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CHAPTER - I

***** INTRODUCTION *****

In the developing countries like India, agriculture and agrobased industries play a vital role in the improvement of rural economy. The availability of limited land, limited cash returns and agriculture being confined to one or two seasons in the year, have made farming community, to look for supporting rural industries, such as sericulture. Agriculture and sericulture are adopted simultaneously by the agriculturists, in regions where the ecological conditions are favourable. In India about 50,000 villages are involved in various fields of sericulture.¹

Agriculture being the main source of livelihood, the role of agriculture in India is crucial one; both as an essential infrastructure and developmental components. In generating and sustaining a higher national income, which in turn, has two important dimensions, namely, increase in the production and improvement in the marketing of agriculture goods.

Sericulture, in Sirsi Taluka is of recent origin. There is a fast development in sericulture in the present decade, more than 600 families in 215 villages, are associated with sericulture in the Taluka. The production of sericulture product has increased, more than 1000 times, during 10 years.

1. Courtesy PIB : Silky Threads of Manipur Khadi Gramodyoga, May 1990
Vol. XXXVI No. 8 P. 352.

Eventhough the quality is of high degree of excellance, the sericulturists are experiencing some difficulties, in marketing of the product in Sirsi Taluka.

The present study focuses in identifying and analysing the problems faced by the sericulturists, in marketing of sericulture product in Sirsi Taluka.

1.1 ORIGIN AND GROWTH OF SERICULTURE :

Historically, sericulture was introduced, for the first time in China, by Hoshomin, the Queen of China, For a long time, sericulture was considered to be national secret, by the Chinese Government, as an industry. It was not known in other countries. Later, it was introduced into, Europe and Japan, as well.²

According to the reports available, sericulture was known in India, since the time immemorial. Apart from its use in fabrics, silk was also used in India's culture and therefore, occupies a place of reverence in Indian society.

Ancient Hindu literature has many reference to silk, perhaps to sericulture and trade of silk,. Kashmir and Mysore were mentioned as the 'Land of Silk Fabrics.'³ since early times. There was a well organised export trade of raw silk from

2. Anonymous 1987 'Sericulture Industry and its potential in India' Hand book of Agriculture P. 1225
Published by I.C.A.R. New Delhi.

3. Ibid. P.

India to Rome, during the reign of Kaniska, (58 B.C.) India was reported to have established, a profit export trade of raw-silk and silk fabrics with the middle East countries and South Europea, in direct competition with China (A.D. 2000).⁴

Sericulture made an entry into the princely Mysore state during the period of Tippu Sultan, in 18th century. He organised a silkworm rearing unit in the Southern parts of his dominion. The records are not available, to show how the industry fared after the death of Tippu.⁵

Sericulture did show its progress in the period between 1866-1875. There was much demand for Mysore silk in the world market. A new silk farm was started by J.R.D. Tata in 1896.⁶ In 1911 the State organised Mysore Economic Conference to synchronise, with a birth day Celebration of Maharaja.

The Department of Sericulture was started in 1913-14. In 1926-27, Cross-breeding of silkworms was started as a regular work and 542-634 egg layings of pure races and 166-141 egg layings of cross breed races were prepared in that year. Again it was increased in 1928.

Prior to 1930-40 rural welfare centre at Ramanagar (In karnataka) was established to set up a sericulturists. colony and also, to provide the training facilities to sericulturists.

4. P.S.Vaidlya et.al.1983 : 'Remance of Silk Economic Times Jan. 12, P. 6.

5. Gazetteer of India 1982 : Sericulture PP 898-901

6. Ibid.

The slump in post war period made the central and state Government to think of, means by which the industry could be developed. It provided work for a large number of farmers and landless labourers. At Delhi, the Govt. of India, constituted a silk directorate and a silk panel in 1945. The report of the silk panel, stressed, for an All India Body to work up five year plan and to provide the finance for sericulture. The All India Body turned out to be the Central Silk Board. The Central Silk Board Act, 1949, was passed and Board come into beginning from first of April, 1949.⁸

GROWTH UNDER PLANS :

There was an increase in the production of mulberry silk and non-mulberry silk during the First Plan, Period.

The second plan was significant from the point of view of development of seed organisations and improvement of silkworm rearing. The Mysore State Silkworm Seed and Cocoon (Regulation of Production, Supply and Distribution) Act of 1959, was passed during this period of a considerable number of Chawki Rearing Centres were also established in the areas where the sericultural activities are undertaken.

In the Fourth Plan Period, two more foreign-race seed grainages and four cross-breed grainages were started.

8. Ibid. P. 903.

The Fifth Plan Period, witnessed, a growth rate of 75% in sericulture and plan outlay was 550 lakhs. A ten year (rash programme) with a total outlay of Rs. 80 crores was started in 1972-73.

During 1980-81 the industry suffered due to the attack of 'Uzifly'. The most effective measures taken up by the rearers to check the 'Uzy' menace was by covering rearing house with a wire nylon mesh.

During Sixth Plan, 1980-85 a total of Rs. 5500 lakhs have been collected to sericulture, including Rs. 550.8 lakh for on going schemes.

WORLD BANK AIDED PROJECT :

With the objective of increasing the quantity and improving the quality of raw silk production, the first world bank project was implemented in Karnataka, during 1980-81 to 1987, at a total cost of Rs. 101.13 crores. The total silk production target has been achieved under this project.

In the Plan 1990-94 the priority is given for sericulture development with an outlay of Rs. 102 crores, through world Bank Project.⁹

9 Dhrirjati Mukharji, 1989 : "Silk Industry : Challenges of raising production Khadi Gramoduaga Nov. 1989 P.117.

1.2 ROLE OF SERICULTURE IN INDIAN ECONOMY :

Indian economy is basically an agrarian economy. Nearly about 70% of the total population of the country, earn their livelihood through agriculture. Sericulture being an agrobased industry, holds an important place in the Indian economy. The industry deserves special attention under economic policy of the Government of India and State Government. Which lay special emphasis on rural development, removal of unemployment and upliftment of weaker sections of the society.

In the recent times, the industry, has been acclaimed more income yielding when compared to other agricultural crops, due to the Intensive Development Programme taken up in the country for sericulture development. India is poised for second position, in the global output, where China continues to be the leader.

Out of 5.76 lakh villages in the country, sericulture is practiced in about 50,000 villages, providing employment to 60 lakh people in rural and semi urban areas of which more than 30% are from the backward section of the society and tribals.¹⁰

Silk industry has been acknowledged by Indian planners as an important sector of the economy, particularly, because

10 Mathew Thomas, 1989 : Role of sericulture in Indian Economic Development of the country, Indian Silk April, P.7.

of its potential for strengthening the rural economy, providing employment and increasing export earnings.

The net cultivation area in the country, during 1950-51 was 118.7 hectares, which has gone up to 142 million hectares in 1982-83. Area under mulberry which was 0.056 million hectares, in 1950-51 has gone up to 0.241 million hectares, in 1987-88, accounting for 0.77% of the cultivated area in the country.

The share of sericulture to the Gross National Product (GNP) has doubled during 1987-88, which is 6.4% an impressive rate. This clearly indicates that sericulture plays an important role in the economic development of the country.¹¹

Sericulture did not get any importance in first two plans and only in the third plan, it was assigned a separate place, ^{by} village and small scale industries (VSIS). The employment generation, within the industry has increased from 40 lakh persons to 58 lakh during the period. The export earnings from sericulture has expanded, five fold from 40 crores to 225 crores and it was expected to touch a record high of Rs. 300 crores. by the end of seventh plan. During 1988-89, the export value of silk was Rs. 330 crores.¹² which indicates a tremendous

11 Ibid. P.8.

12 Publishers Yojana Bangalore : 1989 Adbhuta Gatrada Reshme Abhivrudhi Yojane, Yojana Dec. 1989 P.7.

development of sericulture in the country.

Karnataka is the leading producer of mulberry silk in the country. Sirsi, in Karwar District, is declared as Seed protection area and it is the largest producer of bivoltine seed cocoon in the District, and is well recognised in the state, and due to its excellent quality and maximum yield of production quantity per acre. The quantity and quality of cocoons are equal to the quality and quantity of cocoons produced in other sericulturally advanced countries like China and Japan. Hence the present study is emphasised in Sirsi Taluka.

1.3 SIGNIFICANCE OF SERICULTURE :

- i) Sericulture is an agro based industry, combining the features of agriculture and village industry.
- ii) Agro-industry plays the key role in the rural economy.
- iii) Sericulture produce is one of the cash crops. It requires comparatively less capital investment and yields more and quick return.
- iv) It generates women employment in rural areas.
- v) It leads to expansion of economic activities and thereby economic development of the country.

- vi) Even the waste land can also be used for sericulture.
- vii) Even the waste of cocoons and mulberry leaves, when feed to dairy animals, it increases the fat percentage of milk.
- viii) It earns foreign exchange of the country.

Considering the significance, sericulture can be used as an effective tool for the achievement of national objective of the rural upliftment and also can add to the returns to raise the living standard of rural sector. Hence the efforts are made to undertake studies on "Marketing of sericulture product" in Sirsi Taluka.

1.4 OBJECTIVES OF THE STUDY :

1. To study the significance and role of sericulture in rural economy.
2. To take the review of sericulture development in Sirsi Taluka.
3. To know the conceptual framework of sericulture.
4. To study the marketing practices of sericulture product in Sirsi Taluka.
5. To study the facilities and problems of sericulturists in Sirsi Taluka and to suggest the remedial measures.

1.5 SCOPE OF THE STUDY :

The present study emphasises marketing of sericulture product in Sirsi Taluka. The information collected, for study, was based on the statistics pertaining to the year 1988-89.

Further an investigation was undertaken, to study the production and marketing of Bivoltine variety of seed cocoons in Sirsi Taluka.

1.6 MATERIALS AND METHODS :

For the investigation of present problem, data from both the sources, i.e. primary and secondary were collected. The primary data was collected, with the help of 'stratified Random Sampling Technique' by preparing a structured questionnaire (Ref. Appendix I). A structured questionnaire was prepared, pretested and was administered on the selected respondents, by personally visiting them and eliciting the information.

The secondary data was collected from Sericulture Department. Besides this an interview technique had taken for getting certain informations, from the Sericulture Office and from other personnels of the department.

For the other relevant informations regarding the introductory part, meaning and conceptual framework origin and growth of sericulture, extensive use of various libraries were made.

1.7 SAMPLE DESIGN :

On the basis of Stratified Random Sampling Technique, a sample size of respondents of 10% (i.e. 10% of 600) was selected for study. On the basis of their size of landholding under sericulture, the respondents were selected.

(Ref. Table No. 1.1).

The selection of respondents were made from all 16 Mandalas in Sirsi Taluka. Sericulture respondents of 60 (i.e. 10% of 600) of different size group of landholding under sericulture were selected for study is presented in the Table No. 1.1.

TABLE NO. 1.1

SELECTION OF RESPONDENTS

Sr. No.	Size of the land holdings (in acres)	Total No.of The Respondents	No.of Respondents Selected	Respendents Percentage
1	0 - 1	240	24	40
2	1 - 2	260	26	43
3	2 - 3	70	7	12
4	3 - 4	30	3	5
Total		600	60	100