

C H A P T E R - II.

OBJECTIVES & METHODOLOGY.

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CHAPTER-II.

OBJECTIVES & METHODOLOGY.

2.1 OBJECTIVES OF THE STUDY:

The major objectives of this study are as under:-

- 1) To study the marketing process of jaggery in the Kolhapur Agricultural Produce Market Committee, Kolhapur;
- 2) To identify the plus and minus factors in the market process as in practice in the above said organisations;
- 3) To make suggestions, if necessary, for further improvement in the marketing process of jaggery.

2.2 METHODOLOGY OF THE STUDY:

This study is based on both secondary and primary data.

The Secondary Data have been collected from the records and annual reports of the Kolhapur Agricultural Produce Market Committee, Kolhapur. Similarly, books, newspapers and journals have been extensively used to collect the necessary data.

For the collection of the primary data, sources of information were classified into two groups:-

- A) Producers of jaggery from the notified area of Shree Shahu Market Yard, Kolhapur;
- B) Management of Shree Shahu Market Yard, Kolhapur.

Out of the total 12 Talukas of Kolhapur District, 2 Talukas were selected on the basis of the majority arrivals of jaggery. About 10% of villages from these two talukas were selected on the basis of population by using quota-system of sampling technique. Further, the producers of jaggery were classified on the basis of their contribution to the jaggery production.

Finally, about 10% (i.e.95) jaggery producers were selected for the investigation. The primary data from jaggery producers were collected by personal interviews with the help of a questionnaire (Appendix 'A').

Following Table shows the Classification of Interviewed Jaggery producers on the basis of their contribution to jaggery production:-

TABLE NO.2.1

Contribution to Jaggery Production in Quintals	No.of Jaggery Producers
0 - 50	56
51 - 100	20
101 - 150	5
151 - 200	4
201 - 250	<u>10</u>
<u>TOTAL</u>	95

Moreover, personal discussions with respondents and members of the managing committees were arranged in informal meetings.

Similarly, the office of the Kolhapur Agricultural Produce Market Committee were visited to get the information regarding the procedure of marketing of jaggery. Again the spot of market where the actual sale of jaggery takes place was visited many times to observe the method of sale of jaggery.

The data collected were checked up, tabulated and analysed before taking up the final drafting of this Dissertation.

Lastly after discussions in depth the Guide Teacher, the final draft was prepared.

2.3) SCOPE OF THE STUDY.

The study is related to the marketing of jaggery in Chh.Shahu Market Yard, Kolhapur. Since the

dissertation is to be submitted to the University within the short span of time, the study is limited to Shree Shahu Market Yard only. Therefore, the data is collected from the producers living in the Notified Area of Shree Shahu Market Yard, Kolhapur, only. The remaining information is gathered through secondary sources. All the findings are based on the information concerning the year 1986-87.

2.4) CHAPTER SCHEME:

The study has been divided into seven chapters.

CHAPTER-I deals with the introduction, in which general introduction of marketing is given. Further, various approaches were studied and made them applicable to the present study.

CHAPTER-II provides the details of the study, i.e. objectives, scope, limitations and methodology followed.

CHAPTER-III sets out the place of jaggery in socio-economic life of our people. It explains the importance of jaggery industry in India. It also deals with the system of manufacturing jaggery.

CHAPTER-IV gives the proem of the Agricultural Produce Committee, Kolhapur. It deals with the

location, notified area, constitution, income and expenditure and other aspects of Market Committee.

CHAPTER-V deals with process of marketing jaggery in Shahu Market Yard. This Chapter gives in detail the steps involved in marketing of jaggery.

CHAPTER-VI is the main body of the report. It deals with presentation and analysis and interpretation of the data collected by the researcher. It throws light on the effectiveness of the Shahu Market Yard in protecting the interests of the jaggery producers.

CHAPTER-VII is the concluding Chapter. It deals with the Conclusions arrived at on the basis of the analysis and interpretation of the data. It also sets out the suggestions to remove the shortcomings in the process of marketing the jaggery.