

# CHAPTER III

## PROFILE OF WARANA BAZAR

## History Of Warana Bazar

Warana Bazar , Warana Nagar is a co-operative consumer departmental stores situated in Kolhapur district of Maharashtra in India and it is the first co-operative departmental stores in rural part of India.

Before 50 years Warana Nagar was known as “ Warana Valley ” which barren and rock track. It was famous place for decoity. Only couraged things were entering in this area. Now this dark picture was changed completely. The change to place only due to the peerless spirit and continuous efforts of **Shri. Tatyasaheb Kore** the dark picture has changed because of establishment of a sugar factory on co-operative basis in the year 1955.

Warana Nagar is regarded as the best example of co-operative movement in India. It has become an ideal and well known center of sugar factory Co-operative bank , Co-operative Dairy , Co-operative poultries , Paper industry. There also a new society which has been born just before 32 years back. “ Shree Warana Vibhag Sahkari Grahak Mandal Ltd Warana Nagar. ” It is purely known as “ Warana Bazar.”

Warana Bazar , Warana Nagar is a co-operative departmental store differs from other departmental stores in India , In a number of ways. First and most important it

is situated in rural area. Majority of the people residing in this area are farmers and the second important difference is in the departmental stores of Super Bazar in New Delhi and Apna Bazar , Shetkari Bhnadar of Bombay , Annual sales varies from Rs. 4 Cores to 10 Cores. But this big cities have a population of nearly a crore. But Warana Nagar has a very less population as compared to these big cities. In such a catchment area annual sale of more than 80 Cores is mind bogging.

There was no shopping centers near Warana Nagar and people had to depend on small provisional stores situated in their villages run by private shopkeepers. There was monopoly of a particular shopkeepers in a particular sector. Consumers where not getting good quality goods in correct weight and at reasonable price for bulk purchases they have to run some other cities which are situated away from Warana Nagar like Kolhapur , Sangli , Islampur and Ichalkaranji. That was very expensive and waste of time as well as energy. The price of goods are very high and there was no surety about the quality of goods. Nobody could rays voice against it. So it was a measurable condition therefore **Shri. Tatyasaheb Kore** who is an architect of Warana complex , some times he pondering over the idea of starting a departmental store at Warana Nagar which will make available to the people

all the necessary commodities at a reasonable rates and under one roof.

Warana Nagar has co-operative sugar factory which works as a parents institution for Warana complex. In addition to this it has to co-operative poultries and a big co-operative dairy which provides farmers a supplementary profession. It has well built and well staffed elementary school , High school and college with residential facilities. Few years ago IT and Engineering colleges too started. Women's association undertakes many useful activities. One of the activity is a Lijjat Papad Centre which provides an opportunities for women's to earn money utilizing there leisure time. A co-operative bank is there to meet financial needs of the people from this area. A small hospital is useful to meet the medical needs. Equal attention is given to the cultural sites of the life of the people. There is a gymnasium and a library.

On the bright background it was decided to start a departmental store , but to run a departmental store was not a easy task and to run it in rural area still hard task. It was never attempted in the rural area before.

Shri Tatyasaheb and his colleagues were fully aware of the risks involved in this endeavour. It was fortunate co-incident that consultancy and promotional sells ( CPC ) of national co-operative consumers federation( NCCF )

of India Ltd. , New Delhi and international labour organisation experts were at this very time in the search of a proper location where they could materialise the central governments skill to start a departmental store in some rural part of India. In Warana Nagar they found an ideal location and entrepreneurs. With the help of technical assistance from the international labours organisations and Sweedish International Development Authority ( SIDA ) Seed of this departmental store was sown by CPC of the NCCF Ltd New Delhi. On a very proper piece of land like Warana Nagar. A well known experts like Mr. Deoraksen , Mr. Gulati Talik and all other has suggested that this is a proper and ecological and conditional place for growth of this seed. Really experts advice has helped to develop this seed and this seed surely result into a very strong and fruitful trees. So many branches are spread in various rural areas.

The CPC was more than happy to assist Warana Nagar co-operative because it recognized condition present were sufficient for the task in hand on the human side Warana Nagar has a tradition of outstanding co-operative leadership. For financial funding a three pronged attack was made. The sugar mill offered every assistance. Government policy of share capital investment in co-operative department provided further funding and an extensive and vigorous campaign for members. Share capital was made and it met with a great success.

According to the plan and specification of the NCCF India Ltd's Architect warana Suger factory has constructed a special building and provided to the Bazar on rental basis. The furniture used in the bazaar to display the merchandise are designed by ILO expert. They has also helped in the appropriate and artistic display of the merchandise which is a science by it self.

Many new system of the store operation were agreed upon. The outlets was to be based on the department store concept. Perhaps the most important new system was to follow the set of manuals produced by CPC are first tie used in Warana Bazar. New accounting system gives operational information to the management. By help of this information management can take forecast about purchase and sales. Stock can be kept at minimum and maximum turnover can be achieved by help of the pilot system.

A series of meeting and seminars were organised during which the new methods of operation were introduced by the CPC to all levels of the organisation. Board of Managers, Members, Sales people were all thoroughly oriented to make the system effective. Thus the divisional Joint Register Co-operative Societies, Pune. Registered the new society,

“ Shree Warana Vibhag Sahakari Grahak Mandal Ltd  
 , Warananagar. ”

On 7<sup>th</sup> August 1976

The name of Mr. N.K.Naik was unanimously agreed for the key post of Chairman as he was a wellknown, popular and experienced Managing Director Of Warana Sugar Factory and was proved to be an able administrator. A well reputed co-operative organisation shetkari Sangh deputed two persons of managing capacity for the period of one year.

Thus Warana Bazar a first departmental store in rural India was functioning from 2<sup>nd</sup> April 1978. Opening was made at the auspicious hands of Hon. Shri. Mohan Dharia, The Minister of commerce and supplies and co-operation central Govt New Delhi and under.

The presidentship of Hon. Shri. Vasant Rao Dada Patil, The former chief Minister Of Maharashtra and now “ Warana Vibhag Sahkari Grahak Mandal Ltd, Warananagar. ” Shies as “ Warana Bazar ” and as a precious stone in the crown of Warana Complex.

## Organisational Profile

Name Of The Unit	Warana Bazar , Warananagar
Address Register Office	Shri. Warana Vibhag Sahkari Grahak Mandal Ltd , Warananagar
Register No. & Date	KPR/CON/28 Date : 07-08-1976
Members	Male : 2214 22% Female : 7896 78% Total : 10110
Board Of Directors	21
Total Assets	12,38,48,731
Purchases	80,09,22,821
Sales	86,49,24,164
Share Capital	62,90,00,000
Branches	50
Total Staff	550

## Features Of Warana Bazar

- 1) The first co-operative department store in Rural India.
- 2) Audit class "A" since beginning.
- 3) Sales turnover – 5<sup>th</sup> rank in India.
- 4) Women's participation is 78% in the total members.
- 5) Department store who has employed 50% women staff.
- 6) First store started a training centre for various Bazar.

## The Objectives Of Establishing Warana Bazar

- 1) To supply quality goods at a reasonable rate to the customers.
- 2) To make available all type of goods under one roof.
- 3) To develop rural area.
- 4) To create employment for the rural people specially for women



# Administration Of Warana Bazar

All the administration of Warana Bazar is always in systematic way. Chairman and Director of Warana Bazar personally hard work for the organization, They always tries to purchase the pure and best goods from the reliable parties or direct from the manufacturers. They visit to all the branches regularly and check the economical condition. General Manager and other staff take care that all the stores open on time and supply the goods on time and report to the purchase manager.

## Board Of Directors

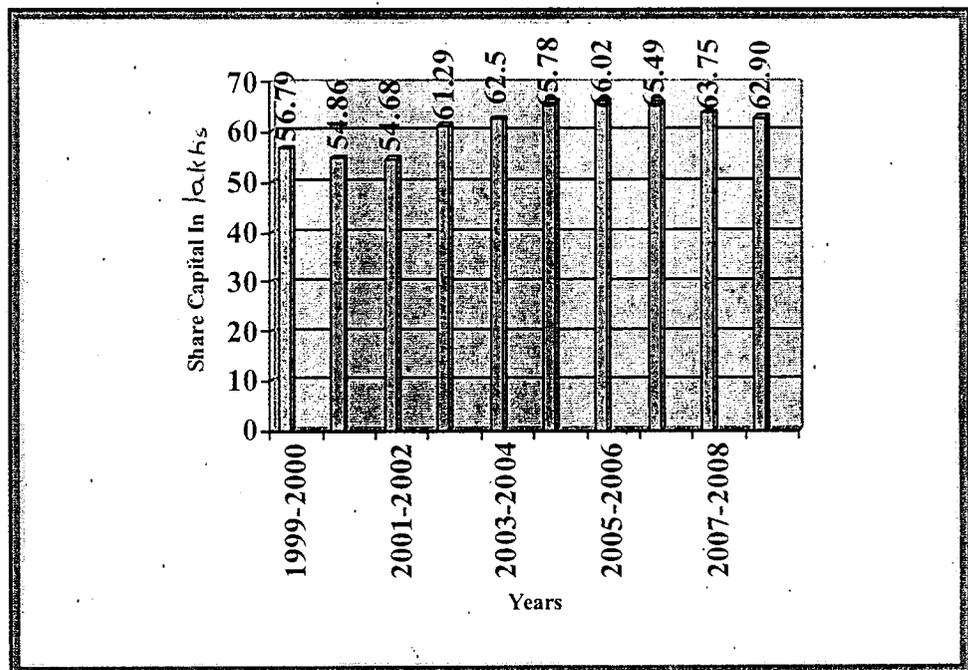
Smt. Shobhatai Vilasrav Kore.	Chairman
Shri. Subhash A. Desai.	Vice Chairman
Shri. Vijaysingh G. Jadhav.	Director
Smt. Lilavati D. Kore.	Director
Sou. Jayashri U. Kulkarni.	Director
Shri. Vishwanath T. Patil.	Director
Shri. Anil N. Patil.	Director
Shri. Pandurang G. Farne	Director
Shri. Appaso S. Patil.	Director
Sou. Radhabai S. Chaugule.	Director
Sou. Ashwini A. Patil.	Director

Sou. Sharada B. Mulik.	Director
Sou. Shobha S. Sawant.	Director
Sou. Babutai R. Mahapure.	Director
Sou. Sajakka P. Sid.	Director
Sou. Devakidevi D. Patil.	Director
Sou. Suvarnadevi L. Patil.	Director
Shri. Bhanudas V. Wagh.	} Employees
Shri. Hanmanth G. Dabhode.	
Representative	
Shri. Vijay S. Kesarkar.	Advisor
Shri. Sharad A. Mahajan.	General Manager

## Share Capital ( Since 1999-2009 )

Year	Rs. ( In Lakhs )
1999-2000	56.79
2000-2001	54.86
2001-2002	54.68
2002-2003	61.29
2003-2004	62.50
2004-2005	65.78
2005-2006	66.02
2006-2007	65.49
2007-2008	63.75
2008-2009	62.90

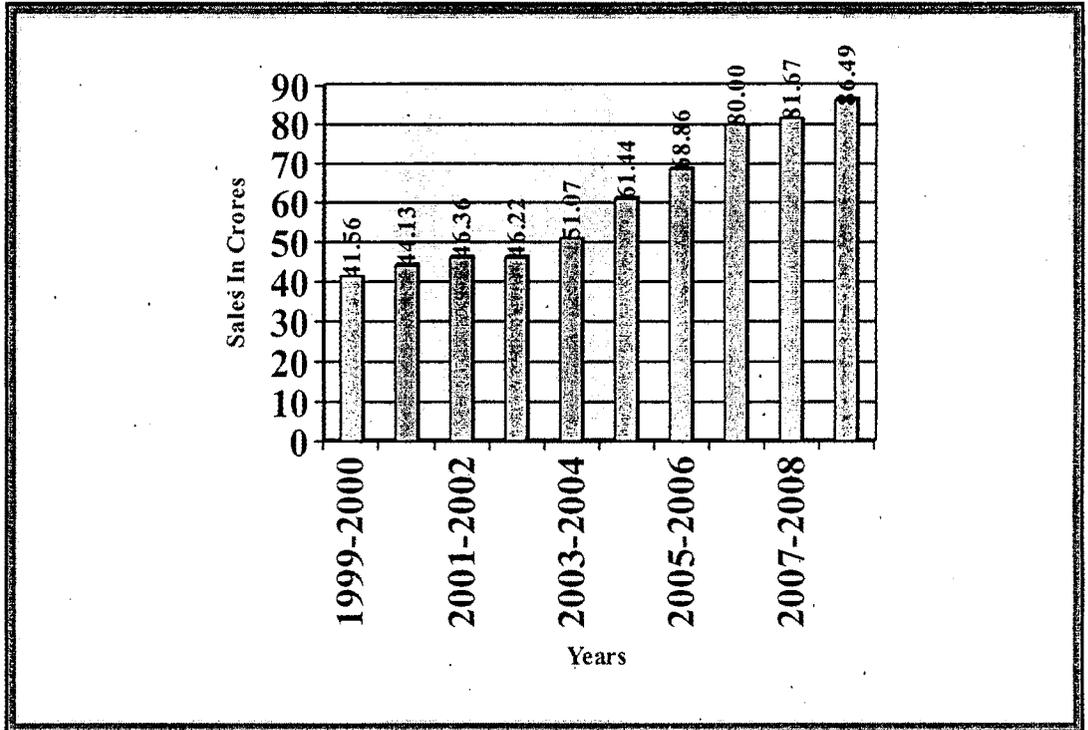
**Share Capital Graph**



## Total Sales ( Since 1991-2009 )

<b>Year</b>	<b>Sales ( In Crores )</b>
1999-2000	41.56
2000-2001	44.13
2001-2002	46.36
2002-2003	46.22
2003-2004	51.07
2004-2005	61.44
2005-2006	68.86
2006-2007	80.00
2007-2008	81.67
2008-2009	86.49

## Total Sales Graph



From the above figure it is clear that the selling trend is continuously increasing. Indirectly it shows the faith of customers in Bazar. Increasing sale is an indicator of progress. Reason behind it i.e.

- 1) Qualitative goods and reasonable rates.
- 2) Aims at maximum consumer satisfaction.

In earlier years means before 10 years the sales of Warana Bazar is upto 41.56 Crores. In the year 2003-2004 the sales cross the limit of 50 Crores and in current year it reach to 86 Crores and now the set target of 100 Crores.

# Comparison Between Branchwise Sales

<b>Branch Name</b>	<b>Sales</b>
Warana Nagar	7,78,35,255
Wadgaon	6,05,11,133
Kini	72,58,870
Mangale	1,08,37,408
Satue	96,70,805
Bahadurvadi	78,73,342
Aithwade Khurd	61,80,547
Chikurde	84,99,511
Kodoli	1,10,13,457
Yelur	1,10,41,420
Sangaon	76,13,271
Nagaon	66,35,362
Kurlap	87,62,973
Bhuyewadi	78,35,946
Aithwade Budruk	52,24,975
Ambap	77,21,210
Koregaon	60,25,297
Khochi	96,62,840
Gadhinglaj	1,64,47,668
Shigaon	89,05,730

Male	64,10,421
Sawarde	50,14,237
Paragon	71,16,424
Petrol pump(Warana)	23,90,73,423
Satyawati(Jakhale)	48,35,412
Top	67,23,360
Bhadole	86,34,218
Godown(Wholesale Grain)	3,98,84,550
Talsande	76,28,113
Danoli	1,01,62,771
Ghunaki	77,67,000
Sawarde Bachhe	51,56,132
Kameri	1,04,05,546
Nave Pargaon	1,03,52,966
Tandulwadi	80,66,689
Godown(Packing)	89,40,268
Mohare	49,87,965,
M.G.H. Pargaon	27,80,860
Vathar	25,11,415
Dhawali	48,03,274
Nandni	35,01,086
Petrol pump(Vathar)	3,00,23,600
Krushhi Seva	6,75,93,176
Central Godown	29,30,222

Bambwade	52,61,702
Assurle polle	2,44,15,764
Vathar Packing Godown	-----
Sangaon Petrol Pump	2,36,84,117
Malkapur	24,42,360
Gadhinglaj Unit No.2	39,94,132
Sarud	42,65,939

From the above information it is clear that the sale of Warana Petrol Pump is more than any other branch. Then the sale of departmental store warananagar is on No.2 position and Krushi Seva is on No.3 with the annual sale of Rs. 6,75,93,176/-. Other branches are also contributing to the Pt. as per are acquired by them for selling.

In addition to this bazaar has started 6 franchise stores. By taken into consideration demand for new branches from various areas. They have started this franchise stores.

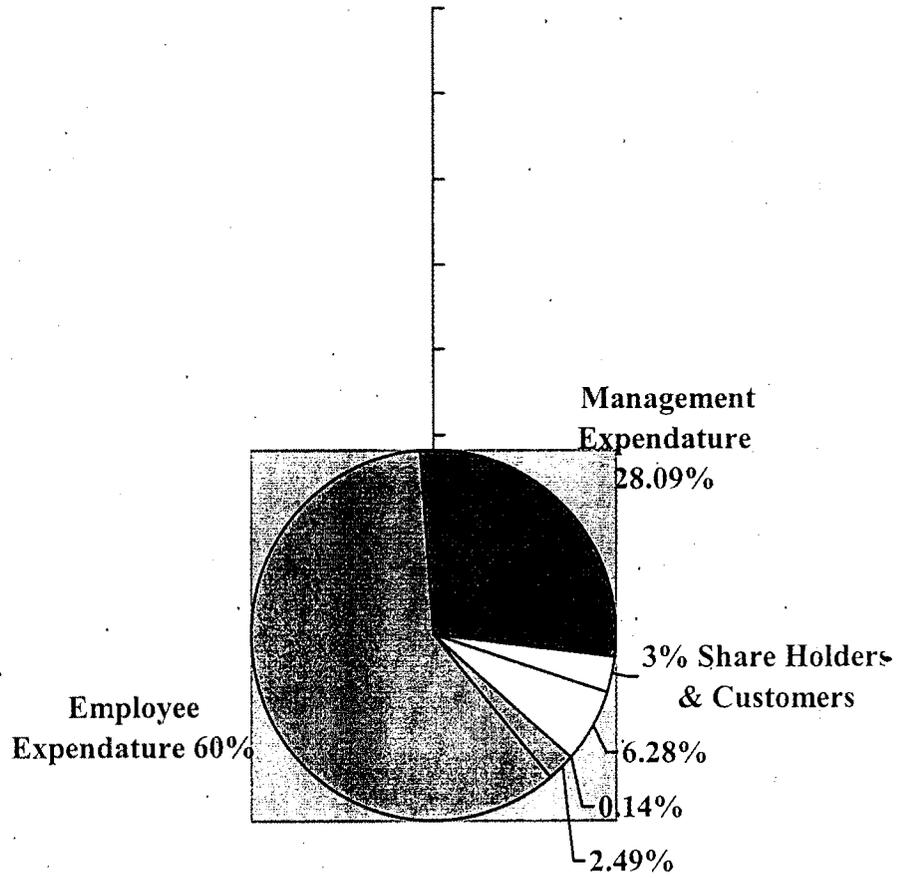
<b>Franchise Store</b>	<b>Sales</b>
1) Dudhgaon	36,00,000
2) Takawada	14,40,000

3) Tung	46,80,000
4) Rukadi	39,60,000
5) Jotiba	57,60,000
6) Herle	21,60,000
7) Kasba Digraj	43,20,000
8) Nandre	41,40,000

# Sales Policy Adopted By Warana Bazar

- 1) To provide hearty service to the customer.
- 2) To provide sales after services wherever necessary.
- 3) To provide goods to customer regularly on competitive price.
- 4) To create proper co-ordination among  
Purchase - Account - Sales Department.
- 5) Satisfaction of consumer is the capital of Bazar.
- 6) To make attractive display of products.
- 7) 8% rebate on the purchase of festival goods at the time of  
Dipawali and Gudhi Padva.
- 8) Purchase rebate to customer 0.5%.

### Distribution Of Total Income ( 2008-2009 )



## Distribution Of Net Profit

1] Reserve fund	25%	Rs. 2,91,062/-
2] Charitable fund	10%	Rs. 1,16,425/-
3] Funds for ups-downs		
In price	15%	Rs. 1,74,637/-
4] Building fund	40%	Rs. 4,65,697/-
5] Reserve for bad-debts	10%	Rs 1,16,425/-

## Distribution Of Net Profit

