

C H A P T E R - I

I N T R O D U C T I O N

CHAPTER-I

INTRODUCTION :

It is quite obvious to say that Betelnut has been taken as pivot of the subject matter since it is considered as sacred one to Hindus when it is mixed with "Betel" particularly the chief crop of Malnad and coastal areas is betelnut which is abundantly available in those aforesaid areas. In Shimoga district the main crop is Betelnut. As the researcher is a native of Shimoga and have had plenty of exposure to the problems of Betelnut growers, a systematic study of the problems and prospects of Betelnut growers is expected to provide a feaseable contribution to the economic development of the area.

OBJECTIVES OF THE STUDY :

The present study has been undertaken with the following objectives:

1. To study the history and growth of Betelnut cultivation in India.
2. To evaluate the performance of selected Betelnut Co-operative Societies Working under MAMCO's.
3. To explore the various problems faced by the Betelnut cultivators in Sagar Taluka, of Shimoga district.
4. To make suggestions and recommendations on the basis, of the findings of the Study.

METHODOLOGY ADOPTED :**(A) PRIMARY DATA :**

A detail questionnaire was prepared to collect necessary information from the Betelnut cultivators in the area of Sagar taluka. The pretested questionnaire was administered by personally visiting the respondents under study.

PERFORMANCE ANALYSIS :

Different variables were identified to study the performance of the societies. The 21 identified financial indicators were as follows :

1. Cost of goods sold
2. Total sales
3. Gross profit
4. Other Income
5. Total expenses
6. Net profit
7. Current Assets
8. Fixed Assets
9. Total Assets
10. Reserves and Surplus
11. Share Capital
12. Proprietor Fund
13. Current Liability
14. Long term liability

15. Total outside liability
16. The total of internal and External liability
17. Net worth
18. Recoveries
19. Liquid Assets
20. Loan sanctioned
21. Working Capital

METHOD OF ANALYSIS AND TECHNIQUES EMPLOYED :

In order to study the performance of the societies the collected data was analyzed by using effective techniques namely :

1. Tabular analysis
2. Simple arthametic mean
3. Ratio analysis and
4. Trend analysis

(B) SECONDARY DATA :

The Secondary data were collected from the MAMCO society, Adike Patrika, Assistant Director of Co-operative Audit, Shimoga, publication of Districts Betelnut cultivation centre, Ramayana, Mahabharata, Rigveda Nighantu, Sagar and other agencies concerned. Similarly data was collected by visiting various libraries, such as, Library of SIBER School of Management, Kolhapur, Bar.Khardekar's Library, Shivaji University, Kolhapur, Karnataka University Library, Dharwad etc.

SAMPLE DESIGN :

The total sample size selected for the study constitutes of 255 beneficiaries. In order to arrive at this sample size the researcher collected the list of beneficiaries from the each of the 11 MAMCO's societies functioning in Sagar taluka. Thus the total beneficiaries were 22016. Of these beneficiaries the researcher selected 255 respondents. These 255 respondents were selected on the basis of proportionate stratified random sampling technique.

While stratifying the stratas were identified on the basis of geographical location, soil variation, irrigation facility etc. Hence the sample selected was a representative sample.