ABSTRACT

The study is descriptive in nature and has taken an attempt to sense the challenges getting faced by vegetable industry as the whole. The research aims to assess the need of vertical coordination in vegetable industry and acceptability of the concept for implementation in the real world by the vegetable supply chain stake holders mainly producers and intermediaries. In this context, the basic statement of research problem of this study is “gathering information about the simple bottlenecks in the vegetable supply chain creating less price realization for farmers although consumers pay more at the end point, identifying value adding factors to enable the intermediaries to have an efficient supply chain and analyzing the impact & role of vertical coordination in the market distribution channel system to achieve the effective result”. Research objectives set to reach the need are as: to evaluate the significance of monetary factors associated in supply chains for vegetables, to assess the need of vertical coordination and the involvement of farmers and intermediaries in supply chain of vegetables, and to determine the impact of vertical coordination on supply chain of vegetables industry. On the basis of literature study and the problem formulated the conceptual model has been proposed for this study. The four different constructs have been formed to solve the purpose are (1) PSCV (Producer Supply Chain variables) (2) ISCV (Intermediary Supply Chain variables) (3) VCV (Vertical Coordination variables) and (4) VCEV (Vertical Coordination Effect variables). The methodology adapted is explained as cluster sampling method of probability sampling is used to select the respondent from the whole population, a cluster of green vegetable growers, out of which respondents are selected randomly. The process is done for the three districts leading in vegetable cultivation. The same is done for intermediaries also but for experts judgmental sampling of non probability sampling method is used. The sample size for the experts is 107, the intermediary is 757 and the farmer is 757. The sample size is based on the F distribution with the assumption that the variance of the proportion in dependent variable is zero. The recommended values of $f^2$ in power analysis is presented as small (0.02), medium (0.15), and large (0.35) size effects available in power of F test tables (Cohen, 1988). For the experts, it is completely the judgmental decision depending upon the experience. The mostly used techniques are multivariate data analysis.
techniques named as T-test, Paired T-test, ANOVA, correlation and regression. It is found that there is a strong acceptability from the industry to get in the vertically coordinated approach, to strengthen the supply chain as well the whole industry including producers and intermediaries for their benefit and for the benefit of the consumers. The main contribution of this research is the application of the vertically coordinated approach to the vegetable industry facing many challenges, where producers are struggling and intermediaries are complaining. The role of producers and intermediaries in the traditional supply chain of vegetable industry has been studied and have suggested for a new approach that can benefit producers and intermediaries.