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: CHAPTER - I :

INTRODUCTION AND METHODOLOGY

CHAPTER ONE / INTRODUCTION AND METHODOLOGY.

1.1 SCOPE OF THE STUDY :

India is basically an agricultural country. Agricultural development in Maharashtra has been achieved through a net-work of large number of Suger Factories- Operating. Karvir Taluka, in Kolhapur District, with 125 villages is leading in agriculture produce. The Radhanagari Dam on the river Bhogawati has been a great source of input for agriculture. Besides this, Four rivers viz, Tulashi, Kumbhi-Kasari and Panchaganga flow from this taluka. Three Suger Factories, namely Bhogawati Sahakari Sakhar Karkhana, Kumbhi Kasari Sahakari Sakhar Karkhana and Chhatrapati Rajaram Sahakari Sakhar Karkhana have been situated in Karvir Taluka. The total geographical area of Karvir taluka is 67113 Hectors land out of this 45,562 Hectors land is under cultivation. Farmers of this Taluka grow primarily Sugercane crops, besides this they also grow crops like paddy, Wheat, Jower, Groundnut, Chilly etc. Agriculturists have got market like Kolhapur city to sell their produce.

Farmers use mixed fertilizer to increase their agriculture production. Mixed fertilizer containing

three elements in suitable proportion called as N.P.K,⁹ N-15, P-15 and K-15. It is more economical and it requires less labour to use them rather than straight Fertilizers.

Number of producers, produce the various brands of mixed fertilizers. Reser^hcher is interested to look into the selection criteria used by the farmers while making selection for various brands of mixed fertilizers.

There are number of brands of mixed fertilizers in the market. Many of these brands being marketed nationally. As such, even a limited research of a few specified aspects of all the brands would be of enormous magnitude. The present project, therefore is restricted to Karvir Taluka only and deals with the farmers criteria for selecting three leading brands of mixed fertilizers, namely BULL BRAND, BULLOCK PAIR BRAND and KAMAL BRAND.

1.2 OBJECTIVE :

To study the "Farmers' Criteria" while making the choice for a specific brands of mixed fertilizer with reference to farmers of the Karvir Taluka, who purchased the specific brands of mixed fertilizer.

1.3 HYPOTHESES :

In order to help in the rational analysis of the data collected through the consumer survey, the following hypotheses were formed.

1. There are no significant differences between BULL BRAND, BULLOCK PAIR BRAND and KAMAL BRAND of the mixed fertilizers regarding the objective factors, namely;

1. Quality.
2. Economy.
3. Reputation of the company.
4. Attractive packing.
5. Advertisement.
6. Past experience.
7. Easy to handle.
8. Availability.

2. There are no significant differences between BULL BRAND, BULLOCK PAIR BRAND and KAMAL BRAND of mixed fertilizers regarding subjective factors, namely;

1. Personal advice.
2. Personal contacts.
3. Personal choice.

1.4 METHODOLOGY :

Three brands of mixed fertilizers namely BULL BRAND, BULLOCK PAIR BRAND and KAMAL BRAND were considered for the study with an aim of highlighting the farmers' criteria for the selection of mixed fertilizer.

The above brands of mixed fertilizers were distributed to the final users, through 114 service societies operating in Karvir Taluka. Three comprehensive lists, of the users of each of the above brands were prepared after contacting all the 114 service societies. A random sample of 50 users from each of the lists of the users were selected for the survey.

A structured sheduled was prepared for seeking the responses. The data so obtained was appropriately tabulated, analysed and used for drawing inferences. Chi-square Test of significance (at 5% level of significance) was applied to the data, regarding subjective and objective factors considered for the study.

1.5 LIMITATION OF THE STUDY :

While studying the topic undertaken by the researcher, the following limitations were encountered.

1. The study is limited to the geographical area of Karvir Taluka only.
2. The study is restricted to only three brands.

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