Chapter I: Research Methodology and Plan of Work.

- Introduction
- Geographical area of Study
- Reference Period of Study
- Objectives of Study
- Research Methodology
  : A Review of Related Literature
  : Experience Survey
  : An Analysis of insight stimulating cases
- Abbreviations used.
(i) **Introduction:**

Marathwada Development Corporation (MDC) was incorporated under the companies Act of 1956 on 22nd August, 1967 and subsequently it became fully owned Government Company. A Board of Directors was appointed in February, 1968 and a full time managing director was appointed in November, 1968. The main objects of the Corporation are to promote, encourage, and assist the orderly establishment, growth and development of industries and industrialization in Marathwada region and to prepare, undertake and promote industrial projects solely or jointly with the Government or any Company, Corporation etc. for industrial development compatible to the economy of Marathwada.

For historical reasons, the Marathwada Region remained isolated from the process of development and even to-day it continues to be an underdeveloped and lagging region in the otherwise industrially advanced state of Maharashtra. As against this background, the establishment of MDC after mid-sixties was the hope of rays in darkness. The MDC is trying to initiate the industrialization by two ways:—
Firstly, it initiates the industrial projects on its own accord. The activities, such as promotion, financing, production, marketing etc. have been undertaken by the MDC so as to create an industrial atmosphere. At present the MDC is managing the following industrial enterprises:

- a) Textile Corporation of Marathwada Ltd.
- b) Powerloom Weavers Cooperative Societies
- c) Leather Industries Corporation of Marathwada Ltd.
- d) Kimwat Roofing Tiles Ltd.
- e) Godawari Garment Ltd.
- f) Parbhani Krishi Gosavardhan Ltd.
- g) Dairy Development Corporation of Marathwada Ltd.

Secondly, besides directly managing the industrial ventures the MDC plays promotery role in the industrilization of the region. Entrepreneurship Development Programme, Coordination of the work of various industrial units, Planning for agro-industrial development, executing the loan schemes for educated unemployed (Seed Money Assistance etc.), arranging the package incentive schemes for industrial entrepreneurs etc. are the promotery activities of the MDC.
Up-till now there has not been any comprehensive attempt to study the working of the MDC as against its various activities mentioned above. This thesis, has hence an objective to study the significant aspects of the functioning of the MDC. In the thesis the ventures initiated by the MDC and the promotory activities undertaken for industrialization by the MDC have appropriately been covered.

(ii) **Geographical Area:**

**for Study:**

Basically the Marathwada Region is the main focal point for study since the MDC has to function for the industrialization of this region. However at some places the coverage of study has also been extended upto state or even upto country level so as to highlight the related aspects of industrial development.

(iii) **Reference Period**

**For Study:**

The MDC has started its functioning since mid-sixties. Hence the period onward mid-sixties to mid-eighties is selected for the study. The year 1983-84 and the years preceding to that are chosen in the respect
of each industrial unit of the MDC for the depth enquiries into the matters like finance, production, marketing etc.

(iv) **Objectives of Study**:

The following objectives are set for the study:

: Review of state policy, industrial development and the role of MDC/other institutions in such development.

: Studying critically the various projects of MDC from the various aspects such as promotion, production, finance, marketing, personnel etc. and ascertaining the role of MDC.

: Studying the various promotory activities of the MDC.

: Reviewing the various problems faced by the MDC's industrial units and MDC's financed industrial units and suggesting the line of actions for correction.

: Critically ascertaining the role of MDC's managed industrial units as against the underdeveloped economy and its needs.

(v) **Research Methodology**:

The research methodology of the project is of explorative as well as descriptive types. Under the
explorative study the following phases have been traversed :-

a) A review of related literature, such as books, reports including annual reports, journals and files/record kept in the offices.

b) A survey of people who have had practical experience of the problem under study i.e. Experience Survey.

c) An analysis 'Insight Stimulating' cases under the descriptive approach, the survey of MDC's industrial units was undertaken.

The above noted research approaches are explained ahead :-

(a) A Review of Related Literature :

The various offices and libraries are contacted and the related materials and the data are collected. The offices of MDC and its industrial units were contacted for collecting the financial and other information. All such collection of materials has given a creative vision for the purpose of Experience Survey and case method.
(b) **Experience Survey**: 

After developing the necessary insight through the survey of literature, it is decided to undertake the Experience Survey of the people who are working in the field or who are having association with the field of research undertaken. Many such people decided to be contacted because in the course of their day-to-day experience by virtue of their peculiar placement as officials, social workers, professionals etc. they are in position to observe the effects of different policies, and actions and to relate these to problem of human welfare. The MDC officers and entrepreneurs, for example are likely to develop certain insight in the matter of effectiveness of the various industrial policies of the Government. These officers or entrepreneurs are found to be source of information against the effectiveness of industrial policies.

Since the aim of the experience survey is to obtain insights into the nature of problem and useful leads to the possible hypotheses and since there is a dire need to have provocative ideas and useful insights in the various matters of industrial development, the respondents are chosen on the basis of the likelihood that they could be
able to contribute such ideas and insights, Efforts are made to select informants so as to ensure a representation of different types of experiences. Variations in the points of view have also given due consideration at appropriate places of data collection. Thus whole ascertaining the factors likely to resist planned industrial development, it may prove advantageous in the Experience Survey to interview the officials charged with the plan-implementation as well as leaders.

In an experience survey the number of respondents to be contacted is decided by looking into the circumstances of each case. When it was realised that the next respondent would provide the same or similar information, the additional enquiry or next enquiry was suspended. The Experience Survey was conducted both by using the structured and unstructured questionnaire. The questions that were emerged in the process of filling up of the structured questionnaire were separately considered and their answers were recorded in the diary.

The Experience Survey is conducted for the following purposes :-

a) Studying the various aspects such as promotion, production, marketing, profitability
etc. of the industrial units financed by the MDC under various schemes.

b) Studying the various dimensions of managerial, promotional services of the MDC.

c) Studying the significant economic aspects of MDC managed industrial units.

d) Studying any other variables not covered above.

(c) An Analysis of Insight Stimulating Cases:

The information about the MDC's managed units is collected by using the case study approach. This has facilitated an in-depth investigation of the various areas of operations consisting production, marketing, finance etc. The use of annual reports and office record is made in the case study.

It is already referred in the foregoing discussion that the use of descriptive study is also made in the research. The aim of descriptive study is to undertake the micro and accurate collection of the information on the various issues like capital gearing, quantum of receipts, size of expenditure, degree of over or under-utilization of the plants of the particular business unit
of MDC etc. In order to collect the information on the various aspects of importance, the structured questionnaire is prepared (See Appendix) and is used for conducting the survey of industrial units of the MDC.

**Abbreviations Used:**

The following abbreviations are used for facilitating the convenient interpretation of data:

- **MDC** : Marathwada Development Corporation
- **TEXCOM** : Textile Corporation of Marathwada Ltd.
- **LICOM** : Leather Industries Corporation of Marathwada Ltd.
- **KRT** : Kinwat Roofing Tiles
- **GGL** : Godawari Garments Ltd.
- **PKG** : Parbhani Krishi Gosawadhan Ltd.
- **DDCM** : Dairy Development Corporation of Marathwada Ltd.
- **PWC** : Powerloom Weavers Cooperative Society
- **SEPEU** : Special Employment Promotion for Educated Unemployed
- **AI** : Artificial Insemination
- **BAIF** : Bharatiya Agro Industries Foundation