

A STUDY ON NATURAL RESOURCE MANAGEMENT –WITH SPECIAL REFERENCE TO AGRO-ECOLOGICAL PRODUCT OF NILGIRIS.

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ABSTRACT

The Natural Resource Management aims to generate outputs that help to maintain or improve the natural resource based for agricultural and mitigate the negative environmental side effects of agricultural production. This study focused on the management of natural resource by Key Stone Foundation (Green Shop) an NGO at Nilgiris and the objective of the study is to identify the management strategies to generate fund from agro-ecological product and its benefits to society. The data has been collected primarily from the organization and also from published articles and websites. This study reveals that the Key Stone Foundation (Green Shop) an NGO at Nilgiris shows their interest on agro-ecological product with efficient natural resource management system.

Keywords: Agro-ecological, Generation, Green Shop, Strategy, NGO (Non Governmental Organization)

1. INTRODUCTION

Natural Resource Management refers to the management of natural resources such as land, water, soil, plants and animals, with a particular focus on how management affects the quality of life for both present and future generations . The most important factor in Organic products is the absence of external chemicals which are harmful to the soil, water bodies, animal and human health.This ensures that the product is safe and good for health and the environment. Each one is aware of the harmful effects of pesticides, fungicides, and other dangerous sprays. Pests, insects and other crop raiders are becoming more and more immune to the levels of pesticides which forcing farmers to apply even more to get a lot less than before. Non Governmental Organisation(NGO) – the Key stone foundation (Green Shop) has adopted the concept of Natural Resource Management in their organization for the eco-friendly agro-ecological product for the sustainable development. The community based Natural Resource Management approach combines conservation objectives with the generation of economic benefits for rural communities.

Statement of the problem

The study has been conducted to know the problems faced by using non-organic product which has chemicals, fertilizers, pesticides input to get more yield of product like vegetable, food grains, fruits, tea, and coffee. It will create environmental hazards like drought, contamination of soil, water bodies, animals and human health that also spoils the life cycle balancing. Therefore the above said problems influenced the researcher to take up the topic and to study the natural resource management for eco friendly product with the help of the NGO – Keystone foundation (Green Shop) at Nilgiris and their strategy for fund generation for the sustainable development.

Objectives of the studies

1. To understand the performance of NGO-“Keystone Foundation Green Shop” and their resource management system.
2. To understand the vision, mission and goal of NGO- Keystone Foundation green shop.

3. To identify management strategies to produce eco-friendly Agro-ecological product and the generation fund.
4. To study about the receipt, payment and the financial status of the organization.
5. To identify the problem faced by the NGO to produce Agro-ecological products and offer suggestions.

Scope of the study

The study is conducted to know the natural resource management adopted by Keystone Foundation green shop and to understand the vision, mission and goal of the organization in dealing with Agro-ecological organic product. The research provides the details of Keystone Foundation green shop and the benefit to the society, which helps others to go with better Natural Resource Management system.

Methodology of the study

a)Source of Data:

The data has been collected from the organization and from various available resources.

b) Collection of Data:

Primary data has been collected from organization in person and the Secondary from various published books, magazines, articles and websites.

c) Area of the study:

The study has been carried out at Keystone Foundation (Green Shop) in the Nilgiri District.

d)Period of study:

This study is conducted from financial year 2007-08 to 2011-2012 (five years).

e)Geographical Area of the study

The study has been carried out in Nilgiri district.

f) Statistical tools

Descriptive analysis has been used to describe the collected data and their result.

Limitation of the study

1. The study is carried out only at Nilgiris.
2. It is confined only with agro-ecological product.
3. Primary data has been collected from organization and the result also based on the analysis made upon.
4. This study deals with the financial year period between 2007-08 to 2011-12 that is only for five years.

2. PROFILE OF THE ORGANISATION

Origins

The beginning was made when four core members of Keystone, set out on a state-wide survey of apiculture in Tamil Nadu, in 1994. Trudging miles of mountain paths and dusty roads with backpacks, this field survey gave a precious opportunity to look at the situation of 11 indigenous communities across 15 hill ranges in Tamil Nadu. The details of honey hunting techniques, forest vines used, associated traditions and rituals, social systems and economic dependence on such an activity, were the fascinating eye-opener. Exploring and addressing adivasi issues of development and a natural resource from a local perspective was the key to organisation discovering a different approach. The concept of keystone emerges from the nest-building behaviour of some birds in

nature. These permanent nest structures serve as habitat for several life forms. Thus, Keystone Foundation is born out of a simple ecological principle of the interdependence of natural resource management systems. Keystone Foundation has completed nearly fifteen years of experience in nilgiris working with indigenous communities on eco-development initiatives. Keystone sells through a network of distributors and supply the eco-friendly and ecological produce through 'Green Shops'. So that, it is called Keystone Foundation (Green Shop).

Vission ,Mission and Goal

Our mission is to enhance the quality of life and the environment with indigenous communities using eco-development approaches, to work on issues of natural resources and rural development with indigenous people in mountainous and adjoining regions, addressing the challenges of conservation, livelihoods and enterprise development, through appropriate – knowledge & action, technologies, socio-economic innovations and institutions.

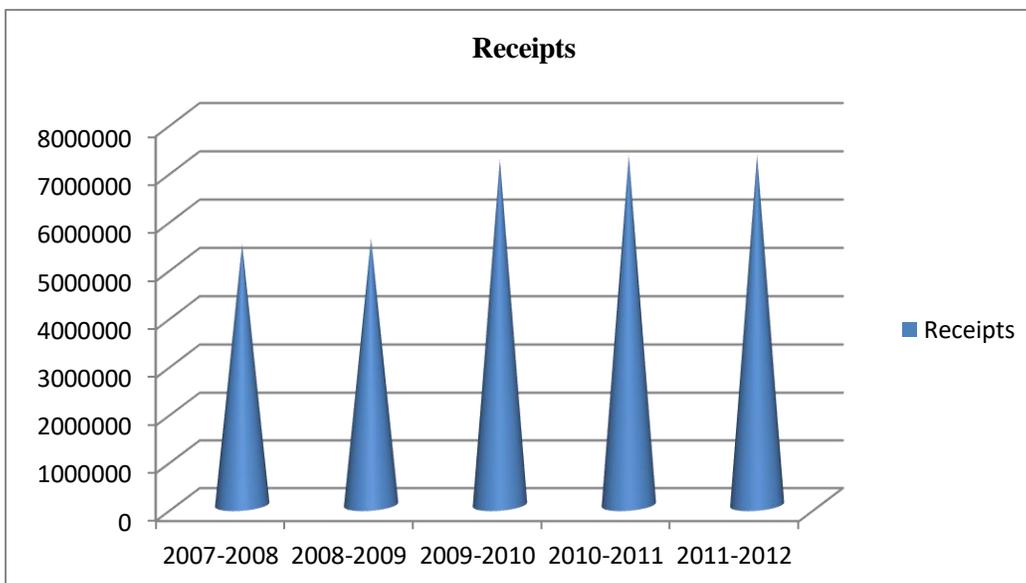
3. ANALYSIS, FINDINGS AND SUGGESTIONS

TABLE - 1

Table showing the receipts of Agro-ecological product

S.NO	Financial Year	Receipts of Agro-ecological product ₹
1	2007-2008	54,33,000
2	2008-2009	55,50,000
3	2009-2010	71,82,000
4	2010-2011	72,73,000
5	2011-2012	73,12,000

Chart showing the receipts of Agro-ecological product



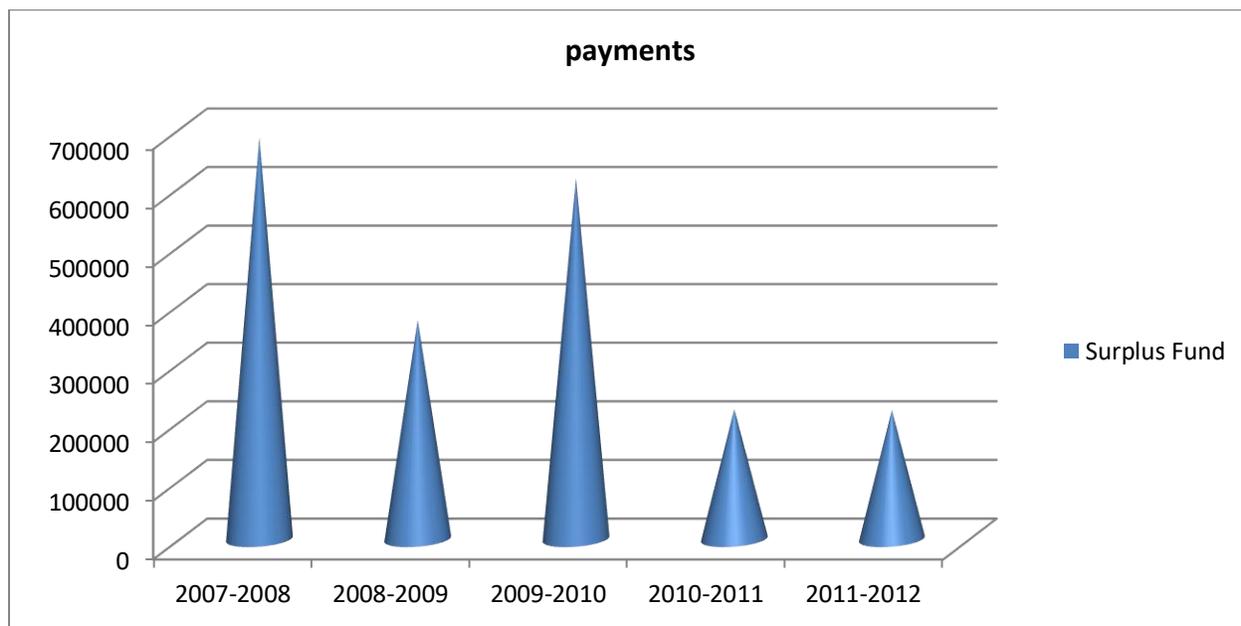
The above table shows the receipts of the agro-ecological product for five years from 2007-2008 to 2011-2012. From the above given information it is clearly understood that in the year 2007-2008 the organization able to generate fund to the tune of ₹ 54,33,000 from agro-ecological product sales. Particularly in the year 2009-2010 the organization shows steep increase in the receipt because, the establishments of new green shop outlets in various places of nilgiris .Hence, it reveals that the organic product and development is creating opportunity to generate fund from the activity, which throw a light on efficient natural resource management system of the organization.

TABLE-2

Table showing the Payment of Agro-ecological product

S.NO	Financial Year	Payment of Agro-ecological product ₹
1	2007-2008	47,47,000
2	2008-2009	51,76,000
3	2009-2010	65,66,000
4	2010-2011	50,55,000
5	2011-2012	51,14,000

Chart showing payment of Agro-ecological product



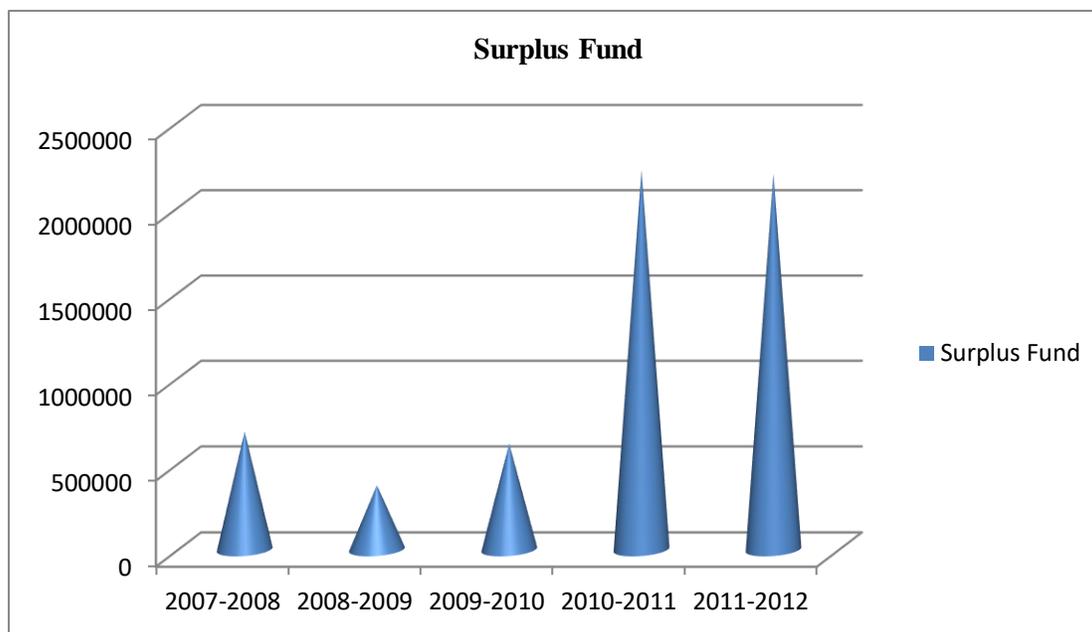
The above table shows the payment of Agro-ecological product for five years from 2007-2008 to 2012. From the above given information it is clearly understood that in the year 2007-2008 the organization able to expand the activities by spending rupees 17, 47,000. Particularly in the year 2009-2010 the organization shows steep increase in payment because the establishment of New green shop outlet in various places of nilgiris. Hence, it reveals that the establishments have created more payment for effective natural resource management system of the organization.

TABLE-3

Table showing the Surplus fund of Agro-ecological product

S.NO	Financial Year	Surplus fund of Agro-ecological product ₹
1	2007-2008	6,86,000
2	2008-2009	3,74,000
3	2009-2010	6,16,000
4	2010-2011	22,18,000
5	2011-2012	21,98,000

Chart showing Surplus fund of Agro-ecological product



The above table shows the surplus fund of the organization for five years from 2007-2008 to 2011-2012. It is clearly understood that in the year 2007-2008 the organization able to maintain surplus fund of rupees 6, 86,000 from agro-ecological product development and sales. Particularly in the year 2010-2011 the organization shows the increase of surplus fund because of the new establishment and their returns.

SUGGESTION

- 1) The Keystone Foundation (Green Shop) has to establish more branches not only Nilgiris and also in nearby district which will generate more fund to the organization
- 2) The organization has to create more awareness programs or activities advertisement about the agro-ecological product and its uses to general public.
- 3) Keystone Foundation (Green Shop) has to maintain better customer relationship method for retaining the customers for further development.
- 4) Green shop should offer special discounts and gift vouchers to attract more customers.
- 5) The organization should adopt feedback system and work based on the result of the system to expand the green shop activities.

4. CONCLUSION

Natural Resource Management plays an important role to save our life and to save our nature for fourth coming generation. Now-a-days the people clearly know the impact of using chemical way of production which is harmful to soil, water bodies, animals and human health and hence started using organic products. Keeping in mind, the researcher has identified the study and formulated objectives, collected required data about the NGO – Keystone Foundation (Green Shop) which is adopting the natural resource management system which helps the rural community groups in Nilgiris. This study clearly shows the Keystone Foundation (Green Shop) carried out the activities fully focusing on the fund generation out of Agro-ecological products to the people of the respective areas. The study also creates a room for further research on natural resource management.

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