Problem Solve and Consultant

The role associated with troubleshooting or averting, human performance problem

### Importance of HRM for Organizational Success

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#### Human Resource Management (HRM)

The organizations success relates with its Human Resource management function. Human Resource Management (HRM) is the integrated use by an organization of systems, policies and management practices to recruit, develop and retain employees who will help the organization meet its goals. HRM plays an important role in assuring employee satisfaction, improving performance and productivity. This can further an organization's competitive advantage, and directly contribute to the organization's success.

HRM provides managers with skills and tools to enhance their own performance and the performance of their employees. By using these tools and working closely with HR professionals, managers can help build their employees' capabilities and strengthen employee commitment to the organization. This in turn will strengthen individual and organizational performance, and further the organization's ability to meet its goals according to performance objectives and standards. That's why HRM gained its importance over last few decades. Managers now can realize that the effectiveness of HR function has a substantial impact on the bottom line performance of the organization.

HRM contributes to Organizational success by ensuring

- Recruitment and selection of best qualified candidates
- Resolving increased legal complexities
- Improving productivity and
- Minimizing cost.

#### HRM serves these purpose by

- Aligning itself with the organization objectives/strategies.
- Making contribution to the organization's effectiveness & efficiency.
- Making contribution to the organization's productivity improvements



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- Setting up/ manage the succession planning program.
- Setting up/ manage the talent management program.
- Setting up/ manage the career planning/ development program.
- Managing the organizational development programs
- Managing the organization change management programs.
- A vital role in mergers/acquisitions programs of the company.
- Offering a market oriented compensation advice.
- Developing the organization's core competencies.
- Setting up/ manage the organization's performance management programs
- Leading the way in changing the organization culture
- Setting up / manage the organizations training/ management development programs.

To enhance organizational performance HRM must involve in strategic plans and decisionmaking, participate in redesigning organization and work process, and demonstrate financial accountability for results.

#### Functions of human resource management in an organization.

The functions of HRM can be broadly classified into two categories

1) Managerial Functions 2) Operative Functions:

Functions of HRM	
<b>Managerial Functions</b>	<b>Operative Functions</b>
Planning	Employment
Organising	Human Resources Development
Directing	Compensation
Controlling	Human Relations
	Industrial Relations
	Recent Trends in HRM

#### **Managerial Functions**

Managerial functions of personnel management involve planning, organizing, directi1ng and controlling.

#### Planning

It is pre-determined course of action. Planning pertains to formulating strategies of personnel programmes and changes in advance that will contribute to the organizational goals. It involves planning of human resources, requirements, recruitment, selection, training etc. It also involves forecasting of personnel needs, changing values, attitudes and behaviour of employees and their impact on the organization.

#### Organising

An organization is a means to an end. It is essential to carry out the determined course of action. An organization is a structure and a process by which a co-operative group of human beings allocates its task among its members, identifies relationships and integrates its activities towards a common objective. Complex relationships exist between the specialized departments and the general departments as many top managers are seeking the advice of the personnel manager. Thus an organization establishes relationships among the employees so that they can collectively contribute to the attainment of company goals.

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#### Directing

The next logical function after completing planning and organizing is the execution of the plan. The basic function of personnel management at any level is motivating, commanding, leading and activating people. The willing and effective co-operation of employees for the attainment of organizational goals is possible through proper direction. Tapping the maximum potentialities of the people is possible through motivation and command. Co-ordination deals with the task of blending efforts in order to ensure successful attainment of an objective.

#### Controlling

After planning, organizing and directing various activities of personnel management, the performance is to be verified in order to know that the personnel functions are performed in conformity with the plans and directions of an organization. Controlling also involves checking, verifying and comparing of the actuals with the plans, identification of deviations if any and standards through controls. Auditing training programmes, analysing labour turnover records, directing morale surveys, conducting separate interviews are some of the means of controlling the personnel management function and making it effective.

#### **Operative Functions**

The operative functions of human resources management are related to specific activities of personnel management viz, employment, development, compensation and relations. All these functions are interacted with managerial functions.

#### Employment

It is the first operative function of Human Resource Management. Employment is concerned with securing and employing the people possessing the required kind and level of human resources necessary to achieve the organizational objectives. It covers functions such as job analysis, human resource planning, recruitment, selection, placement, induction and internal mobility.

#### Human Resource Development

It is a process of improving, moulding and changing the skills, knowledge, creative ability, aptitude, values, commitment etc., based on present and future job and organizational requirements. It includes Performance Appraisal, Training, Management Development, Career Planning and Development, Internal Mobility, Transfer, Promotion, Demotion, Change and Organisational Development.

#### Compensation

It is a process of providing adequate, equitable and fair remuneration to the employees. It includes job evaluation, wage administration and salary administration, incentives, bonus, fringe benefits, social security measures etc.

#### **Human Relations**

Practicing various human resources policies and programmes like employment, development and compensation and interaction among employees create a sense of relationship between the individual worker and management, among workers and trade unions and the management. It is a process of interaction among human beings. Human relations is a rear of management in integrating people into worksituations in a way that motivates them to work together productively co-operatively and with economic, psychological and social satisfaction. It includes:

Understanding and applying the models of perception, personality, learning, intra and inter personnel relations, intra and inter group relations.



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- Motivating the employees
- Boosting employee morale
- Developing the communication skills
- Developing the communications skills
- Redressing employee grievances properly and in time by means of a well-formulated grievance procedure.
- > Handling disciplinary cases by means of an established disciplinary procedure.

### Conclusion

An effective HRM system allows organizations to address human resource issues strategically. This helps the workforce deliver high quality health services, despite internal and external challenges to the organization. HRM helps attract and retain competent employees, assists employees and managers in adapting to organizational change, and facilitates the use of technology to determine how and where work is done. Human resources management play an important role for organizations to manage employees to work effective, creative, quality and productivity to reach the competitive advantages over competitor and achieve organization goals and objectives. All aspects of human resources management including how organization manages the human resource environment, acquiring and preparing, assessment and development, compensating human resources, new role of human resources management and its competencies can help organization meeting their competitive challenges and create value. Meeting organization challenges is necessary to create value ant to gain a competitive advantage. Human resources management is very crucial for organization without it they cannot reach their goal and objective. Human resources management helps organization to design employees work, recruit and select right person for right job, training and develop employees to be a knowledge worker and empowerment for working environment.

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"गुगलच्या, 'प्रोजेक्ट लून' प्रकल्पामुळे इंटरनेटच्या क्षेत्रात भारत प्रगति पथावर": एक विश्लेषण

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### सरांश :-

गुगलचा प्रोजेक्ट लून हा पेपर सर्वांसाठी फार महत्त्वपूर्ण आहे. इंटरनेट शक्तीचे महत्त्वपूर्ण वर्णन या पेपर मध्ये केलेले आहे. आपण सध्या वापरत असलेले इंटरनेट अतिशय महागाचे आहे. स्वस्त व अतिशय अल्प दरात इंटरनेट ची सुविधा सर्वांना मिळावी या करिता गुगल प्रोजेक्ट लून चा वापर भारतात लवकरात लवकर सुरु होणे फार गरजेचे आहे याच गुगल प्रोजेक्ट लून व्दारे पहाडावर, डोंगरावर, दुर्गम भागात देखील या प्रोजेक्ट दवारे इंटरनेट सुविधा प्राप्त होवू शकते. जागतिल स्तरावर सर्व लोकांना एकमेकां सोबत स्वस्त दरात कनेक्ट करण्यासाठी या प्रोजेक्ट चा फार मोठया प्रमाणात फायदा होवू शकतो.

आज २१ व्या शतकात देखील धरावरील राहणाच्या लोकसंख्येतील ततियांश लोकांपर्यंत अजून ही इंटरनेट कनेक्शन पोहचलेले नाही पण या प्रोजेक्ट चा वापर झाल्यास संपूर्ण जगा मधे सर्व ठिकाणी इंटरनेट कनेक्शन पोहचू शकेल. म्हणून गुगल प्रोजेक्ट लून भारतात सुरु करणे फार महत्त्वाचे आहे.

बीज शब्द :- कार्यपघ्दती, सौरउर्जा, बलूनमधील यंत्रणा.

### प्रस्तावना :--

महिती तंत्रज्ञान क्षेत्रातील विश्वव्यापी कंपनी असलेल्या गुगलने २०१३ मध्ये महत्त्वाकांक्षी 'प्रोजेक्ट लून' ची घोषणा केली होती. दुर्गम आणि ग्रामीण भागात स्वस्त आणि वेगवान इंटरनेटची सेवा देण्यासाठी हवेत मोठे बलून सोडण्याची संकल्पना मांडण्यात आली होती. न्यूझीलंडसह तीन देशांमध्ये या प्रयोगाची चाचणी यशस्वी झाली. आता विकसनशील देशांमध्ये हे तंत्रज्ञान पोहोचवण्यास गुगल उत्सुक आहे. या प्रकल्पाच्या चाचणीला भारत सरकारनेही नुकतीच मंजुरी दिली.

जगातील सर्व महत्त्वाच्या शहरांत आजच्या घटीला इंटरनेटशिवाय अजिबा पान हलत नाही. जगातील सुमारे तीन अब्ज लोकसंख्या इंटरनेटचा वापर करते, याचाच अर्थ जवळपास चार—सोडचार अब्ज एवढ्या लोकसंख्येला अद्याप इंटरनेट उपलब्ध नाही. फोन आणि अन्य पायाभूत सुविधा पोहोचल्याशिवाय इंटरनेट पोहोचणार तरी कसे? पण इंटरनेट ही आजच्या युगाची अन्न—पाण्याइतकी महत्त्वाची गरज बनू पाहते आहे. हीच



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गोष्ट लक्षात घेऊन फेसबुक आणि गुगल यांसारख्या दिग्गज कंपन्या इंटरनेट प्रसारासाठी प्रयत्न करत आहेत. फेसबुकने 'इंटरनेट डॉट ऑर्ग' हा प्रकल्प सुरू केला आहे, तर गुगल 'प्रोजेक्ट लून' राबवत आहे.

इंटरनेट ट्रान्समीटर बसवलेले आणि सौर व पवन ऊर्जेवर चालणारे मोठे फुगे (बलून) वातावरणात सोडायचे आणि त्याद्वारे इंटरनेटच्या सिग्नलचे प्रसारण करायचे, अशी 'प्रोजेक्ट लून' ची संकल्पना एका वाक्यात सांगता येईल. या प्रकल्पाची सर्वांत पहिली चाचणी २०१३ मध्ये न्युझीलंडमध्ये ३० फुगे वातावरणात सोडून घेण्यात आली. त्यानंतर कॅलिफोर्निया आणि ब्राझीलमध्येही ती यशस्वी झाली. आता पुढील वर्षापासून 'प्रोजेक्ट लून'ची प्रसारण यंत्रणा वापरणार असल्याचे इंटोनेशियातील तीन मोबाइल कंपन्यांनी अलीकडेच जाहीर केले आहे. तसेच श्रीलंकाही या प्रकल्पात सहभागी होणार आहे. पंतप्रधान नरेंद्र मोदी यांनी सुरू केलेल्या डिजिटल इंडिया प्रकल्पाच्या पार्श्वभूमीवर भारतानेही या प्रकल्पाच्या चाचणीला नुकतीच परवानगी दिली आहे. **गहितके :—** 

 फोर—जी एलटीई (लॉग टर्म इव्हॉल्युशन) या वायरलेस संपर्क तंत्रज्ञानाचा वापर करण्यासाठी 'प्रोजेक्ट लून' विविध टेलिकॉम कंपन्यांशी भागीदारी करणार आहे.

२. सेल्युलर स्पेक्ट्रम वापरून लोकांना थेट त्यांच्या मोबाईलवरच इंटरनेट सेवा पुरवणे शक्य होणार आहे.

३. प्रोजेक्ट लून मुळे दुर्गम आणि ग्रामीण भागात स्वस्त आणि वेगवान इंटरनेटची सेवा देईल.

उद्देश 📜

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- अत्यंत दुर्गम अशा किंवा लोकसंख्येची घनता कमी असलेल्या भागांतील इंटरनेट सेवा सहजपणे देणे अन्य कोणत्याही तंत्रज्ञानापेक्षा बलून तंत्रज्ञानामुळे शक्य होणार आहे.
- अपग्रह तंत्रज्ञानापेक्षाही हे तंत्रज्ञान स्वस्त असणार आहे.



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### बलूनमधील यंत्रणा :--

- महिती पाठवण्यासाठी आणि स्वीकारण्यासाठी (डेटा सेंड ॲड रिसिव्ह) दोन रेडिओ ट्रान्सिव्हर्स, एक अतिरिक्त रेडिओ
- ▶ फ्लाईट कम्प्युटर, जीपीएस लोकेशन ट्रॅकर
- उंची नियंत्रित करू शकणारी आणि हव्या त्या दिशेला नेऊ शकतील, असे वारे शोधण्यासाठी 'अल्टिट्युड कंट्रोल सिस्टीम'
- ▶ ऊर्जेसाठी सोलर पॅनेल्स.

बऌूनविषयी :—

- अत्यंत ताणून सीलबंद केलेल्या प्लास्टिकपासून बनलेल्या या बलूनमध्ये हवेपेक्षा हलके असलेले हेलियमसारखे वायू उच्च दाबाने भरलेले असतात. त्यामुळे या बलूनना सुपरप्रेशर बलून, असेही म्हणतात.
- तापमानात बदल झाले, तरी हे बलून तुलनेने स्थिर राहावेत, यासाठी असे केले जाते. तसेच हे बलून ठराविक उंचीवर बराच काळ राहू शकतात आणि रात्रीच्या वेळी तापमान कमी झाल्यानंतरही हे फुगे खाली येत नाहीत.
- ≻ सर्वात पहिल्यांदा १९५० मध्ये मायलार नावाची ताणलेली पॉलिस्टर फिल्म वापरून अमेरिकेच्या हवाई दलासाठी अशा प्रकारचा बलून त<mark>यार करण्यात आला होता.</mark>
- पृथ्वीवरील दुर्गम भागांवरील तापमान आणि वाऱ्यांची माहिती मिळवण्यासाठी न्यूझीलंडमधूनही असे काही बलून यापूर्वी सोडण्यात आले होते.
- एके दिवशी मंगळाच्या वातावरणचा अभ्यास करण्यासाठी तेथेही बलून सोडता येईल, असे 'नासा' ने या तंत्रज्ञानाच्या चाचणीनंतर म्हटले आहे.

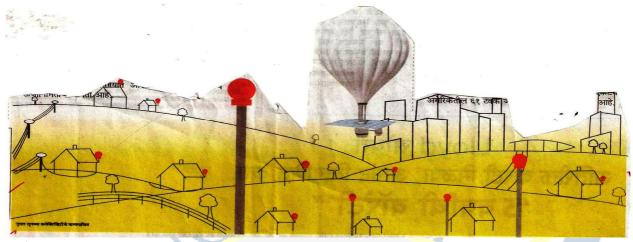
### बॅटरी चार्जिंगसाठी सौर ऊर्जा :--

बलून सदोदित फिरते राहावेत, यासाठी त्यांमध्ये १२ टॅक हेलियम वायू आणि सोलर पॅनेल्स बसवण्यात आली आहेत. ही सोलर पॅनेल वजनाने अतिशय हलकी आहेत. स्थितांबरात बलून मार्गक्रमण करीत असताना सूर्याच्या प्रकाशामुळे ती चार्ज होतील. ही निर्माण झालेली ऊर्जा या पॅनेलमध्ये साठवून ठेवण्याची व्यवस्था आहे. स्थितांबरात ढग विरळ असल्यामुळे केवळ चार तासांत बॅटरी चार्ज होऊ शकते. बलूनमध्ये बसवण्यात आलेल्या सोलर पॅनेलमध्ये १०० वॉट ऊर्जानिर्मितीची क्षमता आहे.



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### कार्यपद्धती :--

'गुगल'ने दिलेल्या माहितीनुसार, पृथ्वीपासून २० ते ५० किलोमीटर उंचीवर असणाऱ्या हवेच्या थारात अर्थात 'स्थितांबरा'त (स्ट्रॅटोस्फीअर) हे बलून प्रक्षेपित करण्यात येतील. 'स्थितांबरा'त स्थिर झाल्यानंतर हे बलून वाऱ्याच्या दिशेने प्रवास करतील. ज्या प्रमाणे कृत्रिम उपग्रहांच्या माध्यमातून सोडलेले सिग्नल घराघरावर लावण्यात आलेले 'डीटूएच' ॲटेना खेचून घेतो. त्याप्रमाणेच बलूनच्या माध्यमातून सोडण्यात आलेले इंटरनेटचे सिग्नल, हे ॲटेना खेचून घेतील आणि संबंधिताला इंटरनेटशी जोडतील. ''प्रोजेक्ट लून' च्या वेबसाइटवर दिलेल्या माहितीनुसार बलूनमधून प्रक्षेपित होणारे सिग्नल खेचण्यासाठी युजरकडे विशेष इंटरनेट ॲटेना असण्याची गरज आहे. ॲटेनांनी हे सिग्नल खेचल्यानंतर बलूनमधील रेडिओ आणि ॲटेना 'लोकल इंटरनेट सर्व्हिस प्रोव्हायडर' शी संपर्क करतील आणि यूजरला इंटरनेट ॲक्सेस करता येईल. स्थितांबरात घिरट्या घालणारे बलून एकमेकांशी लायसन्सची आवश्यकता न भासणाऱ्या २.४ गिगाहर्ट्झ आणि ५.८ गिगाहर्ट्झ या रेडिओ स्पेक्ट्रमच्या माध्यमातून संपर्क साधतील.

संबधित बलून जमिनीच्या पृष्ठभागापासून किमान २० किलोमीटर अंतरावर असणाऱ्या 'स्थितांबर' (स्ट्रॅटोस्फीअर) या वातावरणाच्या स्तरात प्रक्षेपित करण्यात येतील. याचे सर्वात महत्त्वाचे कारण म्हणजे वातावरणाच्या या स्तरात हवा अव्याहतपणे आणि ताशी ५ ते २० मीटर या वेगाने वाहत असते. त्यामुळे या बलूनची दिशा बदलण्यास आणि ते सातत्याने फिरते राहण्यासाठी हा वेग मदत करेल. आणि दुसरे आणि सर्वांत महत्त्वाचे कारण म्हणजे व्यावसायिक विमानांची टक्कर टाळता येणे शक्य होणार आहे. सर्वसाधारणपणे व्यावसायिक विमाने वातावरणाच्या १० किलामीटर अंतरावरून उडतात.

'प्रोजेक्ट ऌून प्रकल्पाचे उपाध्यक्ष माइक कॅसिडीच्या मते :—

- सुरूवातीला बलून फक्त ५–७–१० दिवसच टिकायचा. आता आम्ही विकसित केलेले बलून १८७ दिवसांपर्यंत टिकतात.
- पूर्वी बलून लॉचिंगसाठी एक—दोन तास १४ माणसांना काम करावे लागायचे. आता ऑटोमेटेड क्रेनद्वारे केवळ १५ मिनिटांत दोन—तीन माणसे बलून आकाशात सोडू शकतात.
- ▶ संपूर्ण जगाभोवती साखळी करण्यासाठी सुमारे तीनशे बलूनची आवश्यकता आहे.
- ▶ वाऱ्यामुळे एक बलून जागेवरून पुढे गेला, तर त्याची जागा दुसरा बलून घेईल.



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Уुढील वर्षीपर्यंत संपूर्ण पृथ्वीभावेती बलूनची एक साखळी तयार करून निदान काही भागाला तरी अखंडित इंटरनेट सुविधा देण्याचे आमचे नियोजन आहे.

### निष्कर्ष:--

with

- भारताच 'प्रोजेक्ट लून'ची चाचणी यशस्वी झाली तर भारतातील दुर्गम व ग्रामीण भागात स्वस्त आणि वेगवान इंटरनेटची सेवा प्राप्त होईल. यामुळे ग्रामीण व शहरी भागातील गरीब व होतकरू विद्यार्थ्यांना अर्थातच सर्वांनाच याचा फार मोठ्या प्रमाणात फायदा होईल.
- शिक्षणाचा स्तर उंचावण्यात मदत होईल स्वस्त दरात इंटरनेट उपलब्ध झाल्यामुळे नव—नवीन लोक इंटरनेटशी जोडल्या जातील.
- ≻ महागात इंटरनेट सुविधा पुरविणाऱ्या विविध टेलिकॉम कंपन्यांना चाप बसेल

प्रोजेक्ट लून या सेवेमुळे नक्कीच लहानांपासून तर मोठ्यांपर्यंत सर्वानाचा इंटरनेट सुविधेमुळे मोठ्या प्रमाणात फायदा होईल. यामुळेही आपला भारत देश प्रगति पथावर असेल. आजच्या घडीला जगातील १९२ देशांमध्ये थ्री—जी मोबाइल नेटवर्क आहे; पण त्याद्वारे जगातील निम्म्या लोकसंख्येपर्यंतच इंटरनेट पोहोचते. त्यामुळे 'प्रोजेक्ट लून' सारखे प्रयत्न इंटरनेट कनेक्टिव्हिटी वाढवण्यासाठी अत्यंत उपयुक्त ठरणार आहेत. त्या दृष्टीने या प्रकल्पाची भारतातील चाचणी यशस्वी होणे गरजेचे आहे. तसे होईल अशी आशा बाळगायला हरकत नाही.

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### **Corruption Free India : Dream or Reality ?**

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### ABSTRACT

In today's scenario to make corruption free India is just like to swim against the tide. Corruption is one of the most burning issues in India. How can it be tackled is the necessity of the tie.

Why really corruption is ? Is it a thing that can be easily removed, shifted changed or annihilated completely. The answer would be surely not because unless we change our thinking, it is not possible to experience hassle free dealings in every department of public welfare.

If will not be useful to count the major seams experienced by the country but to judge wisely to them who are responsible to run a government in a democratic country at the time of election

### **INTRODUCTION**

Why really corruption is ? Who knows whether the dream of corruption free India likely to become a reality or not because corruption is not a recent ailment ? It has been from a gas in the country like India. We witness the reality that corruption is right from a smaller unit of Government office up to the highest authority like Union ministry as well.

The Public welfare departments of any country are supposed to guarantee neat and easygoing transactions but we see that the same departments are the real originators of corruption. More over the politicians miss no change to accumulate as much as monitory benefits during their regime.

### CHALLENGES BEFORE THE DREAM OR REALITY ?

Does if really need lass or something a long list of rules in the form of a Lokpal bill? I would say that unless the change occurs in every ones mind, if is very difficult to make corruption free India. The ways government officers and other lower class officials are encouraging corruption is a sure road to degradation and financial collapse. To improve any country's economic condition, it is largely expected to make that country corruption free. The



social progress of every individual also depends on the smooth and easy proceedings of the public welfare departments, but the deeply rooted corruption will never make this dream to come a reality.

The taxes and revenues collected from the common man of India is not utilized properly and the same revenue is personally used by the politician or ministers. Even the process of development through various scheme and policies becomes a suitable and efficient way of corruption for the concerned ministries. See the spectrum scam, fodder scam and many others on the higher level. And the minor projects and block and District level are never fructifying because of corruption. So I damn sure that corruption is nothing but selfishness of the so-called lower type of creatures in democratic system. The Channel this type of corruption is seen everywhere. It is becoming every difficult for the government to make India corruption free because we have gone so habitual of this cursed thing called corruption that even a petty work is carried in an absolute corrupted manner.

### CHALLENGES IS THE KEY.

If corruption continues in the same way as it is today, then future of dram of corruption free Indian would never come true. So main functioning in any case should not be accepted if we really want to see a corruption free India. The argument for the quicker enforcement of the Lokpal Bill must be stopped somewhere and with unanimous support of every political party, the bill should be passed urgently so that the barriers across the overall development of every Indian Individual should not be hampered in any case. The long awaited Lokpal Bill must be passed by the apex democratic governing body i.e. the parliament to ensure every citizens right to leave in corruption free India otherwise thing would happen as usually in absolute corrupted way. If the dream of corruption free India is sure to be fructified then no authority should obstruct to make happen if. Let everyone be safe selfless, fair land corruption free. That is it.

### CONCLUSION

In my opinion, the time has come to become alert not only a state but the entire nation must be aware of the evils of corruption. The future of next generations expects that India should undergo a huge change of corruption free India where all, rich and poor, lower and upper class may have selfless transaction, strictly saying no to corruption. Therefore, I am in favor of a strong lokpal bill, which can with stand all the corrupt activities carried out in a developing country like India. If the dream of development, overall development is to be made a reality in



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India then there should as early as possible be the lokpal bill passed by the parliament of India. India, the country where there is the golden history of values, morality and doctrines of ideal life, then the corruption proves to be a curse on humanity.

The Lokpal is an assurance of ideal, inspiring and judicial proceedings everywhere. Surely the so called lokpal bill for which the veteran social and activities. Anna Hazare is fighting deserves another independence and that is of corruption. Everybody wants to be free from corruption and wants to live in a society, which is corruption free. Therefore in my reckoning the lokpal bill is the most rigorous way of dealing with corruption. I also expect that the authorities and persons involved in corruption-based activities should be punished in very rigid manner so that no one could dare to involved himself in corruption. The said lokpal bill must also treat the merit and demerits of politicians who are the elected saviors of democracy. So any functioning with big or small of any department must be judged judiciously by this Lokpal bill.

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# समाजातील विकसनशील स्त्रियांच्या समस्या-स्वप्न अन् वास्तव

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#### प्रस्तावनाः–

with

प्राचीन संस्कृतीत स्त्रीला आदिशक्ती, आदितत्व मानले जात होते. मानवी जीवनाचे सातत्य राखणारी स्त्री ही पृथ्वीप्रमाणे सहनशील आणि नदीप्रमाणे सौम्य वाटत होती. समाजाने सर्वधारक समजून तिचा गौरव केला. पण हळू हळू काळ पालटला. पुरूष सत्ताधारक बनल्यामुळे हिंसक आणि आक्रमक बनला. स्वतः स्वामी होऊन त्याने तिला गुलाम केले. भोग्या केले. चातुर्वर्ण्यासारख्या अनर्थकारी समाजरचना पद्धतीमुळे स्त्रीचे स्थान पार रसातळाला गेले. डॉ. बाबासाहेब आंबेडकरांनी 1936 च्या आपल्या 'जातीविच्छेद' या क्रांतिकारी अभिभाषणात म्हटले आहे की, ''सामाजिक अधिकारासंबंधी 'मनू' च्या मनुस्मृतीतून अधिक घृणास्पद आणि बदनाम धर्मशास्त्र या विश्वात नाही. जगाच्या कोणत्याही देशातील अन्यायासंबंधी उदाहरण या मनुस्मृतीच्या समोर ते फिके पडेल.'' वास्तविक हिंदू जातीमधील चालत आलेल्या भेदनीतीला ते तडा देऊ इच्छित होते.

डॉ. बाबासाहेब आंबेडकरांचे विचार आणि कार्य या देशातील शूद्र, अतिशूद्र आणि स्त्रियांच्या चळवळीसाठी सदैव प्रेरणादायी आहे. त्यांचे विचार भारतीय विषमताप्रेरित समाजव्यवस्थेची पुनर्रचना करणारे आहेत. स्त्रियांच्या बाबतीत त्यांनी मांडलेले विचार आणि हिंदू कोड बिलातील त्यांनी सुचविलेल्या तरतुदी यातून त्यांनी मांडलेले विचार आणि हिंदू कोड बिलातील त्यांनी सुचविलेल्या तरतुदी यातून त्यांचा स्त्रीविषयक दृष्टिकोन स्पष्ट होतो. महात्मा जोतिबा फुलेंनी स्त्रियांच्या नवजीवन बांधणीचा पहिला प्रयोग सुरू केला. डॉ. बाबासाहेब आंबेडकरांनी त्यांच्याचप्रमाणे स्त्रियांचे प्रश्न सामाजिक पुनर्रचनेसाठी आवश्यक असल्याचे ओळखून हे उचलून धरले.

### गृहितके :—

एकविसाव्या शतकातही समाजात आणि कुटूंबात पितृप्रधान व्यवस्थाच आहे. खरे तर ग्रामीण भाग असो वा शहरी, 'स्त्री' म्हणून स्त्रियांचे जे प्रश्न आहेत ते सर्वत्र सारखेच आहेत. पुरूषांच्या बरोबरीने सर्व क्षेत्रात पुढे येण्याची हाक डॉ. बाबासाहेब आंबेडकरांनी स्त्रियांना दिली, पण स्त्रियाचं सोबत असणे हेच मुळी पुरूषांना मानवले काय.

### संशोधन पद्धती :–

प्रस्तुत शोध निबंधात प्रथमिक व द्वितियक स्त्रोताद्वारे माहिती संकलित केली आहे. व विश्लेषणात्मक अध्ययन पद्धतीचा अवलंब करण्यात आलेला आहे.

#### शिक्षणाचा आग्रह :–

महाड येथील चवदार तळयाच्या सत्याग्रहाच्यावेळी जमलेल्या स्त्रीवर्गाला उद्देशून ते म्हणाले होते. "स्त्रियांनी मुलांना शिक्षण देण्याचा आग्रह धरावा. ज्ञान आणि विद्या ही काही पुरूषांची मक्तेदारी नाही. ते स्त्रियांनाही आवश्यक आहे."गरीब स्त्रियांनी नीटनेटके आणि स्वच्छ राहावे, असे त्यांचे आग्रही सांगणे असायचे. तुमच्या गुलामगिरीचे प्रदर्शन करणारे दागिने (कथलाचे, नकली दागिने) फेकून द्या. निर्भयतेने जगण्यास शिकले पाहिजे. मुलींना आपला नवरा निवडण्याचा अधिकार आहे, असे ते तेव्हा पासूनच सांगत. दरिद्री माणसे आणि स्त्रियांना संततीनियमन हे वरदान आहे, असेही त्यांना वाटत होते.

डॉ. बाबासाहेब आंबेडकरांनी घटनेच्या माध्यमातून स्त्रियांना जे अधिकार दिलेत, त्यामुळेच विसाव्या शतकाच्या उत्तरार्धात स्त्रियांच्या चळवळी उभ्या राहिल्या. वेगवेगळया क्षेत्रात स्त्रियांनी जे अधिकार दिलेत, त्यामुळेच विसाव्या शतकाच्या उत्तरार्धात स्त्रियांच्या चळवळी उभ्या राहिल्या. वेगवेगळया क्षेत्रात स्त्रियांनी जे प्राविण्य मिळविले आणि समाजजीवनाच्या मध्यस्त्रोतात येण्याची जी धडपड सुरू केली, त्या सगळयांचे अधिष्ठान राज्यघटना होय; म्हणजेच पर्यायाने डॉ. आंबेडकर होय. बाबासाहेबांची त्रिसूची प्रसिद्ध आहे 'शिका, संघटित व्हा, संघर्ष करा.' शिक्षणः विशेषतः उच्चशिक्षण दलितांना उपलब्ध करून



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देण्यामागे बाबासाहेबांचा एक महत्वाचा उद्देश होता आणि तो म्हणजे दलित चळवळीला कार्यकर्ते मिळावेत. बाबासाहेब म्हणत, 'गुलामाला त्याच्या गुलामीची जाणीव करून द्या, मग तो आपोआच बंड करून उठेल,' पुढे याची प्रचिती आली. दलितांच्या चळवळीत मोठया संख्येने कष्टकरी दलित स्त्रिया सहभागी होऊ लागल्या. यामध्ये मराठवाडा विद्यापीठाला डॉ. बाबासाहेब आंबेडकरांचे नाव देण्यासाठी जो मोठा लढा झाला, त्यातही स्त्रिया मोठया संख्येने सामील झाल्यात. दलित स्त्रियांच्या संघटनांचे जाळे महाराष्ट्रात आणि भारतभर पसरले. अजूनही ते काम नेटाने सुरू आहे. अनेक नव्या संघटना जोम धरत आहेत. हेही त्याचेच द्योतक आहे.

### मनुस्मृतिचे दहन :--

25 डिसेंबर 1927 रोजी डॉ. आंबेडकरांनी 'मनुस्मृती दहन' घडवून आणले. शूद्र जातीचे आत्मबल नष्ट करून त्यांची सामाजिक, राजकीय, आर्थिक, गुंलामगिरी कायम करणारा 'मनुस्मृती' हा ग्रंथ माणुसकीचा उच्छाद करणारा आहे, असा ढराव पारित करून त्यांची चित्रे आणि सहस्त्रबुद्धे या स्पृश्य सहकाऱ्यांच्या मदतीने मनुस्मृतीने दहन केले. या ठरावाला पाठिंबा देणारी दलित भगिनी होती गंगूबाई सावंत. या कृतीने शूद्रांमध्ये आणि स्त्रियांमध्ये मोठा आत्मविश्वास निर्माण केला. स्त्री–पुरूष आणि जातीजातींमधील विषमतेवर आधारित समाजव्यवस्था नाकारणे हाच या दहनामागील उद्देश होता. माणसामाणसांमध्ये भेद करणारी आणि माणुसकीला लांच्छनास्पदअसणारी बंधने घालणारी व्यवस्थाच नाकरणे आवश्यक आहे, असा बाबासाहेबांचा ठाम विश्वास होता. समतेवर आधारित सर्वकष सामाजिक परिवर्तन हेंच बाबासाहेबांच्या लढण्याचे अंतिम उद्दिष्ट होते. म्हणूनच जागोजागी विषमतेचे विष पेरणाऱ्या आणि स्त्री शुद्रांना सामाजिक न्याय नाकारणाऱ्या 'मनुस्मृती,ची कायदा संहिता बदलून भारतासाठी लोकशाही मूल्यांवर आधारित स्वातंत्र्याची कायदा संहिता बदलून भारतासाठी लोकशाही मूल्यांवर आधारित स्वातंत्र्य, बंधुता, समता, न्याय आधारित नवी कायदेसंहिता निर्माण करण्यात त्यांनी मोलाची कामगिरी केली. मात्र दहा वर्षोपूर्वीच 'मनुस्मृती' वर बंदी घातली असतानाही पुनश्च ती बाजारात मोठया प्रमाणात उपलब्ध करून देणे याचा अर्थ काय?

स्त्रियांच्या संदर्भात अत्यंत हीन दर्जाचे लेखन 'मनुस्मृती'त केलेले आहे. मनू म्हणतो, 'कोणतीच स्त्री स्वातंत्र्यायोग्य नाही. तिने पुरूषाच्या पायाखालची दासी म्हणून जगावे. विधवेसोबत दिराने शरीरसंबंध ठेवावेत', असे हीन दर्जाचे लेखन त्यात आहे. एवढेच नव्हे तर, 'पुरूषांना पाहताच स्त्रियांच्या मनात संभोगाची ईच्छा उत्पन्न होते. त्या चंचल असतात. त्यावर सतत पुरूषांनी लक्ष ठेवण्याची गरज आहे', अशाप्रकारचे अत्यंत लाजिरवाणे, निर्श्वक श्लोक मनुस्मृतीत आहेत. स्त्रीकडे व्यक्ती म्हणून बघण्याची मनुस्मृती'चे तयारीच नव्हती. आजच्या काळात या ग्रंथाची काय गरज? गरज नाही, असे वाटत असेल तर 'मनुस्मृती वितरणावर बंदी असतानाही प्रकाशन आणि वितरक कुणाच्या मेहरबानीवर हा उपद्वचाप सुरू ठेवताहेत, ही विचार करण्यास बाध्य करणारी गोष्ट आहे.

### भाषणातून संदेश :–

देवदासी आणि वेश्याव्यवसाय यात दलित स्त्रियांचे प्रमाण फार मोठे आहे आणि ते दारिद्रयामुळे आहे याची जाणीव बाबासाहेबांना होती. हा व्यवसाय मानवजातीला आणि दलित जातीला काळीमा फासणारा आहे, याचीही खंत होती. बाबासाहेबांनी कामाठीपु-यातील आपल्या भाषणात वेश्यांना सांगितले होते की, "हा व्यवसाय सोडा, लग्न करा. गरिबीतही स्वाभिमानाने संसार करा." दलित तरूणांचे वेश्यांसोबत विवाह लावून देऊन बाबासाहेबांनी आपल्या विचाराला कृतीचे स्वरूप दिले. पण आजही परिस्थितीत फारसा फरक पडलेला नाही. आजही वेश्या व्यवसायात दलित स्त्रियांचे प्रमाण जास्त आहे. जातीचे बांध विसरून सर्व स्त्रियांनी एकत्र यावे, हे डॉ. बाबासाहेब आंबेडकरांचे आवाहन आम्ही आजही पूर्ण करू शकलेलो नाही. मनामनातील, जातीजातीतील तेढ आजही कायम आहे.

दलित महिलांवरचे अत्याचार कमी झालेले नाहीत. शिक्षणाचा प्रसार झाला तरी आंतरजातीय विवाहांचे संख्या पाहिजे तशी वाढलेली नाही. ग्रामीण भागात आजही अल्पवयीन मुलींचे विवाह मोठया प्रमाणात अल्पवयनी मुलींचे विवाह मोठया प्रमाणात होतात. परित्यक्त महिलांना पोटगीचे अधिकार कायद्याने मान्य केले तरी स्त्रियांच्या पदरात ते पुरेशा प्रमाणत पडतच नाहीत. स्त्रीधनाच्या आणि वारसाहक्काच्या वेळोवेळी सुधारणा होऊनही स्त्रिया त्याबद्दल जागरूक नाहीत. पित्याच्या संपत्तीत आपला वाटा मागणे आजही मुलींना अवघड जाते. हुंडाविरोधी कायदा झाला तरी हुंडयाची पद्धत आजही संपलेली नाही. हुडाबळींची



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संख्या वर्षागणिक वाढते आहे. न्यायदानातल्या प्रामणिकपणावर स्त्रियांचा विश्वास राहिलेला नाही. बलात्कारासारख्या लाजिरवाण्या घटनांमधूनही गुन्हेगार सहीसलामत सुटतात.

### निष्कर्षः –

एकविसाव्या शतकातही समाजात आणि कुटूंबांत पितृप्रधान व्यवस्थाचे आहे आणि त्या दृष्टीने आर्थिकदृष्टया पुढारलेल्या दलित जातीचेही ब्राम्हणीकरणच झाले आहे. खरे तर ग्रामीण भाग असा वा शहरी, 'स्त्री' म्हणून स्त्रियांचे जे प्रश्न आहेत,ते सर्वत्र सारखेच आहेत. तरीही स्त्रियांचा म्हणून स्वतंत्र असा दबावगट तयार होऊ शकत नाही. पुरूषांना मानवले काय, हा प्रश्न आहे. स्त्रियांच्या विकासाला गती आणि दिशा बाबासाहेबांनी दिली. पण आम्ही आमच्या पदरात किती पाडून घेतले?मिळालेल्या संधींचे आम्ही किती सोने करू शकलो, याचाही स्त्रियांनी विचार करण्याचीगरज आहे.

अन्यायावरच उभ्या असलेल्या समाजव्यवस्थेचे ज्यांना चटके बसतात, त्यांनाच परिवर्तनाची आस जास्त असते. डॉ. आंबेडकरांनी इथला भेदाभेद आपल्या क्रांतदर्शी तत्त्वज्ञानाने जाळण्याचा प्रयत्न केला. त्यांनी सुरू केलेला संस्कृतीसंघर्ष आजही सुरू आहे. 'अरे मानसा, मानसा कधी होशीन मानूस?' असा प्रश्न विचारणाऱ्या बहिणाबाई अजूनही उत्तराच्या प्रतीक्षेत आहेत. स्त्रीला परिवर्तनाच्या मार्गावर नेणाऱ्या; सावित्रीबाई फुलेंशी नाळ जोडणाऱ्या विकसनशील स्त्रीचे स्वप्न बाबासाहेबांनी बघितले होते. त्यांचे स्वप्न पूर्ण करण्याची जबाबदारी सर्वांची आहे. ही जबाबदारी आम्ही स्विकारली पाहिजे.

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### लघुउद्योगामधील मानवी घटकाचे व्यवस्थापन

प्रा. संजय दौ. बेले, उपप्राचार्य डॉ. आंबेडकर कला, वाणिज्य व विज्ञान महाविद्यालय, चंद्रपूर

सारांष –

with

उद्योगातील उत्पादनाच्या विविध साधनांमध्ये मानव (श्रम) शक्ती एक महत्वपूर्ण साधन आहे. कारण त्याच्याषिवाय इतर साधने ही फक्त साधने राहतात, म्हणजेच ती उत्पादनात परिवर्तीत होऊ शकत नाही. मानव हा उद्योगातील सजीव घटक आहे. त्याची स्वतःची भावना, इच्छा आणि अभिवृत्ती असते. उपक्रमातील कार्यामध्ये सहभाग देण्याकरिता अथवा न देण्याकरिता प्रेरित करीत असते. औद्योगिक मानसषास्त्राच्या अनेक प्रयोगावरून हे सिध्द झाले आहे की, कर्मचाऱ्यांची भावना, इच्छा, अभिवृत्ती, काम करण्याची स्थिती व वातावरण यांच्या सोबत मानवी वर्तणूकीचा अभ्यास करून उपक्रमात अधिक काम करण्याकरिता अभिप्रेरित करतात. त्यांच्या कार्यक्षमतेचा विकास करून उत्पादनात वृध्दी करतात.

व्यवस्थापनात उत्पादनाच्या साधनामध्ये मानवी घटक अधिक महत्वपूर्ण आहे. कारण हे उत्पादनाचे सक्रिय आणि विवेकषील साधन आहे. उपक्रमाची उद्दिष्ट साधण्याकरिता कर्मचाऱ्यांना अधिकाधिक सुविधा आणि प्रेरणा देणे आवष्यक आहे. व्यवस्थापनाचे महत्वपूर्ण कार्य म्हणजे कर्मचाऱ्यांना स्वच्छेने काम करण्यासाठी अभिप्रेरित करणे होय. कोणत्याही उपक्रमाचे उद्देष तसेच कर्मचाऱ्यांच्या हितामध्ये एकरूपता आणणे हयालाच मानवीय संबंधाची विचारधारा म्हणतात.

उत्पादन कार्यासाठी लागणाऱ्या विविध प्रकारच्या संसाधनांमध्ये मानवी संसाधनाचे महत्व सर्वात जास्त आहे. कोणत्या संसाधनांचा केव्हा, किती प्रमाणात कषा प्रकारे उपयोग केला म्हणजे किमान खर्चात उपक्रमाची उद्दिष्टे पूर्ण होऊ शकतील हे सर्व मानवी संसाधनांद्वारेच निष्चित होत असते. यासाठी कर्मचाऱ्यांना प्रषिक्षण देणे, उत्पादन कार्यासाठी त्यांचे ज्ञान व अनुभव अद्यावत करणे, त्यांचे मनोबल उंचावणे, त्यांच्यात उपक्रमाविषयी आपुलकीची भावना निर्माण करणे, त्यांना कार्य समाधान मिळेल याची काळजी घेणे इत्यादी विविध बाबींच्या व्यवस्थापनाचा 'मानवी संसाधन व्यवस्थापनात' समावेष होतो.

प्रस्तुत शोधनिबंधात लघुउद्योगातील मानवी घटकाचे व्यवस्थापन यावर अध्ययन करण्या<mark>त</mark> येत आहे. **बिज शब्द** – लघुउद्योग, व्यवस्थापन, मानवी घटक

### प्रस्तावना –

उद्योग म्हणजे कारखान्याच्या प्रचंड इमारती, अवजड यंत्रसामुग्री, क्लिष्ट उत्पादनप्रक्रिया, कच्चा मालाचा निरंतर प्रवाह, वाहतुकीची गतिमान साधने नव्हे, हया सर्व गोष्टींना स्वतःचे असे अस्तित्वच नाही. व्यवस्थापकांनी घेतलेल्या निर्णयानुसार कामगारांनी केलेल्या प्रयत्नांमुळे, उद्योगाची व्यवस्था कार्य करू लागते. त्यामुळे मानवी संसाधनांच्या उपयोगावरच प्रत्येक उपक्रमाची किंवा उद्योगाची उत्पादकता प्रामुख्याने अवलंबून असते.

श्रमषक्तीचे योगदान महत्तम राहावे, श्रमषक्तीची कार्यक्षमता कमालीची राहावी, योग्य व्यक्तींची निवड व्हावी व त्यांना योग्य काम करण्याची संधि मिळावी. काम करणाऱ्या सर्व व्यक्तींनी त्यांचे काम तत्परतेने व निष्ठेने करावे. त्यांना त्यांच्या कामाचा योग्य मोबदला प्राप्त व्हावा. मानसिक व शारीरिक परिश्रम करणाऱ्या व्यक्तींची कोणत्याही प्रकारे पिळवणूक करण्यात येऊ नये. कामगारांच्या तक्रारीची तातडीने दखल घेतली जावी. व्यवस्थापन व कामगारांचे संबंध स्नेहपूर्ण व विधायक सहकार्याने राहावेत आणि उद्योगाची प्रगती,



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International Impact Factor 2.254 Commerce उद्योगपतीची भरभराट आणि उपक्रमामध्ये काम करणाऱ्या सर्व व्यक्तीचे कल्याण समन्वयाने साध्य व्हावे.

हयाकरिता व्यवस्थापकांच्या विविध पातळयावरून करण्यात येणाऱ्या सर्व प्रयत्नांचा मानवी घटकाचे व्यवस्थापन हया संकल्पनेत अंतर्भाव होतो. बढती, बदली, निवृत्ती, सुरक्षितता, तक्रारी, कल्याण, इत्यादी विविध बाबींच्या व्यवस्थापनाचा 'कर्मचारी

व्यवस्थापनात' समावेष होतो. कामगारांची उत्पादकता वाढविण्यासाठी मजुरीचे व्यवस्थापन करणे, प्रेरणा योजनांची आखणी आणि अंमलबजावणी करणे आवष्यक असते. लघुउद्योगाची व्याख्या –

"ज्या उद्योगामध्ये संयंत्र व यंत्र सामुग्रीमधील स्थिर भंडवली गुंतवणूक २५ लाखाच्यावर आहे व ५ कोटी रूपयांपेक्षा जास्त नाही त्या उद्योगाला लघु उद्योग म्हणतात." लघु उद्योग हया संज्ञेमध्ये पुढे निर्दिष्ट केलेल्या उद्योगांचा अंतर्भाव होतो.

- १. वस्तूंचे उत्पादन करणारे सर्व प्रकारचे उद्योग,
- २. सर्व प्रकारचे प्रक्रिया उद्योग
- ३. सर्व प्रकारचे जॉब वर्क, उदा. फॅब्रीकेशन व
- ४. सर्व प्रकारचे सेवा उद्योग

### व्यवस्थापन –

व्यवस्थापनाचा संबंध लोकांषी येतो, लोकांच्या कामाषी येतो आणि लोकांकडून पाहिजे ते काम पाहिजे त्या पध्दतीने करवून घेण्याच्या प्रक्रियेषी येतो. लोकांकडून काम करवून घेण्याची कला म्हणजे व्यवस्थापन होय. उद्योगातील व्यक्तींच्या अंगी गुण किंवा कसब असते. परंतु त्याची नेटाने काम करण्याची मानसिक तयारी व प्रवृत्ती नसते. त्यांना प्रोत्साहित करून त्यांच्या सामर्थ्याचा योग्य मार्गाने उपयोग करून घेण्यासाठी करण्यात येणाऱ्या सर्व विषेष प्रयत्नांचा व्यवस्थापनात समावेष होतो.

लिऑन मेगिनसन यांच्या मते, "मानवी संसाधने हया संज्ञामध्ये संघटनेच्या श्रमषक्तीचे एकूण ज्ञान, कौषल्ये, सृजनात्मक क्षमता, बुध्दिमत्ता आणि प्रकृतीप्रमाणेच, व्यक्तींची मूल्ये, कृती, आणि धोरणांचाही अतंर्भाव होतो."

Human Factor is concerned with the application of what we know about people, their abilities, characteristics, and limitations to the design of equipment they use, environments in which they function, and jobs they perform.<sup>2</sup> (http://www.hfes.org/web/aboutHFES/ethics.html)

भूमी, श्रम, भांडवल आणि संयोजन या उत्पादनाच्या चार प्रमुख घटकांमध्ये 'श्रम' आणि 'संयोजन' हे सजिव घटक आहेत. संयोजनात योग्य कर्मचाऱ्यांची नियुक्ती करणे ही बाब उपक्रमाच्या अंतीम यषाषी अत्यंत निगडीत आहे. म्हणून 'योग्य कामासाठी योग्य व्यक्ती आणि योग्य व्यक्तिसाठी योग्य काम' हे व्यवस्थापनाचे मुलभूत सूत्र कार्यान्वित करण्याच्या दृष्टीने कर्मचाऱ्यांची भरती करणे, त्यांची निवड करणे, त्यांची जॉर्ज टेरी यांनी मानवी संसाधन व्यवस्थापनाचा संबंध जोडतांना "मानवी संसाधन व्यवस्थापनाचा संबंध कारखान्यात काम करण्यासाठी योग्य व संतुष्ट कर्मचाऱ्यांची भरती करून त्यांना तेथे टिकवून ठेवण्याषी असतो." असे म्हटले आहे.



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### मानवी घटकाचे व्यवस्थापन –

कुषल नेता कार्य करीत असतांना निव्वळ आदेष देत नाही. तर तो आपल्या सहायकार्यांच्या मनात असलेला व्यवस्थापक प्रत्येक कार्य करीत असतांना व्यवस्थापनामधील मानवी घटकाला प्राधान्य द्यायला कधीच विसरत नाही. नियोजन करतांना तो फक्त नफ्याचा, उपक्रमाच्या धोरणाचा, संचालकाच्या अपेक्षांचा व उपक्रमाच्या सामग्रीविषयक गरजांचा विचार करीत नाही तर तो ग्राहकांच्या अपेक्षा, ग्राहकांच्या समस्या व ग्राहकांना अपेक्षित असलेल्या समाधानाचा विचार करतो. कुषल नेता असलेला व्यवस्थापक संचालनाचे काम करणाच्या बाबीत तीव्र इच्छा एखाद्या ज्वालेसारखी प्रज्वलित करीत असतो.

लघुउद्योगात कर्मचा-यांसाठी खालील घटकांची तरतूद असली तर निष्चितच मालक व कामगार याचे संबंध चांगले टिकून राहून औद्योगिक क्षेत्रात शांतता निर्माण होते.

1. पुरेसा पगार 2. आर्थिक व अनार्थिक प्रेरणा 3. कामाचे तास व काम करण्याऱ्या ढिकाणी असलेली परिस्थिती 4. कर्मचाऱ्यांना त्यांची आवड, कौषल्य व अनुभव पाहून सोपविलेले काम. 5. रोजगाराच्या बाबतीत सुरक्षितता. 6. संघटनेत कर्मचाऱ्यांना प्रगती करण्यासाठी असलेला वाव. 7. कर्मचाऱ्यांना देण्यात येणारी चांगली वागणूक. 8. योग्य नेतृत्व 9. पर्यवेक्षकाची तांत्रिक योग्यता व कार्यक्षमता. 10. संघटनेची धोरणे व प्रबंधकाचे निर्णयाबद्दल कर्मचाऱ्यांना असलेली माहिती. 11. कर्मचाऱ्यांच्या तक्रारी सोडविण्याकरिता निर्माण केलेल्या व्यवस्थेची परिणामकता. 12. संदेष वाहनाच्या व्यवस्थेची परिणामकता. 13. कर्मचाऱ्यांच्या मनात संघटनेबद्दल असलेली निष्ठा 14. कर्मचाऱ्यांचे परस्परांषी असणारे व्यक्तीगत स्नेहपूर्ण संबंध.

### मानवी घटक व्यवस्थानाचे महत्व –

आधुनिक काळात कर्मचारी व्यवस्थापनाचे अतिषय महत्व आहे. कर्मचारी व्यवस्थापन म्हणजेच मनुष्यबळाचे व्यवस्थापन होय. पुढील विवेचनावरून व्यवस्थापनाच्या कार्यात मानवी घटक (Human Factor) व मानवी घटकाच्या भूमिकेचे महत्व लक्षात येते.

### 1. व्यवस्थाप<mark>कापुढील आ</mark>व्हान

आधुनिक काळात व्यवस्थापनकार्य हा एक पेषा बनला आहे. पुरेसे ज्ञान षिक्षण घेऊन, ज्ञान संपादन करून, विभिन्न कौषल्ये अर्जित करून नंतर स्वेच्छेने व जाणीवपूर्वक उपक्रमांच्या व्यवस्थापनाची जबाबदारी पार पाडण्यासाठी अनेक आव्हाने स्वीकारावी लागतात. कारखान्यातील उपक्रमामध्ये काम करणाऱ्या कर्मचाऱ्यांकडून त्याचे कार्य कार्यक्षमतेने करवून घेण्याचे आव्हान हे सर्वात महत्वाचे आव्हान आहे.

उत्पादनाच्या कार्यात आधुनिक यंत्राचा उपयोग केला तरी ही यंत्रे आपोआप कार्य करीत नसतत. यंत्राचे संचालन करणाऱ्या कामगरांच्या कार्यक्षमतेवर व कौषल्यावरच यंत्राची उत्पादकता अवलंबून असते. परंतु हा कच्चा माल अकार्यक्षम व बेजबाबदार कर्मचाऱ्यांया हातांत पडल्यास उत्पादित वस्तूंचा दर्जा घसल्याषिवाय राहणार नाही. वस्तूला बाजारपेठ मिळाली तरी वस्तू योग्य वेळी, योग्य स्वरूपात, योग्य किंमतीवर आणि योग्य पध्दतीने ग्राहकांना उपलब्ध झाल्या तरच हया वस्तुची विक्री होईल, अन्यथा नाही. उत्पादन कार्यात अनेक मानवी घटकाचे अस्तित्वही जाणवत नाही. पण हाच घटक नेमका महत्वाचा असतो. कर्मचारी उत्पादनाची सर्व साधने हाताळीत असतात. त्यामुळे जो व्यवस्थापक मनुष्यबळाचे व्यवस्थापन प्रभावीपणे करतो तो उत्पादनाच्या इतर सर्व घटकांचेही व्यवस्थितपणे व्यवस्थापक यहत्वी होऊ शकत नाही.

## 2. कर्मचाऱ्यांकडून काम करवून घेण्याच्या प्रष्नाचे गुंतागुंतीचे स्वरूप

व्यवस्थापकाला मिळणारे अधिकार व प्राप्त होणाऱ्या सवलतींवर अवलंबून नसते तर त्याचे यष हे प्रामुख्याने तो त्याच्या उपक्रमात काम करणाऱ्या सर्व कर्मचाऱ्यांकडून कषा रीतीने काम करवून घेतो यावर अवलंबून असते. कर्मचाऱ्यांकडून काम करवून घेण्याचा प्रष्न वाटतो इतका सोपा नाही. शरिरिक सामर्थ्य किंवा



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शारिरीक क्षमतेच्या दृष्टीकोनामधूनच कर्मचाऱ्यांमध्ये असणारी भिन्नता शारीरिक भिन्नतेपेक्षाही जास्त तीव्र असते. कर्मचाऱ्यांमध्ये आढळून येणारी शारीरिक, बौध्दिक व मानसिक भिन्नता, षिक्षणाचा प्रसार, बदलते सामाजिक वातावरण, कामगार संघटनांची वाढती शक्ती, त्यामुळे कर्मचाऱ्याच्या मनात स्वतःच्या अस्मितेद्दल तीव्रतेने निर्माण झालेली जाणीव, कर्मचाऱ्यांच्या दृष्टीकोनातून आर्थिक मोबदल्यापेक्षा सामाजिक व मानसिक बाबींना तसेच मानवी संबंधांना असलेले विषेष महत्व अषा अनेक कारणांमुळे उपक्रमातील कर्मचाऱ्यांकडून काम करवून घेण्याचा प्रष्न पूर्वीपेक्षा जास्त गुंतागुंतीचा व त्याचबरोबर अत्यंत महत्वाचा बनला आहे. हा विषिष्ट प्रष्न सोडविण्याकरिता व्यवस्थापकांना कर्मचारी व्यवस्थापनाचे सर्वतोपरी साहाय्य होत असल्यामुळे व्यवस्थापनाच्या प्रक्रियेमध्ये कर्मचारी व्यवस्थापनाला विषेष महत्व प्राप्त झाले आहे. व्यवस्थापन प्रक्रियेतील मानवी घटकाचे किंवा कर्मचारी व्यवस्थापकांना त्यांच्या नैमत्तिक जबाबऱ्यासुध्दा पार पाडता येत नाहीत. **3. नियंत्रणांचा मानवी घटकाषी संबंध** 

नियंत्रण प्रक्रियेचा संबंध व्यवसायातील उत्पादनकार्यात सहभागी होणाऱ्या मानवी घटकाषी येतो. उत्पादनाची नियोजित उद्दिष्टये साध्य होण्यासाठी यंत्रसामग्री, उपकरणे, कच्चा माल, साहाय्यक शक्ती, भांडवल इत्यादी घटकांचा कार्यक्षम उपयोग मानवी घटकाद्वारेची केला जातो. त्यामुळे प्रत्येक स्तरावर आणि उत्पादनकार्याच्या प्रत्येक अवस्थेत उत्पादनकार्यातील मानवी घटकांवर नियंत्रणाची आवष्यकता असते.<sup>2</sup>

लघुउद्योगाची उद्दिष्टये प्राप्त करण्यासाठी भौतिक–अभौतिक साधनांचा कुषलतेने व काटकसरीने उपयोग करण्यासाठी प्रबंध नियोजन, संघटन, समन्वय, निर्देषन व नियंत्रण इत्यादी कार्य करावी लागतात. भौतिक साधने जसे मानव, माल, मषीन, भांडवल व यंत्र–उपकरण इत्यादीचे कुषल उपयोग मानवी घटकावर अवलंबून असते. संपूर्ण उपक्रमात फक्त मानव हा विवेकषील, चेतन आणि संवेदनषिल घटक आहे. उपक्रमातील साधनाचा उपयोग व व्यवस्थापकीय कार्याचा निष्पादन मानवी घटकाच्या योग्यता, कौषलता, अनुभव तथा आवडीवर निर्भर असते. मानवी घटकाच्या या गुणांमध्ये कार्याच्या प्रती रूची असणे फार आवष्यक आहे.

### अभिप्रेरण :--

लघुउद्योगातील संघटनेमध्ये काम करणाऱ्या कर्मचाऱ्यांकडून सहकार्य मिळविण्यासाठी आणि त्यांनी जबाबदारीच्या भावनेतून त्यांचे कार्य करावे हयाकरिता त्यांना प्रवृत्त करण्यासाठी कर्मचाऱ्यांना विविध प्रकारे अभिप्रेरित करण्याची आवष्यकता आहे, कामगारांच्या अभिप्रेरणासाठी केलेले प्रयत्न यषस्वी झाल्यास कर्मचाऱ्यांच्या मनात त्यांचे काम अधिक कार्यक्षमतेने, आत्मीयतेने व निष्ठेने करण्याची करण्याची इच्छा उत्पन्न होते. अभिप्रेरणामुळे एका समूहात किंवा संघटनेमध्ये घटक म्हणून कार्य करणाऱ्या व्यक्तींमध्ये ऐक्याची भावना वाढीला लागते. कर्मचारी संघटनेच्या प्रति निष्ठावान होतात, व्यवस्थापक व कर्मचारी यांच्याकडे विधायक सहकार्याचे संबंध प्रस्थापित होतात, कर्मचाऱ्यांच्या कार्यक्षमतेमध्ये वाढ होते आणि पर्यायाने लघुउद्योगातील उत्पादकतेची पातळी उंचावते.

कर्मचाऱ्यांनी त्यांचे कार्य पूर्वीपेक्षा अधिक कार्यक्षमतेने, कौषल्याने व जबाबदारीने करावे याकरिता त्यांना प्रवृत्त करणाऱ्या मानसिक उत्तेजनाला प्रेरणा असे म्हणतात. कामगारांची कार्यक्षमता आणि काम करण्याची इच्छा दिर्घकाळपर्यंत वरच्या पातळीवर टिकवन ठेवण्यासाठी प्रेरणाचा उपयोग केला जातो.

1. आर्थिक अभिप्रेरण :— उद्योगात काम करणाऱ्या कर्मचाऱ्यांना अधिक काम करण्यासाठी कसे अभिप्रेरित करावयाचे, याचे सरळ उत्तर काम करणाऱ्या व्यक्तेंना त्यांच्या कामाचा योग्य मोबदला देऊन व त्यांनी जास्त काम केले तर त्यांना पूर्वीपेक्षा जास्त मोबदला मिळेल अषी व्यवस्था करणे हे आहे. जे अभिप्रेरण कर्मचाऱ्यांना मुद्रा किंवा पैषाच्या माध्यमाने देण्यात येणाऱ्या मोबदल्याषी निगडित असते, त्या अभिप्रेरणाला आर्थिक अभिप्रेरण किंवा वित्तीय अभिप्रेरण असे म्हणतात.



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2. आर्थिकेत्तर अभिपप्रेरण :– आर्थिकेत्तर अभिप्रेरणाचा हेतू कर्मचाऱ्यांच्या सामाजिक व मानसषास्त्रीय गरजा भागविणे हा असतो. आर्थिकेत्तर अभिपप्रेरणामुळे कामगारांच्या उत्पन्नात प्रत्यक्षपणे भर पडत नाही पण हया अभिप्रेरणामुळे कामगार किंवा कर्मचारी परिश्रमी, कर्तव्य तत्पर व निष्ठावान बनतात आणि त्यांचे मनोधैर्य वाढते.

3. धनात्मक प्रेरणा :- ज्या प्रेरणामुळे कामगारांच्या मुलभूत आणि अर्जित गरजांची पूर्तता होते आणि ज्या प्राप्त करण्यासाठी कर्मचारी जास्त परिश्रम करण्याकरिता प्रवृत्त होतात. तेव्हा अषा प्रेरणांना धनात्मक प्रेरणा असे म्हणतात. दुस-या शब्दात नेहमीपेक्षा जास्त पगार, भत्ते, बोनस, अधिकार, मान इ. मिळविण्याच्या उद्देषाने कर्मचारी जास्त काम करण्याकरिता प्रवृत्त होतात. तेव्हा अषा प्रेरणांना धनात्मक प्रेरणा असे म्हणतात. धनात्मक प्रेरणांचा परिणाम उषीरा होत असला तरी तो स्थायी स्वरूपाचा व दीर्घकाळ टिकून राहणारा असतो. 4. नकारात्मक प्रेरणा :- ज्यामुळे कर्मचान्यांच्या मुलभूत तसेच अर्जित गरजांची पूर्तता होत नाही, उलट ज्यांच्यापासून कर्मचारी स्वतःचे सरंक्षण करण्याचा प्रयत्न करतात. अषा प्रेरणांना नकारात्मक प्रेरणा असे म्हणतात. विषिष्ट प्रमाणात उत्पादन न केल्यास मजूरीमधून करण्यात येणारी कपात, कामगारांना विविध कारणांवरून करण्यात येणारा दंड, बेजबाबदार वागणूकीमुळे किंवा अकार्यक्षमतेमुळे कामगारांना कामावरून काढून टाकण्याची शक्यता, गैरसोयीची बदली, पदवनती ही सर्व नकारात्मक प्रेरणांची ठळक उदाहरणे आहेत. 5. गट अभिप्रेरण :- व्यक्तीऐवजी ही व्यक्ती ज्या समूहाचा घटक म्हणून तिचे कार्य करते, त्या समूहाला अभिप्रेरित करण्यासाठी करण्यात येणाऱ्या योजनाबध्द प्रयत्नांना गट अभिप्रेरण असे म्हणतात. व्यवस्थापकांनी कर्मचान्यांना अभिप्रेरित करण्यासाठी गट अभिप्रेरणाच्या तंत्राचा अवलंब केल्यास उपक्रमाच्या संघटनेमध्ये व्यक्तिवादी प्रवृत्तींना मुळीच वाव मिळत नाही. गट अभिप्रेरणामुळे संघटनेची परिणामकारकता वाढविण्यासाठी बरेच साहाच्य होते. गट अभिप्रेरणाम्र्य कर्मचान्यांचे मनोधैर्य उंचावण्यास फार साहाच्य होते.

6. नेतृत्वाच्या माध्यमातून अभिप्रेरण :- उद्योगामध्ये काम करणाऱ्या व्यवस्थापकावर त्याच्या नियंत्रणाखाली काम करणाऱ्या कर्मचाऱ्यांकडून काम करवून घेण्याची जबाबदारी असते. सहायकांकडून त्यांचे काम करवून घेण्यासाठी व्यवस्थापकांना त्यांचा विष्वास संपादन करावा लागतो व त्याचे सहकार्य मिळवावे लागते. व्यवस्थापकाने नेतृत्वाचे कार्य व्यवस्थितपणे केल्यास हा व्यवस्थापक सहाय्यकांना अभिप्रेरित करेल त्यांच्या अडचणी समजून घेईल आणि अडचणींचे तत्परतेने निराकरण करेल.

7. व्यवस्थापनातील सहभागाच्या माध्यमातून अभिप्रेरण :– हे अभिप्रेरण अद्ययावत तंत्र आहे. हया माध्यमातून अभिप्रेरित होणारे कामगार व्यापक जबाबदाऱ्या स्वीकारतात, व्यवस्थापकांना सर्व शक्य ते सहकार्य देतात, आपल्या व्यक्तीगत क्षमतेचा व कौषल्यांचा कमाल उपयोग करतात आणि सर्व परिस्थितीमध्ये आपली भूमिका प्रभावीपणे वठवितात.

### निष्कर्ष –

1. उत्पादनाची नियोजित उद्दिष्ट्ये साध्य होण्यासाठी यंत्रसामग्री, उपकरणे, कच्चा माल, साहाय्यक शक्ती, भांडवल इत्यादी घटकांचा कार्यक्षम उपयोग मानवी घटकाद्वारेची केला जातो.

- 2. मानवी घटकाच्या व्यवस्थापनामुळे लघुउद्योगातील उत्पादनात वृध्दी होते.
- 3. लघुउद्योगातील उपक्रमामध्ये काम करणाऱ्या कर्मचाऱ्यांकडून त्याचे कार्य कार्यक्षमतेने करवून घेता येते.
- 4. मालक व कामगार याचे संबंध चांगले टिकून राहून औद्योगिक क्षेत्रात शांतता निर्माण होते.

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## Quality control- essential in competitive market condition

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#### Abstract:

Quality control is the systematic control in the manufacturing process which affects the excellence of the end product. These variables result from the application of material, men, machine and manufacturing conditions. The production system processes these inputs to produce desirable outputs. Only when the variables in the inputs are regulated to the extent that they do not deviate unnecessarily from the excellence of the manufacturing process as reflected in the quality of the finished product can be control of quality be said to exist.

Key words: quality control, production, standards, finished goods, mechanism Introduction:

Modern economy under competitive market conditions insists on quality and also cost reduction. A customer particularly in industrial market is a shrewd buyer and he insists on both quality and price. Of course, quality is not considered in absolute terms. It is always consider in relation to price and purpose, i.e., the end-use of the product. it is directly related to definable and measurable characteristics of the product involve. Quality is governed by acceptable or tolerable deviations by the producer are the consumer. In this, sense, it connotes reliability, similarity, quality; manufacturing cost and selling price are closely interconnected. High quality means higher cost of production and, therefore, higher selling price. A little quality relaxation can lead to lower price. Then again quality and quantity are mutual depended.

#### Scope of Quality control:

What is really required is assurance of quality i.e., true product reliability. This has to be design and built in it is not enough that the product owners specifications. Quality control must assure that the products do give desired performance and service is the core of Quality control and it must be an important factors in managerial decisions in engineering, in the process of production an in operations right from the product planning and development up to the dispatched of products for final sale to customers

There are four mains instruments used the in the mechanism of Quality control system:



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- Measurable standards, norms or specifications. This facilitates measurement and evaluation of actual results.
- Inspection of materials, parts and products to compare then against established quality standards and to sort out inferior goods. This will ensure the supply of quality goods customers.
- Statistical techniques to find out whether or not the quality is under control. These techniques are sampling analysis, and charting
- Measuring instruments or devices of inspection to evaluate objectively, i.e., mechanicallyactual quality again set standards.

## **Objective of Quality control:**

Important objective of Quality control are as under:

- To established acceptable standards of quality acceptable customers and production manager who is in charge of planning and controlling production. Of course, sales department can indicate precise customer needs
- Quality control aims at location of flows or variations either in the raw material or in the process of manufacturing. This will ensure smooth subsequent operations.
- It can evaluate the methods and processes of production, and, if necessary, suggest suitable modification or adjustment to maintain the quality at an acceptable level.
- Inspections are a form of Quality control. It can be used for inspection of finished goods so that defective raw material or defective final product can be separated from the quality lots and the customer assured about
- Requisite quality products. When the size or quantities are very large, we can use statistical Quality controls to achieve our objectives very economically.

In exports we have compulsory Quality control exercised simultaneously through the process of standastion on and prior inspection before shipment by government authorities however, we have as yet no compulsory Quality control in home trade though trade it is most desirable in the interest of crores Indian consumers, particularly the consumer of limited income. Prerequisite for Quality control:

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When the deviations from the standards are measurable and the variation can brought under control within an acceptable range, we can have Quality control and we can build quality in to a product through designing and during processing. Of course, we are interested only in controllable or assignable variables in not in chance or sporadic variables which have no predictable.

Controllable variables are not inherent in the process of manufacturing. They can be controlled deliberately by altering the processes are condition. Controllable variations are, e.g., improper machine operation, wrong sequence of operation, defective machines, and improper working condition etc. chance variables cannot be eliminated. They are, imperfection inherent in the design of the product, imperfection in raw material features, imperfection instruments for measurement and inspection, optical errors in judgment, and so on.

Quality control is interested only in influencing controllable variation or deviation from the prescribed standards.

#### Conclusion:

Quality control is the control of quality during the manufacturing process. It is the mechanism to ensure quality standards as per requirements of the sales, engineering and manufacturing departments of an enterprise. It is primarily interested in making themes right rather than discovering and rejecting those made wrong.

Quality control detects the causes of variation in the characteristics of the products, and indicates necessary adjustment by which these variation or deviation from the norms on standards can be control and brought down within the tolerance limits.

Modern Quality control mechanism lessens our waste. It is objective in its procedure. It is dynamic in its operation and helpful in its removal of operating difficulties.

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## पाण्याची बचत करण्यासाठी जलव्यवस्थापनाची गरज— एक अध्ययन

डॉ. प्रशांत म. पुराणिक साहायक प्राध्यापक वरिष्ठ वाणिज्य विभाग गुरुकूल कला, वाणिज्य व विज्ञान महाविद्यालय, नांदा, ता: कोरपना, जि: चंद्रपूर

#### गोषवाराः

with

अन्न, वस्त्र व नीवारा या मानवाच्या मुलभूत गरजा आहेत. परंतु आज या तीन गरजांव्यतीरीक्त या मुलभूत गरजांमध्ये एक गरज वाढली आहे. ती गरज म्हणजे जल किंवा पाणी होय. मानवाला अन्न न मिळाल्यास तो ब—याच दीवसांपर्यंत केवळ पाणी प्राशन करुन जीवीत राहु शकतो. परंतु त्याला पाणी मिळाले नाही तर तो पाण्या शीवाय जास्त काळ जीवंत राहु शकणार नाही. म्हणुनच पाण्याला जीवन असे म्हणण्यात येते. पाणी ही निसर्गाने दिलेली अमूल्य संपत्ती आहे.आज पाण्याच्या गैरवापराचे प्रमाण मोठ्या प्रमाणात वाढल्यामुळे ब—याच ठीकाणी पाण्याची भीषण टंचाई निर्माण झाली आहे. ही टंचाई अशीच कायम राहील्यास एक दीवस असा येईल की जेव्हा माणसा माणसांमध्ये पाण्यासाठी मोठे विवाद निर्माण होतील. अशी परीस्थीती निर्माणच होउ नये यासाठी सिंचनाच्या योजना मोठ्या प्रमाणात राबवील्याशीवाय पर्याय नाही.

बीजशब्द: सि<mark>ंच</mark>न,जलस्त्रोत, प्रकल्प, पाणी<mark>प्रदुशण, जलसाठा</mark>

## प्रस्तावनाः

पाण्याला पृथ्वीवरील अमृत असे म्हणण्यात येते. देवांना जसे अमृताशीवाय स्फुरण येत नाही तसेच मानवालादेखील पाणी मीळाल्याशीवाय टवटवीत वाटत नाही, नव्हे मानव हा पाण्याशीवाय जगुच शकत नाही. हे कटुसत्य माहीत असुन देखील आज केवळ स्वतःचा स्वार्थ साध्य करण्याच्या हेतुने मानव निसर्गाने दीलेल्या या अमृताचा मोठ्या प्रमाणात अपव्यय करत आहे. कधी औद्योगीकरणाचे कारण समोर करुन तर कधी विद्युत प्रकल्पासाठी लागणारी पाण्याची आवश्यकता सांगुन आपण उपलब्ध पाण्याचा मोठ्या प्रमाणात गैरवापर करण्यातच धन्यता मानत आहोत.

आज भारतीय अर्थव्यवस्थेसमोर अनेक समस्या आहेत. यात प्रामुख्याने सामाजिक समस्या, आर्थिकसमस्या, राजकीय समस्या, सुरक्षात्मक समस्या, विकासात्मक समस्या इत्यादी प्रमुख समस्यांचा समावेश होतो. परंतु आज या अनेक समस्यांपैकी एक समस्या अत्यंत भीषण बनलेली आहे व ती समस्या म्हणजे पाण्याची समस्या होय.

आज मोठ्या प्रमाणात पाण्याचा गैरवापर होत असल्यामुळे निसर्गनीर्मित जलस्त्रोत दीवसेंदीवस कमी होत चालले आहेत.ज्याकारणांमुळे हे जलस्त्रोत कमी होत आहेत त्यातील काही कारणे पुढीलप्रमाणे आहेत.

## भारतातील निसर्गनीर्मित जलस्त्रोत कमी होण्याची कारणे:

 येत्या काही वर्षात उद्योगांच्या वाढत्या संख्येमुळे पाण्याचा गैरवापर तसेच पाणी प्रदुषणमोठ्या प्रमाणात वाढत आहे.

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- येत्या काही दशकांत वीज नीमीती प्रकल्पांच्या संख्येत वाढ होत आहे. परिणामत: पाण्याचा वापर मोठ्या प्रमाणात होत आहे.
- सींचनाच्या सोयींच्या अभावामुळे अजुनही भारतातील राजस्थान, गुजरात, महाराष्ट, आंध्रप्रदेश इत्यादी राज्यांमध्ये मोठ्या प्रमाणात भीषण पाणी टंचाई निर्माण झाली आहे.
- भारतातील द्वीतीय श्रेणीच्या ४०१ शहरांपैकी २०३ शहरांतील प्रत्येक व्यक्तीस १०० लिटर पेक्षा कमी पाण्याची उपलब्ध आहे.
- 5. जेथे अत्यंत कमी प्रमाणात पाउस पडतो अशा राज्यांमध्ये कमी पावसामुळे पाणी अडवीणे शक्य होत नाही.
- 6. भारतातील बहुतांश जमीन ही कोरडवाहु असुन ती नीसर्गावर अवलंबुन असल्यामुळे कमी पर्जन्यवृष्टी झाल्यास जमीनीतील पाण्याचा वापर करण्याशीवाय दुसरा पर्याय नसतो.
- दिल्लीत ८३०० की.मी. लांब पाईपलाईन मध्ये दररोज ८० कोटी लिटर पाणी सोडले जाते.
  ज्याचा काहीही वापर होत नाही.
- 8. पृथ्वीच्या पोटातील पाणी उपसण्याची अद्ययावत साधने प्रगत झाल्याने भूभागातील जलसाठ्यांचा अमर्याद वापर सुरु आहे.

वरील सर्व बाबींचा अभ्यास केल्यानंतर एक महत्वाची बाब लक्षात येते व ती म्हणजे भारतातील उपलब्ध पाण्याचा मोठ्या प्रमाणात गैरवापर होत आहे.हा गैरवापर जर असाच चालु राहीला तर एक दीवस असा येईल की आपल्या देशाला दुस—या देशांकडुन पाणी वीकत घ्यावे लागेल. त्यामुळे भारतातील पाणी वाचवण्याची समस्याही एक अत्यंत भीषण समस्या झाली आहे. या समस्येवर काही उपाययोजना सुचवाव्याषा वाटतात. त्या उपाययोजना पूढीलप्रमाणेः

## उपाययोजन<mark>ाः</mark>

- 1 पाणी अड<mark>वा</mark> पाणी जीरवा ही मोहीम अधीक यषस्वी करण्यासाठी योग्य प्रयत्न झाले पाहीजेत.
- 2 पाण्याचापुन्<mark>हा</mark>पुन्हावापरकरणेआवष्यक आहे.
- 3 वाढत्या लोक<mark>संख</mark>्येची जल आवष्यकता लक्षात घेउन पाण्याचा अनावष्यक वापर कटाक्षाने टाळणे.
- 4 जल स्त्रोतांचा उ<mark>पसा</mark> करण्यासाठी सरकार तर्फे प्रयत्न झाले पाहीजेत.
- 5 पाणी दुषीत होउ नये याची काळजी घेणे आवष्यक आहे.
- 6 तलाव, नद्या, वीहीरी इत्यादींचा गाळ काढुन स्वच्छ करण्याची मोहीम राबविली पाहीजे.

7 औद्योगीक क्षेत्रातून मोठ्याप्रमाणात दुषीत पाणी नद्यांमध्ये सोडल्या जाते. यासाठी पर्यावरण संरक्षक कायदे अधीक कडक झाले पाहीजेत.

8 ज्या पीकांना जास्त प्रमाणात पाणी लागते त्या पीकांऐवजी कमी पाणी लागणारे उत्पादन घ्यावे.

9 दरवर्षीज्या गावांमध्ये महापुर येतो अषा गावांमध्ये मोठया प्रमाणात विहीरी खोदण्याचे काम हाती घेणे आवष्यक आहे.

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निष्कर्षः

आज भारतीय अर्थव्यवस्थेसमोर अनेक समस्या आहेत. परंतु भारता समोरील सर्वात बिकट समस्याही पेयजलाची आहे. मानवाद्वारे पाण्याचा मोठ्या प्रमाणात गैरवापर होत आहे. ही समस्या दीवसेंदीवस अधिकाधीक बिकट होत चालली आहे. या समस्येवर सरकारने लवकर उपाययोजना करण्याची नीतांत आवष्यकता निर्माण झाली आहे.

संदर्भग्रंथसूची

पाण्याचे व्यवस्थापन या वीषयावरील वीवीध लेख व बातम्या

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## **APPROACHES TO RURAL DEVELOPMENT**

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Adarsh Arts & Commerce College, Desaiganj (Wadsa)

#### Abstract:

with

Although rural development is relatively a new field of research, emerging only in the 1970s, a large volume of literature on it has already cropped up. We shall try to highlight the main arguments of the important approaches to rural development. Even before that, it will be imperative for us to briefly discuss the traditional approaches to development of agriculture, since the modern approaches to rural development are mostly based on the traditional approaches to development of agriculture. In earlier times 'agriculture' and the 'rural economy' were almost synonymous-agriculture was almost the sole occupation and the sole source of income of the rural people. But, in view of the growing non agricultural occupations in the rural areas in the recent past, the term 'rural development' has received a much broader connotation than agricultural development – it is now a distinct approach to the development of the economy as a whole, rather than merely the development of agricultural production. However, there is a substantial overlap between the field of conventional agricultural economics and the concerns of rural development. It will, therefore, be quite appropriate for us to briefly discuss first the traditional approaches and then the modern approaches to agricultural/rural development before we discuss the specific approach of the present study.

## Keywords : Rural, Development, Agriculture, Approaches, Poverty

#### Introduction:-

The overall purpose of development assistance is to improve the livelihoods of citizens in recipient countries, especially the impoverished. Poverty reduction is internationally recognized as an important assistances issue. For example, in 1996 the DAC set a clear achievement goal in its action policy to reduce poverty. Development cooperation focusing on rural development is a very important component for poverty reduction for the following reasons: 1) Approximately three quarters of the world's impoverished live in rural areas.

2) Many poor people in cities are migrant workers and farmers who have left rural areas. Therefore, if living standards and income generations in rural areas are enhanced and rural immigrants to cities return to rural areas, excessive population influxes to cities should be reduced, causing poverty in the cities to decrease.

3) Improvement of rural areas can be a safety net when there is a lack of job.

## **Opportunities in cities due to depressed economic conditions:**

Also, many governments in developing countries have recently been shifting to decentralization in order to adequately deal with local needs. Due to the necessity for an active local economy within decentralization, rural development is receiving increasing attention. The main actors of development activities are also changing. Since the end of 1980s, many developing countries' governments have shifted from bureaucrat-oriented to public – oriented bodies. Therefore, bureaucrat-oriented development approaches such as "large –scale farm development and agricultural modernization" are changing to people-approaches to rural



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development with a focus on establishing a system to facilitate community participation and the effectives use of local resources. This is turn require flexible, tailored cooperation from donors based on local conditions.

## **Definition on Rural Development :-**

The definition of "rural" differs by country, though it is usually used in contrast to "urban". For instance this word is defined based on population density in Japan, indicating an area other than "an area with over 5,000 people, which consists of each district with a population density of over 4,000 per square kilometer". However, we cannot simply apply this definition to other countries. Moreover, due to the fact that the concept of "rural" varies from Asia to Africa, it is difficult to define it uniformly. Therefore, the use of "rural" (including fishing and mountain villages) as a relative concept to "urban", based on social, economical, and natural conditions in each country may be most adequate. The term could also e used to describe areas where a majority of the residents are engaged in agriculture in a broad sense (including livestock farming, forestry, and fisheries). The final beneficiaries of development assistance are local people in both rural and urban areas. However, their livelihoods are based on significantly different social, economic, and natural environments. Most rural residents in many developing countries (especially in the least developed countries, or LLDC) are engaged in and depend on local agriculture, forestry, and fishery resources to make a living. IF the local people are final beneficiaries or development assistance, the aim of rural development can be defined as the improvement of sustainable livelihoods (especially impoverished groups), with careful attention paid to local characteristics.

The difference between rural development and other similar concepts Agriculture Development: "Agricultural Development" mainly aims at increasing agricultural products such as crops, livestock, fish and etc. Human being, land and capital are simply regarded as production goods and means. On the other hand, "Rural Development" mainly targets on people and institutions. Rural development includes agricultural development activities, however it is one of the means of economic revitalization for active farmers and targeted rural villages.

Regional Development "Regional" has a wide meaning to describe "area" (i.e. a certain area in country) or "region" (i.e. continent of countries). The rural Planning Association. For example, considers regional development as a regional plan including rural and urban development.

## **Rural Development Issues -**

Rural development issues are often equated with poverty reduction. Although the definition of poverty varies5, income poverty is used as a general guideline in defining poverty. In the case that "three –quarters of impoverished groups live in rural areas", "impoverished (poverty)" indicates conditions resulting from income poverty Improvement of livelihood is a central component of rural development. There also exists an opinion, which is increasingly becoming mainstream, that living standards cannot be measured by income and



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consumption, but require a wider view. For those who support this arguments, the satisfaction of Basic Human Needs (BHN) is necessary6 to improve living standards. Also, the United Nations Development Program me (UNDP) has been using the Human Development Indicator (HDI), which is based on life expectancy, literacy rate, gross enrolment ratio, and real GDP per capita in its Human Development Reports since 19907. In the OECD/DAC Guidelines on Poverty Reduction, poverty is described as the lack of the following five capabilities.

1) Economic capabilities: to earn an income, to consume, and to have assets

2) Human capabilities: to have access to health care, education, sufficient nutrition, clear water, and hygienic living conditions

3) Political capabilities: human rights, to participate in political and policy making process, and to be able to have an influence on decision-making.

4) Socio-cultural capabilities: to participate as a valued member of the community with social status and dignity

5) Protective capabilities: to prevent vulnerability from food insecurity, illness, crime, war and conflict.

As described above, comprehensive measures are essential for a multi dimensional approach to poverty reduction. The number of assistance organizations which view comprehensive rural development as an effective approach in improving the livelihoods of rural people has increased. For example, agricultural development needs an increase of consumers, industrial development, and the improvement of infrastructure, and inhabitant's productivity through expansion, education, health care services has much effect on those conditions. Also, it is important to preserve the environment through resource management and natural disaster prevention. Moreover, it is essential that governments assist a variety of activities through a cross-sectional approach. In short, rural development deals with multi-sect oral issues, such as infrastructure, health care and hygiene, education, environment and governance as well as local income generation.

## Effective Approaches for Rural Development :-

Although the trickle-down theory was based on the belief that an expanded macro economy could improve the living standards of impoverished people, its effectiveness has been questionable. However its failure does not necessarily mean that efforts should be concentrated at the grass-roots level only. This is cause the development of rural areas cannot be achieved without attention to urban areas. Which are the main consumers of agricultural products.

If conventional development projects were effective, rural poverty would have improved more significantly. Therefore, it is clear that the traditional rural development approach needs to be improved, Hitherto, rural development depended on external assistance from foreign countries.

However external inputs have been restrained due to donors' current poor financial conditions. As a result, the promotion of rural development requires effective external inputs to generate sufficient results and is capable of engendering further improvements.



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Development issues must therefore be comprehensively and cross-section ally understood for this to be realized. Maximum use of human and material resources in rural areas in also necessary. Some potential approaches are described as follows below.

## **Endogenous Development :-**

1) To emphasize comprehensive local development for human rights advocacy, human development and qualitative progress of living standards based on environment conservation and sustainable social development.

2) To adopt a development approach that promotes inter-industrial; relationships through the comprehensive utilization of local resources, techniques, industries, human resources, cultures, and networks placing value on mixed economic working situations. Also, to implement necessary regulations and instruction to promote cooperation between cities and local economy.

3) To facilitate community participation in policy making. To establish local autonomy through community participation, decentralization and resident self governance. At the same time, to develop project implementation bodies based on regional realities.

Participatory Development The promotion of the development of human and physical resources in rural areas requires recognizing the fact that local themselves are the main implementers of development projects. If the people participate passively in projects, they become inactive and will depend on external inputs. In order to avoid this situation, local decision-making in project planning and implementation is important. In order words, a project that the local people themselves plan and implements is given priority as local materials and human resources are utilized effectively by the local people's initiative and responsibility Local independence and sustainable development of project outcomes are enhanced by the effective use of local resources.

## Acknowledgements :

1. Improvement of Economic Capabilities (Agriculture income improvement, non agricultural income improvement, improvement of industries, and development of infrastructures)

2. Improvement of Human Capabilities (General health improvement and development of educational standards)

3. Improvement of Protective Capabilities (Conservation of natural environment and natural disaster prevention measures)

4. Improvement of Political capabilities (Decentralization and improvement of policymaking capabilities)

## **Research Methodology:**

This is a descriptive research paper based on secondary data. Data have been collected through various websites and publications of recent research papers available in different websites, Newspapers, Research Articles.

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#### **Conclusion :-**

The approaches to agriculture /rural development has been divided into two broad categories; the traditional approaches to agricultural development which developed before the emergence of 'rural development' as a field of research and policy in the 1970s, and the approaches to rural development which have emerged during and after 1970s. It follows that the involution and shared poverty "approach has some distinguishing features: the approach is pluralist in that it has internalized some crucial elements of the systems and the structural approach, it addresses the problem of rural development in a densely-populated society, and it explains the factors which sustain the low level equilibrium trap in a rural; economy. Given these, it is plausible to infer that among all the approaches to rural development discussed, this approach-ill most appropriately capture the issues under the present study.

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# DURNAL DURNAL

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## "Growth of Service Sector through Tourism", with reference to Vidarbha

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#### Abstract

From ancient time Vidarbha is the important travel and tourism destination of all over the country for tourists, businessman, pilgrims, artists and adventure lovers. In 2013 Maharashtra achieved 4156443, (20.9%) of foreign tourists and 82701556, (7.3%) of domestic tourists. So, it is highly imperative for study the overall development add various services provided for tourism of Maharashtra and also analyse the important role of (Maharashtra Tourism Development Corporation) MTDC for promotion of the tourism. Assuming in this mind, the increasing impact of tourism in the Maharashtra, the present research paper proceeds the analyzing of foreign and domestic tourist arrivals with promotional works done by MTDC. Visitors and tourists were came to know the MTDC services and promotional working. Data and information is required for this process has been gathered from secondary source from the WTTC, MTDC and Ministry of tourism. In 2013, Maharashtra showed annual growth of 22.9% of foreign tourist and 25.73% of domestic tourist arrivals.

In the present research and competitive world, the service sector has been emerged as an important tool for satisfy the modern needs and requirement of tourists. Less or more it was concluded and suggested that the state government must take more efforts and initiative for promoting unexplored tourists destinations and which has great potential for attraction of the tourists.

#### Keywords

Service sector, Tourist Arrivals, MTDC. Introduction

Tourism industry has considered as an important industry because of its contribution towards balance of payment, employment and GDP. According to priority agenda every country wanted to promote tourism. From the last decades, our tourism industry is growing faster as compare to underdeveloped countries. It is due to our cultural tradition and Indian rich heritage. Tourism contributes in India nearly 7.8% in total employment generation and nearly 6.3% of the national GDP. World Tourism and Travel council had predicted that an approximate annual growth of nearly 8.9% from the year 2011 to 2022. Service sector contributes to the economy by the educational facilities significance, image creating building, tax allocation benefits, foreign exchange earning, employment generation opportunities with pollution control and peaceful environmental atmosphere. The visitors/ tourists visits many places for various motives or need and they uses for more forms of the tourism. In the present competitive world, with the help of marketing mix, service sector has been emerged as an important tool for satisfying modern wants of the tourists and desire to attract more tourists. Attractive and innovative package tours will be helpful for tourists as per the marketing mix. According to tourism policies state governments has been established tourism cooperation at state level and government of India has been established the various department of the tourism at the national level for monitoring, encouraging tourism management prospects and problems. Service sector as well as tourism services plays an important and vital role for industrial and economic development in India.



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Cultural and Heritage tourism is the great and strong inspiration for the visitors/tourists visited in India. Tourism and travel occupies a vital place in the agenda of state and remark as an important engine for generation of employment and income. Tourism and travel also encourage national unity and communal harmony. According to the significance of travel and tourism in the economic development, the state government and Indian government have initiated the various policies measures for establishing travel and tourism as 'people's industry' and motivated for achievement of maximum facilities of travel and tourism sector.

Private and public sector both jointly promoted travel and tourism for productive efforts towards potential of the travel and tourism existing in the tourism and service sector and introducing and designing of new services and product to capture the market in the various form of more unexplored tourist destination.

Maharashtra state, the third biggest state of India is the most significant and favorable urbanised and industrialized state of our country. Maharashtra is situated in the western coastline alongwith the green lush Konkan region. Water reservoirs and various hill station in western hilly ghats with Sahyadri range of mountains. The Northern Maharashtra and Vidarbha region occupies dense and huge forests. It leisure with national parks and various wild life santuries. This state covers with cultural and natural attractions ranging towards beautiful beaches rich traditions, temples, forts cave and ancient temples, hill stations, wildlife, forests and various festivals. This unique and diversification of Maharashtra shine through various races, customs, languages and traditions. This state has been recognized as tourists and tourism thrust destination for economic development. In India 5<sup>th</sup> rank is occupied by Maharashtra towards arrivals of domestic visitors/tourists, as in 2013 the statistics show a figure of 7.21% of domestic tourist in total visitors/tourists arrivals. Maharashtra ranks 1<sup>st</sup> in foreign tourists/visitors arrivals with a portion of nearly 20.81% visitors/tourists and that is the reason for increase in financial allocation towards tourism promotion in this state. As scenic long coastline of nearly 720km of Kokan area is also added to tourism circuit for development. The famous attraction of international and domestic tourists/visitors are caves, beaches, hill stations and the Mumbai capital city. In the west Vidarbha is also famous for its folk songs and musics. Folk songs and musical programme such as powadas and Bharud, Gondhal and Lavani, are famous, especially in village and rural areas.

The tourism industry and its services has a great potentials for economic and sustainable development as availability of required infrastructure and arrivals of tourists/visitors offered by many designations in this state. Maharashtra state has rich cultural heritage and historical places which are not yet explored or underexplored by government various agencies and tourism sector. This requires a strong primary and basic infrastructure potentiality throughout the tourist/visitors destinations would support a successful platform for huge private investments for growth and development of tourism sector in the state, and in this process would create various indirect and direct employment generation to local populations.

Literature and its Review

Tourism sector is multidisciplinary and consists of various components like hotel industry, external affairs, airlines, transport and various allied and supporting industries. Tourism is also a labour progressive and intensive industry and the process and activities is also regarded as generating income and employment in both informal and formal way. Tourism industry is one of the great and major source of economic development and foreign currency earning. Mosgardo in (2008), stated that community and harmony based tourism supports the desire for encourage cultural identify, education, capacity buildings, gender equity and empowerment. Karma K.K. in (2002) also stated that less or under developed nations and regions require and need most through undergoing fundamental or development of economic growth that reduces the pollution or poverty suffered by



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various nations. Kanjilal G in (2004) has opined the strategic planning of various services, customer satisfaction, public relations, infrastructure development etc in our country. He also explained that our country has been not able to exploit the visitors/tourist potentialities also despite the wide range of tourism sources base for the reason of this issues and the managerial complications. Tourism sector generates income and employment if facilities and marketed ongoing in view for the growth of this state as a famous tourist destinations. Medlik and Burchart opines, that service sector performing activities are co-ordinated and systematic efforts are extended by tourist enterprises and/or National visitor/tourist organization on local levels, national and international levels to optimise the needs and satisfaction of touris/visitors groups and individual persons in the view of sustainable growth of tourism. Maharashtra Government recognized the strength and potential of the tourism sector and hence the various tourism polices are emphasized the tourism services and promotion.

#### Research Methodology

This study is exploratory and analytical in nature. Hence he secondary input/data was gathered from many sources as Journals, magazines, Indian Tourism statistics, Various tourism policies etc. The primary inputs/data was gathered from international and domestic tourists/visitors at many places of tourists/visitors destination.

#### Objective

This study has the following few objectives.

- To study and find out the economic development of Vidarbha tourism.
- Toassess and study the services provided through thestate government for development of tourism.
- To study the tourist sperception towards the state department of tourism.

#### **Analysis of services and Development of tourism sector in Vidarbha** Tourism sector and infrastructure status in Vidarbha:

Vidarbha is tourist destination and major trade hub of India and it attracts lakhs of tourists/visitors across the various nation every year. In Maharashtra there are five domestic and three international airports. This airports are connected regularly through other domestic and Indian Airlines. Mumbai is the busy and most connected airport internationally in our country and many important famous international destinations has connected from this place. Mumbai is also the railway hub network and most important places are connected in India by rail from Mumbai. Various important famous tourist destinations are directly and regularly connected by trains in Mumbai. Private operators and MSRTC (Maharashtra-State-Road-Transportation corporation) provides better services which are connected through all the visitors/tourist centers in this state. Good accommodation facilities from star hotels to Non star and budget hotels, accommodation as paying guest etc at many places of visitors/tourist destination are offered by Vidarbha.

In Vidarbha natural attractions like wildlife sanctuaries, hill stations, lakes etc are attracted mostly by the visitors/tourists and attraction of man made are palaces, forts, caves etc are also attracted by international and domestic visitors. Tourist also enjoys famous and unique destination in the realm of the rock cutting architecture, and the reason of the peculiar rock and stone characteristics of western Ghat and Satpuda. Apart from this, Maharashtra has good score of the pilgrimage tourist destinations like shegaon, shirdi etc. Kumbh Mela is famous in Nasik. The scenic nearly 721km coastline of konkan has included in unexplored tourists beaches for development of tourist circuit in Maharashtra. In our country, Maharashtra state is the first who declared a district for tourism growth and development. In Maharashtra, Sindhudurg is declared as a first district for tourism. In the other hand the Vidarbha, northern region of Maharashtra, occupies with dense and dark forest. This region is a home for national parks and several forest with wildlife sanctuaries. The



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Maharashtra state has promoted and launched unlimited advertising campaigning with television channels and various newspaper to attract domestic and international visitors/tourists.

In 2013, the highest four states in domestic visitors/tourists visits were Karnataka, Andra Pradesh, Uttar Pradesh and Tamil Nadu and their shares respectively being nearly 8.7, 13.43, 19.7, 21.4. This four states added to nearly 62% of total domestic visitors/tourists visited in India. Therefore it appears in the above analysis that the place of Maharashtra in against the domestic tourist/visitor is low form Karnataka, Uttar Pradesh, Tamil Nadu and Andra Pradesh etc. as the share of percentage is nearly 7.3% from the analysis of variety and volume the attraction places situated in Maharashtra, the tourist/visitors percentage is disappointing. For minimising this unfavourable condition private organisation and state level organisation must undertake a positive and aggressive strategie planning services.

Place of Maharashtra in Arrival of foreign Tourist:

For earning of foreign exhenage, foreign tourist are necessary for positive response. The presence of foreign tourist is necessary for international understanding, cultural exchange, regional development and employment generation. In 2013, the foreign tourists/visitors visits the 5 top states/Union Territories were Rajasthan nearly (07.3%), Uttar Pradesh Nearly (10.04%), Delhi Nearly(11.6%), Tamil Nadu nearly (20.01%), Maharashtra nearly (20.9%) and this five states shows a total share of nearly 68.5%.

MTDC and its adopted strategic services:

Vidarbha has initiating for promotion of tourism and embarked towards the services of tourism in state for economic growth. With the slogon 'Unlimited Maharashtra' MTDC has trying to promote the vast potential of tourism within the state as premiervisitor/tourist famous destination. With the following new ways the marketing of tourism places/destination are carried on:

- Promotion of Tourism with publications and literature.
- Greater use of IT.(Information Technology)
- Cultural festival/Events.Tours of FAM.
- Greater participation through Exhibition.
- Useful partnership through private and public sector.

New Initiatives

- MTDChas organised small or big road shows to various foreign nations, like America, south East Asia and Europe which are creating markets related cultural and traditional facets of our state (Maharashtra) where as tour operators, travel writer and in local organization are making aware of characteristics of traveling in Maharashtra.
- Vidarbha and its tourist places/destinations are published through various travel international magazine, T.V. and radio.
- MTDChas recognized and appointed around one hundred Traveling Agents throughout the • state.

To encourage and facilitate visitors/tourists organisation market, one office has opened in Goa and another

in Delhi by MTDC.

**Tourists Suggestions** 

Few Suggestions for tourism service facilities in Vidharbha are as follows:

- Provision for the latest tourist places/destination and its information must be available for tourists/visitors.
- Supportive facilities for online information and booking.
- Some lack of insufficient transportation, restaurants and shopping near Ajanta and Ellora and its



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world cultural heritage destination.

• Greater advertisements through media like T.V. and newspaper would help for popularising the feature and its uniqueness of many destinations.

Suggestions and Conclusion

In our world tourism has been emerged as one of the largest important fast growing industry. Indian also has been realising the importance and feature of tourism as we still workhard to catch the potential of tourism for the Maximization. In Vidarbha there are various manmade and natural attractions are available. In respect of having endowed for such big jems of the products, our Vidarbha is not performing so well as for tourism growth. Although our state ranks 1<sup>st</sup> as in foreign visitor/tourists arrivals but there are only few visitor/tourists visited the interior of state of Maharashtra. Main reason of this kind of low performance is absence of effective strategic services. The related service sector of tourism require to be very focused and proactive for developing tourism based activity. Maharashtra state has large potential as sports, adventure by exploring through aerial and water adventure and sports as shayadri and Konkan ranges. Great efforts are required for promotion of tourism so as for capturing the maximum potential of tourism. In our surrounding we have to develop some awareness towards the people for adopting more publicity through colleges, school and masses throughout the country. For developing tourism as effective industry some direct need for market expertness destination is required throughout the state. Our MTDC must try to get attention and more research should be done on promotion of tourism type and services like agritourism, eco-tourism etc. Our MTDC must use promotional media, services of internet more efficiently at international and national level. Few things are urgently need for development of tourism infrastructure for eg. hoardings, local transportation, direction and signboard near to road, Government set up owned shops for tourism products and books. More entertainment is required as cultural shows, museums, amusement park and gardens are insufficient in Vidarbha. Many other provision are also required for encouraging the visitors/torists for exploring the tourism treasure as tourist places/destination.

More or less, tourism work as multi-dimensional aspacts and basically it is a service industry, it must be compulsory that all aspects of state and central government, voluntary organisation and private sector become active to attain and gain sustainable growth towards tourism in Maharashtra, which can be helpful for tourism in India.

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## **ROLE OF HRM PRACTICES IN CEMENT INDUSTRIES**

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#### Abstract:

with

Today's world is so competitive and turbulent business environment all modern organizations are operating in dynamic changing scenario. Due to increasing complexities and cut throat competition running organizations effectively became challenge for employers. To gain competitive advantage organizations need to implement unique strategies. Managing human resources is very challenging as compared to managing technology or capital and for its effective management, organization requires effective HRM system. HRM system should be backed up by sound HRM practices. Organization performance is influenced by set of effective HRM practices. It gives fruitful results like enhancing employee commitment, retention and reduced employee turnover. This article emphasizes the role of HRM practices in increasing organizational effectiveness. The research is carried out to find out the employee perception towards existing HRM practices for better improvement.

Key Words:, HRM Practices, Employee commitment, cut throat competition, Turbulent.

## Introduction:

Human resources are the source of achieving competitive advantage because of its capability to convert the other resources (money, machine, methods and material) in to output (product/service). The competitor can imitate other resources like technology and capital but the human resource are unique. In the view of resource based theory of Barney (1991) stated that Human resources lead to competitive advantage when they are valuable, inimitable and well organized.HRM can help firms improve organizational behavior in such areas as staff commitment, competency and flexibility, which in turn leads to improved staff performance (Koch and McGrath, 1996). Managing human resources plays key role in organizational success.

The effective management of human resources requires sound Human Resource Management systems. In order to develop a sound HRM system, the organization should have effective Human Resource Management practices.HRM practices refer to organizational activities directed at managing the pool of human resources and ensuring that the resources are employed towards the fulfillment of organizational goals (Schuler & Jackson, 1987; Schuler&MacMillan, 1984; Wright & Snell, 1991). HRM practices may differ from one organization to another and from one country to another. Employee-employer relations can be made improved if the organization implements effective HRM practices.

HRM practices are related to turnover and profitability. Every HRM practice has both direct and indirect influence on operational and financial performance of the organization.

#### **LITERATURE REVIEW:**

Human resource management (HRM) refers to the policies and practices involved in carrying out the "human resource(HR)" aspects of a management position including human resource planning, job analysis, recruitment, selection, orientation, compensation, performance appraisal,



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training and development, and labour relations (Dessler,2007). HRM is composed of the policies, practices, and systems that influence employees" behavior, attitude, and performance (Noe, Hollenbeck, Gerhart, and Wright, 2007).

Human Resource Management Practices have been changed dramatically during the last two decades owing to globalization, privatization/deregulation, competition and technological advancements. These highly turbulent environmental have forced organizations to adopt new workplace practices that enhance sustained level of high performance. Human Resource Management Practice underlines the importance of job satisfaction of employees. The relationship between appropriate human resource management practice and positive employee attitudes including employee satisfaction, loyalty and productivity has been widely analyzed. It is also suggested that treating employees as a valuable asset improves their commitment and loyalty which leads to higher performance and quality (Silvestro, 2002).

Academic research conducted at the organizational level supports that human resource practices affect organizational outcomes by shaping employee behaviors and attitudes (Arthur 1994; Huselid 1995). Ostroff and Bowen (2000) found that human resource practices shape work force attitudes by moulding employees' perceptions of what the organization is like and influencing their expectations of the nature and depth of their relationship with the organization. There is also a general notion that human resource practices interact with perceptions of organizational support to affect employee commitment.

Researchers have over the years proposed countless varied lists of practices however; there is no agreement on what or which practice qualifies as an aspect of HRM (Beer et al 1984; Storey 1995; Guest 1997; Boselie et al. 2005). It is interesting to note that there are still some practices that form the core of the various practices proposed. These include recruitment and selection, training and development, performance management and reward scheme, however, others such as job design and employee involvement are more sporadic and are yet to gain grounds in the HRM literature. Guest (1997) however puts forward seven practices namely, selection, training, appraisal, rewards, job design, involvement and status and security. However, the study focuses on six out of the seven practices in its analysis. Selection of the practices for study is based on its recurrence in the literature reviewed, its significance and measurability.

## **Recruitment & Selection:**

Recruitment is a process of attracting a pool of high quality applicants so as to select the best among them. Top performing companies allocate considerable sources of energy to creating high quality selection systems. Due to the complexity of work increases, organizations that now use more selection methods that capture the applicant's capability to do the work. Selection procedures should able to improve fit between applicant and other aspects of the work. Such as personality fit and organization fit.(Smith, 1994) . Selection procedure should able match applicant's values with the organization culture.

## **Training & Development:**

Training and development deals with updating of skills and competencies of the employees through series of training and development programmers. In today's competitive environment skilled employees with necessary skills and competencies able to enhance productivity,



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organization competitiveness and performance. Training programs yield both tangible and intangible results. Tangible results like enhanced productivity and quality of goods and services. Intangible results are high self esteem, enhanced morale and high job satisfaction. Blair &

#### **Performance Appraisal:**

Performance appraisal process is an activity that ensures mutual understanding between subordinate and supervisor. Performance appraisal is positively related to organizational performance. Lee & Lee (2007) posited that successful performance appraisal systems enhance quality and productivity. Comprehensive, transparent performance appraisal systems enhance talent retention. Rahman (2006) established that a comprehensive performance appraisal system increases subordinate commitment. Performance appraisal influences organizational performance.

Sisakthi(2000) argued that investments on training and development produce enormous benefits.

#### **Compensation:**

Effective compensation and reward process enhances productivity, employee retention, and overall organizational performance. (Delaney & Huselid 1996) Jyothi and venkatesh (2006) established that competency based rewards and pay enhances the quality of goods/services, improves subordinate behavior thereby improving organizational performance. Compensation encompasses all forms of monetary, non-monetary returns,. Berndardin and Rusell (1993) noted that reward planning and compensation are key dimensions of potent HRM practices.

#### Welfare & Safety Measures:

Employee welfare is flexible and elastic and differs widely with time and region, industry, social value and customs, degree of industrialization the general social-economic development of the people and the political ideologies prevailing at a particular time. It is also molded according to the age groups, socio-cultural background, and educational level of workers in various industries. Industrial progress depends on satisfied labour force and in this connection the importance of labour welfare measures was accepted long back. Way back in 1931 the Royal Commission on Labour stressed the need of labour welfare primarily because of the harsh treatment meted out to the workers. This need was further emphasized in independent India by the Constitution, (1950) which lays down the following articles in this regard: "Article 42: The state shall make provision for securing just and humane conditions of work…"

#### **NEED FOR THE STUDY:**

Organizations in present trend constantly wrestle with revolutionary changes like global competition, deregulation, technological and demographic change, they must strive to withstand in the turbulent business environment. Human Resource is the most important asset for any organization and it is the source of achieving competitive advantage and company performance is influenced by a set of effective HRM practices. Managing human resources is very challenging as compared to managing technology or capital and for its effective management, organization requires effective HRM system. HRM system should be backed up by sound HRM practices.HRM can help firms improve organizational behavior in such areas as staff commitment, competency and flexibility, which in turn leads to improved staff performance. HRM practices refer to organizational activities directed at managing the pool of human



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resources and ensuring that the resources are employed towards the fulfillment of organizational goals. It gives fruitful results like enhancing employee commitment, retention and reduced employee turnover. Hence research has been undertaken to study the employee's opinion towards HRM practices in the organization.

## **RESEARCH OBJECTIVES:**

The Objectives of the study are as follows

- To identify the role of HRM practices in enhancing employee job satisfaction
- To find out employees perception towards existing HRM practices in organization.
- To suggest ways and means for improvement of HRM practices in the organization.

## **SCOPE OF THE STUDY:**

The scope of the study is confined to the employees of Bharathi cement coporation private limited. The present study has identified various HRM practices like Recruitment & Selection, Performance appraisal, Training & Development, Compensation, Welfare and Safety measures.

## **RESEARCH METHODOLOGY:**

A research design is the arrangement of conditions for collection and analysis of data. Regarding this study, descriptive research design concerned with describing the perception of each individuals or narrating factors on HRM Practices. The major purpose of descriptive research is description of the state of affairs as it exists at present.

Sources of Data: - The data collected for this study was through Primary & Secondary sources.

**Primary Data**: - It consists of original information gathered for the study. The first hand information has been collected through a well structured questionnaire consisting of 30 items on 5 dimensions by direct contact method. The study is mainly based on primary data collected from employees of Bharathi cement corporation private limited. Employee opinion was rated on five point scale.

Secondary Data: - It consists of information that already exists that has been collected for the purpose of this study. The second hand information has been collected through the company websites, journals, magazines, & internet.

Sample Size: - A sample size of 100 executives working in various departments of the organization was taken for the survey.

Statistical Tools: - The statistical tool used for this study is Simple percentage method & weighted average method.

## DATA ANALYSIS AND RESULTS:

## **Recruitment & Selection:**

- Majority of the respondents opined that external source of recruitment is followed by the company.
- ♣ 40% of the respondents stated that Brand image attracted them to apply for the job, followed by 40% said management efficiency and work atmosphere.20% stated that remuneration.
- Respondents expressed their moderate opinion towards trained managers and HR department"s role in conducting recruitment and selection process with weighted mean scores of 3.87 & 3.65.



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## Training & Development:

- Respondents stated that both on-the-job and off-the-job training methods are followed by the organization.
- Organization is providing continuous training to improve weaker skills and acquire new skills for better job performance stated by the respondents with weighted means of 4.02 & 3.65.
- Respondents stated that inadequate opportunities for professional growth and development with weighted means of 2.92 & 3.55.

## **Performance Appraisal:**

- 360 degree Performance appraisal is conducted annually in the organization.
- Effective performance appraisal consists of promotions linked with performance stated by the respondents with weighted mean score of 3.35.
- Majority of the respondents expressed moderate dissatisfaction towards the existence of post performance appraisal feedback given by superiors in the organization with weighted mean score of 3.42.

## **Compensation:**

- Fair and competitive equitable pay package is provided by the organization stated by the respondents with weighted mean of 3.47.
- Respondents expressed their moderate opinion towards adequate financial incentives and benefits by considering employee contributions with weighted means of 3.23 & 3.46.
- Respondents are having moderate satisfaction level towards current salary and benefits provided by the organization with weighted mean of 3.20.

## Welfare & Safety Measures:

- Respondents stated that organization is creating awareness regarding safety rules to be followed at the work place provided with safety equipment with weighted mean of 4.02.
- Respondents expressed their moderate opinion towards medical facilities, fringe benefits and PF scheme existing in the organization with weighted means of 3.46 & 3.42.

## SUGGESTIONS AND CONCLUSION:

Hence it is observed that the organization needs to improvise existing HRM practices that enhance employee engagement and commitment. Employee job satisfaction increases organizational effectiveness thus reduces employee turnover. Trained managers may be appointed by the management for the effective recruitment and selection process. Post performance appraisal to be carried out in the organization for betterment of employee performance in the job. Organization need to implement integrated approach to talent management offers adequate opportunities for professional growth and development, good motivating pay package, exciting rewards and Social security measures. In today"s environment the human resources is also important as the financial assets, technologies, etc. So organizations have to consider the human resource because these are very important for betterment of the organization.

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