Globalization has proliferated business activities with various challenges and opportunities which in turn has led to the growth of economy and standard of living. The fast-changing technological environment and highly knowledgeable customers have contributed to a lot of changes in the business environment. Today, business organizations have been forced to redefine their scope and professional approaches to manage their businesses. The success of organizations depends not only on the effectiveness of utilizing physical and financial resources but also on human resources. The quality of human resources in an organization depends on their knowledge which in turn depend on human resources activities.

In a competitive market, the success of the organisation depends on the effectiveness and efficiency of management of knowledge and the way the organizations apply it to their key business processes. Even if knowledge may not be the single element for an organization’s success and survival, it is the most significant one as it supports all others. Knowledge Management refers to a systematic process of managing organizational knowledge assets. In today’s dynamic business environment, effectively managing organizational knowledge is of incredible importance for an organization, to attain and sustain its competitive advantage.

An emphasis on knowledge as an organisational asset is important because improving the management of this asset can enhance the efficiency and effectiveness of the organizations and help these organizations to meet the challenges of the future. For that, each organisation must identify their own Knowledge Assets, that is, their knowledge capabilities, and manage these Knowledge Assets with the support of the components of Knowledge Management.

In business and management circles, the concept of ‘management of knowledge’ has created great interest, due to its ability to deliver to the organization’s tactical results relating to profitability, capacity enhancement and competitiveness. Therefore in a knowledge era, each and every organization must realize the significance of Knowledge Asset Management to attain continuous improvement. In
today's increasingly complex environment, the evidence-based medicine system is expected to implement Knowledge Management system, in daily health care activities.

Human Resource Management has become a challenging profession than ever before. Shortage of staff, high turnover rates, training and development and talent management are big challenges faced by HR professionals in health care industry in India. Since knowledge is one of the valuable key resources in health care that make an organization competitive, it must be developed and protected and Human resource management is its facilitator and custodian. Therefore, human resource managers are not only required to have a thorough knowledge of the Human Resource Management but also to have efficiency in Management of Knowledge Asset. The knowledge assets facilitate the organization in paving a suitable path for reaching the organizational goals. Managing the knowledge assets existing within an organization is the major challenge that business firms are facing today.

This is a study on “Management of Human Resources and Knowledge Assets in Ayurvedic industry in Kerala”.

Ayurveda is a comprehensive natural health care system that originated in India and is treated as an alternative system of medicine in India. It comes under Indian healthcare Industries which are increasingly gaining prominence overseas. Implementing knowledge management in Ayurveda organisations will lead to their proficiency. Most of the Ayurvedic organisations are owned or managed by Ayurveda Medical Practitioners. Thus the role of Ayurveda Medical Practitioners (AMP) in Ayurveda industry is inevitable. They perform management functions too in addition to medical practice. This study is based on the perceptions of Ayurveda medical practitioners, as Ayurveda medical practitioners are the better informants on any study related to management of Ayurvedic industry.

The primary data were collected using a pretested structured questionnaire. Secondary data were collected from census report of 2001 and 2011 published by Government of India, and from the Travancore Cochin Medical Council for Indian Systems of Medicine, Thiruvananthapuram. The important statistical tools used for the
The study report is presented in six chapters. Chapter one gives an introduction which contains, a statement of the problem, scope and significance of the study, objectives of the study, hypotheses, methodology, period of the study, and limitations of the study. The review of literature covers a period of twenty years from 1997 to 2017. The abstract of the reviewed literature was presented in Chapter two, national and international studies on human resource management and knowledge management are arranged under six headings such as Human Resource Potential in Health Care Sector, Human Resource Management Practices in health care industry, Knowledge Management Practices in Health Care Sector, Knowledge Management Practices in other industries, Management of Knowledge Asset in Ayurveda and Knowledge Management and Human Resource Management. The abstracts were presented in chronological order by starting from the latest. Chapter three gives a theoretical review of Knowledge Management and Human resource management. Chapters four and five present the data analysis and results of the analysis. The last chapter (Chapter six) contains a summary of the findings, conclusion and suggestions based on the study.

The findings of the study would hopefully be useful for policy makers, administrators, entrepreneurs and more importantly to scholars and academics.

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