

Chapter 4

RESEARCH DESIGN.

- 4.1 Introduction.
- 4.2 Objectives of the study.
- 4.3 Methodology adopted.
- 4.4 Sources of Data collection.
- 4.5 Significance & scope of study.
- 4.6 Outline of study.

4.1 INTRODUCTION

Management is an activity composed of some basic functions achieving the objectives of an enterprise through the efforts of its personnel. Management is essential for all kinds of organisations whether they be business organisations or non business organisations. This is so as every organisation requires decision making, the co-ordination of activities. The handling of people and evaluating the performance directed towards its objectives.

The job of management is to provide dynamic leadership that combines the productive but passive resources into a fruitful organisation.

Management acts as a creative force in the organisation. Management adds a real plus value to the operation of any organisation by enlisting a little extra value out of each person. It provides new ideas, imaginations and visions to the working group. It integrates its efforts in such a manner as to account for better results. It ensures a smooth flow of work in the organisation by focusing on strong points, neutralising weak lines, overcoming difficulties and establishing team spirit. Management strives to secure the maximum results by the use of minimum resources. Briefly the well being of the society is largely dependent upon the quality of management

prevailing in all social organisations.

The management process constitutes of Planning, Organisation Staffing, Directing, Controlling Motivating, Co-ordination and Communication. And the functional areas including personal function, finance function, production, marketing function. The study of such management process and functional areas of management is important. Hence our attempt is to study the management process and functional areas of management adopted by the Gadag Co-operative Textile Mill Ltd., and the Farmers Co-operative Spinning Mill Ltd of Gadag Taluka and to suggest some ways and means for effective management.

4.2 OBJECTIVE OF THE STUDY :

The researcher has the following objectives for the purpose of his study.

1) To study organisational structure of Gadag Co-operative Textile mill Ltd., and the Farmers Co-operative Spinning mill Ltd.

2) To study and examine the management process and functional areas of management adopted.

** such as the planning process or various plans prepared and implemented by the two organisation understudy.

** Staffing, authority, responsibility and accountability existing.

- ** The measures adopted to co-ordinate the activities of various departments .
 - ** The motivational aspects and to probe into the various controlling techniques used.
 - ** The functional areas of management like personnel, finance production, and marketing function of two organisations understudy.
- 3) To suggest remedial measures for the efficient functioning of the organisations.

4.3 METHODOLOGY ADOPTED : -----

Keeping in view the above objectives it was necessary to collect the required data from various sources. The data required for study are collected through questionnaire from selected respondents of various categories such as Workers, Officers and Managers. Besides this the other information is collected through discussions, personal interviews and observations. Similarly data was made available through published material and the records maintained by the factories.

4.4 SOURCES OF DATA COLLECTIONS : -----

For the purpose of the present study relevant information is collected through various sources such as primary sources and secondary sources.

4.4.1 PRIMARY DATA :

Primary data is collected through the following ways :

i) **QUESTIONNAIRE** : Two different questionnaires were prepared and administered. One was meant to elicit the information about the management process adopted by the organisations and other was to get the information about the functional areas of management of the organisation under study.

ii) **DISCUSSIONS AND INTERVIEWS AND OBSERVATIONS** : The detailed discussion with some Directors, Managing Directors, Office superintendents, supervisors, Accountants, personnel officers, workers were held. Similarly structural interview were held with the employees and employers to cross examine the management process adopted by the organisation and some data were collected by using observation method. The safety measures, and welfare facilities provided to the employees were observed.

4.4.2 SECONDARY DATA

For the purpose of the present study relevant information is collected through the various sources viz :

i) Chhatrapati Shahu Central Institute of Business Education and Research Library, Kolhapur

ii) A.S.S. College of Commerce Library, Gadag.

- iii) The Gadag Chamber of Commerce and Industry, Gadag.
- iv) Annual reports of the Gadag Co-operative Textile mill ltd and the Farmers Co-operative spinning Mills Ltd.
- v) Official records of the Gadag C-operative Textile Mill Ltd and the Farmers Co-operative Spinning mill Ltd.
- vi) Various journals, Magazines and newspapers such as Economic and Political weekly.
- vii) Study material of Chartered Accountants.

4.5 SIGNIFICANCE AND SCOPE OF STUDY :

Management science which is a comparatively recent origin has a tremendous impact upon organised work and its effectiveness. The principles and techniques of management has proved essential to the successful operation of both business and non business organisations. It has also comply and contributed to the higher values of human culture and civilization. Management tools and techniques have shown the way to creating congenial environments in which people working in groups can contribute to the maximum of their ability to accomplish given goals. Today management importance is universally accepted. There is a great need for inducting better management in all spheres and at all levels. So the present study is undertaken where emphasis is laid to study the management process and functional areas of management adopted by the Gadag Co-operative Textile mill ltd and the Farmers Co-operative Spinning Mills Ltd. Based on the findings remedial measures may be suggested to enhance the efficiency of the organisations.

4.6 OUTLINE OF THE STUDY :

The present study comprises of six chapters in all, cover the various aspects :

CHAPTER I : Introduction to the theoretical background : in this chapter the theoretical aspects pertaining to the management process has been highlighted.

CHAPTER II : Profile of Gadag Taluka and the Organisation understudy: In this chapter the profile of Gadag Taluka and its infrastructural facilities at Gadag has been studied. And under the organisation understudy the background operation performance purchasing system, financial results, modernisation and marketing of yarn aspects pertaining to the both organisation have been highlighted.

CHAPTER III : Textile Industry scenarios : In this chapter the history and present position of the Textile industry and growth of textile industry profitability ratios for the mill sector has been highlighted.

CHAPTER IV : Research design : In this chapter the introduction and objective pertaining to the study and methodology adopted, sources of data collected, and scope and significance of the study has been highlighted.

CHAPTER V : Management Process and functional areas of management adopted by the organisations : In this chapter the tabulation of research finds is presented.

CHAPTER VI : Conclusion and Suggestion : In the light of the analysis the conclusions and suggestions are drawn and recommended.