

## CHAPTER 1 : RESEARCH METHODOLOGY

### 1.1 INTRODUCTION :

India is a developing nation with vast natural resources and manpower. More than 70 % people of India live in villages and depends on agriculture. In India the agricultural sector is predominant. But if we want to develop fast, we must achieve industrialisation because industrialisation is one of the means of rapid economic growth. Sir M. Visvesaraya, who initiated and aroused the country's interest in industrialisation, has remarked in his book, "Planned Economy For India," "No country which aspires to be reasonably self supporting can do without agriculture. At the same time, no nation in modern times has grown rich through agriculture alone. With the growth of civilization and the multiplication of human wants, the occupations associated with industries and manufactures have increased in importance and are found to be more remunerative than agriculture, and industrialisation has come to be regarded as a necessity and more or less as synonymous with civilization."

Overall development of a country depends on the sectoral development of the economy i.e. development of industry, agriculture, banking, transport and communication facilities, education etc. The sectoral development depends upon the efficiency with which the resources are employed to achieve the given targets. That means the productivity of the factors of production plays a very vital role in the development.

The Sugar Industry is the second largest agro-based industry in the country. The sugar factories make attempt to change the economic, social and cultural life of the people in their operational area. The sugar industry is dominated by the co-operative sector. These co-operative sugar factories help the farmers to solve the marketing problems regarding sugarcane, produce sugar and other by-products, create ancillary industries.

The present study is an attempt to highlight "productivity" concept regarding cooperative sugar factory which is engaged in procurement of sugarcane, manufacturing sugar and other by-products such as alcohol, acetone, liquor etc. and marketing of these products.

#### 1:2 OBJECTIVES OF THE STUDY :

The concept of productivity plays very important role in the performance of an organisation. It is useful to measure the efficiency of the institution. Cooperative sugar factories play an important role in the lives of the rural people. But there is a necessity to evaluate such institutions with the help of modern concepts of evaluation such as productivity. The present study is undertaken with the following specific objectives.

- I. To study the working pattern of Rajarambapu Patil Sahakari Sakhar Karkhana Ltd., Rajaramnagar, Sakhrale, Tal - Walwa, Dist - Sangli, hereinafter referred as RSSK, Rajaramnagar.

- II. To measure the material productivity, labour productivity, overheads productivity, capital productivity, departmental productivity and value added productivity and to find out what measures are being used by the management to achieve these productivity.
- III. To suggest a solution to develop a suitable productivity measurement system and suggest a solution to increase the productivity.

### 1:3 METHODOLOGY :

The research problem selected for the present study i.e. "Productivity management in Sugar Cooperatives" is taken into consideration in a limited sense that means productivity management in RSSK, Rajaramnagar. The present study is a task to careful and complete analysis of productivity of RSSK, Rajaramnagar. So a 'Case Study Method' is adopted for the purpose of present study because the Case Study Method is a very important and suitable form of qualitative analysis and involves a careful and complete observation of an institution. In this method the selected unit i.e. RSSK, Rajaramnagar is studied intensively in respect of various concepts of productivity.

### 1:4 DATA COLLECTION :

Two types of data i.e. primary and secondary data are used for the present research work. The primary data is collected through inspection of records and observations made.

The secondary data is obtained from published

sources i.e., annual reports of the RSSI, Rajaramnagar, materials published by the State and Central Government Departments and other institutions.

An extensive library research is undertaken to supplement the data collection process of the present study in which journals, periodicals, newspapers, books and reports are studied.

#### 1:5 SCOPE AND LIMITATIONS OF THE STUDY :

The scope of the present study is limited to the concept of productivity alone and time period covered is 1985-86 to 1990-91.

The RSSK, Rajarambagar has not a separate system of productivity management the researcher could not collect large amount of information which create a major limitation for the present study.

#### 1:6 ORGANISATION OF THE STUDY :

The entire research work is divided in the FIVE CHAPTERS.

The FIRST CHAPTER includes methodological issues and introduction. In SECON CHAPTER conceptual discussion in respect of productivity, its advantages, productivity management etc. has been made. In THIRD CHAPTER the 'organisation profile' is explained in detail. The CHAPTER FOURTH contains data analysis and on the basis of data

analysis different conclusions are drawn, these conclusions and some suggestions to improve productivity management are included in the CHAPTER FIVE.