

CHAPTER III.
RESEARCH METHODOLOGY.

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-----3.1. Introduction :-

Sugar industry in India has made a considerable progress, particularly, the southern states have a favourable atmosphere for the growth of sugar industries. The factories are responsible for bringing total socio-economic transformation in rural area. The Maharashtra and Karnataka states have further potentialities to develop sugarcane processing activities in rural areas. Therefore, the members of sugar producing units are growing. The co-operative management strategy again motivated the former's involvement in sugar processing activities.

But recently they are much blamed by various academicians and agencies related to their organisation. Moreover, the number of sick units is growing. In Maharashtra about 50 % of sugar co-operatives are categorised into sick. Their main cause of sickness is inadequacy of sugarcane. With a view to evaluate and analysis the the supply of sugarcane. The Ugar Sugar Works Ltd. is purposively selected. The Ugar Sugar Works is a joint stock enterprise and an oldest factory established in the region located in Karnataka State, nearest to the Maharashtra state.

3.2. Statement of the Problem :-

The Ugar Sugar Works Ltd. has made considerable development since its establishment. It is a joint stock company. The rapid expansion of this factory has given rise to several complications like organisation, raw material, labour & management etc.

However, the sugar factory has made a deep comprehensive impact on the surrounding rural areas. The present problems attempts to study the trends & Problems of cane supply being supplied by surrounding villages.

The Ugar Sugar Works Ltd., was established in 1939. But, the actual production of sugar started in 1941. It has completed 50 years, of its existence today. To study the trend and problems of cane supply to Ugar Sugar Works Ltd. the main hypothetical aim of this problem is that, sugarcane being a main raw material of sugar factory face inadequacy of a cane supply. Ugar Sugar Works Ltd.do face this problem because it is a joint stock company. The co-operative sugar factories have no problem of cane supply because, the members themselves are compelled to supply sugar cane to their factories.

However, even the members of co-operative sugar factory can neglect to cultivate cane and supply of cane to their factories but not more than three years continuously, if they, neglect a sugar co-operative can go to the court of law to compel its members to supply sugarcane. A private or joint stock company could not compel the farmers to supply cane to its organization. Instead of this it motivate the cultivators by giving certain incentives to the cultivators. Therefore, supply of sugarcane is a severe problem of such enterprises. That is why the Ugar Sugar Works, Ltd. has been selected.

3.3. Objectives of the Study :-

The dissertation focusses its attention ^{on} of the supply of raw material i.e. sugarcane. It tries to find out whether due to the establishment of this factory the supply of raw material has improved and increased? What measures were taken by the factory to increase the supply of raw material? What role was played by the surrounding villages? etc.

Thus the objectives of this study as noted under :

- a) To asses the growth and development of Ugar Sugar Works Ltd. in various aspects or fields.
- b) To examine the trend of sugarcane supply to sugar factory.

- c) To assess the motivations and incentives being provided to cane cultivators by sugar factory.
- d) To identify the expectations of cane growers from sugar factory.

3.4. Hypothesis :-

A private or joint stock company organization in sugar production activity has to face the problem of sugarcane supply from its local area in comparison with co-operative sugar factory. Because private sugar factories will not compell farmers to supply sugarcane. A co-operative enterprise is organized the basis of member's assurance to supply of canes. Although the Ugar Sugar Works has shown a good responsive to supply of sugarcane since its installation. Farmers are motivated to cultivate sugarcane and supply the same to the Ugar Sugar Works Ltd. Ugar Sugar Works Ltd. also tried to maintain its status and response to the farmer's demands. So, there is a spiritual relation between factory and farmers of the region, though the factory has been registered as a joint stock company. There are some farmer share members who happened to be a cane cultivators. The great number of cane cultivators supply their cane to Ugar Sugar Works Ltd. and Ugar Sugar Works has also maintained its good quality of management.

The hypothetical questions which a researcher wants to investigate are as under :-

- a) What factors are responsible for the growth of Ugar Sugar Works Ltd.
- b) How Ugar Sugar Works, Ltd. is maintaining and managing its raw material supply, particularly sugarcane ?
- c) How cane development office and agricultural department of the Ugar Sugar Works Ltd, is motivating the farmers to entertain cane cultivation and what incentives are provided by Ugar Sugar Works Ltd. to cane growers of its region.
- d) Is it competing with other co-operative sugar factories located in nearest regions ?
- e) Why non-member farmers supply cane to Ugar Sugar Works Ltd.
- gf) What are the expectations of cane cultivators from Ugar Sugar Works Ltd.

3.5. Research Design :-

As stated earlier the problem of cane supply to private sugar factories is a serious problem in comparison with co-operative organization. Therefore, initially the study proposed to analyse the growth and development of Ugar Sugar Works Ltd. which is purposively selected.

The Ugar Sugar Works Ltd, though organised as a joint stock company is successfully operating processing activity with favourable response of cane growers of the region. Sugarcane as a main raw material to sugar processing unit, the trends and problems of sugarcane supply is proposed to study. The operational area of sugar factory covers 89 villages of Athani and Chikkodi talukas of Karnataka State. Which are categorised into four zones (i) Ugar zone, (ii) Jugul zone, (iii) Athani zone (iv) Kusanal zone. Jugul zone plays a vital role in sugarcane supply to the factory. About 50 % of the cane supply comes from Jugul zone, so, Jugul zone has been selected for considering personal interviews of cane cultivators from five villages, viz. Jugul, Mangawati, Shiraguppi and Shahapur, which are selected purposively. Four farmers of five size groups were called for interviews. The five size groups which has been categorised by National Agricultural Bank for Rural Development (NABARD) is taken into consideration.

- 1) Marginal Farmers (MF) who hold the land between
1 to 3 acres.
- 2) Small Farmers (SF) who holdt the land between
4 to 6 acres.
- 3) Small medium Farmers (SMF) who hold between 7 to 10
acres.

- 4) Medium farmers (MDF) who hold the land between 11 to 15 acres.
- 5) Large Farmers (LF) who hold above 15 acres.

The selected samples will be interviewed with a structured questionnaire. The questionnaire contained the following main items :

- 1) Motivation of sugarcane cultivation.
- 2) Incentives to cane cultivators,
- 3) Problems of cane cultivation.
- 4) Cost structure of cane cultivation and
- 5) Expectations of cane growers from Ugar Sugar Works, Ltd.etc.

3.6. Chapter Scheme :-

Chapter Ist deals with cane supply and its problems in India. Where we have tried to analyse the sugarcane area, sugarcane production and average yield of sugarcane. And later we tried to find out the causes for low yield of sugarcane.

In Chapter II dealt with growth and development of sugar industry in India. An emphasis is also given to examine the sugar policy since independence.

Chapter III, deals with research methodology.

Chapter IV, evaluate the brief history and location of the Ugar Sugar Works, accompanied with the performance,

organization, financial position, income and expenditure of the Ugar Sugar Works, Ltd.

Chapter V assesses the position and problems of sugar-cane supply to Ugar Sugar Works, where tried to identify the problems of cane supply incentives marketing and transportation, etc.

Chapter VI deals with the analysis which we have been drawn from the sample survey in connection with the cane supply. And at the end ^(chap. vii) we suggested some remedial measures and the conclusion at last.