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CHAPTER-I

RESEARCH FRAMEWORK

1.1 INTRODUCTION :

The co-operative movement has come to stay as an important sector of the national economy all/over the world. It exists in the developed as well as under developed countries. It has made rapid strides and progress in a developing country like India. The need for its expansion in the country has grown so much that it has been given a place of pride in the new 20-point programme of our late Prime Minister Mrs. Indira Gandhi. It is the potent weapon by which the country can achieve the desired goals as envisaged in the plans.¹

Today, this movement have spread in all important sectors of Indian economy. One such important sector is consumers co-operatives. It is assumed that consumers co-operatives have capacity to protect the consumers as well as they are able to hold the price line by working as an agency in the public distribution system of essential goods. Naturally the actual functioning of consumers co-operatives working at various levels has become of prime importance. Because ultimately it is their day to day working which generates their overall impact on consumers life.²

Warana Bazar is the first co-operative consumer store, in which women have a dominant role to play. Since its inception Warana Bazar has given preference to women in all level. Today, almost 70% females are the members of this store. It is the only consumer co-operative store in India, in which the majority of the members are women. Consumer co-operative stores is the field specially for women and hence the management of the store has given preference to women at all levels since its inception. Therefore, present study tries to evaluate the actual women's participation in 'Warana Bazar'.

1.2 GENESIS OF THE PROBLEM :

For the present study, 'Shree Warana Vibhag Sahakari Grahak Mandal', working in Warananagar is selected. The researcher has selected the problem mainly on the following grounds.

Since its inception the main objective of the warana Bazar is to serve common people residing in this area by making available all / ^{the} daily needed consumer goods at reasonable rates with assured good quality. But the major part of the consumer store deals with household commodities which are handled by women. Women are naturally good at various tastes. They know better what is wanted or what is not wanted at home. Every commodity that is bought is handled by them. That's why they are more curious. In order

to increase fame and efficiency of Warana Bazar, there is a great need of this curious women members. Such is the policy of the management of Warana Bazar.³ Therefore, since its inception Warana Bazar has given preference to women in membership and then gradually at all levels i.e. employment, management, customer etc. Warana Bazar has given preference to women. At present the women members of Warana Bazar are more as compared to male members (almost double). But only by giving preference to women in membership is not sufficient. They should be given preference in all the working of the store. The success of the store mostly depends on it. To examine such participation of women, the researcher has selected this problem.

1.3 OBJECTIVES OF THE STUDY :

Warana Bazar is the first co-operative consumer store in rural part of India. In any consumer co-operatives, women's participation is inevitable because major part of the consumer store deals with household goods, which are required in kitchen and kitchen is the empire of women and hence co-operative consumer stores should have more female members.⁴ The general impression is that the Warana Bazar was started as an outlet for female participation in the co-operative movement at the local level as well as to satisfy various buying needs of the local population. That's



why this investigation is undertaken to study their actual participation at various level in Warana Bazar.

The main objectives of the study is to analyse the women's participation in the working of 'Shree Warana Vibhag Sahakari Grahak Nabdal Ltd., Warananagar'. The specific objectives of this study are :

1. To ascertain the participation of women in the formation of the Warana Bazar.
2. To measure contribution to the Share Capital by the female population.
3. To measure participation of the female members in the management.
4. To measure the share of the female members in the employment of the Warana Bazar.
5. To measure participation of the female population as a customer.

1.4 RESEARCH METHODOLOGY :

Warana Bazar started functioning from 2nd April 1978, with the purpose of providing pure, unadulterated and better quality goods to the consumers at a reasonable rate. It comprises 78 villages in Kolhapur and Sangli district, Kolhapur district comprises 49 villages and Sangli district comprises 29 villages.

At present, the total number of individual membership is 4,331 out of which 2,887 are females and 1,444 are males. The percentage of female to total is 66.66. For the present study, the researcher has collected primary data with the help of sample survey by making a questionnaire.

1.4.1 SELECTION OF VILLAGES :

The researcher has selected the villages from Kolhapur district only. Out of 49 villages, from Kolhapur

district, following 4 villages are selected for sampling:
1. Kodoli (2) Pargaon (3) Bahirewadi and (4) Jakhale.

We selected these villages because these villages are situated near Warana Bazar, and therefore, they are benefited more as compared to other villages. Because of short distance the women from these villages used to go to Warana Bazar and make their purchases. Because of easy direct contact of women we have selected these villages.

1.4.2 SELECTION OF SAMPLE RESPONDENTS :

The selection of sample respondents was random. We select 50% female members from above four villages. The selected villages-(1) Kodoli, (2) Pargaon (3) Bahirewadi (4) Jakhale consist of total female membership as 187, 81, 41 and 15 respectively. We prepared list of these female members and by random sampling (2,4,6,8...330) we selected 155 female members from above four villages. However, in order to get details regarding the working of the Warana Bazar, we selected 7 females (who are the members as well as who are board of director, officer salegirl, and worker in Warana Bazar) from warananagar itself. Thus we selected 50% female members from above four villages and 7 female members from Warananagar. Thus in total we selected 172 sample female members. The percentage of sample female members to total female members is 5.96.

1.4.3 SOURCES OF DATA :

The library source in the form of various books, journals and reports provide for the theoretical part. Two types of data have been used in this study.

1. Primary data - collected by the sample survey on the basis of questionnaire.
2. Secondary data - collected from various booklets pamphlets Bye-laws, project reports and Annual reports of Shree Warana Vibhag Sahakari Grahak Mandal Ltd., Warananagar. Additional information regarding the working of the store is collected through personal discussions with the Warana Bazar's officers, managerial staff, accounts salesmen and workers etc.

1.5 LIMITATIONS :

The researcher has to face some difficulties in her study. The collected primary data is not accurate due to the illiteracy of most of the female members.

The collection of primary data took 2 months following difficulties were encountered in the process :

1. The selected respondents could not be immediately contacted because of random sampling. So the researcher has to wander for long time.

2. Because of illiteracy of respondents, they had to be personally or with the help of local leaders enlightened about the purpose of the survey.
- 3.. The information could not be easily and accurately obtained because of illiteracy and also the apathy due to the poverty.
4. The collection of the data from the female members involved much time and physical, mental strain because of their reluctance in disclosing information.
5. Sometimes some respondents gave deliberately wrong information. However, the researcher had to cautiously collect data, without disturbing the feeling of the respondents.
6. Most of the female members were busy in the daily housework. So they were naturally very reluctant to spend time with the researcher. However, the researcher had to collect data without becoming nervous.

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