**RESOURCE MANAGEMENT**

The origin of human resource management can be traced to the personal management, which has been recognized as an important function of management since long. In the wake of discovery of unlimited potential of man by behavioral scientist in the 60’s the personal function underwent gradual transformation culminating in the growth of HRM in the 70’s

Currently HRMis showing a distinct tendency to outstrip the personal management which is generally considered to be an administrative function dealing with primary responsibility of selection training development motivation approval and other aspect of personnel. More and more HRM is being regarded as a strategic function focusing on the effective development and utilization of people at the central task of management. It should be remembered that HRM strategy is concerned with the broad and overall direction of the organization and encompasses a wide range of organizational variables like philosophy, culture , policy and plan leadership communication etc.

The most important thrust of HRM is that it should be integrated with the overall frame work of management and be basically a function and responsibility of top management. Therefore HRM should be defined as a process of developing and directing the culture, philosophy strategy structure and behavior of an organization in such a manner that results in the maximum utilization of the goals. HRM must be distinctly reflected in the culture and philosophy of organization otherwise it cannot be said to exist at all.

Effective HRM must be based on the participative management taking into account the behavioral assumption of administrative man. Extensive research study by ‘Likert’ show that participative management results in high productivity, low scrap loss, low cost, favorable attitudes and excellent labor relations. HRM is the most remarkable contribution of behavioral scientist to the greater sophistication and effectiveness of modern management. It should primarily concentrate on the independent casual viabilities of the management like strategy, goals, structure, policies, decision making , and leadership. A large number of empirical studies conform that management variables have a significant bearing on the productivity of organization.

HRM can lead to the effectiveness in the attainment of corporation goal, which can be understood by a simple diagram

Effective HRM Concentrates on

Satisfactory end result variables

or

test of effectiveness

Organizational goal

Management Variable

Improves interviewing variables

***Swot analysis*:-** Strength , weakness ,opportunity& threats on the basis of growth of profit and evaluation of existing situation of an organization is done by analyzing the strength of weakness opportunity and threats influenced by internal and external on rational and international factors. Stregth iminates from intrinsic capability and environmental condition while adverse internal or external condition influence weakness in an organization opportunities are unleashed by the growth in the business within a country and outside but threats can be mounted from substitutes new product level , new technology & competitors etc.