

C H A P T E R - 1

CHAPTER 1

**RESEARCH METHODOLOGY**

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CHAPTER 1 : RESEARCH METHODOLOGY

1.1 INTRODUCTION

Indian economy is basically an agrarian economy. About 80 percent of our human force depends on agricultural and lives in villages and incase of rest of the 20 percent, a large portion of it depend on agrobased activities. A major portion depending on agriculture has accepted dairying has proved to be a main occupation and thus dairying activity is playing a very important role in our village economy.

As a result Indian planner has been giving a prominence to ' dairying ' while drafting ' Five Year Plans ' A considerable budget provision is made available for this purpose and farmers are motivated to go for dairying and forming dairy co-operative organisation. The dairy co-operatives help the dairy farmers to solve the problem of marketing of milk. They undertake procurement of milk and arrange for their transportation, marketing and manufacturing of milk product with the help of modern dairy plant and science.

The study in hand is an attempt to highlight " productivity " concept for a dairy co-operative engaged in procurement of milk, manufacturing milk products and marketing of milk and milk product with the help of

modern dairy plant and science.

## 1.2 OBJECTIVES OF THE STUDY

The study is undertaken with following specific objectives.

1. To study working pattern of co-operative dairy organisation i.e. Shri Warana Sahakari Dudh Utapadak Prakriya Sangh Ltd., Amrutnagar, Post Warananagar, Dist. Kolhapur, here in after referred as WSDWPS. Warananagar.
2. To study productivity of the organisation with help of the following aspects.
  - i. Material Productivity.
  - ii. Labour Productivity.
  - iii. Overhead Productivity.
  - iv. Capital Productivity.
  - v. Departmental Productivity and
  - vi. Value Added Productivity.
3. To suggest ways and means to develop a suitable productivity measurement system " for the organisation covered under study.

## 1.3 METHODOLOGY

A " case study method " has been adopted for

the purpose of present research exercise. Here the organisation is studied in depth to the extent possible and ' productivity ' in respect of different aspects is ascertained for the study period.

#### 1.4 DATA COLLECTION

The primary and secondary data are used for this purpose. The primary data is obtained through inspection of record and observations made.

The secondary data is obtained from annual reports and " occasional bulletins " published. This process is further supplemented by an extensive library research.

#### 1.5 SCOPE AND LIMITATIONS OF STUDY

The scope of the study is limited to productivity alone and time period covered i.e. 1986-87 to 1990-91.

As there is no ' productivity measurement system ' prevailing the organisation the researcher could not collect large amount of information which could form in to a major limitation.

#### 1.6 ORGANISATION OF STUDY

The entire research work is divided in to FIVE

CHAPTERS. THE CHAPTER ONE is devoted to ' methodological issues '. In CHAPTER SECOND conceptual discussion in respect of productivity, measurement of productivity, its importance etc. has been made. THE CHAPTER THIRD gives a detailed idea regarding ' profile ' of the organisation. IN CHAPTER FORTH data analysis is presented and based on data analysis a good number of conclusions are drawn and a package of suggestions is offered in CHAPTER FIVE.

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