
CHAPTER V : CONCLUDING OBSERVATIONS

- 1) Conclusion
- 2) Observation
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 - a) Better price
 - b) Economy in cost of marketing
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 - f) Divisional of surplus
 - g) Trading Practice.

CONCLUSION :

Ajara Taluka Shetakari Sahakari Kharedi Vikri Sangh Ltd. Ajara is undertaken multifarious marketing consumer and productive activities

- (1) It is clear that the sangh is running on the progressive lines due to the wants of the people of the konkar area. Due to the shortage of the materials of the agriculturist and other consumer goods for this purpose the sangh was established in 1959.60 To develop konkar area
- (2) The sale of cloth non veg. etc. in order to make available to the members and the general public.
- (3) Better price and good quality of the goods for the public and also for members.
- (4) To develop it the branches are opened in rural areas for the people who were suffering and other things.

Observation :-

- (1) It is observed that the sangh is rather profit or loss some time it increased itself of various goods and get profit.
- (2) The Ajara has up 1984.85 there were 20 branches these branches are opened in the rural areas for the co.op.marketing for reach in common people.
- (3) The Ajara sangh is the hieghest stockist demand and distribution person are there all the ration authorities is also given to them to develop the rural area position.
- (4) It reaches the ultimate consumers the sangh has a branch distributed to the rural area to the entire of the Taluka
- (5) The above we have seen that for the co.op. materials we need in large capital to develop for this purpose we increase membership
- (6) To start the co.op. movement or the sangh we need trained staff which can handle properly working of the sangh must be successful in handling at accurate time

- (7) Now a days in the business activities the cost of selling goods is based on the purchasing capacity of the sangh unit and also it based on the capital. In other ways the ~~quantity~~ competition is very essential in the market area
- (8) The maintenance and expenditure are very high their financial result is also more to get more profit the sangh is to work The total turnover is also more
- (9) Due to the expansion of the branches efficient administration formation and their co.op. marketing activities is more and also expert staff
- (10) Proper management and supervising by the Board of Directors is needed.
- (11) The scope of authority and responsibility on an account of each officials is clearly defined and care is taken
- (12) For development of the sangh a professional manager for efficient management is essential one.

Suggestion :-

The above points we have observed it is clearly point out that Ajara Taluka Shetaki Sah. Kharedi Vikri sangh Lt . Ajara. the above we can see the improvement of of the sangh the efficiency and management and technic one.

- (1) Employee are the main person of the sangh to progress the sangh man power is very essential one and their planning is very properly done.
- (2) For motivating workers there are several technic
 - (1) To give permanent job and proper training of the job and to give proper salary
 - (2) To get more profit they have used available funds and surplus effectivly sangh must enter some other manufacturing operation of industries which are useful for poor and weaker section of society
- (3) We must see that why the decreasing profit is going and losses appeared in 1977 and 1979
- (4) The success of the co.op.marketing society it depend on efficient management the board of director is very important in co.op. societies.

- (5) The management must be seen in each account with each branches and guidance is also estimated
- (6) For the employee training is very essential one in the Co.Op. marketing society
- (7) The sangh should also possibility of giving credit facility to credit worthy individual or group and other s
- (8) The qualified staff is very essential to develop the sangh at proper time to increase the profit to staff must be trained one.

Make suitable recommendation for improvement :

The following are the improvement of the sangh in co.op.marketing

(1) Better prices :

For the farmers the better price for the goods is essential in co.op. marketing society Due to the better price the production will be more due to the farmers In the sangh better is very essential to the consumer.

(2) Economy in Cost of Marketing. :

In the manufacturing societies will be in a position to control a large value of the business it will succeed and like assembling and grading storing risk bearing etc. The proper management is essential on the co.op.marketing

(3) Credit Facilities :

Marketing co.op. societies is in a position to obtained finance at lower rate of interest from central co.op. banks and from the financial institutions for the reasonable terms.

(4) Supply quality goods to consumers :

Supply quality goods to consumers with better quality goods at fair prices which have been properly graded by these societies

(5) Help in growing better crops :

Co.Op. marketing provides agril. requisits like fertilisers seeds supplying the tools and raw materials needed for good quality production

(6) Division of surplus :

The profit of co.op. marketing society become the property of the members and the same is decided in proposition to the contribution they have made to the business of the co.operative.

(7) Trading practice :

To develop fair trading practice is very essential for the trade purposes for the transportation and facilitating and grading.