

**CHAPTER-IV**

**METHODOLOGY OF STUDY**

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The following is the brief outline of the Research procedure that has been adopted in the present work.

Research Plan :

- 1) Objectives of the Study.
- 2) The locale of the Study.
- 3) The Research design of the Study - Sampling
  - A) The Selection of the Village Herle
  - B) The Selection of Households
  - C) The Study of the dairy co-operative societies.
- 4) The Techniques of data collection.
- 5) Interviewing the respondents.
- 6) Analysis of data.

1) Objectives of the Study :

The overall general objective of the present study was to find-out the extent of dairy farming in the village Herle and to examine the impact of dairy farming on the village masses.

The specific objectives of the study were as follows :

1. To study the emergence and development of the dairy industry in village Herle.



2. To find-out the problems in the promotion of dairy industry in Herle.

3. To find-out the extent of dairy farming in the village Herle.

4. To examine the impact of dairy farming on the socio-economic life of the people.

5. To understand the awareness amongst the village farmers (Herle) with regard to new and developed techniques concerning dairy industry and

6. To account for the overall development of the village Herle on account of the popularization of the dairy industry.

2) The Locale of the Study :

The village Herle is located in Hatkanangale Taluka of Kolhapur District in Maharashtra. It lies between 16° and 23° north latitude and 74° and 76° east longitude. It is situated 13 kilometers away from Kolhapur on the Kolhapur-Sangli Road. It is one of the biggest villages in the Kolhapur District, known for its progressive character.

3) The Research Design of the Study - Sampling :

The sampling procedure in the present work involved first the selection of the village dealing with the dairy industry. Secondly the selection of the households from the selected village.

A) The Selection of the Village Herle :

The village Herle was purposefully selected for the present study. The major causes for the purposeful selection of the village were :

- i) Herle is easily accessible from the District Headquarters.
- ii) It is the one which has taken to dairy farming on a very large scale from the very beginning.
- iii) Majority of the farmers from the village are rearing high yielding varieties of breed as compared to the rest of the villages in the neighbourhood.
- iv) It is a leading village as far as dairy farming is concerned in the whole of the Kolhapur District.
- v) Different co-operatives are successfully operating in different walks of life in the village.

B) Selection of Households :

As far as the selection of the village leading in the field of dairy industry was concerned the village Herle was purposefully selected for the reasons outlined earlier. As far as the selection of the households from the selected village was concerned, 88 households out of 440 households dealing with dairy farming were sampled. The sampling frame consisted the households dealing with the dairy farming in the village which worked out to 440 households. Out of the 440 households engaged in the dairy farming every fifth household was selected on the basis of random sampling technique. It means 20% sample was selected for the study.

C) The Study of the Dairy Cooperative Societies :

Alongwith the study of the households cited above, the study of the co-operative societies situated in Herle was taken-up. The co-operative dairy societies working in village Herle at present are Shri Panchaganga Dairy Cooperative Society, Shri Dudhaganga Dairy Co-operative Society and Shri Kamdhenu Dairy Co-operative Society. This study gave an ample scope to investigate what kind of co-operation the households seek from them and how far these societies extend the co-operation to them in promoting their milk profession.

4) The Technique of Data Collection :

For the collection of data regarding the present work dealing in dairy industry, the technique which is used in general and which helps a lot in such a research project is the Interview Technique. In such a technique a due care has got to be taken while preparing interview schedule, the common features of the present research study were carefully looked after.

This interview schedule was divided into five sections - i) Personal Data, ii) Family History, iii) Information about subsidiary dairy industry, iv) The role of Co-operative Dairy Societies and v) General information.

The interview schedule including 44 questions was prepared with a view to covering all the five sections cited above, while actually interviewing the respondents the responses were sought in Marathi though the interview schedule was in English.

5) Interviewing the Respondents :

After the interview schedule was formed and finalized the task of interviewing 88 households was begun. Every day nearly 3 households were interviewed, and this interview

campaign was completed within a month approximately. Generally the head of the household was interviewed and if any, educated person happened to be the member of that household his help was sought to collect all the necessary information. The households that possessed the cows and buffaloes in greater number had their own bio-gas plants. These plants were also studied carefully. The information regarding how much milk the households produce and how much benefit do they derive from it, in what way are they able to promote the family status - all this was collected from different households. Thus they were also questioned to collect the information about when and where from did they purchase their first cow, how much profit do they earn, what cattle feed do they purchase, and the veterinary help do they get. The answers to all these questions were easily bagged.

In order to get more detailed information about the dairy industry the Kannad language was also used as many of the Jain families speak it. The Veterinary Officer was also contacted to gain more information about the health of the cows and buffaloes. The dairy Chairman, the Secretary of it and the other workers from the dairies were also interviewed. Their difficulties and problems were noted. Some milkmen were also approached to, and whether the house-

holds get profits more from the milkmen or from the dairies was also investigated.

Some farmers seemed to be interested in purchasing cows and selling them at random. These farmers argued that they gained more profits in such a dealing than producing and selling the milk to the dairies or to the milkman. This investigation was really interesting and it was found that such farmers thrived a lot.

6) Analysis of Data :

After the collection of data was over the interview schedule were properly edited and serially arranged. Then the data were manually processed with the help of code-book. Then the processed data were decoded and tables were prepared.