

2. Personnel management is concerned with employees, both as individuals as well as a group. The aim of personnel management is to get better results (for the Organisation) through their involvement, motivation and co-operation. It is a people-oriented process of bringing people and organisations together so that the goals of each are met properly.
3. Personnel management is concerned with helping the employees to learn and develop their potentialities to the highest level for their benefits as well as for the benefits of their Organisation.
4. Personnel management is inherent in all organisations as all organisations (including industrial and commercial) need manpower for the conduct of their activities. They are concerned with recruitment, selection, utilisation and development of manpower available. Personnel management is an integral aspect of total business management.
5. Personnel management is a continuous activity/function in an Organisation as personnel problems continue to exist as long as employees are working in an Organisation. They need constant attention as they may disturb normal working of an Organisation, if neglected.
6. Personnel management aims at securing willing co-operation of employees for achieving organizational objectives. This is natural as industrial and other activities can be conducted only with the support of human resources.

■ Objectives / Purposes of Personnel Management ↓

1. To attain maximum individual development (self development) of the members of an Organisation and also to utilise available human resources fully and effectively.
2. To mould effectively the human resources.
3. To establish desirable working relationships between employer and employees and between groups of employees.
4. To ensure satisfaction to the workers so that they are 'feel ready to work'.
5. To improve the service rendered by the enterprise to the society through better employee morale which leads to more efficient individual and group performance.
6. To establish and maintain a productive and satisfying relationship among the members of an Organisation.
7. To ensure the availability of a competent and willing workforce to the Organisation for its progress and prosperity.
8. To help Organisation to achieve its goals by providing well trained, efficient and properly motivated employees.
9. To maintain high morale and good human relations within the Organisation for the benefit of employer and employees.
10. To secure the integration of all the individuals and groups with the Organisation by reconciling individual/group goals with those of an Organisation.

■ Functions of Personnel / HR Management ↓

The functions of HRM are directly or indirectly related to the human resource available in the organisation. HR manager has to perform the basic functions of management in the area of HRM. These managerial functions include planning, organising, directing and controlling the manpower of his department. The operative functions of the HRM include procurement of manpower, development of manpower, and payment compensation to manpower and so on. In short, HRM involves the following functions and these functions are to be performed by the HRM department of the Organisation: