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PERFORMANCE MEASUREMENT OF HUMAN RESOURCE MANAGEMENT IN SERICULTURE INDUSTRY

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Abstract
Human Resource Management Various HRM programmes were organised for Transfer of Technology in view of sustainable development of sericulture. Regular training was imparted to the farmers/participants on different activities of sericulture, such as, sericulture cultivation, silkworm rearing technologies and disease & pest management etc., developed by the Institute. Under HRM programme, Human wants are unlimited and endless. With the growing complexity of life need for improved and sophisticated goods and services, has become an unavoidable requirement for mankind. Liberalization, privatization and globalization have integrated the world to become an open network for communication. Bilaspur district Seed Organisations shall ensure better, quality, monitoring and organized production. Multivoltine seed cocoon growers need to be supported through infrastructure, equipment and inputs to sustain and improve the cross breed seed production and cocoon productivity.

Key Words: sericulture cultivation. silkworm, goods and services, Performance Measurement, sericulture Organizations.

INTRODUCTION

Human wants are unlimited and endless. With the growing complexity of life need for improved and sophisticated goods and services, has become an unavoidable requirement for mankind. Liberalization, privatization and globalization have integrated the world to become an open network for communication. Growing availability of product choice and customer awareness has intensified the level of market competition. Manufacturers and service providers are providing their best to enhance product quality and customer satisfaction. All these have been possible due to the availability of two key factors i.e. Human resource and Power availability. Power is the basic ingredient to run any business process. Every enterprise is directly or indirectly dependent on power for its existence. Human effort and skills have made this journey possible. 'Human' factor is therefore considered as most 'imperative' for growth and development of society and nation.

The sericulture industry entails everything from cocoon and raw silk production and business transactions by various processes, such as breeding and maintenance of silkworm races, sericulture breeding and cultivation, silkworm egg production, silkworm rearing and mounting, cocoon drying, silk reeling, raw silk testing, to the production of silk products by manufacturing and

weaving, as well as the silk thread and silk industry. The sericulture industry requires much technology and a certain level of investment, and the linkages of a large variety of related businesses. As such, in order to work a sericulture production, organizations and traders who will purchase cocoons produced by sericulture farmers are needed. In other words, before silkworm rearing at sericulture farms can be established, silk reeling companies and brokers to purchase the cocoons are prerequisites. Silk reeling companies must manufacture raw silk of the quality and the price demanded by process manufacturers of the textile industry that use raw silk. In turn, in order to build a silk reeling business, these process manufacturers who will purchase the Raw silk and produce silk products for domestic and international demands are needed. A well-established relationship of supply and demand from downstream to upstream, from processed products and sales to sericulture farmers, based on both domestic and international consumption needs, and that can cooperate towards operations growth, is major premise for the establishment of sericulture and silk reeling industry. Domestic demand is especially needed. Since cocoons and raw silk must face competition in the international free market, domestic demand is initially important in order to endure the competition. In particular, a unique domestic demand with historical and ethnic characteristics is an important factor for the sericulture industry and its development (Sharma et al., 2015).

RELATED WORK

The goal of human resource in sericulture organization is to eradicate poverty, low-cost sericulture by rearing methods adjusted to the economical and technical conditions of local farmers is desired, even though the quality of cocoon may be lower. However, if the goal is production (cocoon, raw silk) for export, quality at the international level and a volume of trade are required, so technologies and equipments close to the level of bivoltine sericulture developed Also, the bivoltine silkworm race has been bred to achieve high quality and high- yield, and needs a large amount of high quality of sericulture leaves, and is prone to disease in comparison with other silkworm races such as the tropical silkworm (multivoltine). As such, high quality sericulture leaves produced from a sericulture field with good fertility management and a clean rearing environment is needed to rear bivoltine silkworms. Hence, a higher level of sericulture cultivation and silkworm rearing technologies are required than multi voltine sericulture, as well as a higher cost for sericulture field management, rearing equipment, and sterilization (Bose et al., 2008).

Silkworm egg production for egg production of the bivoltine silkworm, not only the production of silkworm eggs, but since silkworms hatch only once or twice in a year, silkworm eggs with a good hatching rate must be supplied year-round according to the start date of the silkworm rearing by farmers. To produce and distribute a large quantity of high quality silkworm eggs, advanced technology and a lengthy experience are especially required, as well as various equipment for cold storage of silkworm eggs (2.5°C, 5°C, 15°C, etc) according to distribution volume, and processing and preservation, such as acid-treatment and incubation (keeping silkworm eggs in a controlled environment adjusting temperature, humidity, and light ray, etc. to ensure uniform

hatching). In Uganda, hibernating egg production is carried out in the Bilaspur District and at the state Sericulture Center in chhattisgarh, and while acid-treatment has been attempted a few times at the Sericulture Center, silkworm eggs did not turn out as planned. The silkworm races mainly used were hybrids introduced from Japan and have been raised by the farmers. A portion of the produced cocoons are kept for propagation and are simply crossbred, so the quality of the silkworm eggs dropped due to repeated simple crossbreeding over the years. Also, electricity is supplied every other day. Due to the poor electricity supply conditions, cold storage of the silkworm eggs and incubation equipment cannot be properly carried out, so appropriate hibernation storage and incubation of the silkworm eggs cannot be achieved, making planed distribution of silkworm eggs difficult and negatively affecting silkworm egg hatching.

OBJECTIVE

To generate self-employment in rural areas by enhancing human skills, capabilities and to ensure sustainability of sericulture & silk sector. To develop an integrated and collaborative structure by involving farmers, entrepreneurs, self help groups, Community based organizations, NGOs and other stakeholders for promotion of sericulture in the Bilaspur district.

PROPOSED APPROACH

Sericulture is a highly extension-oriented industry. Effective extension alone provides the vehicle for increasing productivity, because it links the farmer with the scientist, the creditor and the consumers of his product. The role of extension is to ensure that the knowledge and skill of farmers is continually enriched through their access to the Continuous developments in sericulture research. Sericulture extension services have been established in India to provide practical and useful information to sericulturists to solve their problems. Despite these efforts, sericulture extension service in our country has not been able to get results commensurate with the investments that are being made.

There are significant yield gaps between the research, management, extension and the field levels. Diffusion rate of the new technologies in the field is slow. Component wise analysis indicates the gaps to be about 40% in leaf yield. Over 56% in respect of cocoon yield per 100 dfls and 78% in respect of raw silk yield, compared to established potential. Against this background, it needs to be evaluated how well our sericulture extension system has functioned so far, and the necessary changes that need to be incorporated wherever needed, for planning an effective extension strategy. It was with this objective that the first session focused on extension methodology and brought together a sharing and exchange of field experience of researchers, extension agencies and sericulturists from different parts of the country.

Figure 1: Strategy for Way Forward.

I would tell you one example. We had done very good sericulture in bilaspur district. The officers with me declined to come with me. They said the people are very much against us, I said I will go, let them beat me if they want. But they welcomed me and they said all these cocoons the Board has promised to purchase, but they have not purchased, and it is our great loss. I said where you learned all these things. They said we went to Bilaspur-they have many relatives there - and they used to come to one of those temples over there. They showed us how to do sericulture. They do it in an excellent way, but the Board did not have money and so the Board was unable to purchase cocoons in time. But later on we organized them and told them see you have so much cocoons why don't you hire one tempo and directly send to Bitkula, girwani, Kharia, kirna, kwacha, and when they went to lamer, man, nawagaon, pathni and sothi they got better price than Chhattisgarh.

RESULT

Sericulture Organizations Sector enlightens the way for the world. They provide valuable input necessary for other organization to survive and grow. Human Resource Development opens the way for creating and manufacturing competent manpower for organizations at large. HRD is just

a mere beginning and not an end towards the process of growth and development. bilaspur district sericulture Organizations is doing a commendable job in creating and developing competent workforce for satisfying long term business goals. The climate across the sericulture organisation is favourable for employees to march towards their objective. The organisational environment is favourable for developing collaboration, trust, authenticity, proactivity, autonomy, confrontation and experimentation among employees. Openness culture is deep seated among the employees and demands for revival. Fair deal of general climate and HRD Mechanism Implementation persists in the organisation. The overall HRD Climate in the organisation is found to be good or at desirable level. Issues related to welfare and organisational ethics were found to be satisfactory.

CONCLUSION

Promoting the Development of Silk Industry by Such Measures as it Thinks Fit.

- Undertaking, assisting and encouraging scientific, technological and economic research.
- Devising means for improved methods of sericulture cultivation, silkworm rearing, developing and distributing healthy silkworm seeds with the support of private industry, improving methods of silk reeling, improving the quality and production of raw silk.
- Collaborating with private enterprise to streamline processes including licences.
- Co- ordinating and supporting international collaboration with other international District sericulture centres.
- Improving the marketing of cocoons and raw silk. 6-The collection and compilation of statistics.
- Advising the Govt. of India on all matters relating to the development of silk industry including import and export of raw silk and silk related products.

SUGGESTIONS

- Employees at bilaspur district sericulture Organizations are given opportunities to implement their learned skills acquired during the course of training.
- The top management(administrator) of bilaspur district sericulture Organizations makes effort in recognizing and making use of employee’s hidden talent.
- Employees at bilaspur district sericulture Organizations are encouraged to take initiative to do things on their own without waiting for directions from the administrator.
- Culture of entrusting power to junior employees in order to build their confidence in fulfilling responsibilities is widespread in the organization.
- In bilaspur district sericulture Organizations executives and workmen’s are divergent in their opinion about use of authority delegated to subordinates.
- Employees are less informed about their present status of performance and they do not often measure their potency and limitation.
- In case of emergency or difficulty the employees are quick to react in finding solutions to given problem.
- Employee creativity is well explored in the organisation.

- Employees of sericulture Organizations, bilaspur district, favour the top management for making sure that the employees enjoy their work.
- sericulture Organization in bilaspur, have a sense of concern for employee well being which is rooted from the top level management.

FUTURE WORK

- A broader picture of HRD Climate may be developed by extending the work area, to all the sericulture Organizations Plants across different regions and may be country as a whole.
- Comparative analysis on HRD Climate of public and private sector in sericulture Organizations can be drawn by the potential researcher.

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