
CHAPTER-II: OBJECTIVES AND METHODOLOGY OF THE STUDY

CHAPTER-II

OBJECTIVES AND METHODOLOGY OF STUDY

Introduction

The preceding chapter explains the needs of regulating markets. It is clear that regulated markets are governed by Agricultural Produce Market Acts. They are managed by committees representing traders, cultivators and local authorities. Regulated markets are expected to protect producer-sellers against malpractices.

In Maharashtra, regulated markets are governed by the Agricultural Produce Markets Act, 1963. The Act provides that there shall be at least one regulated market in each Taluka. These regulated markets are properly known as Market Committees.

The present study is entitled "A Study of Marketing Activities of Karad Agricultural Produce Market Committee".

1. Objectives

The objectives of the present study may be stated as under:

- i) to study administrative problems of Agricultural Produce Market Committee, Karad.
- ii) to study the marketing functionaries.
- iii) to study buying and assembling of agricultural product.
- iv) to study the selling procedure.

- v) to study the problems of storage facilities.
- vi) to study the proper need of standardisation and grading.
- vii) to study the transport facilities.
- viii) to study the advertisement and publicity.
- ix) to study the collection of market information.
- x) to evaluate the management of market committee.
- xi) to make suggestion for improvement in the marketing activities of regulated market.

The study also examines the impact of the market committee, Karad on small cultivators and farmers.

2. Scope and Limitations of the Study

The scope of the present study is limited to only one market committee, i.e., Agricultural Produce Market Committee, operating in Karad, District Satara. It only emphasises the administration and marketing activities of agricultural produce market committee, Karad.

In Satara District there are eleven market committees with their sub-market committees. Here we have considered only the Karad Market Committee which is one of the many.

The Karad Market Committee covers as many as 18 commodities. The detailed investigation is, however, restricted to five commodities only. The commodities covered by this study include

mainly jawar, groundnut, jaggery, wheat, turmeric, onion, maize etc.

The Agricultural Produce Market Committee was established on 20th February, 1944. But statistical information is collected from the year 1975-76 to 1985-86.

Graphs about jaggery, groundnut, wheat, jawar, turmeric are drawn from the year 1980-81 to 1985-86 only. Here lies the limitation of the study.

3. Methodology

Any study about any problem always depends upon the nature and sources of data. To study the marketing activities of the agricultural produce market committee, Karad data are collected specially from the year 1975-76 to 1985-86.

This report is based on the data collected from primary as well as secondary sources of information.

Information collected for the first time is called Primary data. The Primary Data is collected by observations, experimentation, interviewing and estimation. Out of these the data collected by oral interviewing method is the best way for collecting data.

Here administrative staff, office bearers of the market committee, Karad were interviewed personally by unstructured

interview technique. At the same time the data are collected from cultivators farmers, traders customers by the same technique.

In addition to this personal observation technique was used for getting first hand information.

Secondary data which already exist and may be used for an investigation has not been collected. For that specific purpose it is called Secondary Data.

The publications of the Government of Maharashtra, Annual Reports and other records of Market Committee represent Secondary sources of information. Therefore, for this study such type of information is collected from Panchayat Samiti, Karad and information published by Zilla Parishad, Satara.

The collected data are presented in the forms of tables, charts, graphs and maps. The analysis is based on simple statistical techniques.

4. Organisation of the Report

A report of the "A Study of Marketing Activities of Karad Agricultural Produce Market Committee", is divided into six chapters.

The first chapter is devoted to agricultural marketing. This chapter explains marketing evolution, marketing activities, types of markets, objectives of marketing, agricultural marketing,

important characteristics of agricultural market, characteristics of product channels of distribution, types of agricultural marketing, regulation of marketing and selection of problem.

The second chapter includes objectives, methodology, scope of study and organisation of report.

The third chapter includes economic profile of Karad taluka. In this chapter, information is given about location of Karad taluka, administration, population, agricultural scene, land utilisation, cropping pattern, market development, weekly markets, transport, banking facilities etc.

The fourth chapter describes the information about agricultural Produce Market Committee, Karad, i.e., administration, composition, organisation etc. of the committee.

The fifth chapter shows presentation and interpretation of data about marketing activities of the committee.

The sixth chapter deals with observations, conclusions and suggestions.

Thus, the report is prepared in six suitable chapters.