CHAPTER - 4

METHODOLOGY OF THE STUDY

4.1 Research Methodology- Meaning and Importance

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his/her research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods but also the methodology. Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median, how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what they mean and indicate and why. Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not. All this means that it is necessary for the researcher to design his/her methodology for his/her problem as the same may differ from problem to problem. Researchers have to specify very clearly and precisely what decisions they select and why they select them so that they can be evaluated by others also.

From above, we can say that research methodology has many dimensions and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods. Thus, when we talk of research methodology we not only talk the research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others so that research results are capable of being evaluated either by the researcher
himself/herself or by others. Why a research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what particular method has been adopted, why particular technique of analysing data has been used and a host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study.

The study of research methodology gives the student the necessary training in gathering materials and arranging them, participation in the field work when required, and also training in techniques for the collection of data appropriate to particular problems, in the use of statistics, questionnaires and controlled experimentation and in recording evidence, sorting it out and interpreting it. The importance of research methodology stems from the following considerations:

i) The knowledge of methodology provides good training specially to the new research worker and enables him to do better research. It helps him to develop disciplined thinking or a 'bent of mind' to observe the field objectively.

ii) Knowledge of how to do research will inculcate the ability to evaluate and use research results with reasonable confidence. In other words, we can state that the knowledge of research methodology is helpful in various fields such as government or business administration, community development and social work where persons are increasingly called upon to evaluate and use research results for action.

iii) When one knows how research is done, then one may have the satisfaction of acquiring a new intellectual tool which can become a way of looking at the world and of judging everyday experience.

iv) In this scientific age all of us are in many ways consumers of research results and we can use them intelligently provided we are
able to judge the adequacy of the methods by which they have been obtained. The knowledge of methodology helps the consumer of research results to evaluate them and enables him/her to take rational decisions.

4.2 Research Methodology of the Present Study

Let us now consider the research methodology adopted in the present study:

4.2.1. Study area and sources of data

The study area of the research work is Bishnupur sub-division of Bankura district, West Bengal. There are six blocks namely, Joypur, Bishnupur, Kotulpur, Indus, Patrasayer and Sonamukhi within the jurisdiction of this sub-division.

The study is descriptive and diagnostic in nature. The overall research design is rigid which makes enough provision for protection against bias and must maximise reliability. The necessary data for the study have been collected both from secondary source and from primary source. The secondary source includes Block Development Offices in the sub-division, District Industries Centre, Bankura, Census records of the district, District Statistical Handbook-2001 and the Department of small-scale industries of the Government of West Bengal. For the collection of primary data, respective Industrial Development Officers of Block Development Offices namely, Joypur, Bishnupur, Kotulpur, Sonamukhi, Indus and Patrasayer lying in the Bishnupur sub-division offered a lot of help in providing the list of registered cottage and small-scale units along with proprietor's name, exact location of the units, registration number of the units and nature of activities performed by the units of the concerned blocks. Besides, they also provided a lot of help in collecting the names of proprietors with location, nature of activities performed by the non-registered cottage and small-scale units in each block. For the purpose of collection of primary data, an un-structured questionnaire
(given in the appendix) has been framed and used for interviewing the
cottage and small-scale entrepreneurs directly by the researcher.

4.2.2. Reasons for selection of area

Bishnupur sub-division of Bankura District is mostly agricultural in
nature. About 90% of the people of this sub-division are dependent on
agriculture either directly or indirectly. But agriculture is dependent on the
vagaries of nature. Irrigation facilities are not well developed. Productivity is
also very low in the agricultural sector. The farmers have to depend upon
alternative sources of income during their spare time when they do not have
work in the farm sector. Cottage and small scale industries provide an ideal
alternative source of income and employment for those who are dependent
on agriculture. Cottage and small scale industries can use local resources and
surplus manpower available. They also require relatively lower amount of
capital funds.

The area has also a history of certain traditional cottage and small scale
industries operating successfully with reputation. Notable among them are
the units manufacturing Baluchari and silk sarees. These sarees are now
being sold all over India and even outside India with reputation. Further
there are units producing conch shell products, bell metal products and
handicrafts producing terracota objects. All these cottage and small scale
industries have a glorious past and they are associated with this area for a
very long period of time. Apart from these cottage and small scale industries
there are also modern small scale industries such as cold storages, rice mills,
flour mills, engineering firms producing gates grills, ice cream manufacturing
units etc. All these cottage and small scale industries play an important role
in this sub-division. They can be a powerful alternative engine of growth
generating income and employment.

However, it is found that these cottage and small scale units are facing
some problems and they can not contribute to their fullest extent in the
process of economic development of the sub-division. Hence it is proposed
that a study be undertaken to consider the position of cottage and small scale industries in the Bishnupur sub-division of Bankura district with special reference to the problems faced by them and the prospects they hold for the future.

4.2.3 Sampling design, selection of reference year, Methods used for analysis of data

There are 1948 registered cottage and small scale units in the Bishnupur sub-division. Besides, there are a number of non-registered cottage and small scale units. Primary data for the present study have been collected from 150 cottage and small-scale industrial units including 15 non-registered cottage and small scale units covering each block and taking all types of industries. Out of 1948 registered cottage and small scale units only 135 registered cottage and small scale units have been considered which is about 6.93% of the total registered cottage and small scale units lying in this sub-division. The survey has been conducted during the year 2002-2003. Purposive sampling method has been adopted for the selection of cottage and small scale units. Emphasis has been placed on tabular method for the analysis of primary data. Of the total 150 units primary data of 34 units from the block of Joypur, 21 units from Kotulpur, 39 units from Bishnupur, 16 units from Sonamukhi, 21 units from Patrasayer and 19 units from Indus have been collected. For the purpose of discussion, all the homogeneous industrial units lying in this sub-division have been divided under five categories:

1) Agrobased Industries: Oil mills, wheat & spice grinders, Rice mills, cold storage, flattened rice (Chira) mills and units making Thala Pata (Plates made of sal leaves).

2) Traditional arts and crafts: Baluchari sarees, Terracota, Handicrafts, weaver, potter, Bell metal, conch shell, painting Das Avatar Tas (cards depicting ten incarnations of Lord Vishnu)
3) **Manufacturing Industries**: Making gates & grills, coke briquetting, printing, making candles, confectionary, Lantern, Ready made garments, spun pipe, Tiles, R.C.C. ring pipe.

4) **Service Industries**: Xerox & Type copying, photography-studio, saw mills.

5) **Seasonal Industry**: Ice candy.

For the collection of primary data in this regard 47 Agrobased units, 39 Traditional arts & crafts units, 42 Manufacturing industrial units, 8 Service industrial units and 14 Seasonal industrial units have been selected.

### 4.2.4. **Chief features of questionnaire**

The main points on which information was collected by the questionnaire used for interviewing the cottage and small entrepreneurs directly for collection of primary data are as follows:

- Name of the unit, address in which situated, type of organization, proprietor’s/partners’ name, establishment year, whether registered, products produced in the unit, production capacity per year, actual production in the last year, total number of workers engaged in the unit, average wage per month, educational qualifications of the proprietors, caste and religion of the proprietors, capital employed in the unit, sources of capital, whether loan taken from bank in the last five years, whether subsidy received, financial performance in the survey year, whether maintained profit & loss A/c and Balance sheet, sources of raw materials problems, of marketing, whether capital is sufficient, whether assistance received from DIC, whether electricity is sufficient, prospect about the future of the unit, additional problems of the unit and suggestions for improving the efficiency of the unit etc.

### 4.2.5 **Hypothesis**

The study is not one of hypothesis-testing type of research work. It is exploratory in nature and is mainly descriptive and diagnostic. Hence no
definite hypothesis is postulated for testing in course of research work. However, the following working hypotheses are suggested for the study:

1) The cottage and small scale industrial units in this sub-division have immense potentialities and they can become an important economic agent in the process of economic development of this sub-division.

2) The cottage and small scale industrial units in this region are not developing adequately due to the absence of a positive policy pursued by the government authorities.