Preface

India was one of the founding members of the GATT which latter was converted to WTO. Many debates and discussions were held regarding the relevance and implications of WTO on the Indian system with special reference to agriculture sector due it’s many peculiarities. There are clear indications in the recent past that the assumptions, fears and practical implications of the debtors are coming true with the dumping of the agricultural produce by USA, China, Malaysia etc. Supplementing to this the strikes organized by the farmers of Andhra Pradesh and also elsewhere in the country are clear indications to this scenario.

Indian agriculture like Indian business should acquire distinctive competitive edge over other countries in order to attain global standards and sustain in the international market. In fact Indian agriculture used to have the generic strategy of low cost producer and also have the advantage in the global market before 1980s.

The earlier Government policies like subsidies to the farmers and also to the agricultural labourers, the changing socio-economic scenario of the country hit the agrarian economy and consequently the agriculture sector lost it’s competitive advantage. This process took the shape of decline in the work culture of both workers and farmers, tending towards more of leisure, enjoyment, contentment and less risk
taking at par with the employees in the industrial sector. This is more so tending towards an easy social process rather than sticking to the hardships of the productive process of the country. This process can be clearly seen in the form of migration of farmers to urban centres under the guise of children's education or petty businesses, migration of agricultural labourers to the urban areas in search of better employment in order to improve their living standards.

This conflicting process made to agricultural labourers and farmers commit more so to the illusions of urbanisation rather than to the realities of agrarian economy. Consequently the agricultural labourers became more demand oriented for higher wages and benefits, less work and more leisure, fixation of the working hours, dishonesty etc. similar to those of industrial sector. The similar trend is also observed in case of farmers viewing the agriculture on the lines of business and not traditional social angle. Added to this the attempts of the communist parties sow the seed of class struggle rather than class harmony and mutual interdependence. This scenario has its direct bearing on the Human Resource Management practices in the agriculture sector and cumulative impact on the productivity and quality on par with global standards.

Unless otherwise the Human Resource Management practices in agriculture are professionalised on the principles of Management, the Indian agriculture sector is doomed to be into trouble in the near future. With the changing trends in the employment practices, the
motivations of farmers and labourers, the compensation structures and the agrarian relations it is impending to treat the management of agriculture from a professional Human Resource Management perspective. This perspective can be immediately embodied in more advanced areas in agriculture like Delta areas.

The studies covering this latest approach in the most traditional sector of the country are rare to find. Hence this is a modest attempt to bridge such a gap.

In the process of carrying out this study many peoples inputs have gone into this research paper. I would like to express my sincere gratitude to all those who have overtly or covertly helped me accomplish this thesis this some of whom I would be privileged to put it on paper.

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“THIS DOCTORATE IS A DEDICATION TO MY PARENTS, SRI. KAZA RAJA RAO AND SMT. KAZA JHANSI, ON THE OCCASION OF THEIR RETIREMENT”

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M.Tech; M.B.A; D.L.L.