



The Specialist

The human resource manager has finally arrived and is poised for playing a dynamic role in the business scenario, informs Monarose Pereira

ORGANISATIONS and colleges have now adapted to and recognised this new icon on the corporate horizon, which promises a more effective way to relate with manpower and business. Gone are the days when the role of the personnel man was likened to that of an animal tamer, cracking his whip to make the animal perform different stunts. Today, he has donned the mantle of a mentor and the profession has grown to be aptly called human resource development (HRD).

The last few decades perhaps belonged to the engineering, finance and marketing. In the early stages when India was

growing towards self-sufficiency and industrialisation, the engineer ruled the roost. Then, with the economy on downside and the high cost of capital, the finance field was at the core. Later, with a spurt in consumer products and the opening up of the economy, the marketing maverick reigned supreme.

Today with the foreign investment and outsourcing coming to Indian shores, the corporate czars have realised the importance of harnessing and strengthening one of the most important industry resources - people power. This is where the human resource manager steps in.

So finally HR has come of age. There was always a need for it but today this need is better understood and realised. People were always paid salaries, doled out a few statutory perks and in short, hired and paid for. Human resource management brings with it a better understanding of people and a change in attitude towards this important corporate asset.

Human capital is the latest buzzword and with this trend comes the need for someone who understands the science of people - their behavior, drives, aspirations and capacity to perform.

"We are a relationship based company. This is one of our core corporate values," says TB Patel, who heads the HR portfolio at Jacobs H&G. "Our focus is on our people. They are our most treasured resource. People play a very important role in the success of an organisation and they have to be groomed, nurtured and respected."

Yes, mission statements have now begun to reflect the industries' awakening to its people as important resource other than machines and money.