

## C H A P T E R   I I

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### METHODOLOGY

Co-operative values are the set of principles around which the entire co-operative movement in a country/ society takes shape. These values are inherent guiding principles for the cause of co-operative development.

This study tries to answer the importance of co-operative values for the working of co-operatives. For the purpose of such a study, views expressed by managerial & non-managerial employees working in four different organisations, on the questions in a structured questionnaire have been considered.

### OBJECTIVES :-

It is nearly 27 years since the last review was made & it is high time that a fresh look be taken. This is the right time, to reaffirm our faith in basic values & principles.

Co-operatives follow the same principles which were followed in the very beginning of co-operative movement. So the question arises, Is there any need of reframing the principles? We know that some are in the opinion of following the same principles, and some are opposing this & they want to reframe the basic values &

principles. Therefore there are different opinions about the values & principles. Hence in order to reach of a definite conclusion, this study has been undertaken.

Following are the main objectives of this research:

1. The main objective is to analyse the co-operative values exhibited by employees from different cooperative organisations.
2. To analyse the cooperative values pronounced by employees at different hierarchical levels.
3. To analyse the cooperative values exhibited by managerial levels of different organisations.
4. To analyse the cooperative values of non-managerial levels of different organisations.

#### **HYPOTHESES**

- I. Cooperative values differ from organisation to organisation.
- II. Cooperative values differ in between the different hierarchical levels.
- III. Cooperative values differ from managerial level to managerial level of different organisations.
- IV. Cooperative values differ from non-managerial level to non-managerial level of different organisations.

**METHODS OF DATA COLLECTION****A. TOOLS USED :**

For collecting the necessary information the researcher adopted questionnaire method of data collection. This questionnaire was prepared and used by Balaji and Sood.

**B. SCORING :**

The respondents were executed to tick a statement which they preferred most from each of the ten sets of answer to the ten questions. For this purpose, a Marathi version of the questionnaire was used. The scoring was as follows : For a question, if the respondent chooses the "correct" answer (i.e the answer that corresponds to co-operative values : the one marked with "✓"), she gets a score of "1" for that question. The sum of these scores represents strength of belief in co-operative values. And if he/she gives wrong answers zero score will be given.

**C. SAMPLING :**

Co-operatives, today cover all the sphere of socio-economic activities. We find co-operative processing, marketing, farming, housing, credit and so on. Under this research the required information is collected from the various organisations of the co-operative sectors of Kolhapur District. The selected organisations are

engaged in different kind of activities. In this research the selected organisations were:-

1. Shetkari Sahakari Sangh Ltd., Kolhapur.
2. The Ichalkaranji Co-operative Spinning Mill Ltd. Ichalkaranji.
3. Kolhapur Zilha Sahakari Doodh Utpadak Sangh Ltd., Kolhapur.
4. Kolhapur District Central Co-operative Bank Ltd., Kolhapur.

The four selected organisations, were different from one another in respect of their business, the membership-pattern, area of operation etc.

10 respondents from managerial level i.e. managers, supervisors, heads of various departments, senior officers etc., and 20 respondents from lower level i.e. from each organisations were selected on convenient sample method.

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1. Profs. Balaji C. and Sood J.K. of Institute of Rural Management, Anand (Gujrat) have prepared this questionnaire & used it in their research works [e.g., in their paper : Organisational Commitment, Co-operative values and Behavioral Intentions (1992)].

CHAPTER SCHEME :

Table 2.1

The whole study has been divided into 5 chapters in the following way :

Chapter No.	Title	Brief contents
1.	Background Analysis	Study & background of co-op. values.
2.	Methodology.	Objectives, Scope, Methods of data collection, Chapter schemes, & Limitations of the Study.
3.	Data presentation & Analysis.	Master sheets for each of the four organisations & their relevant information.
4.	Evaluation of the data presented.	Analysis & interpretation of data presented.
5.	Summary & Conclusions.	Summary of the research work & conclusions drawn.

**LIMITATIONS OF THE STUDY :**

1. In India, there are a number of co-op. societies which are engaged in a variety of activities. But this study included references of only a few organisations. And studying all co-op. organisations of all varieties from different parts of the country or Maharashtra State is just impossible. This is the main limitation of this study.

2. In the cooperative organisations studied a few number of women employees were employed. As such comparison between attitudes of men & women employees was not possible.