

2.Importance of HRD &

3.Vision, Mission and Values

Human resources development is important because it is an investment in employees that will ultimately result in a stronger and more effective workforce. When an organization develops their employees, they are strengthening their assets and making these employees even more valuable.

HRD is the process of helping people to acquire competencies. In an organisational context, HRD is a process by which the employees of an organisation are helped in a continuous and systematic way to,

- Acquire or develop capabilities required to perform various functions relating to their present and future roles.
- Improve their general capabilities as individuals, discover and exploit their available potential for their own and organisational development purpose.
- Improve supervisor-subordinate relationship, teamwork and collaboration among different departments in an organisational culture and to contribute to the welfare, motivation and pride of employees.

Human resource development is defined as the total knowledge, skills, creative abilities, talents and aptitudes of an organisation's workforce as well as the values, attitudes and beliefs of the individuals involved.

Purpose of HR

HR development has the same goal, to make better employees. The purpose of HR development is to provide the 'coaching' needed to strengthen and grow the knowledge, skills, and abilities that an employee already has. The goal of development and training is to make employees even better at what they do.

The importance of HRD

1. HRD and Restructuring of Organisations:

Management is interested to increase the span of control and make organisation flat and wide by reducing the number of layers of subordinates. This has proved successful in present time. Further, the departments are formed not on the basis of functional specialization but on the basis of products and services. HRD has made these structural changes possible.

2. HRD and Global Competition:

Due to liberalisation of world economies many multinational corporations have entered in different countries through export, licensing, consultancy, collaboration, joint venture, merger and acquisition and foreign direct investment. These have increased the level of competition in almost every country. It has become difficult to carry-out the business effectively. It has become a question of bread and butter for everybody in business.

3. Technological Changes and HRD:

Due to development of science and technology industrialization started. Further improvement in these brought better machines and techniques. Due to globalization pressure the focus is on cost reduction, short production time, quality of products and services. In this situation unskilled person cannot deliver the goods as per expectations.

Employees will be facing a lot of difficulties to work on the latest technology. Unless a person is trained the quality and quantity of performance cannot be improved even the organisation may have machines and equipment of latest technology. With the latest technologies people can work at distance or at home also.

4. HRD and Employee Empowerment:

In present global markets the MNCs are operating a number of foreign subsidiaries located in different countries. For example, a company based in USA, having its foreign subsidiaries in China, India, Brazil and Australia and involves a long distance. It has become very difficult to manage these units from its corporate office located in New York.

It has been felt that such type of business can be managed if company is having motivated, talented and dedicated manpower. This is not possible to get such type of manpower. For this management has to put sincere efforts to procure, develop and motivate employees.

5. HRD and Outsourcing:

In present time it has become a need of the business to provide goods and services with lower cost. This compelled many companies to outsource their non-core activities. This helped to develop the concepts of tele-working and flexible timing. Now focus has been shifted to physically handicapped workers, women and workers from rural and backward areas.

They are forming a larger portion of working force and they can work at distance with flexible time. This contributes to cut down in house costs. Hence the need for training and development of such workers has been felt at micro and macro levels. Through proper training and development activities these workers can contribute to a good extent in cost reduction in operations.

6. Compensation to Top Management:

Top management compensation in US firms is fixed as per shareholder value. If the value of shares of the firms increases then the compensation packages of top management will be increased. This keeps the managers motivated and triggers them for good performance. To achieve good performance from employees and of organisation as a whole the importance of higher level of skills and competencies is realized.

Human resource development process contributes to achieve good performance from employees and of organisation as a whole and helps to increase value of share of shareholders. This approach has not been adopted in India until now but in future it may be accepted

7. HRD Job Satisfaction:

Organisation where favourable climate for learning is created and facilities for training and development, career development and proper guidance are provided the employees take initiative to learn more. This way they attempt to improve their skills, knowledge, aptitude and competencies. With higher degree of talents they are in position to perform their tasks without any difficulty. They get higher degree of job satisfaction. This provides solution to many labour problems and helps to maintain good industrial relations in that organisation.

8. HRD and Employee Turnover:

Through HRD efforts the employees become competent and motivated. They work in a good organisational climate. They are satisfied at their work and facilities provided to them. They know their career path and try to achieve through sincere efforts. They would like to stay with the organisation for a longer period. In the present competitive environment it is difficult to procure good employees but it is more difficult to retain them.

Through HRD process the firms retaining their employees get competitive advantage by cutting labour costs. Further the firms get rid of hardly working employees by motivating through HRD process. The level of commitment and sense of responsibility in employees develop. This gives long-term positive impact on the business of the firm.

9. Bright Future of HRD Research:

To manage the business more effective and better than their competitors the management of the firms has realized that HRD process can help them a lot. Further to find out more and

better HRD methods and intervention, research in HRD areas is needed. It is possible when the top level management is having HRD-oriented approach.

From the analysis of the above mentioned point it has been accepted that the HRD process is very important. In future its importance will increase further. It is very difficult to ignore HRD function in a multinational corporation operating in different foreign subsidiaries.

Vision, Mission and Values



Vision

Corporate vision is a short, succinct, and inspiring statement of what the company or organization wants to become and to achieve in the future, often stated in competitive terms.

Vision refers to the category of intentions that are broad, all-inclusive, thinking of future and forward-thinking. It is the image that a business must have of its goals before it sets out to reach them. It describes aspirations for the future, without specifying the means that will be used to achieve those desired ends.

Vision statement- is an aspirational description of what an organization would like to become, achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action.

Mission Statement

A mission statement is an organization's vision translated into written format. It makes concrete the manager view of the direction and purpose of the organization. For many corporate leaders it is a vital element in any attempt to motivate employees and to give them a sense of priorities.

A mission statement should be a short and concise statement of goals and priorities. In turn, goals are specific objectives that relate to specific time periods and are stated in terms of facts. The primary goal of any business or organization is to increase stakeholder value. The most important stakeholders are shareholders who own the business, employees who work for the business, and clients or customers who purchase products and/or services from the business.

Goal

Goal is an observable and measurable end result having one or more objectives to be achieved within a more or less fixed timeframe.

A goal is a long-range aim for a specific period. It must be specific and realistic. Long-range goals set through strategic planning are translated into activities that will ensure reaching the goal through operational planning.

Roles Played by Mission and Vision

Mission and vision statements play three critical roles:

- (1) communicate the purpose of the organization to stakeholders,
- (2) inform strategy development, and
- (3) develop the measurable goals and objectives by which to gauge the success of the organization's strategy.

Mission, vision and values statements serve as the foundation for an organization's strategic plan. They convey the purpose, direction and underlying values of the organization.

When developed and implemented in a thoughtful and deliberate manner, these statements can serve as powerful tools that provide organizations with meaningful guidance, especially under times of rapid change. Consequently, taking the time to craft relevant mission, vision and value statements should be carefully considered.

