

THE ROLE OF HUMAN RESOURCE FOR INNOVATIVE ECONOMY - INDIAN AND RUSSIAN PRACTICES

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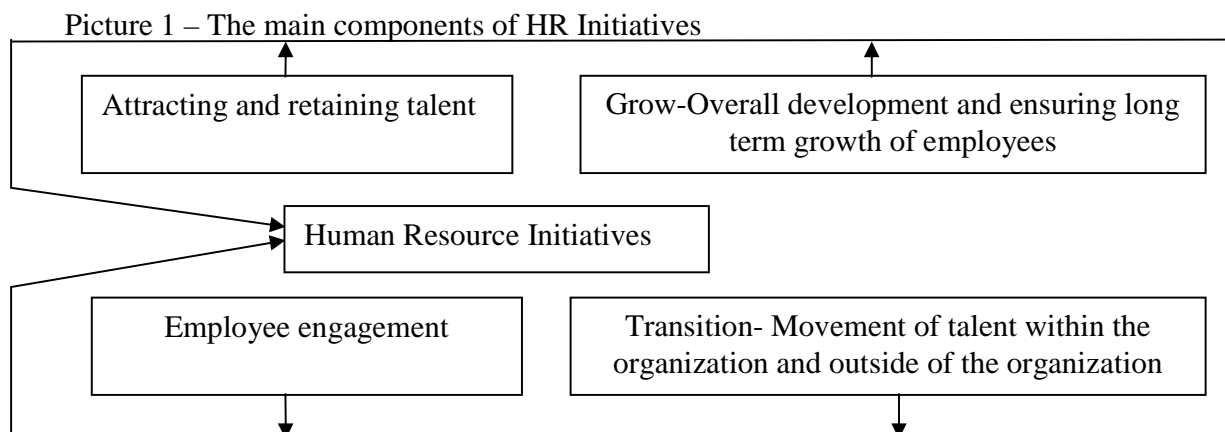
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A modern transition to an innovative development involves the creation processes of a new technological base in country through the building of complex high-tech industries and the expansion of products in the global markets. The implementation of these tasks is available in the case of building the innovative companies, which can provide a competitive position in the domestic and foreign markets, to keep the highest world characteristics and to incorporate the current trends in the management of natural resources, increasing environmental standards and human resources.

The sphere of human resources sets the individuals, who manage and lead the workforce as well as work as a change agent in any organization. Human Resource people play a crucial role for growth of any organization in terms of value creation, market share and profit. HR plays the crucial role in helping companies deal with a fast changing competitive environment. HR people do not only motivate, but also responsible for overall development of workforce.

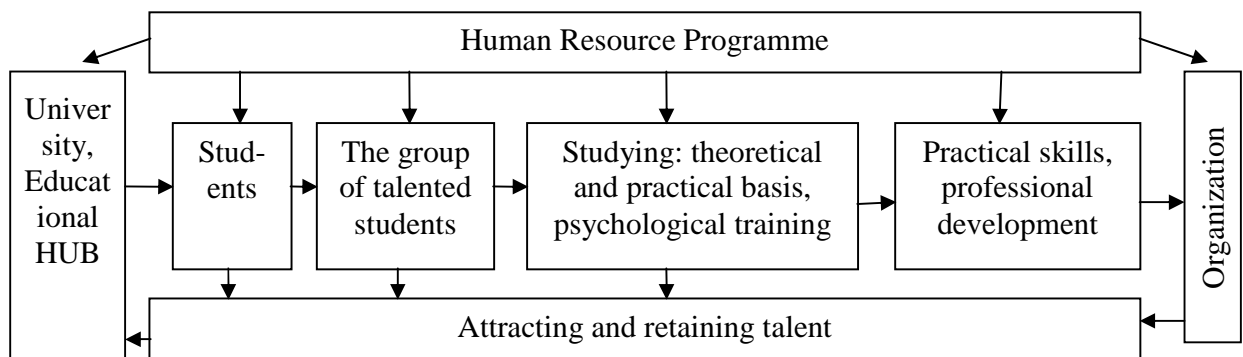
In the modern conditions India becomes a player in the global stage. Every foreign company wants to do business with Indian companies. At the same time India is also facing certain challenges before us like there is a huge gap between people working in corporate and in rural area. The candidates having good education and communication skills get more chance in the job market than other people lesser then them. The attrition levels are so high; consequently talent retention is a major issue in the Indian firms. The process of transition the Russian economy to capitalistic basis created the problem of development the motivative mechanism. In this case, the Russian companies have the same problems with the Indian organizations but in a.

The role of HR people in India is to create a nice environment for work. In India, HR People is known for Trust and Credibility. HR people have become role model and their support is critical for success of HR initiatives. The authors try to extract the facts about finding out how the companies in India and in Russia face HR problems and what kind of innovative practices they are following to recruit and retain the employees and make them feel best place to work both in Urban and rural areas. To determine the four critical dimensions the best practices (picture 1).



The first is attracting and retaining talent. It is one of the huge problems in the Indian organization. However, managers are developing the new strategies and adopting the innovative methods to recruit and retain the employees. In this way the world practice has the different way to solve this problem. For example, Krasnoyarsk aluminum plant started the program for students from the Institute of Mining, Geology and Geotechnologies of the Siberian Federal University. The group from plant tested in mental, emotional and intellectual ways. The group, which consists of gifted students, has a special schedule with in-depth studying in technical subjects combined with the development of professional person orientation in the psychological aspect. During the studying at university students involve in manufacturing life through full-time job in the summer practice, part-time job in academic year, psychological trainings. This is the basic elements of Human Resource Programme for attracting and retaining talent (picture 2).

Picture 2 – The example of the attracting and retaining talent model University - Plant

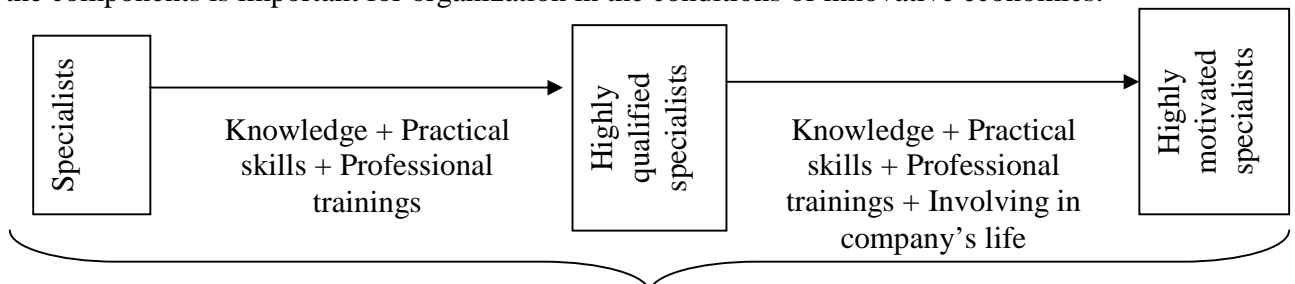


The second thing is develop and Grow- Overall development and ensuring long term growth of employees. It is also the crucial part of Human Resources. HR people are adopting new methods to increase the productivity of employees. The Indian and Russian organizations believe in job rotation opportunities to high performing employees. The training is being given to employees to increase their motivation, confidence and productivity.

The third thing is employee engagement. To engage workforce HR People are using new practices. To remove stress, HR people also conduct few days trip to picnic for enjoyment.

The fourth thing is transition. The movement of talent within the organization and outside of the organization sends strong signals to the employees about the organization's care and concern.

Accordingly, we present the theoretical basis of Human Resource Initiatives. The each of the components is important for organization in the conditions of innovative economics.



Picture 3 - Theoretical basis of Human Resource Initiatives

The innovative HR practices in HR areas by leading companies in India and in Russia (table 1).

Table 1 – The directions in the innovative HR practices

Direction	Clarification
Recruitment and Selection	Workforce includes retirees army man to former school teacher. If we talk about Recruitment process in India, HR Manager looks for people who are comfortable in Information Technology because everything is computerized. The engaging choice in the Russian practice is the specialist with the great experience in this vacancy. Recruitment process includes Written Test, IQ test, Group Discussion and rigorous interviews. Selection is being done on the basis of performance in written test and Interviews. Of course there are other ways to select the right employee at right place by HR.
Learning and Development	Learning is a continuous process. HR team organizes training program to increase productivity of employees. Sending employees for higher education has now become important part of HR. Few organizations have 7 days training program for all the employees and few have 3 days training program for higher level. Sensitivity training is being organized time to time not only in private sector but also in Government sector by Experts. Dr. Mahaveer Jain who is an International Personality on Human Rights has designed and organized sensitivity Programs for top level is doing a great work in India.
Rewards and recognition	To improving employee's productivity HR people in India believes in motivation of employees in work so that they can give their two hundred percent. After getting recognition, employees feel self-confident and start loving his/her job. Promotion and Salary hike is popular ways in India which motivates employees but sometime it is not money which only improves productivity, work environment also plays a crucial role. If any employee has taken initiatives, it is being appreciated.
Career Planning	It is an innovative HR practices used in corporate in India. Employees are being guided by top level to plan their career accordingly. HR team spend adequate time with employee for planning of their future
Compensation and Benefits	Employees gets benefits in terms of <ul style="list-style-type: none"> – Paternity leave – Unlimited sick leave – Salary hike after 6 months period – Travel allowance – Home allowance
Leadership and Development	HR work to bring closeness between senior level and lower level. At the end of month, most of the Indian companies take initiative of arranging lunch of CEO with employees to discuss important business issues.

The Russian and Indian organizations are facing HR problems but at the same time with new innovation in HR practices and learning from mistakes. To retain and attract employees, we should also use new and innovative methods in current scenario. We need to ensure that internal customers are most important equally with external customers, so every company try to devise innovative HR practices to attract best talent, giving them nice environment to work with that enables the company to retain employees, the above said practices are conceived and implemented and found successful by the leading companies in India and in Russia.