

# **CHAPTER -II**

***NATURE, SCOPE***

***&***

***RESEARCH***

***METHODOLOGY***

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## 2.1.

### INTRODUCTION

The area under cultivation of onions over the world is estimated about 15 to 17 lacks of hectors. India ranks second where china ranks first in the world in onion production. In India about 320000 hectors of land under cultivation for onions and out of this 70,000 hectors of land under cultivation of onions in Maharashtra [ Estimated in 1993-94] ( Source:- Market Committee's report 93 - 94)

In Maharashtra western maharashtra kokan, vidharbh and marathwasda are the main growing regions. Particularly in western maharashtra nasik, pune and Satara are important onion districts. Lonand market its one the biggest onion market in Maharashtra.

The present study is proposes to investigate the Marketing Systems and role played by Agro - produce market committee in marketing of onions in Lonand market. The study focuses it's attention on present marketing systems, co - operative marketing, impact of co-operative marketing on onion growers and role of APMC in marketing as a whole.

In Satara district Lonand onion market is one of the largest onion market . In the market onion which is popularly know as ' Halwa' and 'Garva' are very important vegetable crops. Though The production of onions are large but the cultivator's seems to be economically poor.

## 2.2. SCOPE OF PRESENT STUDY

The scope of present study is confined to study the role of agro produce market committee in marketing of onions. The 'Agricultural Marketing' used in this study which refers onion marketing and present study is geographically limited to the area of Khandala Tehsil in the Satara District.

## 2.3. OBJECTIVES OF STUDY

The specific objectives of the study may be summarized as under

1. To study the marketing system with reference; to onions in Lonand market.

2. To study the co-operative marketing system of onion and to understand whether it is beneficial to the onion growers or not.

3. To identify the problems faced by the onion growers in the selling of their produce and to locate the causes behind them and to suggest some measures in that respect.

4. To examine the various services rendered by the market committee to the onion growers

5. To examine role played by Agro Produce Market Committee in marketing of onions.

6. To examine cultivators and middle many role in

marketing of onion.

7. To study whether cultivators get better prices or not.

8. To make suggestion and recommendations for improvement of marketing system.

#### 2.4. HYPOTHESIS

A very large area is under cultivation in Khandala Tahsil. Onion growers in this area are facing various marketing problems. like They are not getting fair prices for their produce, storing facilities, Credit facilities, Grading and Standardization, Market information, Transportation, Weighing facilities are not properly and adequately available.

The Lonand agro produce market committee is expected to play an active role particularly in the interest of the producers. The maharashtra agricultural marketing (regulation)) Act 1963 aims at providing facilities and regulating different activities in the market for the benefits of farmer's. However Lonand Agro Produce Market Committee is not enough active in performing the functions expected from it. It is felt necessary; to examine the entire marketing system is existence in Lonand market. As majority of the producers in this area are onion growers the marketing system to be examined in reference to onion growers

in essentially to be improved for the betterment of onion growers at large.

## **2.5. DATA REQUIREMENTS**

For the purpose of present study, information was collected from the following major areas namely

1. Geographical setting of Khandala Tahsil.
2. General information regarding onion Crop.
3. Information of present marketing channels/ systems
4. APMC's role in marketing
5. Cultivators and middlemains role in marketing in onion trade.
6. Significance of co-operative marketing in onion trade.

## **2.6. SAMPLE SELECTION**

Onion is grown in both Khandala and Phalatan Tehsils. Due to large number of growers and their scattered nature the sample selection is more difficult. It is estimated that almost every household comes under the category of onion grower. In order to provide adequate representation, the

onion growers were classified in to three categories namely Large Medium and Small. Selection was made on the basis of personal judgment from these categories. In all 100 respondents from Khandala, Phaltan and other tahsil represent the sample for the study. As the selection was mostly deliberate choice of researcher, rate of respondents was cent percent.

## 2.7. METHODOLOGY OF DATA COLLECTED

To collect the information from onion growers personal informal interview technique is used. For this informal interviews small model of questionnaire is set. A copy of questionnaire is attested herewith.

The study mainly relied upon

1. Published and unpublished data
2. Questionnaire
3. Oral discussions and personal interviews during the survey.
4. Indirect oral investigation.

Most of the information is collected through questionnaires and mutual discussion.

Secondly data was collected from the books, journals, printed matters reports of co-operatives and Government

committee's and published research work.

## **2.8. LIMITATIONS OF STUDY**

It is very important to see some limitations. Non availability of data is one of the main limitation of this study. As this research is based on a small sample, no doubt, the samples representative but considering the sample magnitude of problem, conclusions drawn in the study may be treated as tentative in nature.

Most of the information is collected through questionnaire and mutual discussion was of question answer nature and hence their numerical classification was not possible. However due to these limitations inaccuracies exist in data are not of serious nature and does not vitiate the main findings of the study.