

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5220 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE OPERATING EFFICIENCY ANALYSIS FOR IMPORTING DIGITAL MOBILE LEARNING TO PUBLIC AND PRIVATE HIGH SCHOOLS BASED ON WINDOW CCR AND BCC MODELS <i>HSIANG-HIS LIU, FU-HSIANG KUO & LI-HUA LI</i>	1
2.	IMPLEMENTATION OF PERFORMANCE MANAGEMENT SYSTEMS IN INDIAN IT INDUSTRY: AN EXPLORATORY STUDY <i>S.S.K.SASTRY AKELLA & DR. ARIF A WAQIF</i>	7
3.	DEPOSIT MOBILISATION OF ANDHRA PRAGATHI GRAMEENA BANK IN ANDHRA PRADESH: AN EMPIRICAL STUDY <i>V.REDDY LAKSHMI & DR. P. MOHAN REDDY</i>	12
4.	STUDY OF HUMAN RESOURCE MANAGEMENT IN PUBLIC HEALTH SECTOR OF INDIA <i>DR. INDERJIT</i>	18
5.	EFFECTIVENESS OF REMEDIAL TEACHING TOWARDS SCIENCE AND COMMERCE STUDENTS IN HIGHER EDUCATION: AN ANALYTICAL STUDY <i>DR. D. MOORTHY, DR. P. GURUSAMY & S. JANEefa PRIYA</i>	20
6.	INTERNATIONAL TRADE: DIRECTION AND DIMENSION <i>DARSHINI.J.S</i>	24
7.	FDI HIKE IN INSURANCE SECTOR: A STUDY ON THE NEED AND SIGNIFICANCE FOR THE INDIAN ECONOMY <i>PRITHA CHATURVEDI</i>	30
8.	CORPORATE ANNOUNCEMENTS EFFECT: A STUDY OF DIVIDEND ANNOUNCEMENTS <i>RAJESH KHURANA</i>	33
9.	IMPACT OF PARENT-CHILD RELATIONSHIP ON CAREER MATURITY-COMPETENCE OF HIGH SCHOOL STUDENTS <i>RAJEEV OBERAI</i>	37
10.	EXPLOITATION OF HUMAN RESOURCES BY MULTINATIONAL COMPANIES IN DEVELOPING ASIAN NATIONS <i>QUAZI TAFSIRUL ISLAM</i>	41
	REQUEST FOR FEEDBACK & DISCLAIMER	49

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISOR**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor & Dean, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**DR. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, Woodland Park NJ 07424, USA

DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

DR. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

DR. S. TABASSUM SULTANA

Principal, Matrusri Institute of P.G. Studies, Hyderabad

DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Westlands Campus, Nairobi-Kenya

DR. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

DR. FERIT ÖLÇER

Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Tayfur Sökmen Campus, Antakya, Turkey

PROF. SANJIV MITTAL

Professor, University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

PROF. NAWAB ALI KHAN

Professor, Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

DR. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

DR. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

DR. OKAN VELI ŞAFKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

DR. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

DR. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

DR. N. SUNDARAM

Associate Professor, VIT University, Vellore

DR. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

DR. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Ministry of Higher Education, Jeddah, Saudi Arabia

BIEMBA MALITI

Associate Professor, The Copperbelt University, Main Campus, Jambo Drive, Riverside, Kitwe, Zambia

DR. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

DR. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

DR. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

DR. JASVEEN KAUR

Faculty, University Business School, Guru Nanak Dev University, Amritsar

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

STUDY OF HUMAN RESOURCE MANAGEMENT IN PUBLIC HEALTH SECTOR OF INDIA

**DR. INDERJIT
PRINCIPAL
GOVERNMENT COLLEGE FOR WOMEN
REWARI**

ABSTRACT

The public health workforce requires up-to-date knowledge and skills to deliver essential public health services to meet the training and continuing education needs of an evolving workforce, a clearer understanding of the factors and components, composition of the public health workforce both now and for the future. Proper management of human resources is critical in improving high quality of medical care in public sector. Therefore, refocus on human resources management in health care and more research are needed to develop the new policies.

KEYWORDS

human workforce, public health care, qualified physicians and trained paramedical workforce.

INTRODUCTION

Human Resources are one of the most important factors determining performance of public health system. Public health is defined as the science and art of preventing disease, prolonging life and promoting, health through the organized efforts of society. It has a population rather than an individual focus and involves mobilizing local regional, national and international resources to ensure the conditions in which peoples can be healthy. Performance of the public health system depends on multiple factors among which human resources are one of the most important components. The public health workforce requires up-to-date knowledge and skills to deliver essential public health services to meet the training and continuing education needs of an evolving workforce, a clearer understanding of the factors and components, composition of the public health workforce both now and for the future. Proper management of human resources is critical in improving high quality of medical care in public sector. Therefore, refocus on human resources management in health care and more research are needed to develop the new policies. Effective human resource management strategies are highly needed to achieve better results from and access to health care around the world.

"Human Resource Management is the integrated use of system, policies and management practices to support the organization to meet its desired goal through recruitment, maintain and development of employees." According to Management Sciences for Health.

Human Resource Management is the critical management area that is most important asset for any organization as well as health care system. We can study the Human Resources for health action framework, which includes six components; human resource management, policy, finance, education, partnerships and leadership. It refers to the sum total of skill and expertise of all types of workers who are engaged in the process of production. Human resources when pertaining to health care can be defined as the different kinds of clinical and non-clinical staff responsible for public and individual health intervention. The development of the public health system depends on the knowledge, skill and motivation of those individuals for delivering health services. Human Resource Management must be developed in order to find the appropriate balance of workforce supply and the ability of those practitioners to practice effectively and efficiently. The presence of qualified and motivated human resources is essential for adequate health service provision. A practitioner without adequate equipment's is an inefficient as having empty gun. The present paper is to bring forth the problems of the Human Resources in the Public health sector of India and to pin point the condition of the Physicians and other paramedical work force in comparison to the medical workforce of the developed countries of the world as well as to find out the measures for the development of the human resources.

DEVELOPMENT OF MEDICAL HUMAN RESOURCE

Human Resource plays an important role in the development of any nation, in real sense it is an asset for the nation. National human capital means the stock/availability of skill and expertise to a nation in the field of engineers, doctors, advocates, technicians, professors and workers of all types. In the present study we are to bring forth the problems of the Human Resources in the public health sector of India and to high light the present position of the physicians and other paramedical work force in comparison to the medical workforce of the major development nations of the world as well as to state the measures for the development of the Human Resources.

Since independence India has developed a vast public health infrastructure. The New Economic Policy in India, enunciated by the Government since the middle of 1991, has brought serious implications for both quantity and quality of employment. The restriction in filling up the posts after superannuation has been followed as per the new economic policy. As more and more people are retiring organizations are suffering with manpower crunch. The deficiency in the functioning of health organizations has become a major challenge. The terms and conditions of various forms of employment have resulted in various human resources management issues including legal. The restricted career growth, high turnover and inadequate salary of contractual staff in comparison to regular colleagues working in same organization. Increased number of temporary or contractual human resource may invite several undesired and unpleasant questions to the sustainability of health care delivery system.

Human Resources in the area of health care can be defined as the different kinds of clinical and non-clinical staff responsible for public and individual health intervention. HRM is the critical management area and it is the core field for any as well as health care system. HRM must be developed in order to find the appropriate balance of workforce supply and the ability of those practitioners to practice effectively and efficiently. The main concern is towards knowledge and certification and less on skill development. In general, there is mismatch between skills required and skills available. Little evaluation of training is there whereas no evaluation of whether training led to improved service delivery outcomes.

At the time of independence in India there were about 50,000 medical graduates and 25000 nurses in modern system of magicians to provide health care to the population. During the plan periods concerted efforts were made to address the shortages of human resources for health. However, it is a matter of concern that there are huge gaps in critical health man power in government institutions that provide health care to the poorer segments of population living in urban, slums remote rural and tribal areas. In keeping with the growth of health infrastructure and expanding scope of health care services human resource needs have been increasing. Though India has developed a vast public health infrastructure which presently includes 1,44,988 Sub-Centre's, 22,664 primary health centre's and 3910 community Health Centre's, providing services to rural population. Besides over 7663 sub-divisional and district hospitals and other specialized hospitals are also functioning in the public sector. According to NSSO 60th round, the proportion of population of utilizing private health facilities for in-patient care is 58.3% in rural areas and 61.8% in urban areas and for our patients the proportion are 78% and 81% in rural and urban areas respectively. A huge training infrastructure is also available at national and state levels in both public and private sectors.

CURRENT STATUS

Currently India has been a shortage of all key cadre including Doctors. Nurses and Paramedics, particularly in rural areas. The number of registered doctors and population coverage per doctor varies across the states. As per the information's provided by the Indian Nursing Council, the total number of registered doctor's is 9,36,489 as on 31-12-2014 auxiliary nurses midwives are 7,56,936 and registered nurses/ midwives are 16,73,378. The ministry's says as per the report of the steering committee on health for the 12th five-year plan of the Planning Commission, India has 19 health workers (doctor's 6, nurses and midwives 13) per 10,000

populations in India whereas the WHO the requirement is of 25 health workers per 10,000 people. There is unequal distribution of public health workers across selected institutions, with lack of professionals in remote rural district centers and over staffing in urban centers. Survey reports disagreed or were uncertain that public health workers possess adequate skills and knowledge necessary for delivery of public health programs. So, the Human Resource Management issues require urgent attention by the policy makers adopting good practices in human resources, management will go a long way in ensuring the availability of adequately prepared skilled and motivated personnel in health care delivery system. A comprehensive and efficient Human Resource Policy is needed for regular and contractual staff is strongly suggested to tackle the problems of discontentment and disparities. It will tend to improve equity between compensation of employees and level of responsibilities, it will also help employees to understand how their work relates to the mission and values of organization, it will motivate the employees and increase employee's job satisfaction as well as encourage employees to work as a team.

In India, in spite a well-developed and extensive network of public health infrastructure, including institutions for training and researches, the health outcome is still behind the set goals. The influence of health care providers on health care provision and use of health care resources has been fully recognized. Availability of adequate number of health personnel with suitable skills and their appropriate development of different levels of health care set-up are essential for providing an effective health care services for the people Human resource absorb a large part of public expenditure in the health in low and middle income countries, cost of human resources for health services usually amounts to 60% and 80% of the public expenditure, respectively.

CONCLUSION

As Human Resource Management is the critical management areas that is most important asset for any organization as well as health care system. Every state should make Human Resource cell compulsory and policy should be made there should be periodic supervision of these cells. For concentration and satisfaction adequate leave facility be provided to the doctors, nurses and other paramedical staff. Periodic training and refresher courses with foreign collaboration be conducted so that HR can keep themselves updated. Work load of senior doctors should be minimized by adopting decentralization policy. Administrative and operational delays can be managed by proper planning. The selection criteria, terms and conditions of recruitment, promotion policy and other work force should be updated continuously and more number of medical and para medical colleges and universities should be established so that the work force in public health sector may be increased.

REFERENCES

1. Dr. Anjali Jain & Runa Paul (2016): A Study of Human Resource Management in Public Sector of India. Research Link – An International Journal 148 Vol. XV (5).
2. Gahwai Dharmendra (2014): Human Resource Management in public health www. Slideshare.com.
3. Jain & Ohri (2015): Indian Economic Development, VK Global Publication.
4. Kumar Pawan & Khan. A.M. (2013): Human Resource Management in Planning Health Care System. Health & Population Perspectives & Issues, Vol 36 (1&2), 66-76.
5. Stefane Kabene (2006): The Importance of Human Resources Management in Health Care: A Global Context Human Resource Health.
6. Zurn P, Dal Poz MR, Adams (2004): Imbalance in the Health work force. Human Resource for Health.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

