EXECUTIVE SUMMARY

A co-operative is generally viewed as a socio economic organization that can fulfill both social and economic objectives of its members and has welfare of its members at its heart. Robert Owen, the father of co-operative movement was fully convinced that no amount of external assistance could improve the lot of workers except their co-operatives. The co-operatives provide opportunities for capacity building for its members and service to the society. It is especially beneficial to poor farmers and weaker sections of the society.

The seeds of co-operation in India were sown in 1904 when the first Co-operative Societies' Act was passed. Co-operative marketing plays a vital role in many areas like; optimization in resource use, increase in farm income, widening the markets, growth of agro-based industries, employment etc. The co-operative sector in Gujarat has emerged as one of the largest in India. Gandevi taluka in South Gujarat has been predominantly the area of co-operative movement since independence.

The present study has been divided into six chapters. The first chapter describes the meaning and definition of co-operatives, history of Co-operative movement, Co-operative movement in
India, major co-operatives and their structure in India, advantages of co-operative system, importance, role and need of Co-operative Marketing objectives of Agricultural Marketing Co-operatives, share of co-operatives in National economy and structure of Agricultural Marketing Co-operative Societies in Gujarat. The second chapter deals with the profiles of Twelve Primary Agricultural Marketing Co-operative Societies of Gandevi taluka. Third chapter deals with the literature reviews. Research Methodology has been described in the fourth chapter which covers the research statement, objectives of the study, nature and sources of data, tools and methods of data analysis, scope and limitations of the study. The fifth chapter describes the analysis of data in which statistical analysis of six financial ratios have been calculated for twelve Agricultural Marketing Co-operative Societies with the help of Anova, mean, standard deviation and percentage. As well, Panel Data Regression model were used to develop regression based forecasting models. Inter correlation among different variables is also calculated. The sixth chapter gives the conclusions and suggestions based on the findings of the study.

The main objective of the study is to evaluate the financial performance of all Twelve Primary Agricultural Marketing Co-operative Societies of Gandevi taluka in Navsari District. The
financial performance of the Twelve Primary Agricultural Marketing Co-operative Societies of Gandavi taluka were examined using six financial ratios. The reasons for the difference in profitability among the co-operatives depends on how effectively the management is generating profit on sales, total assets and managing their investments. The study reveals that the profitability position of the co-operatives was very weak. Efforts should be made to increase the sales as it will increase the profitability of the co-operative societies. Application of Information Technology will go a long way in increasing the productivity of the Primary Agricultural Marketing Co-operative Societies.

The major source of finance for the co-operatives to serve its members in supply of agricultural inputs and purchase of their farm outputs was from borrowed capital. Having higher proportion of assets financed by the creditors fund may lead the Primary Agricultural Marketing Co-operative Society to the risk of bankruptcy. Therefore the Board of Directors and staff shall strive to seek a solution to increase the own fund by increasing share capital.

The Co-operatives should be able to provide adequate and timely credit to cover the production as well as essential needs for
consumption on the basis of the repaying capacity of the farmers leading to higher productivity. Multi-purpose co-operative combining credit, supply and marketing offer a probability of dealing with these problems in an integrated way.

The overall health of the Primary Agricultural Marketing Co-operative Societies is very weak. The Co-operative Societies suffer from inadequacy of trained and skilled personnel. They should hire professional staff depending on the financial capacity of the Co-operative. The Co-operative should make use of human resources in such a way that they give their best to the organization. The Co-operatives should be able to provide adequate and timely credit to cover the production and essential needs of their members. There should be democratic internal work culture and environment which will lead to growth and development of the co-operative societies. There should be minimal interference of the Government and co-operative societies must be democratically governed by their Board of Directors. The membership of the Primary Agricultural Marketing Co-operative Society should be open to all the members of the villages without any restriction. Moreover, the co-operative society should be provided technical support in the areas of marketing and supply.
Priority must be given to membership support, capital accumulation, adequate training and education as well as management of Primary Agricultural Marketing Co-operative Societies.