



## HUMAN RESOURCE PRACTICES: A CONCEPTUAL STUDY ON SERVICE INDUSTRY

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### ABSTRACT:

*The present paper makes an endeavor to find out and identify few obstacles of Human Resources in the domain of Service Industry in India with Context of various suggestions for (HRD) Human Resource Development practices. In India development of Human Resources and their methods developing both in private sector and public sector organizations. This paper reveals a good forecaster of organizational culture about HR practices that have been developed in context of economic development and industrial change. (HRD) Human Resources Development as a activity and as a basic move has to be focused on this developing and turn up role.*

*Managers in the companies would be encountered with the requirement to reorient culture; thinking and paradigms. Judgments were not big in number where ethics or companies' perception is linked directly without any mediators to Human Resource Development and their methods in India. Service industry in India is playing a major role related to social and economic development in our country.*

*To achieve the growth factor, methods of HRD have been very important.*

**Keywords:** Service sector, Human resources, Human resources development practices, challenges, trends.

### INTRODUCTION:

Related to compound annual growth of India in comparison with China which is found to be close to 10.0%, this has proved that India is leading with service sector and has been placed second place, during the span of last 11 years from 2001 to 2012, India rated at 12<sup>th</sup> place in services and graded at 10<sup>th</sup> placed in comprehensive terms of Gross Domestic Product, this



observation is from highest 15 countries in across the world, having said that, 65.9% share is from services of GDP across the world, but contribution of share in employment was only 44 per cent in 2012. According to the study, in India, the improvement of services-sector (GDP) Gross Domestic Product has been higher, than comprehensive periods of GDP between Financial Year 2001- Financial Year 2014.

57% was the contribution from services sector which proved to be a major one of our country's Gross Domestic Product, contribution in GDP at components and as per the present prices from the period of 2013-2014, development of 6% in Service sector is shown in the years 2000-2001. The service sector has created huge interest in Foreign Direct Investment in our country, equity inflows in the period April 2000-September 2015, amounted close to US\$ 45.38 tons which is found to be 17 per cent of the entire foreign incursion, as per the Division of Industrial Policy and Promotion (DIPP). Therefore its share to the Indian economy is peculiarly important, in respect to service recruitment caliber and its effect on governmental revenue.

This region covers a expanded scope of programs, like: shipping, communication, trading, finances, real estate and health, among others. The services industry provides massive business prospects to investors. Without the sector's capacity to generate revenue, it would be difficult for the Indian trade of consumption of goods and services to acquire the healthy place it currently enjoys on the global platform.

HRD is a chronic system which consists three individual factors: 1) Expenditure in HR to expand capacity of production. 2) Utilization of those human resources to produce increased output.

#### **THE ROLE OF THE SERVICE SECTOR IN THE INDIAN ECONOMY:**

It gives the share of approximately 55 % of India's (GDP) Gross Domestic Product between the years 2006-07. This division has played a crucial role generating revenue for our country, and provides a share approximately 68.6 % of the comprehensive improvement in Gross Domestic Product between 2002-03 and 2006-07. 9.4 % growth in the Indian economy is also seen from the



year 2006-2007 as increase of 9 % no change can be seen during the year 2006-06. Meanwhile the improvement in Indian economy, 11% increase in the service sector can be seen as a proof a in the year 2006-2007 counter to the 9.8 percent improved growth in 2005-06.

In Indian economy drastically developed division is service sector than the regular economic sector, which is as follows:

1. Information Technology (the much dominant service divisions in Indian economy)
2. IT-enabled services (ITeS) Telecommunications
3. Financial Services
4. Community Services

The service sector of India has also endorsed a outstanding improvement in the international market compared to Indian market. It has accomplished an increase of 2.7 % in 2006 comparing 2 % in 2004. Maintaining broad-based service in the economic sector has encountered a massive improvement in increase. India's service sector and the data of their improvement is mentioned below.

1. Increase of 33% as an improvement by software industry enrolled economic revenue of USD. 31.4 billion
2. Trade services widen by 82.4 percent
3. Engineering services and products exports advanced by 23 percent and earned a income of USD 4.9 billion
4. Services related to personal, artistic, and competitive have rise by 96 %
5. Financial services have been increased by 88.5 %
6. Transit, shipment, and insurance grew by 23 %.

Software industry along with the exports of various products is developing at a rapid speed and it has been a open proof which led to the increase of 3.5% and it was a good show of overall economy of USD 19 billion



The (ITES) Information Technology Enabled Services and (BPO) Business Process Outsourcing sectors grew by 33.5 percent and earned income of USD 8.4 billion. The authoritative sector in Indian economy was the service sector. It has also been focusing in various investments of late.

Indian economy is concentrating more on relaxing of government restrictions, divisions like financial institutions which does not road breaks to wide and take up important orientation in India's economy.

### **HUMAN RESOURCE DEVELOPMENT PRACTICES: RECOMMENDATION TO INDIAN SERVICE SECTOR**

As a new observation in June-2013, service oriented firms in India have lost the recognition as new trade streamed very slowly in last two years, fearless aspirations of constant improvement in Indian economy So a big question that arises is how the sustainable growth of service sector can be maintained? And for achieving the growth one factor which can help a lot is Human Resource.

The opportunity of manpower under (HR) Human Resources is important to accomplish the expertise in the industry of service.

The new situation of economically relaxing government from restrictions and systematic procedure of process of international integration increased the importance of (HRM) Human Resource Management by manifold. The more stress should be given on (HRD) Human Resource Development. For effective human resource utilization Human Resource Development becomes very essential.

The need of the hour is to develop man power under Human resources to maximum possible extend. Human Resource Development is, therefore, a continuous process of sharpening the skills, knowledge of the people, which are adopted by all most all the organization.



Thus it is assumed money spent on HRD and Coaching is an expenditure, which generates income. The effective (HRD) Human Resource Development is very essential for the growth and expansion of the company and society in large.

### **AIM OF THE RESEARCH**

The crux goal of this paper is to describe a model of HRD encompassing all the elements of HRD from company's point of view.

### **RESEARCH METHODOLOGY**

The analysis of the article has been advanced from detailed alternative instructions examined by analyzing written work of a culture about Human Resources Development and Human Resources Management, in the type of research articles, research reports of various organizations and books of HR Management.

### **FRAMEWORK OF HRD**

The Human Resource Development as an activity has derived in India originating from the year 1975 when Larsen & Toubro Company developed a though (HRD) Human Resources Development as an unified process and decided to separate it from cadre.

From the past 25 years many companies have initiated brand-new Human Resource departments on nominated their organization and alternative Human Resource departments.

As the assumptions are very huge from HRD. Exceptional Human Resources Department needs strong analytical activity and correctly recognized HRD processes, employees who can compete to implement and expedite the development in system. In the year 1975 L&T in India had selected two specialists they are: Pareek and Rao to investigate the work oriented assessment structure and make recommendations for improving it. In 1977 Pareek and Rao modified principles which accord with requirement of Human Resource Development procedure and their process of implementation as well

This process includes:



1. Human Resource Development systems must advise the organization to boost up permissive capacity. The capabilities outlined in their report include: development of human resources in all aspects, organizational health, improvements in problem solving capabilities, diagnostic skills, capabilities to support all the other systems in the company, etc;
2. Human Resource Development and their process must be able to advise each and every one to identify their caliber and make them comfortable to share their finest towards the different roles in the company to be performed;
3. HRD systems and their process must accord every individual self-determination performing the assigned responsibility to their potential;
4. HRD policies and procedures must and should expedite dispersing the functions by delegating and common shared burden;
5. HRD systems should expedite decision-making only by participation;
6. HRD system should attempt to balance the current organizational culture with changing culture; and
7. A continuous review and renewal of the function must exist in sum, the combined HRD process and their systematic approach of Pareek and Rao (1975) has the following elements:
  1. A different and discriminated HRD administration with the employees working for full time.
  2. Six HRD subsystems including OD,
  3. Inter-linkages between the various subsystems,
  4. Linked to other subsystems of HR activity.

After L&T accepted these recommendations completely and initiated the SBI of India, one largest financial institution and its executives taken a decision to handle the combined HRD systematic process and their step by step procedure finally they have initiated new department in Human Resource Development. From that time by the middle of 80's huge number of companies in India have taken a initiation in starting up Human Resources Development and their employees to prove their potentiality.



## CONCLUSION

As a conclusive part, it is clearly stated that HRD and their process flagstone the the way in clearing the obstacles of hr related to service sector industries leading to achievement of organizational objectives, employee satisfaction and long term sustainability.

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