

MAKE IN INDIA: CHALLENGES AND OPPORTUNITIES FOR HUMAN RESOURCE MANAGEMENT

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Abstract: Human resource is the key element of any organization and is the main source of competitive advantage in industry. Unveiling the Make in India program by current Prime minister of India Shri Narendra Modi on 25, September, 2014 in New Delhi brought many opportunities of employment generation, economic empowerment and overall development of Indian organizations and industry. In order to achieve the goals of “Make in India” Successfully, human resource of Indian industries need to play a vital role. Make in India program yet a multi dimension and highly ambitious program, cannot be successful until the human capital will not be developed according to industrial need. Make in India opens many doors of opportunities for the Human resource development, but, also inputs many challenges to be faced by HR managers. These challenges include getting, retaining and nurturing skilled man power to successful completion the dream of Make in India program. This paper helps us to understand the opportunities and challenges lies in Make in India concept for Human Resource management. It also highlights the ways of achieving optimum HR advantages through make in India.

Key Words: Challenges of HRM, Opportunities of HRM, Make in India, HR in India, Growth of HR

I. INTRODUCTION

Make in India is a programmed inaugurated by the Indian government to attract multi-national and national organizations to produce their products in India. It was launched by current Prime Minister Shri Narendra Modi on 25 September 2014. The significant target behind the activity is to concentrate on employment generation and ability upgrade in 25 areas of the economy that includes Automobiles, Automobile Components, Aviation, Biotechnology, Chemicals, Construction, Defense Manufacturing, electrical Machinery, Electronic Systems, Food Processing, IT and BPM, Leather, Media and Entertainment, Mining, Oil and Gas, Railways, Tourism and Hospitality etc. . The activity additionally goes for high quality standards and minimizing the effect on the society and environment. The activity would like to pull in capital and innovative technical investment in India. The MAKE IN INDIA program established the framework of India's new national production approach and gave a first class reception to both household and universal industrialists with a plan to make India a manufacturing hub that will help in growth of employment and general development of India. Also, if INDIA needs to transform itself into a Manufacturing hub, its human asset will have a key influence in making this dream come true. Human Resource is the most plenteous, adaptable and promptly utilized assets which request exact consideration and verbalization. Just encouraging the national and international investors and industrialists is not going to make India a production hub or restore its well being. For this we have to comprehend the importance and significance of its domestic man power which is gigantically capable of achieving the quality targets. Indian mind is massively smart and talented yet because of absence of adequate and significant openings for work and job opportunities, great Indian ability is traveling to another country and working for organizations outside Indian fringes. Furthermore, if India is changed over to a Manufacturing center point and most favored investment destination for local and also outside financial manufacturers and investors, it will make openings for work for the gigantically skilled Indian youth. Change of India into a Manufacturing hub will create, reinforce and modernize the Indian framework. Such progression will restore the soundness of different areas, for example, Service, farming, medical, hospitality, tourism, and so forth. With a specific end goal to accomplish this fantasy, India needs to dissect the significance of its human asset. The nation which does not comprehend the esteem and significance of its work power and human resource can never survive. Henceforth, the effective utilization of the human capital of an enterprise is the key of the goal accomplishment of an organization. Human asset should be prepared, created and kept up to the stamp with the innovative progression in the universal environment and benchmarks. Keeping in mind the end goal to create India as a manufacturing hub, the role of human asset can't be neglected.

II. OBJECTIVE

The objectives of the study is to

1. To analyze the impact of Make in India program on the Human resource management.
2. To study the challenges and opportunities lies in the Make in India program.
3. To Suggest deferent various steps to get optimum advantage of opportunities lies for Human capital development under make in India program.

III. RESEARCH METHODOLOGY

The present paper is purely a descriptive in nature and qualitative in attributes. The analysis of this study totally depends upon secondary data. The required data has been received from various books, Articles from Newspapers, Magazines and journals and various related websites.

Limitations of the study:

1. The review depends on distributed information and data. No primary information is being gathered.
2. Each care has been taken to tempt subjective and remedy information; still auxiliary information have gathered for the reasons other than issue close by.
3. The targets, nature and strategies used to gather secondary data may not be proper to the current circumstance.
4. Time requirement remained the real constraint in the Study.

IV. HRM CHALLENGE AND MAKE IN INDIA

HR managers are confronting many challenges in present business situation like Globalization, workforce differing qualities, Technological advances and changes in political and lawful environment change in Information Technology. Every one of these difficulties increment the weight on HR supervisors to pull in, hold and sustain skilled worker. HR proficient can't disregard these difficulties rather they should be line to plan and execute inventive systems of creating aptitudes and capabilities of HR to set them up to acknowledge the emerging challenges.

Make in India on one hand bring many opportunities for young talented human resource, on the other hand it encompasses many challenges for HR managers. Basically challenges lies in getting skilled human resource and retaining them for a long. Following are the main challenges need to be deal by HR managers-

1. **LACK OF SKILLED WORK FORCE:** Make in India project's success largely depends on the quality production and making brand "Made in India." For quality improvement and quality manufacturing under production facilities, the main role to be played by skilled workers. But in India, industry is facing lack of skilled workers. Reason for this deficiency lies in low education interest, poverty, less technical institutes, far distance of technical institutes etc. Skilled labour is the most important ingredient of the success of Make in India, so, it can not be overlooked.
2. **GLOBLIZATION:** Make in India program promotes forcing investors to invest in India. While making India a manufacturing Hub, managers may need some external expertise in the production facility. For this, people from other countries may hire. This will required the knowledge of HR policies of external states. HR managers in this case need to be furnished with the law and legal regulations related to the HR of foreign concerned countries. Promoting business overseas will need many human resources to accompany and deal with regardless of national physical border. This will create the challenges like different unfamiliar laws and regulations, different languages, work culture, competitions, different attitudes, management practices, work values and ethics. HR managers have to face the challenges of more involvement in emerging functions of a manager.
3. **TRAINING AND DEVELOPMENT:** One of the most important challenges that HR managers will encounter is Training and Development of human resource. Creating a manufacturing hub includes manufacturing of tools, part and machine in India itself. We know that technology changing day by day like anything before. For getting success in Make in India program, HR managers need to continuously asses the training needs of employees. This assessment is required on regular basis on both technical and aptitude level. Effective training and development program is to be arranged accordingly.
4. **REWARD AND COMPENSATION:** Money motivates manpower. An employee works to get money for survival, satisfaction, self respect, and self growth. This is an important challenge for HR managers to make the compensation system fair and just that attract employees and motivate them to be with organization for a long run. It becom more tricky when we need to get skilled employees from different part of country as organization can not compromise with quality. Employee should be get paid fair that helps him in accommodation, relocation if required and plan his career with same organization. Also, changing rules of government with respect to the wage and salary should keep in mind.
5. **HUMAN RESOURCE DIVERSITY:** India is a land of diversity. Hundreds of languages, cultures, religions, life styles make India a real diversified zone. Every two kilometers bring change in culture and practice. Mentioning the dimensions of work place diversity Thomas (1992) stated that it include but not limited to age, ethnicity, ancestry, gender, physical abilities/ qualities, race, sexual orientation, educational background, geographic location, income, marital status, military experience, religious beliefs, parental status and work experience. Organizations need to harmoniously handle this diversity while making the policies for a smooth and synchronized working of workforce. Furthermore, HR managers should balance the relations and ratio of local professionals and foreign talents.

V. HRM OPPORTUNITES AND MAKE IN INDIA

Make in India is a flagship ambitious project of Indian government. This will serve many benefits to the country like boost in country's Economic growth, attract more FDI, Self dependency of country, creation of employment etc. following are the main opportunities lies in Make in India for Human resource management:

1. **CREATION OF JOBS:** These projects will create a lot of employment. Around ten million jobs are expected to be creating in manufacturing industry. Increased investment will attract many job opportunities for skilled manpower. India

can become a major job market. Young fresh blood can be incorporate in organization that leads to the creativity, quality and improved level of work culture. A large next generation can be prepared in terms of expert professionals.

2. **SKILL DEVELOPMENT:** To be successful in Make in India skilled manpower is required. Indian government in running many skill development program like Pradhanmantri Kaushal Vikas Yojana (PMKVY), UDAAN, STAR, Vocationalization of education etc. As a result of these schemes a pool of skilled employee will be available to the industry. This will create ease to HR managers in finding the talents. Also, India will improve its rank in the global skilled workforce. Overall this skill development will be resulted in enhanced quality of workforce and the product manufactured.
3. **ENTREPRENEURIAL MINDSET:** Organizations are looking for making profit through enhanced quality of products. This will lead to worker's participation up to great extend. Employees are given liberty to plan their work as per predefined outcomes. Entrepreneurial mindsets are developing in employees through HR department so that they can more involve in achieving organizational goals. This new trend will be resulting in more productivity and harmonious culture in the organization. Also, this will create a sense of responsibility and self recognition in the employees that will directly boost their moral.
4. **USE OF LATEST TECHNOLOGY:** Technological framework affects the entire organization up to large extent. Skilled manpower will be trained to work with the latest technology available to get the higher productivity. This will improve the work culture and over all system of the organization. Also, it will reduce the cost and improve the quality. Also, Indian work employee can be more competitive to the global employee.
5. **QUALITY OF WORK LIFE:** Make in India project focuses on the skill enhancement. Skilled employee can get hire remuneration then to the unskilled employee. In this regard, this project will create millions of skilled manpower that will get higher salary as compare to previous one. This increased remuneration and improved job profile will enhance the quality of work life of the employees. Also it will positively affect the personal and professional life of the employees. This will improve the standard of living of the employees.

VI. OPTIMUM ADVANTAGE THROUGH MAKE IN INDIA

To achieve the success in HRM dimension by Make in India project HR managers should be adaptive and flexible enough to accept the changes happening surrounding the workforce trends. By the following HR can achieve optimum advantage of Make in India:

1. HR managers should be trained regarding various culture and living habits of the people so that they can understand culture of different people in organization.
2. Retaining skilled employee through financial and non financial motivation will be helpful for getting higher productivity in long run.
3. HR should be always ready to accept the change. This change can be in technology, economy, government policy global economic scenario etc.
4. Frequent assessment of training needs of employees and suitable training for them should be in practice. Through proper training on technical ground will make employee ready for change.
5. HR managers should be training on HR information System (HRIS), HR Audit, Work life balance, Happiness at workplace and other recent topics so that they can overcome with latest challenges.
6. Just and fair Performance appraisal system, succession planning and career development plan should be implement in the organization to retain the experienced and skilled manpower for a long run.

VII. CONCLUSION

India ought to develop Likewise the "human asset capital" of the world; similarly as leader Narendra Modi need said at the time of launching ambitious Skill India Mission meant at pushing entrepreneurship Furthermore preparing 500 million Indians for aptitudes toward 2022 that might empower them should find occupations. HRM can contribute achieve the targets of Make in India project as the project can be successful only if skilled manpower will contribute to the organizations in making India a manufacturing hub. Although there are challenges that already shared that will be face by the HR managers but by overcoming this challenges through suggested approaches HR managers can explore the above said opportunities. These opportunities will bring success to the life of employee, jobs of HR managers, productivity of organization and growth of the nation by making successful the Make in India.

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X. WEB RESOURCES

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- [3] <http://www.oswego.edu/~friedman/21century.pdf>

