

## Manpower SCM model for Indian Rural Development

Submitted by

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### ABSTRACT

*In India, 70 to 80% of population lives in rural areas. Hence, Social and Personal growth of people need constant attention. They will be delighted if opportunity is provided to them to work abroad. To make people happy, attention towards human resources cannot be neglected.*

*Some time in 1970 unskilled labors started migrating towards gulf countries mainly from southern part of India. During the decade of 1980, movement was at large extent. Since then there was downward trend. It is likely to happen in next decade. In manpower export after Britain and China, India is placed at number 3 in the world.*

*As per United States labor department, by 2010 they will need 10 million workers. US industries expected to create employment of 16.77 cores people against 15.77 cores only are available from within US. This demand will be satisfied through large population countries like India and China. Today the situation in USA is such that young generation of population inclined towards fashion, drug addicts, bad habits and expensive hobby. People do not want either to get higher education or to put hard labor.*

*US population in the age group of 15-35 years is reducing. The average age of population is 35-55 years. Most of the people either retired or likely to get retire in next decade. Most of the MNC are selling their products across the world and hence industrialization is increasing. Drug and steel industries are running short of skilled labors. It can be supplied from India.*

*Today US government has put very hard restrictions for people who wish to migrate US but in order to keep all industries running they will have to relax the rules. Liberalization is not only for import export of goods but manpower as well.*

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### INTRODUCTION:

Some time in 1970 unskilled labors started migrating towards gulf countries mainly from southern part of India. During the decade of 1980, movement was at large extent. Since then there was a downward trend. Again it is likely to happen in next decade. In manpower export after Britain and China, India is placed at number 3 in the world.

As per United States labor department, by 2010 they will need 10 million workers. US industries expected to create employment of 16.77 cores people against 15.77 cores only are available from within US. This demand will be satisfied through large population countries like India and China.

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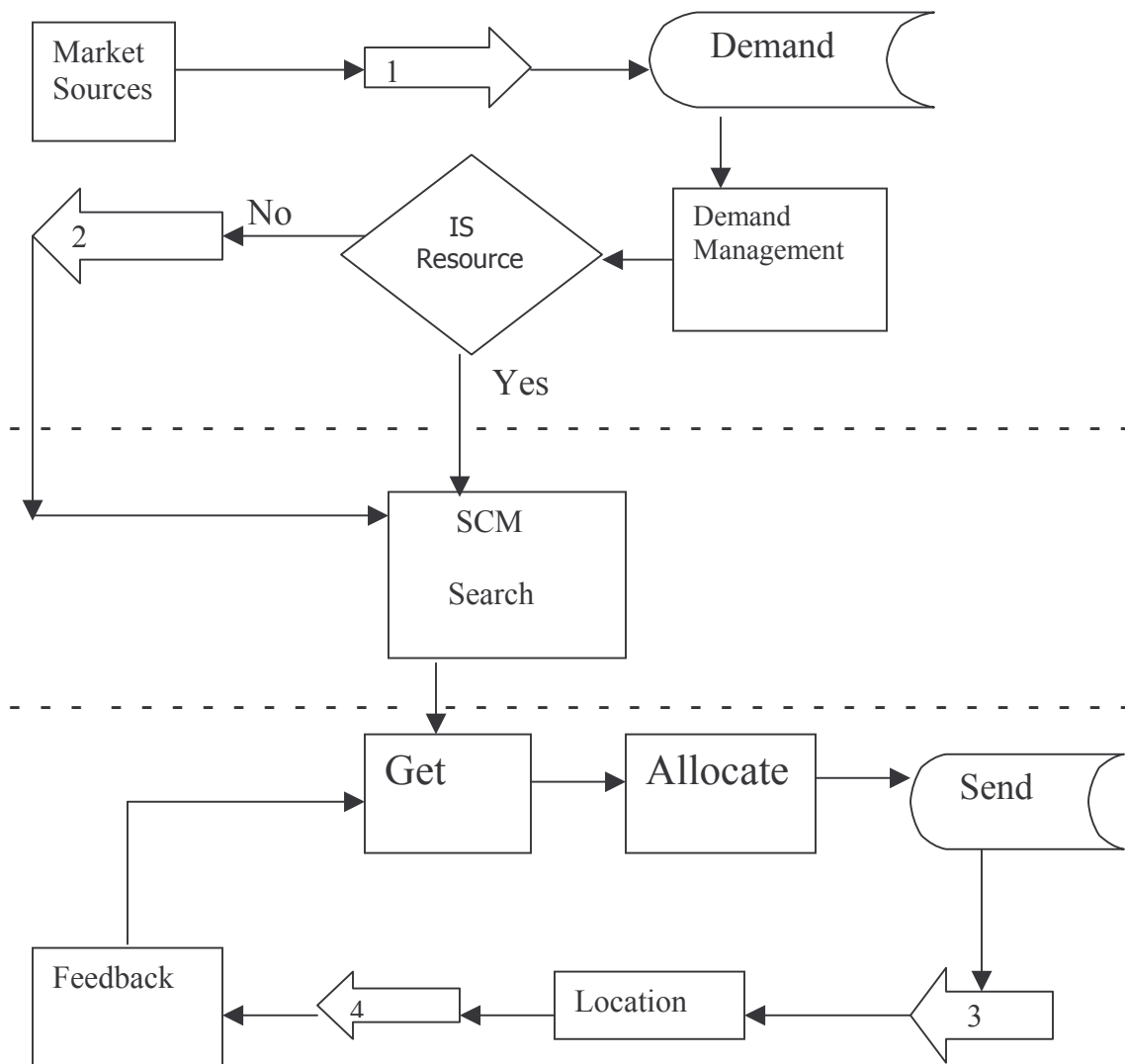
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IMPROVING SCM OF MANPOWER:

We know that in every SCM process, demand requirement planning play vital role in understanding market situation. Like any other items, human resources are equally important for the development of any country. There is no balance between available and requirement of resources.

Demand Model from Western Countries



Supply Model from India

1 – Inquiry

2 – Find Resource

3 – Identify Destination

4 – To Organization/Customer

Suggested steps to meet the growing need of manpower.

- Increase free Seminars to generate desire for people through POS.
- Use Customer profiling: one can see the break up of manpower requirement and opportunities based on their customer profile.
- Generate bulk email to customers matching specific criteria.
- Analyze the reasons why an opportunity was closed.
- Commission for resource center to be made dynamic.

### **Opportunity management through resource centers**

Opportunity management is required to

1. Estimate cash value of future inflows.
2. Evaluate the cash benefits and effectiveness of different marketing channels (web, newspapers, magazines etc.).
3. Evaluate the effectiveness of people at resource center.
4. Manage customer contacts.
5. Obtain information on percentage of opportunities converted to orders, deals lost and analyze the reasons.

### **Requirement Projections through resource center**

The analysis should view details of the opportunities included.  
See the future requirement by customer as individual or organization.

- a. Opportunities created by selected center representative.
- b. Global opportunities based on customer's currency.
- c. Opportunities by lines of business, profit center and so on.

Activity	Information obtained	Action/Decisions
Demand Management	Geographical distribution of opportunities	Plan resource requirement efforts
		Assess resource center performances in different areas
Marketing	Opportunities generated from different channels	Assess impact of different advertising channels: media planning
	Distribution of requirement by customer size	Assess the break-up of requirement by market segment
	Who are new customers	Assess market penetration
Distribution / Allocation	Geographical location	Setup distribution centers in non represented areas

### **Analyzing buying patterns of customers**

The demographics of customers are closely related to buying patterns.

Effectively analyze the buying patterns of customers who have hired the manpower services.

Example:

Tracking Group Name	Selections
How did you hear about us?	The Web
	Newspapers
	Magazines
Type of customer	Corporate / Individual
Geographical area	Country/state/city

When a resource center representative quits or is let go, never have tasks or appointments falling through the gap caused by an employee leaving the organization.

- Re-assign resource center representative immediately
- Develop and use DSS to meet manpower requirement

When a deal is made with customer, it would link to many other activities like availability, identification and location of a person. It is also important to know his/her current job profile.

Objectives of our DSS should lead to deliver the person on committed date, to prepare or hire person, send the person with all documents along with bill and finally collect or adjust the amount & close the contract.

#### Important considerations:

- To find applicable rate of a contract, based on customer profile (New, Repeat, Individual, Institutional, onetime etc) and its size.
- Approval and Acceptance of candidate.
- To apply discount (Quantity or Value base).
- Preparation of Bill for services.
- Adjustment of an advance if any.

#### How to Make Best Deals:

- Believe your people.
- Do SWOT analysis.
- List USP of candidate and subject them to 'So What' test.
- Know your competitors and understand your customers.
  - Why customer is looking for the manpower (Motive).
  - What makes the customer to get the person and will your person meet his/her requirements.
  - Keep in mind customer's customers.
- Create desire for your people.
- Ask questions only after permission from customer.
- Have Professionalism.

## MANPOWER SUPPLY FROM INDIA:

After the freedom of INDIA, there were number of projects initiated to control birth rate. However, the motivation and support to these projects mainly initiated by other countries. Leaders in our country are worried about this problem but foreign agencies are much more concerned about it.

There are attempts to control the growth rate of population in India. However, only educated, intelligent and middle class families are making use of birth control methods. It is desirable to utilize our manpower in other countries and bring money into India so as to develop our country faster.

Large population becomes problematic if people are lazy, uneducated, selfish and having negative attitude towards work. People in rural areas - villages of our country, particularly in southern states, are hardworking, honest, enthusiastic and noble. This is a great asset in our nation.

The complete health system of Britain is dependent on Indian doctors. Now Britain is also importing teachers from India. All construction activities in gulf countries are due to skilled labors from India. Iraq who badly affected due to recent US war is inviting Indian Engineers to reshape their country. Even silicon valley is dominated by IT professionals from India.

Natural resources in India are unlimited and there is no shortfall of workers. NRI are earning dollars and are considered biggest assets for us. There are approximately 1.5 core labors working in 70 countries of world. People are ready to work in ugly and difficult situation even at lowest salary because of family survival. Most of the labors have to perform Dirty, Dangerous and Demeaning jobs.

Year	1951*	2001*	Increase
Population	36	100	166 %
Food grain	5.34	20.92	300%
GDP – Gross Domestic Products	1,40,466	11,93,922	800%

\* figures are in cores

The population figure of India in 1951 was about 36 cores and it has crossed 100 cores by 2001. So there was 166% increase of population in 50 years. Although there has been increase in population, the food production is also increased to 300%. The GDP is also increased considerably to 800 %.

Let us examine the status of other countries in their order:

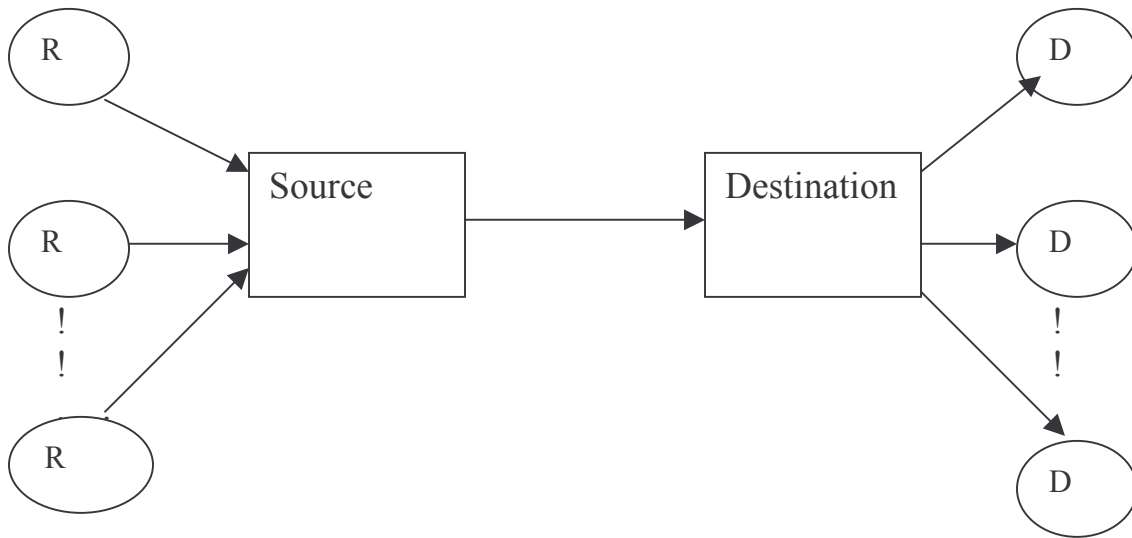
Country	% of Manpower from other countries
Mauritius	70.10
Fiji	47.75
Surinam	35.90
Trinidad	35.25
Guyana	30.30
Nepal	27.12
UAE	16.55
Qatar	15.76
Oman	12.29
Bahrain	11.16
Malaysia	7.07
Sri Lanka	6.28
Kuwait	5.88

The strong and good quality of people decreasing and poor quality of people are increasing. As a result human resource is becoming critical problem for survival. It is suggested to take advantage of the opportunity exists in rest of the world using models discussed.

The process of obtaining and allocating manpower of desire skill is similar to collecting and sending essential commodities like milk, vegetables etc. from rural areas to its destination.



The activity can be represented as below:



The relationship between Source and Resource contribute high level of satisfaction to people (urban or rural areas). Missing skills and required training to be organized so that client's demand satisfied in almost totality. The relationship between client and placement agencies at destination site should be strong enough to get repeat orders.

To increase our presence in world market, precision planning and organizing all critical activities would be required. The network of placement agencies and their coordination is major factor of success.

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