

CHAPTER SECOND

METHODOLOGY FOR THE STUDY

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2.1 In South Konkan district i.e. Ratnagiri and Sindhudurg Alphonso Mango, which is popularly known as 'Hapus' is very important fruit crop, which dominates the market. But the cultivators of Mango seems to be economically poor though there is good price for Alphonso Mango.

The present study proposes to investigate the marketing system of mango in general with special reference to co-operative mango marketing. The study focuses its attention on the Marketing Systems, Co-operative marketing, impact of Co-operative mango marketing on mango growers and on mango business as whole.

2.2 Scope of present study:

Scope of present study is confined to only one category of mango i.e. Alphonso (Hapus) mango. Here after word 'Mango' referred in this Study used with the same meaning as Alphonso (Hapus) Mango. The word 'Agricultural Marketing' used in this study with wider meaning which includes fruit Marketing. Present study geographically limited to the area of the south Konkan namely Ratnagiri and Sindhudurg districts.

2.3 Objectives of studies:

The major objective of study is to collect a body of reliable information on the topic under Study. The specific objectives of the Study may be considered as under:

1. To Study marketing system with reference to mango in South Konkan districts.
2. To Study the need for Co-operative Marketing and examine the current status of Co-operative mango marketing system.
3. To make recommendations for improvement in Marketing system of mango.

2.4 Data Requirements.

For the purpose of present study information was collected for the following major area namely,

1. Geographical setting of South Konkan.
2. General information regarding mango crop.
3. Information of present marketing system.
4. Cultivator's and middleman's role in Marketing of mango.
5. Marketing problems of mango growers.
6. Co-operative Marketing system in Mango trade.

2.5 Methodology for present study:

For the purpose of present study information collected from the various sources as follows:

Selection of Sample: In all 15 talukas Alphonso mango is grown but its major portion comes from two talukas namely Ratnagiri and Deogad. It may be mentioned here that 'Ratnagiri Hapus' and Deogad Hapus' have become identical brand names for the Alphonso mango in the market.

Thereafter the study of these two talukas selected in detail. But the next problem was to select respondents i.e. mango growers. This selection was more difficult. Particularly in view of the large number of growers and there scattered

nature. It is estimated that almost every household comes under the category of mango grower. In order to provide adequate representation the mango growers were classified into three categories namely, large medium and small. Selection was made on the basis of personal judgement from these categories. In all 40 respondents from 9 villages in Ratnagiri talukas and 30 respondents from 8 villages in Deogad Taluka represent the sample for the study. As there selection was mostly on deliberate choice of the researcher, rate of response was centpercent.

For collection of information from mango growers personal informal interview technique was used. For this informal interview some model questions were set in advance, copy of which is attach as annexure No.

Co-operative Marketing:

Co-operative marketing is growing an important system of Marketing in this area. It was therefore decided to study the working of mango marketing co-operatives. In these districts there were 16 marketing Co-operatives. Out of that Ratnagiri taluka enlist 5 and Deogad taluka includes 3, Marketing co-operatives. After preliminary review of these Co-operatives it was decided to concentrate on Shirgao Co-operative Society for detail study. This Society can be considered as pioneering Co-operative Society as far as mango marketing is concerned. Further the Society is consistent in its working. These two factors influenced the researcher in selection of this particular society for detail study.

In addition to mango growers and marketing co-operatives, consumers, contractors, whole sellers, and commission agents in mango marketing system, firms in the same trade contributes to major source of information.

Secondary data was selected from the books, journals, printed matters, reports of co-operatives, and government committees and unpublished research work. At the end of each Chapter referances are given as far as possible but detail references are given in the Bibliography as annexure to report.

2.6 Presentation and Analysis of data collected.

The information so collected from the various sources listed as above was analysed with the help of statistical techniques and has been presented as per following chapter scheme.

Chapter I

The background and economic profile of the region.

Chapter II

Methodology of present study.

Chapter III

Agricultural marketing and marketing of fruits.

Chapter IV

Co-operative marketing and present marketing system of mango in south konkan region.

Chapter V

Analysis and interpretation of data collected, observations and suggestions.

2.7 Limitations of Study:

Finally a word about the limitations of the Study is also important. As this research is based on a small sample, no doubt, the sample is representative but considering the magnitude of problem, conclusions drawn in the study may be treated as of tentative in nature.

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