

## **Chapter VI**

### **Research Methodology**

#### **6.1 Introduction**

In the previous chapters, the researcher has developed a strong base of information with the help of the secondary data, regarding the Chambers of Commerce and Trade Associations at the international, national and state level. At the same time, the researcher has also collected information from primary and secondary sources regarding the wholesale grocery business in Pune city and the its regulatory framework and also regarding the functions and activities of Poona Merchants Chamber.

#### **6.2 Review of Secondary data**

From the readings on Chambers of Commerce and trade associations at international, national and state level, it was observed that the establishment and development of the Poona Merchants Chamber was the obvious need of the hour. Today, with the track record of over 65 years of its fruitful existence, the Poona Merchants Chamber has proved its commitment towards the development of the wholesale grocery business in the city of Pune. It has provided strong leadership for the other traders and other Chambers of Commerce also. The special initiatives taken up by the Chamber prove their professional management and standards on one hand and also the social approach and commitment towards the downtrodden sections of the society. The researcher has obtained detailed historical track record of the Poona Merchants Chamber from its official publication- 'VanijyaVishwa' and other special memoirs of the Chamber.

#### **6.3 Need for Primary data**

In order to corroborate the above mentioned information with reality, the researcher desires to have primary data. The various provisions of different acts applicable to Chambers of Commerce are also being followed by the Poona Merchants Chamber. Besides the organisation structure of the Poona Merchants Chamber, and different events and programs, initiatives and struggles are planned by their mature leadership from time to time over the last six decades. In order to understand them

all, the researcher found it desirable to take up the collection of primary data systematically. Hence the need for the primary data is justified.

#### **6.4 Research Methodology and Sources of Data**

The primary data can be collected in social researches with the help of different tools. The researcher thought it fit that the following tools as appropriate for the collection of data about the Poona Merchants Chamber:-

The following methods are used for collecting the information and data required for the study:-

- i) Survey and Questionnaire Method
- ii) Interview Method
- iii) Observation Method
- iv) Library Method

##### **i) Survey and Questionnaire Method**

The Primary data is collected through the appropriate questionnaire prepared for the Member-traders of the Poona Merchants Chamber. In addition, a separate questionnaire has also been prepared to collect data from the various stakeholders of the Poona Merchants Chamber.

In order to collect the opinions of the member-traders regarding the performance and activities of the Chamber, the researcher has developed a common questionnaire for them. This questionnaire collects information about their personal profile and also their opinion about the Chamber in its various functions. The various functions of the Poona Merchants Chamber have been divided into the following categories:-

- a. Representation
- b. Information
- c. Common Service
- d. Promotion
- e. Social Welfare
- f. Image Building
- g. Maintaining relation with other trade associations and chambers of commerce

In addition, the expectations of the member-traders from the Chamber were also understood in detail.

Every organisation is answerable not only to its members, but also to its external stakeholders. Hence it was important to know about the opinion of the various stakeholders of the Poona Merchants Chamber and the wholesale grocery business in Pune city. These stakeholders include the following:-

- a. APMC officials
- b. ‘ Hamaal’ or Porter
- c. Commission agents
- d. ‘ StreeKaamgaar’ or female workers
- e. Farmers
- f. Consumers or representative of consumers

A separate questionnaire was prepared to know about the opinions of the above stakeholders.

## **ii) Interview Method**

The Poona Merchants has many members, who have acted as office bearers, in the past or in the present. These Office-bearers include the President, Vice President and Secretary. It is understandable that the office bearers of the Chamber have a more diverse and unique viewpoint about the activities of the Chamber. Being present on both the sides of the table, i.e. as a member as well as an office bearer, gives them a very different and unique viewpoint about the performance of the Chamber. Hence the researcher thought it fit to conduct independent interviews of the current office bearers and prominent former office bearers of the Poona Merchants Chamber. The lead questions for the interview were circulated to them in advance, and their experiences about being an office bearer of the Chamber, special events and situations during their tenure and the challenges faced in providing leadership to the Chamber were understood in detail. This facilitated the researcher to gain a unique insight into the internal working of the Chamber.

In addition, interviews of some eminent personalities associated with the wholesale grocery business as well the Awardees of the Poona Merchants Chamber were also conducted. This enabled the researcher to corroborate the data about the Poona Merchants Chamber as an organisation, in the past and in the current scenario.

### **iii) Observation Method**

In addition to the questionnaire and interview method of data collection, the researcher had the curiosity to observe the various functions and events and also the day to day routine of the Chamber. Hence, by using the Observation method, the researcher has tried to understand the Poona Merchants Chamber still better. Occasions like the inauguration of the 'Ladoo-Chivda' Program, distribution of bonus of the 'StreeKaamgaarKalyanYojana' for female workers, functions like the 'AdarshVyapariUttamPuraskar' and other functions were also attended by the researcher from time to time. This provided an opportunity to make first hand note of all such events and programs, have an interaction with some of the awardees, and also get a feel of the social recognition and acceptance of the Poona Merchants Chamber. The newspaper and media coverage about the performance of the Chamber were also closely observed by the researcher.

The day-to-day working and activities of the Poona Merchants Chamber were observed by the researcher carefully. The researcher observed the day-to-day working of the office of the Chamber, its meetings and other activities.

Also, the working of the wholesale grocery market, its structure and systems and its various intermediaries were also carefully observed.

### **iv) Library Method**

The Library Method is used for collecting secondary data. The secondary data is collected from books, newspapers, journals, websites, monthly magazine of the Poona Merchants Chamber – 'VanijyaVishwa' as well as special memoirs published at the time of the golden jubilee of the Chamber and also the Memorandum and Articles of Association of the Chamber.

In addition, the data about the wholesale grocery business at Pune APMC office has also been collected.

Thus the researcher has effectively used all the three research methods, **Questionnaire method, Interview method and Observation method** in combination for effectively collecting the primary data for the study.

## **6.5 Population and Sample**

### **1. Member-traders**

The list of member-traders of Poona Merchants Chamber, ending on 31<sup>st</sup> March, 2015 was considered. It consisted of 495 member-traders. A draft questionnaire was prepared and a pilot survey of 20 traders was conducted. Certain changes were made to the questionnaire, based on the observations in the pilot survey. In addition, it was observed that the traders deal in many commodities, not only one. Also, the population was homogenous in respect of association with Poona Merchants Chamber, hence it was decided to have a sample of 100 traders, which is 20% of the population. For selection of sample, simple random sampling method was adopted. Care was taken to include traders dealing in various commodities like rice, wheat, spices and dry fruits, jowar, bajri, pulses and ‘dals’, jaggery, tea-coffee, so as to have a fairly representative sample.

### **2. Stakeholders**

The stakeholders of wholesale grocery business include officials of Pune APMC, ‘hamaals’ or porters, commission agents, consumers, farmers and ‘streekaamgaar’ or female workers in the wholesale grocery market.

The exhaustive list of stakeholders was not available anywhere. These stakeholders are not united and they are also not directly associated with the Chamber. Hence it was decided to have interviews with various stakeholders, in order to know about their opinions about the Poona Merchants Chamber. Such interviews of 60 stakeholders were conducted.

### **3. Office Bearers**

The Poona Merchants Chamber has a track record of over 65 years of fruitful existence. In order to have an in depth account of the internal working of the Chamber and the problems faced by it over the last six decades, interviews of 11 office bearers, present and past, were conducted. For this, Convenience Sampling method was used to collect the opinions of office bearers like President, Vice-President and Secretary.

The following are the names of the current Office Bearers of the Poona Merchants Chamber who were interviewed for collecting the data:-

- a. Mr.PravinChorbele, the current President of the Poona Merchants Chamber.
- b. Mr. Jawaharlal Bothra, the current Vice-President of the Poona Merchants Chamber.
- c. Mr. Ashok Lodha, the current Secretary of the Chamber.

The following is the list of former Presidents and Office Bearers of the Chamber who were interviewed.

- a. Mr.WalchandSancheti, ( 2013-15)
- b. Mr.AjitSethiya (2011-13)
- c. Mr. Deepak Bora ( 2008-2011)
- d. Mr.RajendraBanthiya (2007-08)
- e. Mr.RajendraGugale (2005-07)
- f. Mr. Mohan Oswal (2001-03)
- g. Mr. Rajesh Fulfagar (1999-2001)
- h. Mr. Rajesh Shah ( 1997-99)

Thus the researcher has collected the opinions and experiences of the Office Bearers during the last two decades, in order to get a detailed account of the working and activities of the Poona Merchants Chamber.

#### **4. Eminent persons**

Eminent persons associated with the field of wholesale grocery business as well as the Awardees of Poona Merchants Chamber were identified and interviewed. Interviews of nine such persons were conducted. These interviews enabled the researcher to obtain an account of the historical struggles of the Chamber. It also enabled the researcher to corroborate the data about the Chamber in the past as well in the current scenario.

##### **a. Dr. Baba Aadhav**

Dr. Baba Aadhav is a renowned social activist and the leader of the 'HamaalPanchayat'. 'HamaalPanchayat is the only recognized trade union of 'hamaals' in the wholesale grocery market at the Market Yard, Pune. **Dr. Baba Aadhav has worked hand in hand with Late Mr.UttamchandPokarna, the founder of the Poona Merchants Chamber.** Although at opposite sides of

negotiations for the rates of wages payable to the hamaals in the Market Yard, both Dr. Baba Aadhav and the Office Bearers of the Poona Merchants Chamber have mutual respect for each other.

Dr. Baba Aadhav was also one of the leaders of the agitation by the unorganised labour class, on account of which the state government passed the Maharashtra Mathadi, Hamal and other Manual Workers (Regulation of Employment and Welfare) Act in the year 1969. It is the country's first piece of legislation for the social security of unorganized labour. It has become the rallying point for dozens of other unorganized labour movements seeking social security legislation.

In the decades since, Dr. Baba Aadhav has been actively involved in similar struggles for auto drivers, ragpickers, hawkers, domestic workers and construction labourers. Each such collective has registered itself as a separate trade union. Baba Aadhav is also known for his social reform work, which is based on the ideology of Gandhiji, Jyotirao Phule and Dr. Babasaheb Ambedkar. Dr. Baba Aadhav has set up the Vishamta Nirmoolan Samiti (Society for the Eradication of Inequality).

The 'Hamal Panchayat' has also created a free secondary school, medical clinics, and a housing colony for the 'hamaals'.

#### **b. Mr. Suryakant Pathak**

Mr. Suryakant Pathak is a renowned consumer rights activist and one of the founder members of 'Grahak Peth' in Pune. He has spearheaded many consumer rights movements in Pune and Maharashtra.

Mr. Suryakant Pathak is closely associated with the Poona Merchants Chamber over the last several years. He has actively participated in a number of agitations and representations of the Chamber. He has vehemently expressed himself in a number of seminars and conferences of the Chamber. Mr. Suryakant Pathak was also felicitated by the Poona Merchants Chamber for his contribution for the promotion of wholesale trade in Pune city.

#### **c. Adv. Subhash Kiwade**

Advocate Subhash Kiwade is a lawyer by profession, who has worked as Editor of 'Vanijya Vishwa', the monthly mouthpiece of the Chamber. He also contributes articles and columns for 'Vanijya Vishwa' and other newspapers like 'Pudhari'. His special contribution is an article which he writes in the Diwali issue of 'Vanijya Vishwa'.

VanijyaVishwa’ about the annual review of the trend of prices of various agricultural commodities. He has been associated with the Chamber for the past three decades. He is also the recipient of ‘ AdarshPatrakarPuraskar’ given by the Chamber for the year 2012.

**d. Mr. Kishore Barkale**

Mr. Kishore Barkale is a reporter of the Marathi Daily ‘ Pudhari’. He is an exemplary reporter in the field of agriculture and co-operation. He has been reporting on the various activities of the Poona Merchants Chamber for the last two decades. He is the recipient of ‘ Adarsh Patrakar Puraskar’ given by the Chamber for the year 2013.

**e. Mr. Vinayak Karmarkar**

Mr.Vinayak Karmarkar is a reporter of the Marathi Daily ‘ Loksatta’. He has been reporting in the field of agriculture and co-operation in Maharashtra for the last two decades. He has also closely observed and reported on the activities and functions of the Poona Merchants Chamber. He is the recipient of ‘ Adarsh Patrakar Puraskar’ given by the Poona Merchants Chamber.

**f. Mr. Vinayak Kulkarni**

Mr.Vinayak Kulkarni is a senior Reporter of the newspaper ‘ Gavkari’ of Nashik. He has made indepth study and reported on various issues related to agriculture for the past four decades. He has in depth knowledge about the agricultural sector in Maharashtra and the changes taking place in it over time. He was the first recipient of the ‘ Adarsh Patrakar Puraskar’ given by the Chamber.

**g. Mr. Kewalchand Kataria, owner of Aditya Builders**

Mr.KewalchandKataria is the owner of ‘Aditya Builders’, which is a big name in the real estate industry of Pune and Mumbai since 1979. He also has presence in the chemical, retailing and warehousing industry. He has also worked for social welfare and is the founder of the ‘Akhil Bharatiya Jain Katariya Foundation’. He is a recipient of the ‘ Adarsh Vyapari ‘ Uttam ‘ Puraskar’ given by the Chamber.

**h. Mr.Vitthal Maniyar**

Mr.Vitthal Maniyarcomes from a business family of Nanapeth, Pune. Since his childhood, he has been observing the developments of the wholesale grocery business of Pune city. He had a unique privilege of being associated with Late Mr.UttamchandPokarna since his childhood. Further, Mr. Maniyar has actually worked with him in the Chamber office when the Chamber was in its transformation stage. Mr.Maniyar has witnessed the strategy development, dialogue

system, leadership styles of the Chamber over the last fifty years. He therefore is thoroughly aware of the problems and opportunities of the Chamber.

**i. Mr. Ishwarsheth Chordia**

Mr. Ishwarsheth Chordia was a wholesale trader during the 1960s and 1970s when the Late Mr. Uttamchand Pokarna was the President of the Chamber. On account of his better education and keen analytical skills, he was invited on the Executive Committee of the Chamber and was made the Vice-President by Mr. Pokarna. He worked with Mr. Pokarna for around a decade. Thus he had the opportunity to closely observe the issues tackled and the decision making of the Chamber at that time. In addition, he was also closely involved in the negotiations concerning the shift of the wholesale grocery market from the city areas to Gultekdi.

**6.6 Statistical Tools used**

For the analysis of the primary data, i.e. the questionnaires of the member-traders, the following statistical tools were used:-

- a. Simple frequency tables were prepared.
- b. Percentages

Initially, a relative measure as percentage was used.

- c. Wherever required, averages were used.
- d. Weighted average

For deciding preferences, weighted total was used where weighted total was:-

$$\text{Weighted Total} = \sum WX$$

Where W=Weights

$$X = \text{frequency}$$

- e. 'Z' test for proportion

Regarding the opinions of member-traders about their satisfaction level with the working and services of the Chamber, 'Z' test for proportion is used. Since sample is large, we use standard error formula as

$$S.E = \sqrt{(PQ/n)}$$

Where P: Proportion in percentage

Q: 100-P

n: Sample Size

Calculated value of  $Z = \frac{\text{Difference}}{S.E}$

$$S.E$$

### Critical values of Z

Type of test	5% level	1% level
Two tail test	1.96	2.58
One tail test	1.64	2.33

### **6.7 Conclusion**

In the current chapter, we have discussed the various tools adopted by the researcher to collect primary as well as secondary data about the Poona Merchants Chamber. Also, the Best Practices of the Poona Merchants Chamber have been highlighted in this Chapter. The secondary data can be corroborated by the findings of primary data. Thus in the next chapter, the analysis and interpretation of the primary data has been presented, collected through Questionnaire Method, Interview Method and Observation Method by the researcher.