

THE MARKETING STRATEGY FOR SERICULTURE COOPERATIVES IN KARNATAKA

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ABSTRACT

Reengineering is a breakthrough approach involving restructuring an entire organization and its processes. It transforms an existing system into a new form through a combination of reverse engineering, restructuring and forward engineering. The United Nations has proclaimed the first Saturday of July as the International Day of Cooperatives in recognition of the indispensable role played by cooperatives in economic and social development. The aim of the International Day of Cooperatives is to increase the awareness about Cooperatives and highlight the goals and objectives of the international co-operative movement.

Keywords: Reengineering, Restructuring, Forward Engineering, Co-Operative Movement.

Introduction

Reengineering strategy in Cooperatives is for **Fair Globalization** and thereby to Create Opportunities for All. In this paper an attempt has been made to examine the reengineering strategy in cooperative marketing for the development of sericulture in India and explore the problems and prospects of sericulture cooperatives. It is in this context, the paper attempts to examine the growth and prospects of sericulture cooperatives in India. The importance of Sericulture Industry can be explained as follows:

- **Sericulture is an agro-based industry:** It involves rearing of silkworms for the production of raw silk, which is the yarn obtained out of cocoons spun by certain species of insects. The major activities of sericulture comprises of food-plant cultivation to feed the silkworms which spin silk cocoons and reeling the cocoons for unwinding the silk filament for value added benefits such as processing and weaving.
- **Sericulture Provides vibrancy to our village economy:** About 57 % of the gross value of silk fabrics flows back to the cocoon growers and the rest is shared by reelers, twistors and weavers Thus, large part of income goes back to the villages and the villagers.
- **Sericulture is an Ideal Programme for Weaker Sections of the Society:** Sericulture can be practiced even with very low land holding - $\frac{3}{4}$ acre of mulberry garden and silkworm rearing can support a family of three without hiring labour. Features such as low gestation, high returns make sericulture an ideal programme for weaker sections of the society. Vast tracts of forest based tasar food plantations available in the country, if judiciously exploited for rearing tasar silkworms, can offer supplementary gainful employment for tribals.
- **Sericulture is Eco-friendly Activity:** As a perennial crop with good foliage and root-spread, mulberry contributes to soil conservation and provides green cover. Waste from silkworm rearing can be recycled as inputs to garden. Dried mulberry twigs and branches are used as fuel in place of firewood. Being a labour intensive and predominantly agro-based activity, environmental pollution is minimal. Developmental programmes initiated for mulberry plantation are mainly in upland areas where un-used cultivable land is made productive.

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Sericulture Industry and its Potential in India

In India, Sericulture is essentially a village-based industry providing employment to a sizable section of the population. Although Sericulture is considered as a subsidiary occupation, technological innovation has made it possible to take it up on an intensive scale capable of generating adequate income. It is also capable of providing continuous income to farmers. India is the second largest producer of silk in the world with an annual silk production of around 16,500 MT. All the known varieties of silk, viz. Mulberry, Eri, Muga and Tasar are produced in India. Mulberry silk is the most popular variety in India, contributing more than 87% of the Country's silk production. Silk and silk goods are very good foreign exchange earners. Export potential of this sector is promising as silk production in Japan and China is declining.

Unfortunately, the Government of India has run away from its responsibility of developing this sector. Through its import policy in the LPG regime, it has provided for an unhindered import of raw silk and silk products from abroad. As a result, such imports have went up to 6,800 metric tonnes by March 2002 from around 2300 metric tonnes in 1996. This is apart from the reported smuggling of more than 4,000 metric tonnes of raw silk into the nation every year. As a result, the amount of raw silk entering our nation, officially and unofficially, is to the tune of around 75 per cent of our indigenous production. As a consequence, the price of cocoons produced by Indian peasants has crashed to Rs 50 to 60 per kg from the earlier price of Rs 150 to 160. Many peasants and others engaged in the industry have lost their livelihood and are shifting away from sericulture and silk industry. In this precarious situation, thousands of Sericulturists from Tamilnadu, Andhra Pradesh, Kerala, West Bengal and Karnataka have staged a huge protest demonstration under the banner of All India Kisan Sabha (AIKS) and Sericulture Farmers Struggle Committee. The demonstrators asked the CSB and union government to come to their rescue. This situation again has given scope to find some remedy for sericulture development through cooperatives

Growth of Sericulture Cooperatives in India

In India, Co-operative movement in its modern form started in the year 1904 with the advent of Co-operative Credit Societies Act on 25th March 1904. The year 2004 is a historical landmark for the Indian Co-operative Movement. Starting from 1904, the Cooperative Movement celebrated hundred years of its glorious existence. The movement has been acknowledged as an instrument towards achieving the socioeconomic transformation of Indian society with special focus on the life of people living in rural areas. Co-operation since its inception has been striving hard to usher socio-economic development of our country. It is with concerted and sustained efforts over decades by the Co-operatives have grown to such an extent. To-day Co-operative movement in India is one of the largest movements in the world. Initially it was started with a limited spectrum of activities, but now entered in all fields of economic activity with social content. We are proud of the movement, which has covered 100 per cent villages and 75 per cent rural households and functioning over 545 thousand Co-operatives of various levels. With this backdrop, an attempt has been made to take the stock of Sericulture Cooperatives and their progress in Tamilnadu, Kerala, Orissa and Karnataka to examine the need for reengineering sericulture cooperatives to explore their problems and prospects.

The growth of sericulture cooperative in different states can be highlighted as follows:

Sericulture Cooperatives in Tamilnadu

There are 25 primary sericulture cooperative societies functioning under the control of Functional Registrar / Commissioner of sericulture department with the aim to strengthen the silk reeling activities and to protect the cocoon producing farmers. Out of 25 societies, 9 societies are women sericulture cooperative societies. The primary societies are managed by the elected board according to the Cooperative Societies Act 1983 Rules 1988 and its bylaws. The Government of Tamilnadu has superceded the boards and appointed the special officers in the societies to manage the affairs of the societies from 25/5/2001. Cooperatives Silk Producers Federation Ltd. Kancheepuram, popularly known as TANSILK was registered on 17th April 1978 as an apex cooperative institution and functioning under the control of the Functional Registrar/ Commissioner of Sericulture department and managed by the electoral board as per Cooperative Societies Act 1983, Rule 1998 and its bylaws. At present, the special officer from 26th May 2001 superceding the board manages the affairs of the TANSILK. The object of the Tansilk is to support the development of sericulture activities in the state of Tamilnadu by supplying good quality silk at reasonable price.

Sericulture Cooperatives in Kerala

Sericulture in Kerala is of recent origin and is still in infancy stage. Individual farmers presently practice sericulture in isolated pockets as an intercrop with other traditional cash crops like coconut, areca nut and it is mainly considered as a subsidiary occupation. The Government of Kerala promoted sericulture initially under Western Ghat Development programme during the sixth plan, which was further expanded through the Khadi and Village Industries Board during the seventh plan. The industry received further support for intensive development of sericulture in Palakkad and Idukki districts by National Sericulture Project (NSP). Sericulture was considered as an important development activity and the funds received as grants were utilized towards establishing infrastructure facilities for sericulture development. The SERIFED was formed as an apex body of taluk level primary cooperative society in 1994 and the entire responsibility of developing Sericultural activities was entrusted.

There is no open market system for the transaction of cocoons or yarn in Kerala since there are hardly any units producing silk yarn or fabrics. The entire quantities of cocoons produced by the farmers are purchased by the SERIFED. Cocoon procurement centre were established at 14 DSO offices to procure the cocoons received from the farmers. The cocoons are assessed for their quality and payment is made to the farmers on spot. The entire quantity of cocoons purchased by SERIFED are reeled in the Government Reeling Units of SERIFED at Alappuzha and Kasargod and a unit run by the Cooperative Society at Palakkad. The silk yarn so produced is sold in Bangalore Silk Exchange. Though SERIFED has twisting units for value addition, there is hardly any utilization of the same. Kerala has a good tradition of weaving and there are potential weaving clusters producing traditional products. There are many local designers who can produce good designs to meet the market demand. SERIFED has not made serious efforts to study the market demand for finished products. Networking with weaver's society, design development and sales promotion are the important critical areas of intervention to make the industry viable and long term sustainable. Absence of any market linkages and no serious attempts made to develop the same are the handicaps for sericulture industry in Kerala. It is also pertinent to note that Kerala is one of the largest consumers of silk fabrics in the county

Sericulture Cooperatives in Manipur

Sericulture is a highly labor intensive industry in Manipur. There are 760 primary sericulture cooperatives in Manipur of which, 117 are village based cocoon producers' cooperative societies and 645 are silk weavers' societies. The sericulture cooperatives can play a vital role in the development of sericulture in this hill region. About 700 of these societies are federated into two umbrella organizations, the Manipur State Sericulture Cooperatives Ltd and the Manipur State Handloom Women's Cooperative societies. They are provided financial assistance from the State Cooperative Bank under NABARD's Handloom Finance Schemes. However, sales by weaver's cooperatives or KVIC (Khadi and Village Industries Commission) remain limited and marketing of both yarn and fabrics is largely in the hands of private traders who do not always give a fair price to the primary producers. Since the 1950s hundreds of cooperatives have been set up to carry out silk reeling and weaving activities, some exclusively by women. Their goal was to increase the area under silkworm food plants in order to increase the production of silk yarn. The Japanese aided Manipur Sericulture Project (MSP) gave an impetus to mulberry cultivation and the development of sericulture. The 10th plan aims at generating employment opportunities for individual farmers and rearers and there by upgrading traditional silkworm rearing, yarn production and silk weaving techniques in Manipur on international grades. The Government proposes the introduction of improved mulberry varieties, Quercus species for Chinese tasar, experimental food plants and a new silkworm breeds evolved by the Central Silk Board. The CSB has opened one grainage-cum-extension centre at Imphal to supply DFLs (Disease Free Layings) to rearers and conduct field trails. However, infrastructural constraints remain a major impediment to the development of sericulture.

Sericulture Cooperatives in Karnataka

Sericulture is an important occupation in Karnataka. Karnataka is the pioneer state in the production of silk, which shares 80% of the total silk production of the country. Sericulture, which was restricted to traditional districts made a beginning with mulberry cultivation, is being practiced in 1634 acres in 8 taluks. Men farmers do mulberry cultivation whereas women farmers do rearing of silkworms. This is treated as an agro based, labor intensive and export oriented industry. It includes on farming and off farming activities. Mulberry cultivation and silk worms rearing are the two important on farming activities. Off farming activities include silk weaving, silk rearing, chawki rearing, silk twisting and silk marketing. The development of sericulture industries requires proper credit support. The government of Karnataka long back recognized the importance of co-operatives for the development of sericulture. The sericulture co-operatives functioning in the state are explained below.

Sericulture-cum-Farmers' Service Co-operative Society (SCFSCS)

The evolution of SCFSCS had its beginning during the reorganization of PACS in 1976. There were Sericulture co-operatives even before the reorganization of PACS in the state. After reorganization, these co-operative were merged either with FSCS or SCFSCS in the state. The National Commission on Agriculture appointed by RBI under the Chairmanship of B. Shiva Raman recommended the organization of the large sized FSCS. The commission in its interim report suggested measures to organize co-operatives similar to FSCS for the development of sericulture. Emphasis was also laid in the report on a sound system of credit support for sericulturists through co-operatives. It went to the extent of including sericulture activity in the list of FSCS. The commission also made provision to organize special co-operatives on the basis of regional importance. In the process of organization, the Government of Karnataka in 1976 proposed to setup SCFSCS on the guidelines of NCA in the traditional sericulture belt. They wanted to develop sericulture through these special co-operative societies. The state government prepared the project report to establish 113 SCFSCS. The ARDC finally approved the project and these societies were setup in the 4 traditional district of the state. Viz., Mysore, Mandya, Bangalore and Kolar. These co-operatives have been functioning in the state to the extend credit and other services to the Sericulturist since 1976. They provide credit facilities to the member for the purposes of Mulberry plantation, silkworm rearing, rearing equipments and construction of rearing house, irrigation and other agricultural activities. They are also dealing with the sale of essential commodities.

SC and ST Sericulturists Community Irrigation Farming Societies

There are 24 such SC and ST Sericulturist Community Irrigation Farming Societies functioning in the state with specific a objective of increasing the economic status of SC and ST farmers through the sericulture development.

Sericulturist and Silk Reelers Co-operative Societies

There are 11 Sericulturists and silk reelers co-operative societies in the state. Their main objective is to provide financial assistance to the silk reelers against the security of silk produced by them. Their total membership was 10,222 with a share capital of Rs.451.92 lakhs as on 31st march 2001.

Silk Reelers Industrial Co-operative Societies

There are 27 silk reellers industrial co-operative societies in the state. Their main objective is to finance bonafide artisans engaged in silk reeling and silk twisting industry and other interested in the establishment and conduct of silk reeling and the related activities. The state government is assisting these co-operatives under NCDC programmed.

Silk Handloom Weavers Co-operative Societies

Silk handloom weaver's co-operatives have been functioning in the state to provide financial assistance to the handloom weavers. There are 84 Silk Handloom Weavers' Co-operatives in the state. Most of them concentrated in Mysore and Kolar districts of Karnataka.

Silk Power Loom Weavers Co-operative Societies

There are 11 silk Power Loom Weavers Co-operative Societies in Karnataka. These co-operatives provide technical assistances along with finance to the silk power loom weavers. The Karnataka state silk marketing federation functions with Bangalore as head quarters to promote silk marketing in the state. Beside, the sericulture department has taken action for the establishment of co-operative silk filature societies in the new areas comprising of reelers as members so as to create purchase point for the cocoons produced. These co-operatives are organized in the district of Gulbarga, Tumkur, Shimoga and Mandya. These co-operatives are in formative stage. Apart from these co-operatives, the state has Bharath Silk Filature factory and Industrial Co-operative Society Limited at Malavalli in Mandya district, Jeewarji taluk Sericulture Filature Co-operative Society Limited at Jeewarji in Gulbarga district and Alanda Taluk Sericulturist Filature Co-operative Society Limited at Alanda in Gulbarga district. The NCDC has approved the project cost of these filature co-operatives in the state.

Model Co-Operative Marketing System

Sericulture industry suffer from many production and marketing problems like low productivity poor quality at different stages of production and processing, imbalance in demand and supply at different region, price fluctuations etc. Co-operative movement has made significant break through in the various agro-based industries in India. The "White Revolution in India is mainly characterized by the co-operative movement in dairy farming under a well - known programme known as operation Flood. Problem faced by dairy industry were similar to that of silk industry and co-operative approach has made

it possible to overcome the same. A need was felt for systematic and organized approach in order to establish proper linkage at various stages of silk production to enhance and stabilize production, productivity, quality control of silk and better distribution of income.

Present Level of Co-Operative Structure

Though co-operatives took birth 1904, large scale co-operative were started in 1954 after the survey conducted by the Reserve Bank of India looking at the encouraging performance of cooperatives in other sectors. It was soon felt to organize co-operatives in the field of sericulture. At present, the sericulture co-operatives are functioning at various levels viz.

- Co-operative chawki rearing centers.
- Sericulturist Cum Farmers Service Co-operative Society.
- Reeler's co-operative society.
- Cocoons and raw silks co-operatives.
- Weavers' co-operative societies.
- Silk Handloom Weavers Co-operative Societies
- Silk Reelers Industrial Co-operative Societies
- Silk Power Loom Weavers Co-operative Societies
- Silk Reelers Industrial Co-operative Societies
- SC and ST Sericulturists Community Irrigation Farming Societies

It has been observed that during the five-year plan period, several sericulture cooperative societies were established. These co-operatives have been organized and functioning independently, without any linkage among themselves. These co-operatives were organized with specific objectives and the organizational set up depending on their purpose. The function and facilities in accordance with the needs of their members. The overall review of the presently existing cooperatives reveals that the non-availability of such facilities in the government organizations. There is no horizontal or vertical co-ordination among these co-operatives in one stream. This call for a systematic organization of sericulture co-operative at various levels.

Marketing Constraints in Sericulture

Though enforcement of Silkworm Seed Legislation Act during 1959, the Karnataka state has overcome the anomalies in cocoon marketing, the act is yet to be introduced in several other sericulture states. The price fixation followed presently for the cocoon lots are not based on systematic grading but by visual inspection and open auction. Hence it is the middleman who ultimately decides the price. Highly erratic price fluctuations have been observed at different seasons/month. The variation is also observed from market to market during the same period. The cocoon price is mainly influenced by internal and external factors like total arrivals, seasonal fluctuation in silk price, number of buyer and quantum of import of raw silk. Though the formula for fixing cocoon price "Kakeme cost", it is not being used at present marketing system. There is no strong linkage among the marketing system, input supply services and financing institutes. There is a need for such facilities under one roof for facilitating sericulturists. This would not only ensure timely supply of inputs and services but also help in large-scale adoption of improved technology and increasing the productivity.

The post cocoon technology is broadly categorized into three types viz. traditional (country charaka), Intermediate Cottage Basin and Multi-Reeling Units and Units of Advanced (automatic and semi-automatic unit) technologies. Presently, major quantum of cocoons is being reeled by traditional technology which makes use of low-grade cocoons for its economic operation resulting in low quality silk production. The quality of silk depends upon the cocoon quality and processing technology. The intermediate and advanced technologies require high cost-structured units which is difficult to afford by individual small units. Such high cost and well-structured units can be adopted on co-operative basis to produce good quality silk, as it is being observed in case of milk industry. There is a considerable local demand for graded bivoltine silk which also has export value. But the cocoon market price statistic (India silk and silk flash 1991) indicates that bivoltine cocoon yields being lower fetched lower price than improved cross-breed cocoons, although they have lower silk content. This has resulted in unsatisfactory bivoltine programme under NSP. Co-operative units of the above type would ensure cocoons like bivoltine and bridge the gap between supply and demand for high quality silk production.

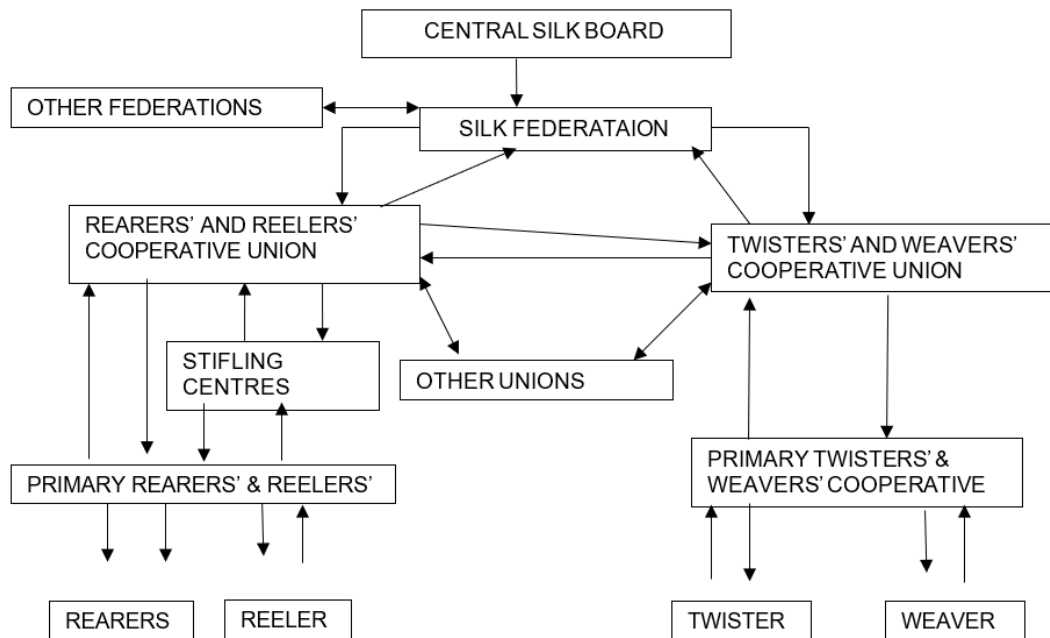
The success story of operation flood programme calls for the introduction of such model co-operative for sericulture where many of the problems are similar to that of dairy industry.

The Proposed Co-Operative Structure for Sericulture

A three- tiered structure can be visualized for the sericulture co-operatives in India. viz...

1. (a) The primary rearers and reelers co-operative society,
(b) The primary twister and weaver's co-operative society.
2. (a) The rearers and reelers co-operative union
(b) The twister and weavers' co-operative union and
3. The state silk and cocoon marketing Federation.

The organizational structure of the same is presented below:



It can be observed in the figure that the rearers and reelers have a common channel and the twister and weavers have a common channel. This is done considering the fact that both rearers and reelers are distributed in the sericulture belt (mulberry) whereas, twisters and weavers are widespread over different places and different states in the country.

Organizational Set Up

Primary co-operative society at village level consists of members within the village(s) jurisdiction. There can be two types of societies, namely (a) the rearers and reelers' co-operative society wherein; the silkworm rearers and silk cocoon reelers will be the members. (b) The Twistlers and Weavers Cooperative Society wherein, the silk twistlers and fabric weavers will be the members. The society will have management committee of nine representatives elected by the members for a term of three years of which one will be the chairman. There should be proportionate representation from both rearers and reelers in (a) and twister and weavers in (b) The management committee appoints a secretary, an assistant and other technical staff. The staff will be trained in technical know in sericulture (both rearing and reeling) to meet the day to day of the rearers and reelers.

The Co-operative union represents all the primary co-operative societies, the chairman of which will be the members of the union .Again there are two types of union (a) The Rearers and Reelers Co-operative Union, and (b) The Twister and Weavers Co-operative Union . the union will be managed by management committee consisting of 19 directors elected by the members of the union, which in turn elects its own president. The union will have large professional staff managed by the Managing Director. Under Rearers and Reelers Cooperative Union, there will be many stifling centers spread throughout the district. Through these stifling centers the services of the union are rendered to all primary co-operative societies.

In the co-operative structure, the sericulture marketing federation forms the third tier for centralized operation at state level. The presidents of different district unions will be the members of the federation. The federation is again managed by an elected body. The federation will have large professional staff managed by Managing Director. For implementation of different programmes, the Central Silk Board (CSB) may act as a guiding agent. The research centers of CSB will assist in all levels in better implementation of programmes and extension activities.

Functions

Primary Rearers and Reelers Co-operative Society

- **Basic Functions:** At primary level, the rearers will have to supply silk cocoons on a regular basis after sorting their cocoons. Such sorted lots will be subjected to grading and testing for fixing up of prices. The payment for the cocoons sold will be made regularly so as to enable the rearers to purchase inputs required. The cocoons thus procured from the rearers can be directly sold to the reeler members and the excess cocoons will be sent to the stifling centre wherein, the cocoon will be stifled and stored. The reeler members can purchase the cocoons required for reeling directly from stifling centers or through primary co-operative depending on their conveniences. The silk reeled by the reelers will be produced by the cooperatives after testing and grading. Proper price will be fixed depending on the quality of silk. The payment for raw silk will be made regularly to the reelers. The society will also be responsible for supplying required inputs and timely technical services to both reelers and rearers.
- **Additional Function:** The primary co-operative can take up additional functions like chawki rearing centers; sale point etc. apart from cocoon testing and silk testing units'. The society can take up different activities in the interest of its members depending on growth and development of the society.

The Rearers' and Reelers' Co-Operatives Union

- **Basic Functions:** The union at district level having a large professional staff will be mainly responsible for procurement and processing of silk cocoons and raw silk. Under each union, there will be many stifling centers directly managed by the union. The stifling centers will have their own staff, who are technically sound which cater to the needs of the members cooperative societies in its jurisdiction. The technical staff will visit these societies regularly (say, weekly once) and during their visit they look the problems of rearers and reelers in the village. The stifling centers will be responsible for collection of cocoons and raw silk from the village co-operatives by using owned private vehicle. The procured cocoons will be stifled and stored. The stifled cocoons will be distributed to other co-operatives in its jurisdiction depending on the demand for cocoons. The stifling centers will also help in supplying of inputs like Disease Free Layings (DFLs). Mulberry cuttings, Fertilizer, Formalin and other chemicals required by rearers and reelers as demanded by primary co-operative society. The district union will also communicate to other unions on technical matters and exchange of silk in peak and slack periods of supply. This would help in uniform distribution and supply of cocoons, raw silk within the state. These centers can also have bivoltine reeling with improved machinery to produce quality raw silk. This may be to create demand for bivoltine cocoons and raw silk.
- **Additional Function:** The union can take up additional activities in production processing and marketing of both input and output. The union can have its own manufacturing units for chemicals. Depending on growth and development of the union, the union can also manage better weaving centers.

Primary Twister and Weavers' Co-operative Society

The primary twister and weavers' co-operative society mainly help the supply required quality raw silk to its members, which is procured by the Twisters and Weavers Union. It will have its own technical staff which can help to guide its members regarding technical matters. It can supply the required inputs. The society can arrange for marketing of the final products i.e. twisted silk and the fabric wherever necessary. It helps in quality cocoons and export promotion for its members through the union.

The Twisters and Weavers Union

The union will have contact with different rearers and reelers unions from which it procures required quantity and quality of raw silk. It also acts as a feedback and guiding agent to the rearers and reelers unions for estimating demand of different quality of raw silk required, quality control, etc in turn

transferred to the reelers and rearer members of the union by motivating the rearers and reeler to produce quality cocoons and raw silk respectively. The union will have quality testing and export promotion facility and provide guidance to the exporting units. It can also have ownership of silk temporarily wherever the job works are taken up and enjoy the nominal margins.

Note: The location and jurisdiction of twister and weavers Cooperative union depends on the number of units and their distribution.

The Silk Marketing Federation

The federation will be mainly responsible for centralized marketing of raw silk and silk cocoons. It can take up inter-federation marketing of raw silk and silk cocoons. The federation will also be responsible for controlling the quality of raw silk and fabrics and take export business. It will take guidance in technical and financial matters from CSB and its subsidiary institutions and help itself to build sound extension system at union level.

As Additional Functions: it can have large-scale silk reeling, silk weaving and fabric manufacturing and units and take up export business of the same.

Conclusion

Indian sericulture has achieved a commendable degree of proficiency and has built up required skilled manpower and is on sound footing compared to other countries. It is in this position to design and fabrication with necessary appliances and contravencies required by the industry and reached a stage of self sufficiency in all components of sericulture very confidently approaching the global arena to be able to meet the challenges of competition. Despite the fact that India occupies significant position in the global production of silk, the unit production and the quality of silk produced are very low compared to China and Japan. This is perhaps, not only due to organizational lacuna. The restructuring of sericulture cooperatives on a rational basis can certainly remove organizational lacuna and develop sericulture industry India.

Most of the problems and prospects of milk and silk industry are similar and many of these problems in dairy industry have been solved by the cooperative movement based on Anand Pattern (Amul). This calls for the introduction of such cooperatives in sericulture for higher productivity and well being of silk men in India. The advantages of such cooperatives are as follows:

Grading and standardization of cocoons and raw silk at production level which will control the quality of cocoons and ultimately raw silk.

The temporal and special price variations and discrimination of the farmers in terms of transaction cost for input and output can be overcome. Such transaction cost will be minimum / nil apart from saving of time, as market for input and output for rearers and reelers will be at village level.

Availability of different quality of cocoons and raw silk at fixed price will help the reelers, twisters and weavers to purchase according to their needs and requirement and ultimately helps to maintain the quality of silk.

Canalizing all sericulture activity through one organizational set up and single line of command and helps in large-scale implementation of sericultural development programme.

Scope for establishing high cost structured advanced reeling technology for reeling Bivoltine and other good quality cocoons, so that quality production of raw silk is ensured.

Scope for more shares in the profits to the rearers and reelers who form the integral part of the ensured.

Scope for programming of brushing and rearing operation at one time within the village, so that contamination of deadly diseases and pests can be checked by community action along with other economies like bulk transportation, regular supply of cocoons etc.

Help in extension programme planning in cooperation with cooperatives for large-scale adoption of improved technology for higher productivity. This may provide sound footing for Silk Revolution in India.

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