

CHAPTER, IV

METHODOLOGY & PLAN OF STUDY

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CHAPTER : IV.

METHODOLOGY AND PLAN OF STUDY.

In India the vital role of agriculture arises out of the position the agrarian sector occupies in the overall economy of the country. Agriculture is the largest sector of the economic activity and has a crucial role to play in the country's economic development by providing foods and raw materials, employments to a very large proportion of population, capital for its own development and surpluses for national economic development. At present almost 70 percent population of our country depends on agriculture and this dependence is growing day by day with rapid increase in population over the last several years. To keep pace with this increasing population it is very necessary to increase our agricultural production with the help of modern scientific methods of agriculture like using improved seeds, fertilizers, tools and techniques etc.

Considering the importance of the agriculture in the national economy, our Government has led increasing emphasis on accelerated growth in agricultural production. It has assumed great importance in recent years in view of the increasing pressure of population on land and the heavy cost of importing agricultural commodities, particularly foodgrain. Necessary attempts are made by the Government to increase agricultural production by financing the farmers on liberal terms through nationalised banks, land development banks, cooperative societies. Agriculture scientists are making available to the farmers improved seeds, fertilizers, tools and techniques, chemicals, pesticides etc.

But inspite of best attempts made by the Government to encourage the farmers for using modern methods of agriculture ~~is~~ it is observed that most of the farmers in our country are reluctant in this respect. Majority of them are even unknown of these modern methods of agriculture. Many of them are not knowing as to what type of seeds to be

used, when to use a particular type of fertilizer,, what are the new tools and techniques available for better farming, what pesticides to be used and when? It is because most of the farmers are illiterate. They depend solely on tradition method of agriculture, which are out of date now-a-days. As a result, they are not able to take satisfactory production, even from most fertile land. It results in shortage of foodgrain.

So there was necessity of some agency which can guide the farmers in respect of improved seeds, fertilizers, chemicals, pesticides, tools, techniques etc. and also make them available at reasonable prices. It can definitely result in increased agricultural production and can also improve the financial position of farmers. The supplying agency may be possibly from cooperative sector which can functioning efficiently for benefit of farmers keeping in view this objective, some agricultural graduates came together in January, 1973, and started the "Sheti Padvidhar Krishi Udhog Vikas Sahakari Sanstha, Ltd. Kolhapur" of course this is not only Sanstha functioning

in our country. There are many such cooperative societies, functioning for the betterment of our farmers. But this is the only one "Sahakari Sanstha" selected for this study. Like many other cooperative societies, the main objective of this organisation is to supply to the farmers at reasonable rates improved seeds, fertilizers, chemicals etc. to consider their difficulties and guide them whenever and wherever necessary. These facilities can encourage the farmers for getting more production and also improve their financial position.

It was interesting to study the marketing activities of this organisation over the last few years because such a study can disclose how far this sanstha is successful in achieving its objectives. So researcher selected this organisation for his study and entitled it as " A Study of Marketing activities conducted by Sheti Padvidhar Krishi Udhayog Vikas Sahakari Sanstha, Ltd. Kolhapur."

Use (of)

OBJECTIVES OF THE STUDY

The main objectives of the study were -

1. To study in detail the marketing activities conducted by the organisation and to find out how far it is successful in achieving its objectives.
2. To study the problems faced by the Sanstha in conducting its marketing activities.
3. To suggest some remedial measures for improving marketing activities of the organisation.

SCOPE OF THE STUDY

The organisation functions are to provide fertilizers, seeds, equipments and chemicals to the farmers. It also gives know-how to the farmers through seminars, and group discussion. The activities conducted by the organisation are limited, because it is a small organisation having authorised share capital of Rs.50000/-.

In the bye-laws of the organisation it has been mentioned that functioning area will be confined to Kolhapur district. The members of the organisation are Agriculture Science graduates, so there is a limit on membership. The functioning area is also limited. Total volume of sales and purchases of items is also with-in control.

The marketing ^{activities} ~~activities~~ conducted by the organisation and research work done by it were main aspects of this study. The study is aimed at activities of the particular organisation viz. Sheti Padvidhar Krishi Udhayog Vikas Sahakari Sanstha Ltd. Kolhapur and relates mainly to the marketing activities of the organisation.

Repetition

Though the study is concerned with the particular unit and such studies have been conducted earlier in similar societies, there is some time gap between earlier studies and this study. New knowledge, techniques and conditions indicate a need to undertake this study. The circumstances

and facts regarding marketing activities present in this unit are quite different from other units and hence the importance of this study can not be understated.

LIMITATIONS OF THE STUDY

The present study of marketing activities conducted by Sheti Padvidhar Krishi Udhog Vikas Sahakari Sanstha Ltd. Kolhapur is limited in its nature. The marketing activities conducted by this particular unit are studied.

The study consists of only the marketing activities and not the financial problems personal problems or production problems. The study deals with the past records which are used for this research study.

METHODOLOGY USED.

Collection of data is an important part of the research process. The present study i.e." A study

of Marketing Activities conducted by Sheti Pad-vidhar Krishi Udhayog Vikas Sahakari Sanstha Ltd. Kolhapur is tackled as a "case study method of research." The data maintained by the organisation regarding purchasing, selling, storage etc. was collected and tabulated. The same is analysed and accordingly trends have been set up. Upon which some conclusions are drawn. This information was collected through the records kept by the organisation and from the annual report of the organisation.

So far primary data is concerned, it is collected through the schedule. The schedule is constructed so as to cover all marketing factors. The questions were serially arranged and that forwarded before management. Accordingly responses of management were taken by asking the questions. The information collected through the schedule was analysed and with the help of that information a few of the conclusions are arrived at.

The tools of observation have also played an

an important role while conducting the research work. The researcher has observed the marketing activities conducted by the organisation. Not only this but the location of the organisation functioning has also been observed. During the research work, researcher visited the godowns of the organisation and noted the facts regarding storage system of the organisation. Thus researcher made all necessary attempts to collect data and make this research work a genuine.

NATURE AND SOURCE OF DATA

The data collected for the research problem is of two types i.e. primary and secondary data.

The primary data consists of the information collected through interview schedule. The information collected through the interview schedule is logically and critically analysed after taking into consideration facts observed. These conclusions were drawn in consistent with the data.

So far the secondary data was concerned it was collected from the records and reports of the organisation. This data was also analysed and interpreted so that researcher can draw some conclusions. The statistical information regarding purchasing, selling and storing was collected and interpreted. Some books on agricultural marketing, various magazines, journals also provided valuable information for this study.

GEOGRAPHICAL AREA.

The functioning of the Sheti Padvidhar Krishi Udhog Vikas Sahakari Sanstha is limited to the Kolhapur district only. So the geographical area covered by organisation is only the branches opened in Kolhapur district. Presently the organisation has its branches at Pethvadagaon and Rankalves (Kolhapur). The organisation sells fertilizers, seeds, chemicals to its members and primary cooperative societies located in Kolhapur district.

PRESENTATION OF THE STUDY

The study is presented in 6 chapters as follows :

- CHAPTER I : This chapter deals with various marketing activities i.e. purchasing, selling, storing etc.
- CHAPTER II : This chapter focuses light on cooperative marketing in India.
- CHAPTER III : In this chapter, historical background of the organisation is discussed.
- CHAPTER IV : This chapter explains the objectives & methodology of study.
- CHAPTER V : This chapter involves specific study of the organisation with special reference to the activities conducted by the organisation.
- CHAPTER VI : In this chapter observations, conclusions and suggestions are drawn.