The purpose served by Local Government is valuable not only on account of the services it renders for the common welfare of the community, but also on account of the opportunity it places before the citizens to have free, intelligent and active participation in the view of Lord Ripen, Government of their, enthusiasm and local patriotism. The Ex-President of India. Dr. Radhakrishanan replying to a civic address of Dhulia Municipality said that, "The local bodies must have the objectives of promoting the well being of the people. Local Government contributes institutions in a number of ways policies can best be formulated and executed by local officials who are close to the people.

74th Constitutional Amendments:
74th Constitutional Amendments Act. 1992, was a landmark in the history of Municipal Administration in India. These Amendments confer authority on legislature of State to endow respectively Municipalities with such powers and functions as may be necessary to enable as institutions of self Government for the purpose. The Municipalities have been charges with the responsibility have been charges with the responsibility of preparing and implementing plans for economic development and social justice including those in relation to matters listed in the twelfth scheduled of the constitutions. The central objective of this Amendment is the decentralization of planning and decision making procedures. As per the section 243(I) the Maharashtra State make a Finance Commission in 1994. This Commission makes recommendation for determining principles for allocation for of taxes. Tax shares and Grant-in-aid of the local bodies. The Maharashtra District Planning Committee Act. 1998 provides for the constitution of district Planning Committee at district level. This committee prepares the plans for the panchayats and Municipalities in the district and to prepare a draft district development plan for the district as a whole and provides guidance to relate that concerned matters in it. The Urban Local Self Government institution in Maharashtra State by the end of March 2010 comprise of 23 Municipal Corporation, 221 Municipal Councils and 5 Mayor panchayati. All these institutions are expected to try social, economic, political and cultural development of the Maharashtra State by increasing people's participations in the process of development these Local Self Governments institutions provide the better living conditions to the citizens in Maharashtra State.

What is HRM?
 HRM is concerned with the people dimension in management. Since every organization is made up of

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people acquiring their services, developing their skills, motivating them to higher levels of performance and ensuring that they continue to maintain their commitment to the organization are essential to achieving organizational objectives. This is true, regardless of the type of organization- government, business, education, health, recreation, or social action.

Human Resource Management Practices:
"HRM refers to the practices & policies one needs to carry out the people or human resources aspects of a management position". This would include a lot of activities of the following nature
 1.Jobs analysis
2. Job description
3. Job postings
4. Recruitment
5. Selection of Candidates
6. Inducting new employees
7. Managing wage & salary administration
8. Providing other benefits & incentives
9. Conducting performance appraisal
10. Training & developing the employees
11. Retaining the employees.
All these above Practices& Policies, from the point of view of the present research work, can be grouped under three broad heading viz. 1) Recruitment &selection 2) Training & Development and 3) Compensation &Retention. All these three components of Human Resource Management are very important to all the managers of the organization not for only it would always helps then in not getting into erroneous management practices, it would help them rather in ensuring rather getting better results by managing people. "For many years it has been said that capital is the bottleneck for a developing industry. I don't think this any longer hold true. I think it is the work force and the company's inability to recruit &

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maintain a good workforce that does constitute the bottleneck for production. I don't know of any major project backed by good ideas, vigor enthusiasm that has been stopped by shortage of cash & do not know of any industries whose growth has been partly stopped or hampered because they cannot maintain an efficient & enthusiastic labour force & I think, this will hold true even more in the future". If it is so, the HRM function becomes the responsibility whether of line function or staff functions. But the researcher, keeping the scope of the research work in mind prefers to discuss the components of HRM purely as & staff activity i.e. as being carried out by the managers of HR department as such & discusses very briefly on the following

Recruitment & Selection:

The above function for obvious reasons varies from me organization to the other but on an average includes the following:-

i) Identification of the need for the new employees & the time scale for the recruitment process.

ii) Clarifying the job specification & qualities required for the job to be carried out in the organization.

iii) Selecting the right kind of manpower

B) Training & Development:

i) Orienting, employees regarding the organization & the job responsibilities as well, inducting & training, the new employees of the organization.

ii) Evaluating & recommending employees to various training & development programme carried out by extend agency.

iii) Providing leadership & team spirit to build effective working teams.

iv) Performance appraisal

v) Assessing the career progress of the sub-ordinates & providing them with career paths.

Compensation & Retention:

i) Conducting job evaluation procedure to determine relative work of each job in the organization.

ii) Conducting salary surveys to determine to find out on the payment modes of other similar organizations.

iii) Working out the financial incentives and pay plan alternatives.

iv) Developing benefit & services packages for the employees.

v) Working out various strategies on retaining the employer & implementing such strategies.

vi) Handling employee relations issues with peed & without bias.

human resource management is the process of proper and maximize utilization of available limited skilled workforce. The core purpose of the human resource management is to make efficient use of existing human resource in the organisation. The Best example at present situation is, construction industry has been facing serious shortage of skilled workforce. It is expected to triple in the next decade from the present 30 per cent, will negatively impact the overall productivity of the sector, warn industry experts.

Every organization's desire is to have skilled and competent people to make their organisation more effective than their competitors. Humans are very important assets for the organisation rather than land and buildings, without employees (humans) no activity in the organisation can be done. Machines are meant to produce more goods with good quality but they should get operated by the human only.The managerial sphere provides the mechanisms for shifting mindsets, for in Indian organizations HRM is viewed to be closely aligned with managerial technical competency. Thus, understanding of the relativity of HRM to strategic intended organisational performance is less well articulated in Indian firms. The current emphasis of reconfiguring cadres (voluntary and nonvoluntary redundancy schemes), downsizing, delayering and similar arrangements will become less relevant as holistic perspectives gain ground. A hallmark of future Indian workplaces is likely to be a dominant emphasis on managerial training, structural redesign and reframing of institutional architectures to achieve enterprise excellence. Thus, a primary role of Indian managers will be to forge new employment and industrial relationships through purposeful HRM policies and practices. A variety of HRM practices that are being employed in Indian organizations.

Job Description:

Percentage of employees with formally defined work roles is very high in the public sector.

Recruitment:

Strong dependence on formal labour market. Direct recruitment from institutions of higher learning is very common amongst management, engineering and similar professional cadres. Amongst other vehicles, placement agencies, internet and print media are the most popular medium for recruitment.

Compensation:
Strong emphasis on security and lifetime employment in public sector including a range of facilities like, healthcare, housing and schooling for children.

Training and Development:
Poorly institutionalised in Indian organisations. Popularity of training programmes and their effect in skill and value development undeveloped.

Performance Appraisal:
A very low coverage of employees under formal performance appraisal and rewards or organisational goals.

Promotion and Reward:
Moderately variable across industries. Seniority systems still dominate the public sector enterprises. Use of merit and performance limited mostly to globally orientated industries.

Career Planning:
Limited in scope. The seniority based escalator system in the public sector provides stability and progression in career. Widespread use of voluntary retirement scheme in public sector by high performing staff. Cross functional career paths uncommon.

Gender Equity:
Driven by proactive court rulings, ILO guidelines and legislature provisions. Lack of strategic and inclusion vision spread.

Reservation System:
The central government has fixed 15 per cent reservations for scheduled castes, 7.5 per cent for scheduled tribes and 27 per cent for backward communities. States vary in their reservation system.

The Term of a Municipal Corporation
The office of Municipal Corporation runs for a period of five years since the beginning of its first meeting. It is subject to dissolution under various circumstances:
   If the State finds the Corporation lagging in its duties
   If the State finds the corporation exceeding or abusing its power
   Declaration of the Municipal elections in the State as void, or
withdrawal of the entire area of the ward from the municipal operations.

Functions of Municipal Corporation
The Municipal Corporation looks after providing the essential services to the people of that district/area which includes: Hospitals, Water Supply, Drainage, Market places, Fire Brigades, Roads, Over Bridge, Solid Waste, Street Lightning, Parks, and Education.

Aurangabad Municipal Corporation:
Aurangabad Municipal Corporation (AMC) is the local civil body. It is divided into six zones. The Municipal Council was established in 1936, the Municipal Council area was about 54.5 km2. It was elevated to the status of Municipal Corporation from 8 December 1982, and simultaneously including eighteen peripheral villages, making total area under its jurisdiction to 138.5 km2 extended its limits.The **Aurangabad Municipal Corporation** is the governing body of the city of Aurangabad in the Indian state of Maharashtra. The municipal corporation consists of democratically elected members, is headed by a mayor and administers the city's infrastructure, public services and police. Members from the state's leading various political parties hold elected offices in the corporation. Aurangabad Municipal Corporation is located in Aurangabad. The city is divided in 113 electoral wards called as Prabhag, and each ward is represented by a Corporate elected by the people from each ward. There are two Committees, General Body and Standing Committee headed by the Mayor and the Chairman respectively. AMC is responsible for providing basic amenities like drinking water, drainage facility, road, street lights, health care facilities, primary schools, etc. AMC collects its revenue from the urban taxes which are imposed on citizens. The administration is headed by the Municipal Commissioner; an I.A.S. Officer, assisted by the other officers of different departments.

Review of Literature:
1) Local Self Government of Municipal Administration: J. K.Chopra:

Local Self Governments their personal administration, training author focuses on state-wise Local Government Administration system as like Maharashtra State. Orissa, Rajasthan, Gujarat, Haryana their comparative study included in various chapters of this book.

4) Study of Municipal Administration in Aurangabad 1984 (Ph.D.Thesis): B. L. Sananse:

In this research work he mentioned the development of Municipal Administration authorities of Municipal bodies' Municipal functions and personnel, Municipal finance the Municipal personnel Administration is well planned and well organized effective system there is no sound and independent system of financial assistance to the local bodies city is growing, populations problems. Municipility facing water supply problem slum have created hygiene problem in rainy season.

Selection and importance of topic:

The Local Self Government is a representation of democratic life.It plays an important role to develop social and cultural life of nation. The three tire system of government in our country.the first is Union (central) Government, second is State Government and third is Local Self Government. There are two units of Local Government they are rural and Urban. Rural Government includes Zilha Parishad, Panchayat Samitis and Gram Panchayat in the Urban Governments Municipal Corporation, Municipal Board and Contentment Board; semi-Urban Local Government i.e. Town Area and notified area. There are various types of Local Government in Maharashtra State. Municipal Corporation is the most important for in their depth study because first they are the oldest institution. Secondly, they are the top of the Urban-Local Government; thirdly, they are the most autonomous among the various local bodies.forthly, Human Resources Management Practices plays a vital role in Municipal Corporation Fifthly, they are the trend setters for other local bodies and they bear the greatest impact of the changes brought about by Urbanization and industrialization. Aurangabad is a developing city in Maharashtra State the corporation plays vital role in the development.

Problem Formulation:

India is developing country .Maharashtra state is developed state in India. But the development is not equal one. There is regional imbalance known as one of the backward regions. Aurangabad is a metro city has many industries. Many people come to city for employment, education. Most of the people come to Aurangabad city for employment and they live in the industrial area. Caused to increase urbanization is today's Government is decentralized one. Aurangabad Municipal Corporation provides basic living facilities to the citizens for the welfare of community but in the last decade Urbanization increases tremendously and habitations are also growing up in the city. What is HRM? To identify HRM practices in municipal corporation for Maharashtra state? What is meant by city planning? Which types of planning in India? Which types of schemes made for employees? Is Government serious about city development & quality work life of employees ? Which types of Local Government functions? Their personnel? Municipal Corporation has different types of income sources but therein utilization is not proper. Government always made various new development policies and Municipal Corporation provides these one but there is lack of coordination between Government,citizens and administrative structure. For in depth study of all these issues the researchers selected the topic entitled, **"Human Resource Management Practices: A Critical Study: With Special Reference to Aurangabad Municipal Corporation** ".

Objectives of the study:

1. To study the Conceptual Framework of HRM Practices in Aurangabad Municipal Corporations.
2. To Identify the HRM Practices in the Aurangabad Municipal Corporation.
3. To Suggest HRM Policy & Practices for enhancing the quality of employees.
4. To study & examine the relationship between various aspects of HRM Practices& culture of Aurangabad Municipal Corporation.
5. To investigate the various HRM practices i.e. Planning, Recruitment, Selection, Performance Evaluation, Training & Development, and Career Engagement & Rewards at the Managerial Levels in Aurangabad Municipal Corporation.

Hypotheses:

1. Different sources of income are available but proper utilization is not there.
2. There is a lack of coordination between Government, citizens and administration.
3. Local politics comes across the developmental activities as well as government is not serious about the development of city.

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4) There is a lack of proper planning about human resource management practices regarding to the development.

Research Methodology:
For completing present research work following research methodology is used.

Data Collection:
Primary and secondary sources are used for data collection

Primary Sources:
In the Primary Data Collection Municipal Corporation officers, on-officers and citizens are chosen for interviews and scheduled was given. Survey, observation of research area. Original documents Acts are used for fact findings.

Secondary Sources:
In the secondary sources for data collection researcher used Government report, different publication, Municipal Corporation acts, Reference Book, Journals, Internet, Annual Report, Gazetteers Annual budget of Aurangabad Corporation, Newspapers are used for completing present research work.

Sampling Technique:
"Human Resource Management Practices: A Critical Study: With Special Reference to Aurangabad Municipal Corporation."
For completing present research work researcher used purposive sampling method. There are 99 wards in Aurangabad Municipal Corporation having 80 personnel's and 104 councillors out of which 16 personnel's and 30 councillors has been selected as to know their opinions regarding the working of Municipal Administration. As well as 260 citizens has been selected from 10 wards for conducting interviews.

Personnel's cooperation:
Every government servant is citizens' servant. But majority servant forgets it. They avoid their duties and responsibilities towards people and at the same times they shouting and loudly speak. They behave arrogantly with the people of that purpose "If you went in Municipal Corporation for the purpose of work does the personnel of Municipal Corporation cooperates you?" This question was asked

Personnel's Cooperation

Sr. No.	Personnel Form of Cooperation	Number	Percentage
A	Cooperate	120	46
B	Do not cooperate	140	54
Total		260	100

Source: - Interview

Table 4.28 denotes that 120 respondents (46 Percents) said that when they went in municipal cooperation for the purpose of work personnel cooperates them. And 140 respondents (54 Percent) told that when they went in the corporation for the purpose of work personnel do not cooperates them. The researcher observed that corporation's personnel's behavior is different in different situation. Same times they cooperate to the people and same times they do not cooperates properly to citizens in the city.

Job satisfaction:
 Municipal Corporation doing various plan for city development. Local government is an organ of state government. They doing their duties and responsibilities towards citizens sincerely of this reason this question were asked. " are you satisfied with the work of municipal corporation?"

Job Satisfaction:

Sr. No.	Job satisfaction	Number	Percentage
A	Satisfied	91	35
B	Not satisfied	77	30
C	To Some extent	92	35
Total		260	100

Source: - interview

It shows above table that 92 respondents (35 Percent) narrated the facts that they are satisfied with corporations work. Researcher also observed that municipal corporation doing their duties as possible as they can do sincerely.

CONCLUSION & SUGGESTIONS:

-All the governments, central, state and local- provides various services and amenities for better life and over all development of the employees & the people.

-Municipal administration in the county has established as to serve this purpose of urban people. -The researcher focused on the human resource management practices in the Aurangabad municipal administration by assessing the quality and quantity of work life of the employess in the municipal corporation.

-The researcher has conducted the vast interviews of 260 citizens, 16 officials and 30 nonofficials'

-She also made an informal discussion with the respondents and observed the entire situation to fill the gaps of formal interviews.

-Public libraries are one of the important sources of dissemination of knowledge and information. As much as 70 per cent respondents are not getting the library facility.

-"Health is wealth" is an old phrase. It is the responsibility of government to provide medical facilities to all the people by opening the government hospitals. According to Human Development Report there should be one hospital for 30,000 people in the city area. The population of Aurangabad city as per 2011 census is more than 13 lacks. There is a lack of hospitals in Aurangabad city commensurate with people. About 48 per cent peoples are far away to hospital facility. More of less officials and non- officials has the same opinion regarding the availability of public hospitals in the city. The services provided in the government hospitals is an another issue for discussion.

-The government of India has passed and enacted the Right to Education (RTE) Act to provide education for all the children (06- 14 years) in the country. The local governments- rural and urban 151 also run the schools. There are 341 primary schools and 48 secondary schools which gives education in Marathi & Urdu medium in Aurangabad city. As many as 58percent citizens told that the municipal schools are working to fulfill on the goals of Right To Education.

Recommendations:

-Rain harvesting should be made compulsory for all the peoples in the city while giving the construction permission by municipal administration.

-The municipal corporation should formulate the policy and adopt S.T.P. & Bio Filter Technology to reuse of used water.

-The municipal corporation should construct ward wise libraries and it should be opened for 12 hours

-Every official and non-official of Municipal Corporation must take the responsibility to plant ten trees on "World EnvironmentDay" every year and protect it.

-The official and non-official who protected the planted trees the Municipal Corporation should give tree protection award every year.

-It is the moral responsibility of the employees that they must extend their cooperation, participation and involvement in all the issues before Municipal Administration.

-The recommendation made by the researcher is based on empirical data which collected from the respondents. The researchers feel that if the Municipal Corporation brings in practice the aforementioned recommendations the quality of services provided by Municipal Corporation will be definitely improved.

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Emerging Trends in Recruitment through Social Media

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Introduction

Social recruiting (social media recruitment or social hiring) is recruiting candidates by using social platforms as talent databases or for advertising. Social recruiting uses social media profiles, blogs, and other Internet sites to find information on candidates.https://en.wikipedia.org/wiki/Social_recruiting It also uses social media to advertise jobs either through HR vendors or through crowdsourcingwhere job seekers and others share job openings within their online social networks.Prominent social media tools in vogue for recruitment are LinkdIn, Facebook,Twitter, Online Videos, Whatsapp, Blogs etc.It is clear that social media is the future of the candidate search, whether it be for direct hire staffing or contract hire creative staffing. A study from the Aberdeen Group (Aberdeen Group, Inc. is an US technology and services company) revealed that millennial, in particular, are driving this shift in social recruitment practices: The group reported that a significant majority of young people – 73 % – in the 18-34 age group found their last position through a social media platform, which confirm the increased usage of social media in the recruiting industry. According to Capterra (Software Co. Virginia US) just under 95 percent of companies are using social media for recruiting purposes.This revolutionary digital shift has indeed given an exciting time to the recruitment strategists. It would not be out of place here to check out the multifarious benefits that industries have experienced:

As employers, adapting with the technological advancements is essential in optimizing their talent searching process. Social media works as an initial contact and somewhat of a background check helping employers gauge whether the candidate is the right one, academically, professionally, culturally and socially. More importantly, with the business world becoming more digitally slanted, the fact that the prospect is utilizing the digital technology shows foresight of the direction the industry is heading. The digital advancements not only gives the employer greater power but the prospective employee greater control of being scouted.

Review Of Literature