Chapter II

RESEARCH METHODOLOGY

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RESEARCH METHODOLOGY

2.1 Introduction

This chapter attempts to discuss the methodology adopted for collection of data from various sources for the purpose of analysis and interpretation. The study confines to socio economic upliftment of sister members through SMGULP in general and Pune papad branch in particular. SMGULP undertakes various production activities with the view to provide employment opportunities to socially and economically backward women. SMGULP is established with the expectation to provide benefits to sister members not only in the form of Vanai charges but also in the form of extra Vanai charges and bonus. Thus, considering this fact in to account we can say that this organisation is - of the women, for the women and by the women. Entire edifice of the organisation is created for the women and by the women. Thus, this organisation is the symbol of women’s’ strength and it plays an important role in socio economic development of women. Considering this fact, it is presumed that any attempt made at this juncture to study from socio economic aspects would be appreciated.

2.2 Selection of the Study

During the last decade snack food market has witnessed a very rapid growth all over the world and also in India. The reasons for this are many and varied and include increased urbanization, industrialization, job opportunities for women, better transportation, changing life style and food habits. Entrepreneurship is a key to provide economic development. With economic liberalization initiated in 1991 in India, development of new innovative and dynamic entrepreneurs has been receiving encouragement and support. The role of women in productive activities in India has been increasing over the years. Non-traditional fields such as manufacturing and export of garments, soft toy making, food processing, textile printing etc. are visible as women entrepreneur activities.

The Papad making industry is one of the home based processing units which has provided ample opportunity of employment to the women of low socio-economic status. Among them Papad industry is both in organized and unorganized sector and Shri Mahila Griha Udyog Lijjat Papad is a well-known Papad making cottage industry in India since 1959 managed and administered by the sister-members themselves.
Different kinds of spiced and un-spiced Papad are being prepared in different parts of India and exported to U.K. Malaysia, Singapore, USA and Middle East countries.

A research of this type is quite involved, time consuming and expensive if attempted all over India and in all the divisions of SMGULP. An optimal way is to concentrate in a limited but representative region of SMGULP so that the study done in such a region will be an authentic indicator and an ideology for the rest of the divisions in other geographical locations in India. Therefore, the research is planned and carried out in Pune Papad branch of SMGULP. Pune is the hub of the entrepreneurs and industries in India and fortunately holds the leadership position in the manufacturing, processing and industrial organizations. Recent studies by confederation of Indian industries (CII) and World Bank have shown that in India, Maharashtra and Gujarat are the two leading states from the viewpoint of industrialization and maturity of business environment. Within Maharashtra, industries in Pune metropolitan are more of manufacturing and processing types and more recent and modern as compared to those in Mumbai and a research carried out here will be more meaningful for the future generation as well as the existing entrepreneurs and industries. The inferences, conclusions, and learning gained from a research carried out in this belt will go a long way as a pathfinder for others.

Due to migration from rural India to Pune city has been growing rapidly therefore the demand for employment also increasing rapidly in Pune city. Pune Papad branch of SMGULP has been playing very important role in providing employment opportunities to need and downtrodden women. Shri Mahila Griha Udyog Lijjat Papad is a role model and unique example of women empowerment in India. Maharashtra state has the highest branches of this organisation and the Pune Papad branch is one of the leading branches of SMGULP. It has significant share in total sales, profit, general fund, Vanai (income) and employment of SMGULP. Therefore socio economic study of women members of SMGULP with special reference to Pune city was undertaken for study. No specific study has been carried out to find out the impact of Pune Papad branch of SMGULP on socio economic development of sister members. Such kind of an attempt will be of great benefit from the view point of empowerment of women in general and socio-economic development of sister members in particular.
2.3 Importance of the Study

In our society, women in general face many difficulties. Whenever and wherever they attempt to compete with men or break new grounds, they are ridiculed and discouraged and accepted as equal only when they ousted men. As they move into the modern economic sector women encounter barriers of tradition and prejudice. At present very few entrepreneurship activities are available amongst women but there is the need to recognize their talents and skills in the entrepreneurship.

Considering the current scenario, women are closely related with their families and handles household responsibilities. Majority of the women population is working in rural areas i.e. in agriculture as labour and cultivators. Whereas, in urban areas most of the women are working in the unorganized sector such as household industries, petty traders, services, building and construction.

Shri Mahila Griha Udyog Lijjat Papad is different rather than the other organizations. It is a voluntary organization of women where it has established neither for poor women nor for the rich women but for needy and downtrodden women. It does not accept charity or grant and the business is like a family business run by women members as if they all belong to the same family. The organization is open for all women who have faith in its basic concepts and philosophy of Lijjat, thus Shri Mahila Griha Udyog Lijjat Papad is sister owned institution, any women irrespective of caste or religion, willing to work in any capacity could become a member of the organisation and all the profits or losses whatever it may be is shared or owned by the members jointly. In addition to that all the decisions are based on consensus and any member sister has the right to veto a decision. Considering this fact into account, the study of this organisation was undertaken from the view point of socio economic development of sister members.

Generally it is observed that women do not have any suitable alternate occupation. Even if they continue any type of small business, they do not get support from their family, society and government. Hence they do not think of doing anything except help and support from family members and business that may be agriculture or other husbands/fathers small business. Traditionally, women are both physically and emotionally attached to their family without thinking of economic point of view. It is further observed that, upon the failure of male predominant business or service, women have no other alternative but to think for their family survival. In order to
prevent such a situation, organization like Shri Mahila Griha Udyog Lijjat Papad comes to their succor. As said earlier, Shri Mahila Griha Udyog Lijjat Papad is the voluntary organization of the sister members and for the member sisters run like a family business.

Shri Mahila Griha Udyog Lijjat Papad tries their level best to provide various types of work, services and facilities to their sister members. Considering this fact, it was necessary to study the impact of this organisation on the overall development of sister members. Accordingly, a study was undertaken to focus on various aspects relating to socio economic development of sister members.

2.4 Objectives

The aim of the study is to analyze the socio-economic aspects of sister members and to suggest ways and means to improve further in the light of present state of their functioning at Shri Mahila Griha Udyog Lijjat Papad. Objectives of the study are as follow:

1) To review the working of Shri Mahila Griha Udyog Lijjat Papad and Pune Papad branch in terms of business achievements over the years.
2) To analyze the role of Pune Papad branch of Shri Mahila Griha Udyog Lijjat Papad in socio-economic development of sister members.
3) To analyze the peculiar problems faced by the sister members of Pune Papad branch of Shri Mahila Griha Udyog Lijjat Papad.
4) To identify the issues and provide suggestions for further improvement of the organisation and sister members on the basis of this research.

2.5 Hypotheses

Based on review of the existing literature and information available, it is understood that there is a need to study the socio-economic aspects of sister members of Shri Mahila Griha Udyog Lijjat Papad which are contributing towards the empowerment and upliftment of needy women. Therefore, the hypotheses formulated are:

1. Pune Papad branch and Shri Mahila Griha Udyog Lijjat Papad have made overall progress over the period under study.
2. Pune Papad branch of Shri Mahila Griha Udyog Lijjat Papad has improved the economic and social status of sister members.
2.6 Research Methodology

The methodology actually used for this study is stated here in brief. The tabulation used at various places are self explanatory and whenever required are further classified. The total number of sister members in Shri Mahila Griha Udyog Lijjat Papad of Pune Papad branch was 1634 in the year 2011-12. This is considered as a population for the purpose of the study.

Sampling Design

The study is related to socio economic aspects of sister members of Pune Papad branch of SMGULP.

Pune Papad branch of SMGULP has three centres in Pune; they are Prabhat Road, Vadgaon Dhayari and Hadapsar. Sister members from these three centres were selected for the study. In order to study the opinions of these sister-members, Pune Papad branch was selected for the study. It was decided to conduct an extensive field survey of sister members. In this design, entire population was arranged in ascending order, list of population arranged in alphabetical order. Considering the nature and objectives of the study, it was decided to apply systematic sampling method for selection of sample. It was also decided to select 15 per cent sample from each centre of SMGULP. Thus, according to this designing method, following steps were followed to obtain the sample sister members.

Step 1 As per the systematic sampling method, entire sister members were listed and arranged in alphabetical manner according to their surnames.

Step 2 In this step, sampling interval was calculated as per the formula K=N/n

Where

‘K’ is Sampling Interval
‘N’ is Size of the Population
‘n’ is Size of the sample

According to this formula, sampling interval was calculated as follows

\[ K = \frac{1634}{245} = 6.60 \]

Step 3 However, sampling interval should be an integer. Therefore, it was decided to take sampling interval value as six.

Step 4 Thus random numbers is required to be selected from one to K (Sampling Interval). Therefore it was decided to select number five as random number.
Step 5  Thus, according to this method, the first sample to be selected from the ordered population was five. The next sample was 5+K=11\textsuperscript{th} sister member in the ordered population, the subsequent sample was 5+2K=17\textsuperscript{th} sister member and so on till a sample size ‘n’ i.e. 245 was selected. This method was applied to the population of all the three centres of Pune Papad branch and thus 15 per cent sample sister members were selected from Prabhat Road Centre (121), Vadgaon Dhayari (103) and Hadapsar (21).

The systematic sampling design is statistically efficient and representative, as we can get representation from all the classes of the population. The centre wise classification of sister members and sample size is as follows.

**Table 2.1 : Centre wise classification of sister members and sample size**

<table>
<thead>
<tr>
<th>Centres of Pune Papad branch</th>
<th>No. of sister members</th>
<th>Sample Size (15 per cent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prabhat Road</td>
<td>807</td>
<td>121</td>
</tr>
<tr>
<td>Vadgaon Dhayari</td>
<td>687</td>
<td>103</td>
</tr>
<tr>
<td>Hadapsar</td>
<td>140</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>1634</td>
<td>245</td>
</tr>
</tbody>
</table>

Source: Annual Reports 2011-12 of SMGULP

Considering the 15 per cent sample, the total sample size comes to 245 sister members from three centres of Pune Papad branch. For selection of this sample, systematic sampling design as mentioned above was used.

A)  Primary Data

The primary data has been collected on the basis of a field survey. An exhaustive schedule as mentioned above was prepared for this purpose. This exhaustive structured schedule get filled from the sample sister member respondents individually. Reasonable numbers of sample respondents were selected for getting appropriate and rational views and opinions by way of systematic sampling method. In addition to this, certain questions also asked in the oral discussions with sample respondents, Sanchalikas and officials of Pune Papad branch, which are not mentioned in the schedule.

Schedule

Analytical and exhaustive Schedule was designed to extract information from the sister members of Pune Papad branch of Shri Mahila Griha Udyog Lijjat Papad.
While preparing schedule intention was kept to get overall information relating to socio economic aspects from sister member respondents. Total 61 questions were incorporated with yes-no type and multiple choice. Out of the total questions, 13 questions were asked on personal and family information, 14 questions economic status, 7 questions on standard of living, 7 questions on health, 13 questions on business position and 7 questions on social status of the sister members. In addition to this certain factual questions were also asked to respondent sister members, Sanchalikas and officials in the oral discussion which are not mentioned in the structured schedule.

The structured schedule includes yes-no type questions, multiple choice questions and open-ended questions. Thus, the schedule includes questions in the nature of general, personal and family, economic and social status, health position of sister members and business position of SMGULP.

B) Secondary Data

In order to conduct this exploratory research, different types of information related to this research topic has been collected from books, journals, magazines, periodicals, annual reports, booklets, newspapers, official manuals published, theses and the help of Internet sources was also taken. This data helped to understand the current position of Shri Mahila Girha Udyog Lijjat Papad and assisted in formulating ideas and strategies for adoption of the methodology and selection of sample for the study. For the purpose of overall study of SMGULP the period was selected from 2001-02 to 2011-12.

2.7 Analysis of Data

Information collected from the selected sample sister members by way of schedule was analyzed. A separate data table is prepared for each question. Thus, comprehensive data tables were prepared for analysis of data. Thereafter, tabulated data has been analyzed according to the objectives of the study. The averages, percentages, ratios were worked out for getting more clear information. Classification and tabulation of data is also made wherever necessary for the purpose of getting clarity and understanding of the subject.

In addition to this, information was also collected through oral discussion and personal observations. This information is used while analyzing data and for arriving at appropriate conclusions and suggestions.
2.8 Statistical Techniques

Classification, tabulation, ratio, proportion and simple average techniques were used to simplify the collected data to get appropriate understanding for further analysis and conclusions to be drawn from the said data. These statistical methods proved to be of adequate help and accordingly the data has converted into diagrammatic and graphic representation with percentages and averages and accordingly conclusions have been drawn.

2.9 Scope and Limitations

Pune Papad branch of SMGULP has playing an important and constructive role in providing employments opportunities to needy and down trodden women. This organisation is providing employment opportunities to women in urban and semi-urban areas. Thus, it has been playing very vital role in socio economic development of such types of women. This is a unique example of women empowerment in India.

This organisation producing different types of consumable products e.g. Papad, Khakara, Masala, Detergent Powder and Vadi, Wheat Atta of which Papad is the most popular product. SMGULP is functioning with the maximum number of branch in Maharashtra. Pune Papad branch is one of the leading branches in respect of purchases, sales, production, general fund, number of sister members etc.

Presently, it is providing employment opportunities to socio economically backward women in Pune city. This branch is playing a significant role socio economic development of sister members in Pune city. There is a larger scope to increase more employment opportunities to women in Pune city. SMGULP can contribute a lot in this direction.

This study is concerned with the study of overall working of SMGULP at the head office and Pune Papad branch level relating to financial and socio economic perspective to judge the impact on sister members of Pune Papad branch. This study would be applicable to other divisions and sister members of Shri Mahila Griha Udyog Lijjat Papad and the study would be a path finder for the development of this organisation and sister members.

The findings, inferences and conclusions about the overall working of SMGULP and socio-economic status of sister-members will be useful to the planners, and management of the institution for formulating suitable policies in respect of socio-economic development of sister members. The management can get detailed
ideas about the organizations planning in general and socio economic development of sister members in particular. This will help the management to determine and adopt ways and means for optimizing socio-economic development of sister members. Thus, socio economic changes in the life of sister members and overall progress of SMGULP and Pune Papad branch was analyzed.

Following are the limitations of the study:

1) The conclusions, inferences are based on responses recorded from sister members of Pune Papad branch of SMGULP only.

2) Conclusions drawn from the study may or may not be applicable to all divisions and branches.

3) Secondary data was collected and analyzed for the period 2001-02 to 2011-12 only.

Thus, due to paucity of time and resources, study was confined to Pune Papad branch of SMGULP only. However even there is an existence of the above limitations, the study has lot of socio-economic significance from the view point of women empowerment and socio economic development of sister members of Pune Papad branch.

2.10 Chapter Scheme

The study is organised in the following chapters.

Chapter first deals with the status of women in Indian Society, women in ancient India, medieval period, British Rule period, after Independence period, legal status of women, empowerment of women, economic role of women, and overall discussion on the role of women in socio economic development. It also includes the development of women entrepreneurship.

Second part of the chapter highlights background, philosophy, culture, features, importance, scope, organisation structure and management of Shri Mahila Griha Udyog Lijjat Papad. It also included product and services, women empowerment, quality consciousness relating to their products, advertisement policy and contribution towards society of Shri Mahila Griha Udyog Lijjat Papad.

Chapter second deals with research methodology used for the study. It includes Selection of the Study, Importance of the Study, Objectives, Hypotheses, Methodology, Analysis of Data, Statistical Techniques, Scope and Limitations, and Chapter Scheme.
Chapter third presents the review of literature which includes review of various books, articles published in various magazines, journals, newspapers, thesis relating to the work done on women empowerment women, entrepreneurship and socio economic development of women.

Chapter fourth incorporates profile of the study area denoting the historical perspective, the geographical setting, the social environment, the cultural progression, educational development along with industrial development.

Chapter fifth deals with the analysis and interpretation of secondary and primary data, under which financial progress of Shri Mahila Griha Udyog Lijjat Papad under which the progress in terms of general fund, sales, purchases, wages, loans and advances, donations for charity, investments, business promotion expenses, profitability, liquidity etc. were analyzed and interpreted.

Second part of the chapter depicted the analysis and interpretation of schedule filled from respondent sister members of Pune Papad branch. The Schedule was prepared by considering socio economic aspects of sister members to judge its impact on sister members. Thus, this chapter is based on the analysis and interpretation of the primary data collected from sample respondents. Finally results were presented with the help of suitable tables, charts and graphs.

Chapter sixth deals with summary, observations, conclusions and suggestions from both primary and secondary data analysed in previous chapters. Afterwards this chapter presented testing of hypothesis and at the end practical implementable solutions are provided by way of suggestions. Finally chapter concluded with the scope suggested for further research.

Thus, this is basically a study of sister member’s survey from socio economic point of view to understand the development of sister members before and after joining SMGULP. Due to paucity of time and resources, it was confined to Pune Papad branch only. But survey is of representative and extensive in nature. Both positive and negative issues were raised in the Schedule relating to socio economic aspects. Finally findings were drawn and suggestions given were lot of relevance in making them more self reliance and empowered.
References


