

CHAPTER 4

PRINCIPLES OF RANGE MANAGEMENT-II

———— related to man ————

(as policy makers, administrators, managers, graziers and local residents).

I. Objective of Range Management.

Most effective principle that ensures rapid promotion of scientific Range Management in any country is adopting it as a "Commercial Enterprise". Success of any commercial enterprise largely depends on Government Policy, favourable legislation, establishment of a suitable Government organization or agency, provision of sufficient funds for the organization, easy availability of loans (in cash and kind) and subsidies, easy availability of technology and necessary inputs, research for development of new low cost technology, high quality managerial skill, sincere efforts and commitment of workers, cooperation of local residents, availability of attractive market for range products, suitability of site and its productivity etc. In Pakistan, most of the prerequisites of Commercial Range Management are missing. There is, therefore, dire need of formulating and adopting a strong range policy backed up by necessary legislation, provision of sufficient funds and establishment of a suitable Governmental Authority etc. It is only after the completion of above cited steps that progressive people in the society will start taking up interest in Range Management as a commercial concern and this will ultimately lead to rapid expansion of Range Management as a viable land use.

III. Seeking active involvement of local people and organizations and ensuring their cooperation.

This principle is more important in Range Management than in other business concerns because it is not a closed door business and it depends on the good will and cooperation of many individuals and agencies in one way or the other. It also includes social skills of the management in infusing a spirit of enthusiasm and commitment for the enterprise among the workers. This can be achieved by making the objective of the enterprise very clear to the workers and letting them have a suitable share in the profit as is done in other industries. An other important technique of increasing efficiency of the workers is to create an atmosphere of competition among them and to award token prizes for best performance.

X. Sale of Range Products.

Marketing is a fullfledged science and it has great potential in present day world. Great miracles have been performed by making use of marketing forces. To cut a long story short, as much attention should be given to marketing as is given to production. The focus on marketing should never be diverted throughout various stages of production. Infact production projects should be initiated after first investigating future marketing opportunities and if possible after receiving orders in advance.

TEST QUESTIONS

1. Why is the principle of "Range Management Objective" more important than others? Discuss in detail.

2. Why is the principle of "Seeking active Involvement and Cooperation of local People and Organizations" more important in Range Management than in other commercial land uses ?
3. Suggest ways and means of promoting sale of Range Products.