Summary of Findings, Suggestions and Conclusion
CHAPTER - V
SUMMARY OF MAJOR FINDINGS AND SUGGESTIONS

5.1 INTRODUCTION:

The study was aimed at measuring the extent of utilization of Uzhavar Sandi by the consumers and the factors influence in utilizing the Uzhavar Sandai in Salem Town. An attempt was made to find out the problems encountered by the consumers carried out in the two Uzhavar Sandai functioning at Salem. 200 consumers were selected based on simple stratified random sampling method and field survey method. In addition to the primary data, secondary data was also collected from the records maintained by the officials in Uzhavar Sandai. The data thus, collected were subdued into suitable tabular forms for drawing inferences.

Quantitative technique like averages, Percentage, Range, Standard deviation, Two-way Table, Chi-Square test and Garret Ranking were applied as found necessary. The level of satisfaction was identified by means of scoring scheme. In this chapter an attempt has been made to recapitulate the key findings. Based on these findings, few suggestions are also made.
5.2. FINDINGS:

Consumers:

- The factors influencing to utilizing the Uzhavar Sandai was studied it is noted that middle aged respondents with school level education have utilized the Uzhavar Sandai at the maximum with high level of satisfaction than the young and old aged consumers.

- The respondents having business and the employees of private sector were having the maximum level of satisfaction in utilizing the Uzhavar Sandai. Their income falls between low and medium level. Among these two, the respondents with medium level of income were having the maximum level of satisfaction in the performance of (functioning) Uzhavar Sandai.

- The analysis on about quantity of purchase of vegetables by the consumers were studied and observed that they were purchased from 8 to 9 kg per week at maximum.

- It is clearly expressed from the analysis that the consumers from a distance of above 2 km, have utilized more effectively than the consumers from long distance.

- The level of satisfaction among the respondents of different family size was studied and found that the respondents with huge and medium size family have utilized the fullest satisfaction on Uzhavar Sandai.
The analysis about the opinion of opening of new Uzhavar Sandai in nearby towns was studied 161 respondents (out of 200) expressed that is a useful scheme to consumers, so new Uzhavar Sandai may be started at different Taluk Head Quarters.

The benefits enjoyed by the consumers in utilizing the Uzhavar Sandai was analyzed are available of low price and 16.0 percent of them satisfied on the freshness of the vegetables.

The Major problem faced by the consumers was studied with the help of Henry Garet Ranking method. The study shows that the main problem of "purchase of vegetables in a bulk quantity by the retails" was placed first rank with the garret score of 423.43 points. The least problems was "the vegetable selection is not possible" by the consumers and the display of price list.
5.3 SUGGESTIONS

Based on the analysis few suggestions are identified and certain problems faced by the consumers also noticed from the research study. To rectify those problems, the author recommends few suggestions for the effective utilization of Uzhavar Sandai by the consumers.

1. It is observed that the consumers feel the functioning time of Uzhavar Sandai have to be increased. Hence, the working hours may be extended to at least one hour in the evening.

2. The government should take stringent action against the middlemen who misuse the activities of Uzhavar Sandai.

3. It is observed that the distance is a notable problem for the consumers. Hence, the Government can take steps to locate Uzhavar Sandai at every taluk head quarters.

4. The Government has to provide all the necessary helps to Uzhavar Sandai which will result in its effective functioning.

5. Creating awareness in the minds of the consumers about Uzhavar Sandai will be helpful to attract more people towards it.
5.4 CONCLUSION

The functioning of Uzhavar Sandai is highly helpful to the economic upliftment of the farmers. It can be achieved only through attracting more consumers towards it. If the above stated suggestion have seriously considered, it will be beneficial to both the farmers and consumers.