CHAPTER IV

Research Methodology

4.1 Introduction

4.2 Research Design

4.3 Selection of samples

4.4 Objectives of the research study

4.5 Hypotheses

4.6 Sources of data

4.7 Sampling Plan

4.8 Significance of the study

4.9 Field Work

4.10 Limitations of the study

4.11 Data Analysis

4.12 Scheme of Chapterization
4.1 Introduction

Research is common parlance refers to a search for knowledge. It is also known as scientific and systematic search for pertinent information on a specific topic. In fact research is an art of scientific investigation. According to advance learner’s dictionary of current English, research means “A careful investigation or inquiry specially through search for new facts in any form of knowledge.” Thus the search for knowledge through objective and systematic method of finding solution to a problem is research.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done identifiably. Research methodology includes the various steps that are adopted by a researcher in studying his research problem along with the logic behind them. So, for any qualitative research work including Ph.D. does research methodology must be included in the research carried out by the researcher. Research methodology is an important organ for any research. So, that the researcher have emphasizes the important aspects of research methodology in this chapter.

4.2 Research Design

It is an observational descriptive study. The purpose of descriptive surveys, according to Ezeani (1998), is to collect detailed and factual information that describes an existing phenomenon. Survey through structured questionnaire has been made in selected dairy units.

4.3 Selection of samples

Total 150 respondents were selected from five selected dairies. The distribution of selected respondents from various dairies is given below:
Dairy wise break-out:

<table>
<thead>
<tr>
<th>Dairy</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amul Dairy, Anand</td>
<td>30</td>
</tr>
<tr>
<td>Baroda Dairy, Baroda</td>
<td>30</td>
</tr>
<tr>
<td>Dudhsagar Dairy, Mehsana</td>
<td>30</td>
</tr>
<tr>
<td>Mother Dairy, Gandhinagar</td>
<td>30</td>
</tr>
<tr>
<td>SUMUL Dairy, Surat</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>150</strong></td>
</tr>
</tbody>
</table>

4.4 Objectives of the research study

To fulfill the aim of the study “assessing overall working environment and rewarding practices of dairy units”, different objectives had been made. The objectives of the present study are as follows:

1. To assess the overall working environment and rewarding practices of dairy units.
2. To examine the policies and strategies of human resource management at dairy units.
3. To observe the prevailing difficulties in Human Resource Practices in dairy units.
4. To assess the performance of the employees.
5. To examine the wage & salary administration
6. To know the attitude of the employees towards the organization.
7. To suggest measures to improve rewarding & working environment practices of dairy units.
4.5 Hypotheses

(1) HRM practices in the selected dairy units are systematic & highly professionalized.

(2) Training and Development practices in selected dairy units are exclusively for the growth & development of individuals.

(3) Employee’s compensation activities are not providing the platform for employee’s motivation.

(4) Performance Appraisal practices in dairy units is not scientific and perfect.

(5) There is no difference in HRM practices between selected dairy units.

(6) Training and Development practices in all selected dairy units are equal.

(7) There is significant difference in Performance Appraisal practices between selected dairies.

(8) There is significant difference in overall satisfaction level of employees from selected dairy units regarding.

4.6 Sources of data

In order to achieve the objectives of present study, relevant primary and secondary data was used.

Primary Data: Primary data was collected from the employees and management persons of selected dairy units through interaction and interviews with executives and leaders of dairy units. Other primary data was also collected from employees with the help of structured questionnaire by personal visit and conversation.

Secondary Data: Secondary data was collected from Books, magazines, Journals, News Papers, Websites, Dairy publications, etc. It was useful source to design scientific instrument (questionnaire) for primary data collection.

Instrument: A modified pre-tested questionnaire tagged General Information, Training and Development, HRD, Performance Appraisal and Compensation was used for the collection of data on the study. Two sets of questionnaire were prepared, one for employee and another for management. Questionnaire contains open-end as
well close-ended questions. The questionnaire was specifically designed to accomplish the objectives of the study.

4.7 Sampling Plan

Target Population:

The target population of the study was employees in various dairies in Gujarat. A census of five dairies of Gujarat was taken.

Sampling Technique:

A simple random sampling technique was used to select 150 employees from selected dairies. Researcher had also got information for the questionnaire from management of each dairy. Both primary and secondary type data were collected for the study. The researcher has used primary data for gathering details related to the study. The structured questionnaire has been used for the purpose. The use of secondary data from the published sources like annual reports and websites of the dairy has been used for gathering the general information of the selected sample dairy units.

4.8 Significance of the study

India is a country connected with agricultural and cattle rearing from ancient time nearly more than 70% on agriculture and cattle rearing. So dairy industry is the best suited for the growth of India.

The world market for dairy products is growing at a modest rate of 2.5% per annum. The world market size is currently estimated around US$ 300 billion per annum of which share of India is around 20%. Out of the total milk procured in the world, only 5-7% of it is traded in international market, the rest is utilized for domestic use. The world’s milk production is approximately 650 MMT, in which India contributes about 100 MMT. In India consumption of liquid milk is 46% while its second major use is in manufacturing ghee which is 28%.
It is interesting to note that utilization of milk in making curd is 7% which is higher than its utilization in butter which is 6%. If we compare this with world milk utilization pattern, 51% of milk is utilized as liquid milk and 27% is utilized for cheese. Though the per capita consumption of dairy products is lowest in Asia and Africa, it is estimated that increased production of milk and increase disposable income will further fuel growth in the dairy market. As you all are aware, India is the largest milk producer in the world and is poised to double its milk production by the year 2020. India has the potential to be the “Dairy of the World” in the next few decades and I see bright future ahead.

Successful Dairy Development Programme has been based almost exclusively on the integrated Approach, which links the primary produce with the consumer of milk and milk products. In recent decades more prominence have been given to the market orientation aspects in developing countries because lack of access to markets has been the most common cause of failure of livestock development projects in general. Trade and consumer issues such as quality, safety and choice are assuming greater importance as urbanization and economic development demand higher quality and safety standards.

In subsistence agriculture, the focus is almost exclusively on food production for the immediate family needs and the choice and range of products is very limited. Little attention is paid in access to inputs to improve productivity or to marketing of possible surpluses. In “rural economies” more than 50 percent of the population is involved directly in farming and the primary production of food and agricultural outputs.

There is little or no transport or processing involved in supplying rural markets and the range of products is limited. As agriculture develops the ratio of consumer to farmer steadily increases with a concomitant increase in emphasis on productivity and specialization, and a consequent need for organization inputs, support services and marketing. In this scenario the employment in the food chain after farm gate is 5-10 times that in the primary production. In this context researcher came to conclusion that this type of study in depth will be very useful and important to this dairy industry in
Gujarat. Lastly, I have decided the title of the study, Human Resource Development, Compensation and Performance Appraisal Practices of selected dairy units in Gujarat.

After implementing the globalization policy we are exposed to face competition from other countries. In this scenario, the organization with promising and efficient employees, only can survive. It obviously means that the organization required sound Human resource Practices for the improved performance of the employees in dairy units. In view of above explanations and aspects, the study of this kind is certainly contribute to the various unit covered under this study will get the benefit of the results and its suggestion for improving the efficiency of employees and overall growth of unit.

4.9 Field Work

The researcher traveled to all selected dairies and administered the instrument to employee and management after the approval of their management. Following the instructions on the instrument, the questionnaires were filled and returned. Telephonic talks, plant visits, personal contacts, meeting, interviews and interactions with HR executives, employees, and trade union leaders were made for relevant data and information. Various sources providing published data are used to focus certain facts. Internet services and websites have been surfed for further latest information.

4.10 Limitations of the study

Though this study has been carried out systematically and scientifically, it has some limitations due to reasons beyond control.

1. The size of the sample is relatively small
2. Limitation in sharing negative response due to fear of spoiling relationships with service providers
3. Scarcity of time and resource
4. While preparing the questionnaire, only a smaller segment of the Human Resource Development is taken into consideration
5. The psychological conditions of the employees are not considered.
4.11 Data Analysis

Descriptive statistics, Pearson Chi – Square test, ANOVA (Analysis of Variance) with use of F-Test and Multiple classification methods with t-test were employed to analyze the collected data. The data analysis was carried out with the help of statistical software “SPSS” (Trial Version). For each statistical test, corresponding p – values were obtained and on the basis of this value, the last conclusion for rejection / acceptation of the particular hypothesis was made. Researcher had put the level of significance (l.o.s.) at 5%. i.e. if the p-value is less than 0.05, we reject hypothesis otherwise we accept it.

4.12 Scheme of Chapterization

1) Introduction
2) Human Resource Practices
   A) HRD
   B) Compensation
   C) Performance Appraisal
3) Review of Literature
4) Research Methodology
5) Dairy Industry
6) Data Interpretation and Analysis
7) Findings, Suggestions and Conclusion