

CHAPTER I

**INTRODUCTION AND
RESEARCH METHODOLOGY**

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1.1 Introduction:

India is the second largest country of vegetable production in the world next to China. The estimated area under vegetables crops in India is about 38.73 lakh hectares with an annual production of 331 lakh tonne¹. Though the vegetables crops are known for their high and diet value, little efforts have been made to improve the marketing system and its efficiency marketing of perishable to transportation facilities high price spread and marketing cost spoilage etc.

This level of production can supply only 120 gms of vegetables per capita per day as against the recommended dietary allowance of 200 gms vegetables per capita per day². The cultivation is most suitable in country like India with preponderance of small and holding, varied climatic condition and surplus family labour. However the level of profitability of the vegetables crop depend upon the farmers in addition to adoption of technology in growing them.

1.2 Importance of vegetables:

The importance of vegetables in human life is increasing in recent years. As a part of human diet, vegetables have sufficient amount of nutritional value. The production and distribution of vegetables can also be both farm and non farm sectors. The cultivation and production of vegetables is also desirable from environment point of view. The waste material and water can be turned into natural fertilizers on which the vegetables grow. The

importance of vegetables can be understood by considering the following aspects.

1. Vegetables as source to provide nutrition food for people.
2. The production and marketing of vegetables as a rewarding economic activity.
3. The production of vegetables results in development of green fields having valuable construction towards pollution control.

In short the importance of vegetables from the consumer point of view and the importance of vegetables from production and distributors point of view can be understood.

1.3 Nutritional value of vegetables:

Vegetables are basic source of vitamins in supply to human body. According to food Science every one should have consume 300 gm vegetables every day for maintaining good health. But in India its per capita consumption of vegetable is 120 gms. It is a lower consumption of vegetables than our body needs³.

Vegetables supply carbohydrates, fats, proteins, vitamins, minerals etc. Although vitamins are present in small quantities in vegetables they produce profound physiological effects etc. Proper and regular use of vegetables can show many positive results on human health e.g. clear and soft tissues etc. The various nutrients which are available in the vegetables and the positive contribution of such nutrients on human health can be briefly explained as follows.

A. Minerals:

At least 10 minerals needed for the proper development of human body. Out of these calcium, iron and phosphorus are present in large amount in vegetables. Iodine and sodium are also available in the vegetables.

3. Calcium:

Calcium is needed for growth of bones and for development of resistance power. Calcium acts as the coordinator among the various nutrients. The calcium is supplied mainly by beans, cabbage, carrot, cauliflower, onions, peas, tomatoes and the green vegetables supply good amount of calcium.

4. Iron:

The vegetables are higher in iron than fruits. Iron is essential part of red blood corpuscles and is the best known oxygen carrier in the body. It can be obtained from the vegetables like spinach, cabbage, beans and tomatoes.

1. Phosphorous:

This is essential for all active tissues of the body. Phosphorous is required for cell multiplication of both bones and soft tissues. It plays an important role in the oxidation of carbohydrates. Which liberate energy. It can be obtained from potatoes, carrot, tomatoes, cauliflower etc.

2. Vitamins⁴:

Besides the above three nutrients several vitamins are also provide by the vegetables. These vitamins can be briefly explained as follows.

1. Vitamin – A: It is fat soluble and essential for growth and reproduction proper availability of vitamin A in the body keeps eyes bright growth normal intestinal tracts and respiratory organs in a good condition. It is supplied by carrot, peas, beet, tomatoes and green vegetables.
2. Vitamin B: It is also known as thionin which is essential for growth and reproduction. The vegetables like cabbage, green paper, carrot, onions, contain vitamin B.
3. Vitamin C: It is essential for good health. The green vegetables like methi, palak cabbage green pepper and other green vegetables contain appreciable quantity of vitamin C.
4. Vitamin – D: A good supply of vitamin D is essential for proper bone formation and healthy teeth. It helps in the calcification of bones by proper utilization of calcium and phosphorus salts green vegetables are rich in the vitamin.
5. Vitamin E: It is a fat soluble substance and is essential for reproduction and essential vitamin. It is found in leafy vegetables like cabbage.
6. Vitamin G: This is a growth promoting water soluble vitamin. It is essential for growth and healthy skin. It is formed during the growth of the green plants and green leaves which are good source of this vitamin.

B. Supply of carbohydrates:

Vegetables such as potatoes, sweet potatoes, peas are derived seeds of beans are significant energy foods or source of calories. The use of vegetables should be greatly increased in quantify when a person is on a reducing diet.

C. Amino Acids:

These are fatty acids in which the amino group takes the place of hydrogen atom of the hydrogen radical. They are very necessary for the growth and development of human beings.

D. Vegetables to offset protein:

Human body tissues are alkaline and it is essential that for good health proper alkaline reserve is maintained in the body. The green vegetables counteract the harmful action of proteinaceous food. Meat, eggs etc. which disturb the alkaline reserve of body.

1.4 The cultivation production of vegetables a rewarding economic activity:

Vegetables cultivation is farming shish gives cost money to the farmer. That's tral as slogan in marathi "Bhajipallacha mala aani paisa vaje khulkhula" It means vegetables farming is profitable for Indian farmers because it gives daily cash money to the farmer. Vegetables farming makes availability of employment in rural area in which land is a available with water for 12 months there famer can take vegetables crop.

The per acre yield of vegetables is very high in a year vegetables production can be taken for 3 to 4 times. The vegetables production is therefore a rewarding economic activity particularly for the farmers. The production per acre of vegetables is higher than production of cereals vegetables are also important source of income. Generally vegetables are sold in market at higher prices.

1. The vegetables production particularly in the near by village of the city proved quite profitable.
2. The prices of vegetables widely fluctuate during the peak season the prices come down while in the summer season the prices go up. The vegetables being perishable in nature are required to be sold out within limited period of time. Along with the production the arrangement of transport storage are required to be made. On the whole from income as well as employment point of view vegetables production and selling can be made profitable business activity. In our country particularly in State like Maharashtra where irrigation facilities are available this economic activity can be expected to contribute substantially towards the economic development of the state. The new approach of agro business will have to be adopted for production and marketing of vegetables.

1.5 Society of vegetable sellers in the place:

The development of the societies depends upon the development of all the individuals in that society. Any society consist the people of various

age groups e.g. children, adults and the old people. All the people for e.g. example children and old persons, the young and the adults, every members of the society are generally engaged in the economic activities. The place of any person or group of person in the society is determined by various factors eg. Education, income, occupation etc. Among various important factor the self dependent persons have their own social and economic status in the society.

The people look at them with not all rating of way of their out look. The over all rating of vegetables sellers in the eyes of people is quite low. They are put to harshness by the porters agents and the transporters. The vegetables sellers try their level best to earn. But the income earned is not sufficient so they remain poor hardworking through out their lives many times because of less education the vegetables sellers develop among them some bad habits which adversely affect their health.

The vegetables sellers are in unorganized sector. Females are economically, socially and educationally backward. They go out of their houses for their business because it is very much necessary for them to work hard and how they get few hours of leave period particularly in the afternoon hours during which they are expected to finish their lunch and rest for some time. The place of their business also not conducive for the health. They work not less than 8 to 10 hours. Most of the vegetables sellers are educated.

Although both females and males are expected to have equal status in the society. But the religious and the social tradition in our country does not

permit women to enjoy equal status in the society. The economic dependence is also a major cause of having secondary place for the women in our society.

There are many such facts of the society in relation to economic development of the vegetables sellers. As a matter of fact the real significance of this study lies that it deals with the problems of the most vulnerable and hard working female workers, the lives of vegetables sellers. The socio - economic backwardness of the vegetable sellers is an important obstacle as a whole. It is necessary to say that conscious efforts are required to be made to bring about improvement both at the level of the lives of the vegetable seller and also at the level of their business activities⁵.

1.6 Statement of the problem:

The title of the present study is “Socio - economic study of vegetables sellers in Kolhapur city”. The study is directed towards the investigation of the existing social and economic conditions of the vegetables sellers. After understanding the existing state of affairs the study also attempts to make suitable suggestions to improve the social and economic conditions of the sellers. The existing condition in it also examined. The improvement in the social sellers depends upon the improvement in their business activities.

1.7 Objectives of the study:

The present study is directed towards the critical investigation of the social and economic conditions of vegetables sellers in Kolhapur mandaie's. The broad objectives can be stated as follows:

1. To study the socio economic profile of vegetables sellers by religion, marital status, education etc.
2. To study the employment conditions of vegetables sellers.
3. To study the daily income of vegetables sellers.
4. To study the daily saving of vegetable sellers.
5. To study the social and economic problems faced by the vegetables sellers.
6. To study the financial problems of the vegetables seller.
7. To examine infrastructure facilities for vegetable marketing and to identify the deficiencies there in.
8. To suggest remedies / solutions for the economic problem of vegetables sellers.

1.8 Methodology of the study:

The present study is basically an intensive investigation of the social and economic conditions of the vegetables sellers the area for the purpose of investigation is confined to mandaie's (the market place) in Kolhapur city. The work of the present study is completed by adopting proper and systematic procedure of investigation following are the important steps of methodology adopted for the study.

1.9 Review of literature:

As a matter of fact, the very nature of the present problem of the study is quite practical one. The base of the theoretical literature is not very extensive. Nevertheless an attempt is made to review critically the existing

literature of the subject. The production and selling of vegetables is the subject which has been discussed in the books of agricultural rural economics and such other allied academic disciplines. The reference are taken from the various books, periodicals and other review of existing literature. Critical review of existing literature has enabled the researchers to understand the basic concept and the terms which are frequently used in vegetables marketing.

The second aspect of the study of existing literature is related to the study of social economic condition and the dynamic of this process. This also helps the researchers to understand the factors which govern the process of social and economic development. Vegetables sellers are also studied as to their scholars. The researchers has taken into consideration all such empirical studies while formulating the proposal of the present study.

2. Data collection:

The collection of primary data through designed questionnaire were administered the secondary data for the study was collected from the various official sources Kolhapur municipal corporation has marked inspector as a competent authority to control and regulate vegetable, Marketing in Kolhapur. Agriculture department of Kolhapur Zilla Parishad,. Agriculture produce market committee and the union of vegetables traders are thr other agencies from the purpose of the study.

3. Sample design:

There are about mandaie's in the area of all the municipal corporation. The size of all the mandaie's are unequal in terms of number of sellers, turnover etc. Proper sampling was undertaken in order to collect the primary data. A simple quota sampling is considered as suitable for the study so, only the 10% of total vegetables sellers were included in the sample. Care was taken to include various types of a vegetables sellers such as big and small old and new, regular and seasonal producer sellers and commission trades etc.

4. Data processing:

After collecting the primary and secondary data the processing is undertaken suitable techniques like tabulation, statistical averages, graphs and diagrams are used to analyse and interpret the data with the help of analysis the researchers has attempted to draw the conclusions.

Collected data was processed with the help of following quantitative techniques.

1. Correlation analysis for study between relationship daily sales, daily profit, daily saving. Also monthly and annual this relationship. Expenditure of festival and profit etc. of the sample study.
2. Co-rrrelation coefficient calculated as:
3. Coefficient of range, standard deviation (S.D.) tools were used measure absolute and relative variability.

- Co-efficient of range is defined by the ratio.
- Standard Deviation

Moreover some other process also used for data analysis i.e. percentage, minimum, maximum, mode, median etc ⁶.

Further come to the conclusion on attempts are also made to make appropriate suggestions to improve the social economic conditions of a vegetable seller.

Limitation of the study:

Following are the limitations of the present study:

1. The present study covers only the mandaie's in the municipal corporation area of Kolhapur city.
2. The study covers only the individual retail sellers.
3. Among the individual sellers there are male as well as female vegetables sellers.

1.10 Chapter scheme of the study:

The dissertation will be divided into the following tentative chapters scheme:

- Chapter I: Introduction and research methodology
- Chapter II: Marketing of vegetables
- Chapter III: Mandaie's of vegetable market in Kolhapur
- Chapter IV: Analysis and Data interpretation
- Chapter V: Conclusions and suggestions

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