

CHAPTER - I
RESEARCH DESIGN.

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CHAPTER – I

RESEARCH DESIGN

1.1 INTRODUCTION

In India majority people engaged in agricultural occupation, now India is developing country and agriculture also developing. Production from agriculture increasing and demand for that also increasing. Farmers want to produce something new crop which can give more money, like fruits, horticulture, vegetables by the use of new technique.

Indian agriculture contributes largest part in gross domestic production. Success of the all development of country depends upon the agricultural production. In India agricultural contributes 17.8% in 2007-08 (at 1999-2000 price) of GDP & employing 56.7% in 2001 of workforce. During the 9th plan agriculture an annual growth rate of 4% and reached to 2.5% in 10th plan. At present in 11th plan period Indian govt. is aimed to 4% annual growth rate.

For achieving growth in agricultural sector, govt. promotes farmers for increasing yield and adopts new techniques of production. Adopt new crop pattern. For that govt. promotes for fruit flowers, vegetables, grains, oilseeds, sugarcanes and by products like milk, eggs, meat etc.

In India meagerly sugar, tea, tobaccos, spices, fruits, dry fruits, vegetable, cotton, jute, rice wheat, oilseeds, milk and milk

products are produced but our per capital consumption of fruits, vegetables, eggs, Pulses and milk is very low as compared to standard norm. So there is large scope for development of agriculture produce with value addition in that.

With that after adopting globalization policy, from other nations also demand for the Indian agro products. Dry fruits, spices, fresh vegetables getting good market from the all world, so there is also scope for developments of agricultural products.

In India fruits like mango, grapes, bananas are produced. As it is perishable in nature it always requires better and effective storage system. So in regard of grapes the grape growers turned for making raisins.

What is raisin?

Raisin are sun dried or oven dried dehydrated grapes, with have wrinkled skins, test like a burst of sugary sweetness.

The word raisins originated during the Middle English period which was derived from the old French 'risin'.

Historical Background

The practice of drying grapes into raisins has been known since ancient times raisins are know to have been produced in Persia and Egypt as early as 2000BC with one of their earliest mentions being in the old testaments from ancient Rome the practice of drying grapes in to raisins subsequently spread through the world.

In India form 1984 raisins were produced on the professionally basis. For the converting remaining grapes in to storable, so raisin production increased.

The nutritional value – of Raisins.

Raisins are the best source of quick energy as they contain 70% pure fructose which gets digested by the body easily and gives instant energy, with that raisin providing-

- Fiber
- Potassium
- Iron
- Calcium
- And some B vitamins.

Other health benefits:

- Fat free
- Cholesterol free
- Rich source at antioxidant
- Low in sodium
- Contain natural sugar (fructose)
- No preservative are used to keep fresh them.

Other Benefits –

- Having antioxidant properties, raisins help keep the blood clean and flowing, by getting rid at the impurities.
- Raisins are believed to be good bone density and have been associated with lower risk of osteoporoses in women.
- Raisins are good for eyes and have been found helpful in prevention of macular degeneration.

- Being high in calories, but not in fats, raisins are very good source of energy especially for children and athlete.
- Raisins are good source of fiber and can help cure constipation. For the purpose, boil raisins in saucepan of water, Strain the liquid and drink it.

1.2 STATEMENT OF THE PROBLEM

In India Maharashtra State is the more producer of Grapes and in Maharashtra Sangli, Tasgaon, Nashik, Pandharpur areas are known for the grapes cultivation area. Grapes are perishable it have to use fresh for eating. But the demand is low and cannot store for longer period of time. So farmers turn to make raisins which can be sale after particular span of time.

After the making raisins professionally there is problem of selling it. In Tasgaon area farmers producing raisin but there are problem various types of problems for marketing. Farmers can't directly sale raisins to consumer. There is requirement of distribution channels. Farmers meagerly sale its raisins to wholesalers. APMC Tasgaon is the first organization in India who started the auction for the selling raisins; it is useful for the both sides – purchasers & sellers.

As raisin production is increasing every year the demand for it also is increasing! Marketing of raisins mainly is done through APMC Tasgaon in this area, some few producers go the Sangli APMC.

Cost of Raisin production increasing every year due to various causes; so farmers expects higher rates for its product. But this possible only when there is an effective marketing.

Govt. also support for increasing production of grapes and raisin for that he has providing subsidies for drip irrigation, loans for infrastructure development, for making racks of raisin making, pack houses etc. but for the marketing of products require availability of transportation, storage, market information, finance availability, distribution channels etc. With that requirement of improvement in product quality, for that need of research program, market information system, grading facility, washing facility, new attractive packing, value added improvement required for them.

Because of these various problems, formers cannot get the good rate; the profit gets to the traders and wholesalers, who having all the information about the market and its using entire available infrastructure.

1.3 SIGNIFICANCE OF THE STUDY

From this study APMC Tasgaon will come to know which marketing practices are under taken and which changes required to be made. Through this research study APMC Tasgaon can come to know the marketing problems and the marketing strategies required to satisfy the farmer's, Traders and purchasers.

With that this study is very much useful to the traders as well as farmers, because they come to know the holistic marketing practices undertaken in the APMC Tasgaon; in order to provide quality services to farmers, traders and purchasers.

1.4 OBJECTIVES OF THE SUTDY

The researcher had formulated the objectives of the above study which were as follows:

- 1) To study the marketing activities to be undertaken for raisin marketing.
- 2) To study the profile of Tasgaon Taluka.
- 3) To study the profile of APMC Tasgaon.
- 4) To know the problems faced by raisin producer Farmers in the study area.
- 5) To suggest remedies to the problem to APMC Tasgaon for taking better marketing activities for satisfying raisin producers and traders.

1.5 SCOPE OF THE STUDY

1) Analytical scope-It covered the objectives set for the study and analysis of the marketing of raisin in APMC Tasgaon.

2) Subjective scope – Scope of present study was restricted to the marketing management.

3) Geographical area – The geographical scope of present study was restricted to the Tasgaon taluka of the Sangli District. (Map of Tasgaon Taluka attached)

1.6 HYPOTHESIS OF THE STUDY

- 1) Farmers and traders are satisfied with the service provided by APMC Tasgaon.

- 2) Farmers are facing problems like finance for marketing, cold storage facility, Current information system etc.

1.7 RESEARCH METHODOLOGY

The following methodology adopted for the purpose of the study was as follows.

A) Methods of data collection:-

Following methods were used for data collection-

1) Primary Method: - The first hand information bearing on any research has been collected by the researcher or his assistant or his agent may be collected primary data. These are original observations collected for the first time. The primary data was collected through the observations and structured questionnaire, as a case study from the farmers, and traders in APMC Tasgaon.

2) Secondary Method:-

The secondary data based on second hand information. The data which have been already collected. Compiled and presented earlier by any agency may be used for the purpose of investigation. Such data may be called secondary data.

The secondary data was collected through –

- 1) APMC Tasgaon.
- 2) Maharashtra Rajya draksh bagayatdar Sangh – Sangli Division.
- 3) National Horticultural Board.
- 4) Various website.
- 5) Magazines/Newspaper articles.
- 6) Various books.

A) Statistical techniques to be used –

For data analysis, the statistical techniques like percentage method, Z test, ratio method were used for tabulation, data presentation and hypotheses testing.

B) Sample Study Area –

The sample study area was Tasgaon market region (Map of Tasgaon Tehsil enclosed)

- i) Map of India
- ii) Map of Maharashtra
- iii) Map of Sangli District
- iv) Map of Tasgaon Tahasil (Study Area)

Is attached separately on page no. 11, 12, 13, 14.

C) Sample size of the respondents –

1) 200 raisin producers were selected as respondents for the data collection on the basis of simple random technique.

2) At present 85 registered traders are doing trading business in APMC Tasgaon, out of which 51% (that is 43 traders) were selected as sample size for the present study randomly.

1.8 CHAPTER SCHEME

CH-I] Research Design: In this chapter importance of the study, objectives, hypothesis to be tested, and methodology of data collection and scope of the study will be highlighted.

CH-II] Review of Literature and Conceptual Background of the Study: This chapter will cover review of recent articles on the topic selected and the theoretical aspects related to the present study.

CH-III] Profile of Tasgaon Taluka: A brief profile of Tasgaon Taluka covering demography, population, soil condition, climate, literacy level, leaving standard etc. will be presented.

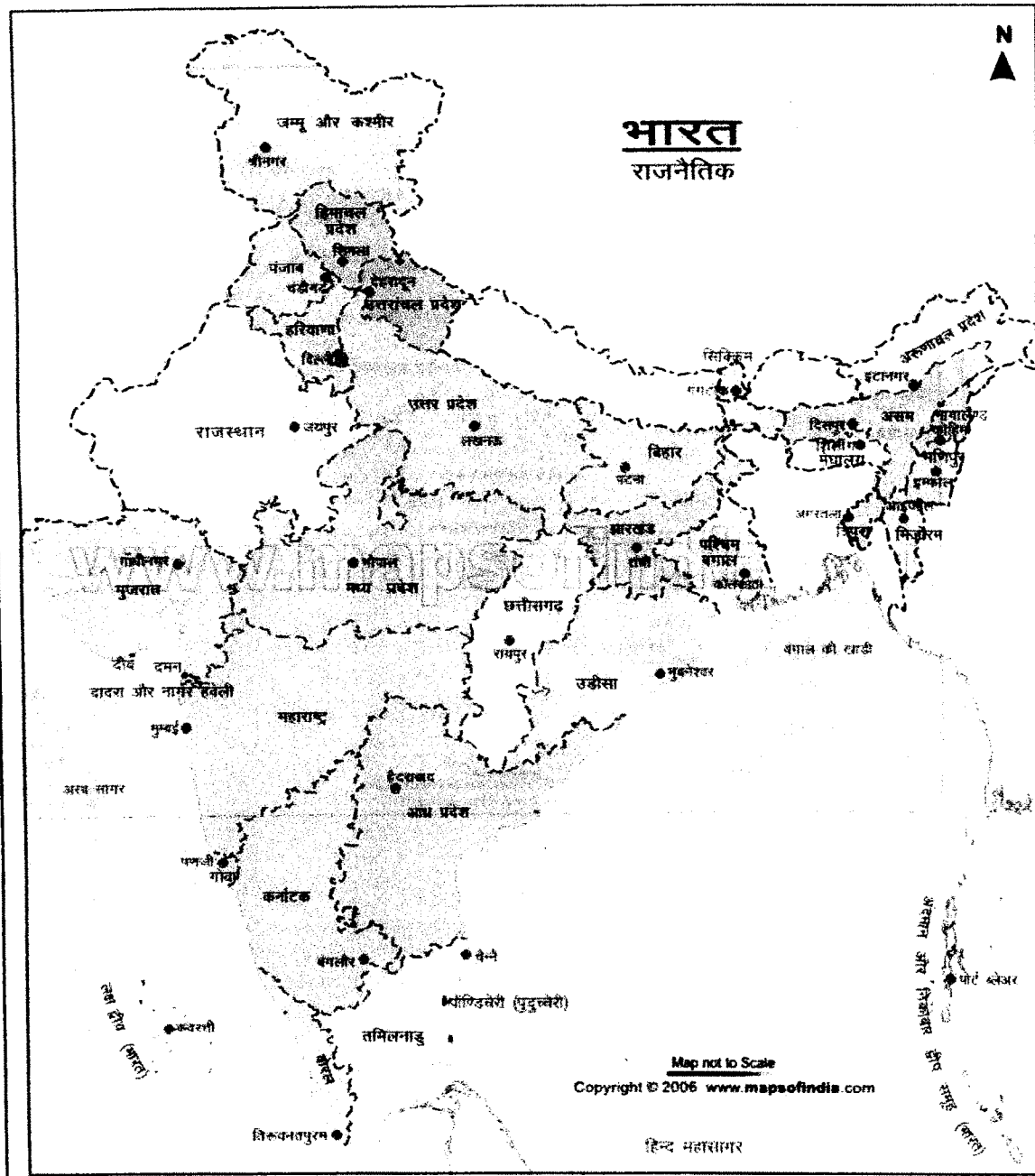
CH-V] Data Presentation, Analysis and Interpretation: An attempt will be making to present, analyze and interpret the data collected with the help of survey in this chapter.

CH-VI] Findings, Conclusion and suggestion: Based on the data presentation and analysis the data observation and some suggestions will be given in this particular chapter.

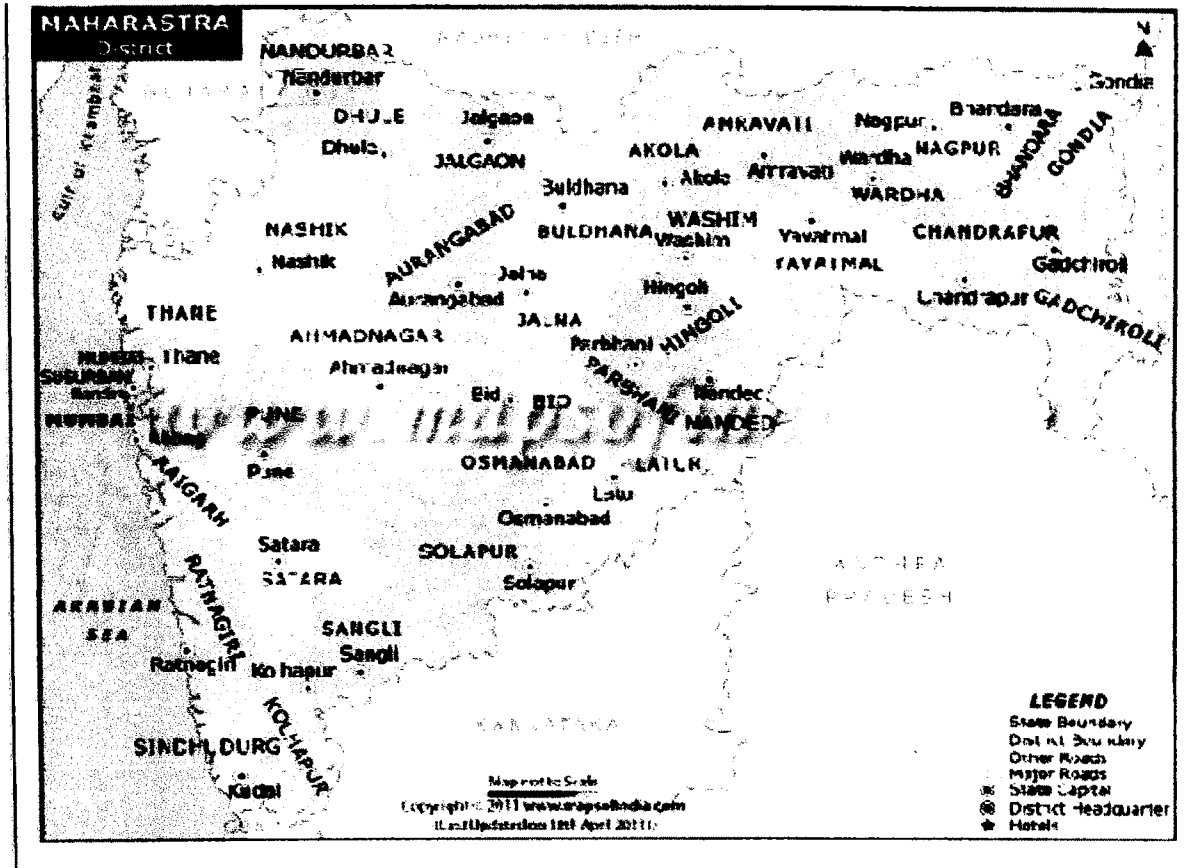
*Appendix.

*Bibliography.

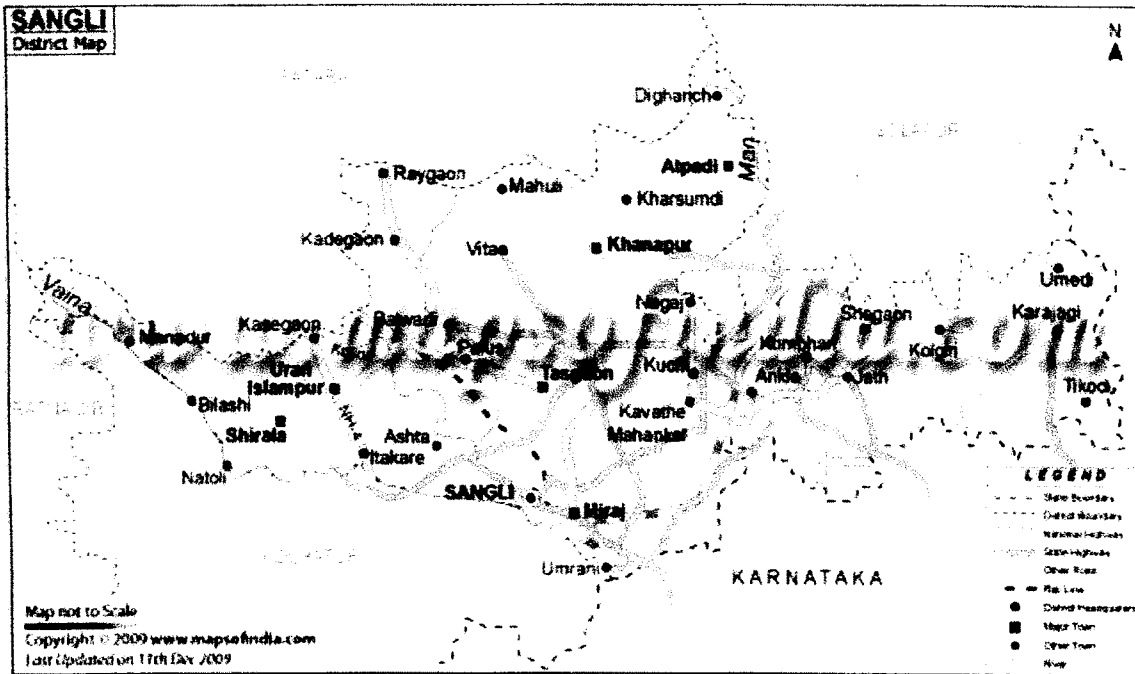
Map of India :



Map of Maharashtra :

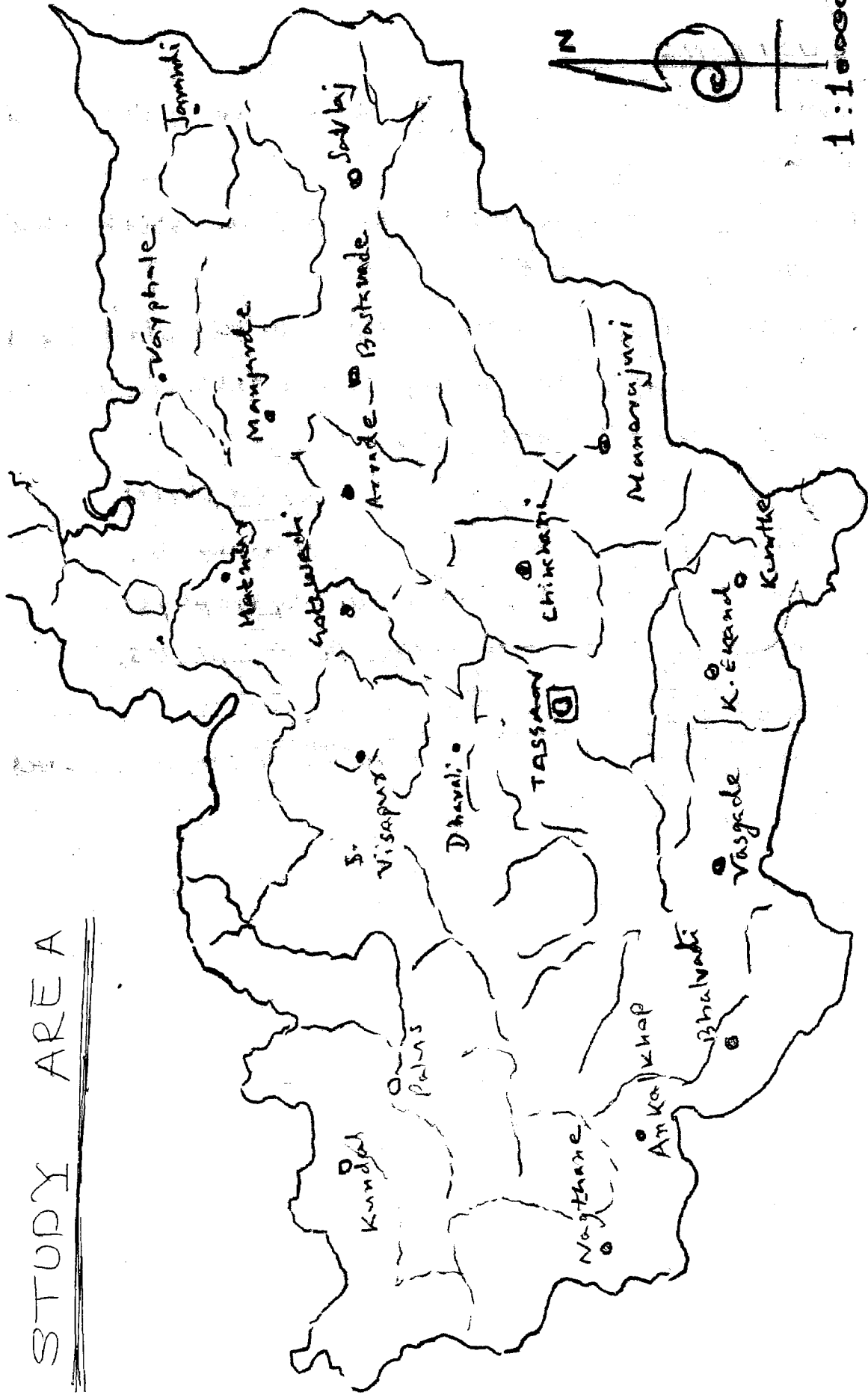


Map of Sangli District :



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STUDY AREA



MAP OF TASSGAON TALUK