

## ROLE OF HUMAN RESOURCE MANAGER IN NON-GOVERNMENTAL ORGANIZATION

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### ABSTRACT

The human asset work has gone from the conventional contract and fire part to a key accomplice at the table with fund, activities and different business focuses that are not focuses of benefit for the association. The activity of HR, just like the activity of every single such office, is to guarantee that the business gets the most out of its workers. Another approach to put this is the human asset administration needs to give an exceptional yield on the business' interest in its kin. This makes it an exceedingly complex capacity - in light of the fact that it manages not simply administration issues but rather human ones also. In this article, we talk about the purposes behind associations to have a HRM procedure and in addition the business drivers that make the technique basic for authoritative achievement. To flourish in the confused and turbulent business condition, firms need to continually improve and be "in front of the curve" as far as business practices and methodologies. It is from this inspiration to be at the highest point of the pack that HRM turns into a profitable instrument for administration to guarantee achievement. HRM is associated with giving human poise to the workers considering their ability, possibly, gifts, accomplishment, inspiration, expertise, responsibility, awesome capacities, et cetera. In this way, that their identities are perceived as profitable people. On the off chance that an association can trust, depend and draw from their ledger on the quality of their capital resources, they can trust, depend and draw more on their conferred, gifted, committed and proficient individuals. This is the thing that the HRM is associated with each business, administrative action or presentation. The central part of an association is its human asset or 'individuals at work'. As indicated by Leon C. Megginson from the national perspective Human Resources as, the learning, aptitudes, innovative

capacities, gifts and aptitudes got in the populace; while from the .see purpose of the individual venture, they speak to the aggregate of inalienable capacities, procured information and abilities as exemplified in the gifts and aptitudes of its employees."Human asset has a principal significance in the accomplishment of any association in light of the fact that The majority of the issues in hierarchical setting are human and social as opposed to physical, specialized or conservative disappointment. In the expressions of Oliver Shelden, "No industry can be rendered productive insofar as the fundamental certainty stays unrecognized that it is chiefly human. HRM is associated with giving human pride to the representatives considering their ability, possibly, gifts, accomplishment, inspiration, aptitude, duty, incredible capacities, et cetera. Along these lines, that their identities are perceived as important people. On the off chance that an association can trust, depend and draw from their financial balance on the quality of their capital resources, they can trust, depend and draw more on their conferred, capable, devoted and proficient individuals. This is the thing that the HRM is associated with each business, administrative action or presentation. The foremost part of an association is its human asset or 'individuals at work'. As indicated by Leon C. Megginson from the national perspective Human Resources as, "the information, abilities, inventive capacities, gifts and aptitudes acquired in the populace; though from the .see purpose of the individual undertaking, they speak to the aggregate of inborn capacities, procured learning and abilities as exemplified in the gifts and aptitudes of its employees.Human asset has a foremost significance in the accomplishment of any association in light of the fact that the majority of the issues in authoritative setting are human and social instead of physical, specialised or conservative disappointment. In the expressions of Oliver Shelden, "No industry can be rendered productive inasmuch as the essential certainty stays unrecognised that it is mainly human.

**Key Words:** Organization, Business, Environment, Human Resource, Management.

## INTRODUCTION

Human Resource Management incorporates directing occupation examinations, arranging work force needs, enlisting the perfect individuals for the activity, situating and preparing, overseeing wages and pay rates, giving advantages and impetuses, assessing execution, settling debate, and speaking with all representatives at all levels. [Dr.S.Ganesan\(2014\)](#)Cases of centre characteristics of HR administration are broad information of the business, initiative, and successful arrangement aptitudes, in the past

called work force administration. Any association, without an appropriate setup for HRM will undoubtedly experience the ill effects of major issues while dealing with its customary exercises. [Leon C. Megginson\(1997\)](#), Hence, today, organizations must put a great deal of exertion and vitality into setting up a solid and viable HRM. Aristotle revealed to us that 'the entire is more than the whole of its parts', this is absolutely obvious with regards to having all chiefs completely understanding the association's reported Business Plan and guaranteeing the arrangement of administration considering... basically the way toward guaranteeing that all supervisors are working and driving the association a similar way.

**Significance:** Before we characterise HRM, it appears to be apropos to first characterise the term human assets'. In like manner speech, HR implies the general population. Nonetheless, unique administration specialists have characterized HR in an unexpected way.

**Definition:** Michael J. Jucius has characterized HR as a entire comprising of between related, between subordinate and cooperating physiological, mental, sociological and moral components. As indicated by Filippo —Personnel administration, or say, human asset administration is the arranging, sorting out, coordinating and controlling of the obtainment advancement pay reconciliation, for intenance, and partition of HR to the end that individual, authoritative and social destinations are accomplished.

## REVIEW OF LITERATURE

1. Dr. S. Ganesan (2014), trusts that "building business isn't only a man's activity. Ladies helped develop MindTree" as a power to figure with all inclusive. It isn't right to feel that change can be affected by men alone. He refers to the instance of Xerox, where an all-ladies top administration group as of late worked together to change the organization.

2. Leon C. Megginson (1997), According to him from the national perspective Human Resources as, the learning, abilities, innovative capacities, gifts and aptitudes acquired in the popular, while from the .see purpose of the individual undertaking, they speak to the aggregate of characteristic capacities, gained information and abilities as exemplified in the gifts and aptitudes of its employees.

3. Geet S.D., Deshpande A.D. & Mrs. Deshpande Asmita A., NIRALI PRAKASH (2009), believes that No industry can be-rendered efficient so long as the basic fact remains unrecognized that it is principally human.

4. Stephen Robbins P. (1994) says the HRM is the process of attracting, holding and motivating all manager line and staff.

5. Manas Ranjan Tripathy(2012) defined human resource as “that part of management which is concerned with people at work and with their relationship within an enterprise.
6. Dessler (2004) is the strategy for acquiring, using, improving and preserving the organisations human resource.
7. M.C. Wilson(1994). concept with two distinct forms; soft and hard approach, where the soft approach of HRM is associated with human relation and the hard on the other hand sees people as human resource.
8. Kleiman, Lawrence S(2000). the way to success is through deep empathy of other people either by observing how to best 'connect' with others in the workplace, and motivate and inspire them as a result.
9. Walton, R.E.(1984), under this model of HRM, control is more concerned with performance system, performance management and tight control over individual activities with the ultimate goal being to secure the competitive advantage of the organisation.
10. Hiltrop, J.-M. (1996), human where the managers are responsible to make decisions about the organisation and employee relation
11. Lawrence, P.R.,(2004) expanded these premises and developed the model of SHRM, which emphasizes a 'tight fit' between the organizational strategy, organizational structure and HR system.
12. Chandler, A.D. (1962) covering fifty three different industries in India, following facts were observed. Seventeen organisations (32 percent) had a formally stated policy emphasises on human resource development.
13. Devanna, M.A. (1984) pointed out that firms could develop strategic capability and for attaining this, the strategic goal will be to create firms, which are more intelligent and flexible than their competitors.
14. Nathanson, D. (1978) proposed that a number of internal factors such as the organizational culture, structure (positioning of HR), leadership, level of technology employed and business output directly contribute to forming the contents of HRM.
15. Guest, D.E. (1987) agreed that Human Resource Practices were the primary means by which firms invested in their employees. Human Resource Management has moved its concern from domestic focus to multi-national focus, more escalating concern for issues like ecological, health care, and illiteracy.
16. Guest, D.E. (1997) suggested that a firm should aim at developing various HR practices as complementary to one another.
17. Hunt, J. (1999) suggested that activities and practices of HRM can be classified into

Planning and recruitment. Development and appraisal, Compensation and reward.

18. Keenoy, T. (1990) mentioned in one of his studies that the personnel selection, performance appraisal incentive attitude assessment compensation, job design, grievance procedures, information sharing, labour management participation recruitment efforts, employee training, and promotion criteria are the major HRM practices which prevail in an organisation.

19. Mayo, E. (1933) remarked that HRM is either part of the problem or part of the solution in gaining the productive contribution of people. The above quotes suggest that organizations need to effectively manage their human resources if they are to get the maximum contribution from their employees.

20. Rose, M. (1975) emphasized that it was not about having a range of well conceived Human Resource Policies and Practices but it was about how these policies and practices were implemented.

#### **OBJECTIVES OF THE STUDY**

1. To study the need of Human Resource Management.
2. To study the functions of Human Resource Management.
3. To study the History of Human resource Management.
4. To study the importance of Human Resource Management.

#### **HYPOTHESIS**

**H0:** The present study show there is no significance between HR strategies and employees performance

**H1:** The present study shows that there is a significant relationship between HR strategies and employee performance.

#### **MATERIALS AND METHODS**

The present study demands descriptive and doctrinal kind of research study.

#### **RESEARCH METHODOLOGY**

The scope of the research study is based on online retail market, the opportunities and challenges for the evolving online retail market in India.

Source of Data: This research data's are basically collected from secondary sources such as Information from journals, Company websites, industry reports, newspaper and articles.

### **NEED OF HRM IN NGO'S**

Human Resource Management is expected to accomplish the accompanying targets.

- ❑ 1.To give, make, use and propel workers to achieve authoritative objectives.
- ❑ 2.To make openings, to give offices, important inspiration to individual and gathering for their development with the development of the association via preparing and advancement, remuneration and so forth.
- ❑ 3.To utilise the aptitudes and capacity of the workforce productively, i.e., to use HR viably
- ❑ 4. To make a sense and feeling of belongingness camaraderie and support recommendations from workers.
- ❑ 5. To help keep up moral strategies and conduct inside and outside the association.
- ❑ 6.To keep up high good and great human connection inside the association.
- ❑ 7.To secure coordination of individual and gatherings in securing authoritative viability
- ❑ 8.To oversee change to the common preferred standpoint of people, gatherings, the association and the general public.
- ❑ 9.To guarantee that, there is no risk of joblessness, disparities, receiving an approach perceiving legitimacy and representative commitment, and condition for solidness of business.
- ❑ 10. To increment minus all potential limitations the representative's activity fulfilment and self-realisation ; it tries to incite and invigorate each worker to understand his potential.

An association can't manufacture a decent group of working experts without great Human Resources. The key elements of the Human Resources Management (HRM) group incorporate enlisting individuals, preparing them, execution examinations, inspiring representatives and also working environment correspondence, work environment wellbeing, and considerably more.

### **WHY HUMAN RESOURCE MANAGEMENT IMPORTANT ?**

The topic of whether an organization needs a Human Resources (HR) office is definitely not a straightforward one to reply. On the off chance that we make the inquiry to an

assortment of business visionaries, CEOs, and HR experts and we are probably going to find an assortment of solutions. For example, numerous specialists will disclose to us that the quantity of representatives in an organization is the deciding element. [NIRALI PRAKASH \(2009\)](#). A considerable measure of organizations with add up to workers under 20 accept that they needn't bother with a HR office. However, estimate isn't the main issue to consider. Different contemplations include:

1. The extent of HR administrations required
2. Whether prerequisites are restricted to value-based administrations
3. Are vital administrations required
4. Will the office work as a cost or benefit focus.

## **IMPORTANCE OF HRM**

### **1. Human Capital Value:**

Having an in-house HR work is vital. An in-house HR staff or a HR master on staff can build the comprehension of how critical human capital is to the organization's main concern. For private companies, specifically, human capital is basic since such huge numbers of littler firms have workers who perform cross-useful obligations. With a littler workforce, if only one individual abandons, it leaves the organization with a gigantic hole to fill and a potential danger to the organization's benefit.

### **2. Compromise:**

Workplace strife is unavoidable, given the assorted variety of identities, work styles, foundations and levels of understanding among representatives. A HR director or a staff individual uniquely prepared to deal with worker relations matters can recognize and resolve struggle between two representatives or an administrator and worker and reestablish positive working connections.

### **3. Spending Control:**

Human assets checks inordinate spending through creating techniques for trimming workforce administration costs, which incorporates arranging better rates for advantages, for example, medicinal services scope. Likewise, HR guarantees aggressive and sensible wage-setting in light of concentrate the work advertise, business patterns and compensation examination in view of employment capacities. As some private ventures have spending limitations, this HR work is particularly useful.

#### **4. Preparing and Development:**

Human assets directs needs evaluations for the association's present workforce to decide the sort of aptitudes preparing and worker advancement vital for enhancing abilities and capabilities. Organizations first and foremost or development stages can profit by distinguishing preparing requirements for existing staff. It's significantly less costly than the cost to enlist extra staff or more qualified competitors. What's more, it's a system that additionally can decrease turnover and enhance representative maintenance.

#### **5. Worker Satisfaction:**

Human assets masters ordinarily are accused of the obligation of deciding the level of representative fulfilment - frequently an equivocal estimation, best case scenario. With painstakingly planned worker reviews, center gatherings and a post employment survey methodology, HR figures out what underlies representative disappointment and addresses those issues to propel workers.

### **STRATEGIC ROLE OF HUMAN RESOURCE MANAGER**

The managerial part customarily has been the predominant part for HR. A more extensive change in HR is required so remarkably less HR time and less HR staffs are utilized only for administrative work. Contrasts between the operational and vital parts exist in various HR territories. The key HR part implies that HR experts are proactive in tending to business substances and concentrating on fixture business needs, for example, vital arranging, pay systems, the execution of HR and estimating its outcomes. Be that as it may, in a few associations, HR regularly does not assume a key part in detailing the techniques for the association all in all; rather it only helps them out through HR exercises. [Stephen Robbins P.\(1994\)](#) Numerous administrators, supervisors, and HR experts are progressively observing the requirement for HR administration to wind up a more prominent key supporter of the business achievement of associations. HR ought to be in charge of comprehending what the genuine cost of human capital is for a business. For instance, it might cost two times key representatives' yearly pay rates to supplant them in the event that they clear out. Turnover can be controlled however HR exercises, and on the off chance that it is effective in sparing the organization cash with great maintenance and ability administration systems, those might be critical commitments to the primary concern of hierarchical execution. [Stephens.\(1972\)](#) The part of HR as a vital business accomplice is frequently depicted as "sitting down at the table," and adding to the key headings and accomplishment of the association. That implies HR is engaged with formulating methodology furthermore of executing procedure. Some



portion of HR's commitment is to have money related aptitude and to deliver monetary outcomes, not simply to help representative confidence or regulatory efficiencies. Subsequently, a huge worry for (CFOs) is whether HR officials are prepared to assist them with planning and meet money related prerequisites.

## **FUNCTIONS OF HUMAN RESOURCE MANAGER**

HR administration has an essential part to play in preparing associations to address the difficulties of an extending and progressively aggressive division. Increment in staff numbers, legally binding expansion and changes in statistic profile which constrain the HR directors to reconfigure the part and noteworthiness of HR administration. The capacities are receptive to current staffing needs, however can be proactive in reshaping authoritative goals. [Manas Ranjan Tripathy\(2012\)](#) Every one of the elements of HRM are connected with the center destinations of HRM . For instance individual destinations are looked to be acknowledged through capacities like compensation, appraisal and so forth. [M.C. Wilson\(1994\)](#). HR administration can be thought of as seven interlinked capacities occurring inside associations, as portrayed in Figure underneath. Moreover, outside powers—lawful, financial, mechanical, worldwide, natural, social/geographic, political, and social—altogether influence how HR capacities are planned, overseen, and changed The following functions of Human Resource managers are given below

### **1.Strategic HR Management:**

As a part of keeping up authoritative aggressiveness, vital getting ready for HR viability can be expanded using HR measurements and HR innovation. Human asset arranging (HRP) work decide the number and sort of representatives expected to achieve authoritative objectives. [Kleiman, Lawrence S\(2000\)](#). HRP incorporates making wander groups with an adjusted expertise blend, enlisting the perfect individuals, and deliberate group task. This capacity investigates and decides staff needs with a specific end goal to make successful development groups. The fundamental HRP methodologies are staffing and worker improvement.

### **2. Break even with Employment Opportunity.**

Consistence with measure up to business opportunity (EEO) laws and controls influence all other HR exercises.

### **3.Staffing:**

The point of staffing is to give an adequate supply of qualified people to fill employments in an association. Occupation investigation, enrolment and choice are the

primary capacities under staffing. Staffing Specialists work plan and occupation investigation established the framework for staffing by distinguishing what various individuals do in their employments and how they are influenced by them. Occupation investigation is the way toward portraying the idea of a vocation and indicating the human necessities, for example, information, aptitudes and experience expected to play out the activity. The final product of occupation investigation is set of working responsibilities. [Fombrun, C.J., Tichy, N.M. and Devanna, M.A. \(1984\)](#) Expected set of responsibilities explains work obligations and exercises of representatives. Through HR arranging, directors foresee the future supply of and interest for representatives and the idea of workforce issues, including the maintenance of workers. So HRP goes before the genuine determination of individuals for association. These components are utilised while enrolling candidates for employment opportunities. The determination procedure is worried about picking qualified people to fill those occupations. In the determination work, the most qualified candidates are chosen for enlisting from among the candidates in light of the degree to which their capacities and aptitudes are coordinating with the activity.

## **ROLE OF HR MANAGER**

HR Manager assumes a crucial part in the modern association. He assumes different key parts at various levels in the association. The parts of the HR Manager incorporate parts of inner voice, of a guide, an arbiter, an organization representative, an issue solver and a change operator.

### **1.The Conscience Role:**

The still, small voice part is that of a helpful who helps the administration to remember its ethics and commitments to its workers.

### **2.The Counsellor:**

Representatives who are disappointed with the present occupation approach the HR supervisor for directing. Moreover, representatives confronting different issues like conjugal, wellbeing, youngsters instruction/marriage, mental, physical and profession additionally approach the HR supervisors. [Gary\(2004\)](#).The HR Manager advises and counsels the representatives and offers recommendations to tackle/defeat the issues.

### **3.The Mediator:**

As a go between, the HR administrator assumes the part of a peace-producer. He settles the question amongst workers and the administration. He goes about as a contact and correspondence connect between them two.

#### **4. As a Specialist:**

The HR division has staff association with different offices/administrators in the aggregate association. The work force division is in charge of exhorting administration from the Managing Director to the most reduced line administrator in all regions identifying with HR administration and mechanical relations. [Nathanson, D. \(1978\)](#) HR office likewise performs different elements of business, preparing and advancement. It speaks to the administration in a significant number of the connections that influence the association all in all. It is likewise in charge of speaking to different labour's issues to the administration.

#### **5.As a Source of Help:**

In specific circumstances (when line directors need expertise or learning in managing representative issues), experienced HR administrators accept line accountability for HR matters. [Guest, D.E. \(1997\)](#) In any case, it might be hated by the administrators who should look for staff help with meeting their HR obligations. They ought to win the notoriety and certainty of line supervisors of being a wellspring of assistance as opposed to a wellspring of risk to line directors. Staff help is probably going to be powerful when it is needed instead of forced.

#### **6. As a Change Agent:**

HR Manager should function as an empowering agent and change specialist in regards to HR zones and he ought to be acquainted with various controls like administration, innovation, social science, brain science and authoritative conduct as hierarchical versatility, feasibility and improvement are subject to HR advancement. [Hunt, J. \(1999\)](#) Thus, the HR director should function as an expert of an authoritative advancement by giving important data and foundation to the line administrators. Along these lines, the part of HR directors is more worried about giving data and offering guidance to the leaders instead of deciding.

#### **7. As a Controller:**

Nevertheless, it is still evident that powerful HR officials exhort on strategies, help directors in executing their projects and give administrations, practice checking and control works sparingly.

### **CHALLENGES OF HRM IN INDIAN ECONOMY**

#### **1.Globalisation:**

Growing internationalisation of business has its impact on HRM in terms of problems of unfamiliar laws, languages, practices, competitions, attitudes, management styles, work

ethics and more. HR managers have a challenge to deal with more functions, more heterogeneous functions and more involvement in employee's personal life.

## **2. Corporate Re-organizations:**

Reorganisation relates to mergers and acquisitions, joint ventures, take over, internal restructuring of organizations. In these situations, it is difficult to imagine circumstances that pose a greater challenge for HRM than reorganisation itself. It is a challenge to manage employees' anxiety, uncertainties, insecurities and fears during these dynamic trends.

## **3. New Organisational forms:**

The basic challenge to HRM comes from the changing character of competitions. The competition is not between individual firms but between constellations of firm. Major companies are operating through a complex web of strategic alliances, forgings with local suppliers etc. These relationships give birth to completely new forms of organisational structure, which highly depend upon a regular exchange of people and information. [Keenoy, T. \(1990\)](#) The challenge for HRM is to cope with the implications of these newly networked relations more and more, in place of more comfortable hierarchical relationships that existed within the organizations for ages in the past.

## **4. Changing Demographics of Workforce:**

Changes in workforce are largely reflected by dual career couples, large chunk of young blood between age old superannuating employees, working mothers, more educated and aware workers etc. [Mayo, E. \(1933\)](#) These dynamic workforces have their own implications for HR managers and from HRM point of view is a true challenge to handle.

## **CONCLUSION**

The principle suggestions in light of the previously mentioned look into are significantly more identified with the point of view of approach in inspiration by any stretch of the imagination. The information mirrors the way that inspiration are changing radically and it is important to think of it as like the primary instrument of empowering the HR to get best outcomes. Another proposition is identified with huge change of hierarchical atmosphere to decrease worry in associations. As the examination comes about exhibited the pressure is affecting altogether the hierarchical advancement. [Rose, M. \(1975\)](#) It could be contended the need to present an incorporated arrangement of differential inspiration of HR to cultivate and support remarkable execution of the worker. The new framework ought to incorporate rewards and impetuses to persuade the HR to contribute essentially to a manageable authoritative advancement.

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