1.1. Introduction

The Indian constitution is one of the most progressive constitutions in the world and it guarantees equal rights for men and women. Despite the advances women have still given secondary importance almost everywhere especially in unorganized sector in terms of level and quality of employment compared to male. Even female workers continue to labour because of many severe problems like poverty, lack of access to education and inadequate health facilities etc. consequently they work for very low income that did not meet their daily needs of life. Unorganized women workers includes home-based workers likes rolling papad and beedis, self employment programs like selling vegetables, employment in household enterprises and small units, agricultural workers, labour on construction sites, domestic work, handicrafts, khadi and village industries, handloom weaving and sericulture etc.

Unorganized sector workers are divided into four broad categories as below.

1. In terms of occupation:

   Small and marginal farmers, landless agricultural labourers, share croppers, fishermen, those engaged in animal husbandry, bead rolling, labeling and packing, construction workers, leather workers, weavers, artisans, salt workers, workers in brick kilns and stone quarries, workers in saw mills come under this categories.

2. In terms of nature of employment:

   Attached agricultural labourers, bonded labourers, migrant workers, contract and casual labourers come under these categories.

3. In terms of especially distressed categories:

   Toddy tappers, scavengers, carriers of head loads, drivers of animal driven vehicles, loaders and un-loaders come under these categories.

4. In terms of service categories:

   Midwives, domestic workers, fishermen and women, barbers, vegetable and fruit vendors, newspaper vendors etc. belong to this category.

According to the economic survey 2007-08 agricultural workers constitute the largest segment of workers in unorganized sector (i.e. 52% of the total workers).
These unorganized sector workers facing various problems some of them are quoted hereunder by researcher.

90% of workforce in vast informal sector, little awareness of workplace hazards, living areas close to work areas, extended work hours, exploitation, no concept of occupational safety/services, lack of implementation of health and safety legislation, no concept of trade / labour union. Problem of women workers and beedi workers having low wages, fraudulent contractors, disease causing environment, child labour and more than 50% women deplorable social condition. Government has facing the problem of defining and identifying the unorganized sector workers because workforce is uneducated about the benefits of organized sector, scattered nature of sector, employer avoid any form of regulation even after unorganized sector contribute almost 60% of GDP apart from providing livelihood to population, same labour laws cannot be applied to them.

India is an agricultural country and after independence there is a wide variation growth in performance of agricultural sector. This variation has occurred due to subsistence nature of farming and another major reason is that Indian agricultural is mainly dependent on monsoon and other climatic parametiers. Early three decades after independence the efforts have been taken for green revolution and its positive impact has been seen in Indian economy. In early ninties India has accepted Liberalisation, Privatisation and Globalisation (LPG) policy to open its economy for extermal competition. Due to LPG industrialization goes up as a result the Indian economy grown but the share of agriculture has been declined. But due to green revolution Indian agriculture has grows continuously and as a result total production of food grain became around 55 million tons at the time of independence and it goes up to 260 million tons in the year 2012-13 and again agricultura has proved as a backbone of our country. Agriculture has occupies centre place in Indian economy because it promote inclusive growth, it enhance rural income and sustain food security. The share of Indian agriculture in GDP is 14% and it occupies 13% area of countries exports. Agriculture is basic source of income for 58% Indian workforce. Now a days there is increase in demand for fresh vegetables and vegetable cultivation is going to became a one of alternative source of generating the income for people in rural areas. For the development of the people specifically women who are selling vegetables is necessary and for that purpose the present study is conducted.
As per census of 2011 number of cultivators and agricultural labours increased from 234.1 million in 2001 to 263 Million in 2011. The major impact of LPG policy was found that there is increasing demand of land for industrialization, urbanization, housing and infrastructure facilities like roads, canals etc. this puts pressure to convert the agricultural land to non-agricultural uses. This shows the decreasing trends in cultivating areas from 143 million hectares in 1990-91 to 141.6 million hectares in 2010-11. But after the green revolution the farmers were concentrated on some crops which has better market and non remunerative or low yield crops are being replaced by non-food crops and effect of it is that farmers are turned towards horticulture, floriculture, sericulture, viniculture and other similar activities. As a result area under food crops is declining in some areas, especially in case of coarse grains. Nowadays a demand for healthy products has increased and the new idea i.e. organic farming came into existence.

1.2. Consumption Pattern

There is a shift in consumption pattern in last two decades from cereals to high value agricultural commodities not only in rural but also in urban areas. There is heavy domestic demand for fruits and vegetables in both rural and urban areas. During the 2000s the growth rate in value of exports of rice, sugar, tea and marine products declined on the contrary exports of fruits and vegetables grew near about 18 percent annually. During the 11th plan the area under jowar, bajra, small millets, ground nuts and sunflower has negative growth while the yields of all the major crops have recorded positive growth. But in case of wheat, bajara, maize, tur, groundnut, soyabean and cotton production was increased by 4 percent. There is exceptional growth in yield of sugarcane, rapeseed and mustard.

1.3. Schemes available for agricultural development

For the development of agricultural sector government has announced several schemes for achieving the expected growth in the agricultural production. Rashtriya Krishi Vikas Yojana has been declared in XIth plan and Rs. 27,447/- crores was sanctioned for production growth, infrastructure and assets. Government of India has announced Macro Management of Agriculture scheme with the objective to uniform development of agriculture in every states. It has covered 27 centrally sponsored schemes covering cooperatives, crop production; water shed development,
horticulture, fertilizers, mechanization and seeds production programmes etc. Another scheme has announced by the government of India was National Agricultural Insurance Scheme under this at present 10% subsidy premium is available to small and marginal farmers. Government and state government have announced several changes in this scheme as per requirement.

Basically climate of every state is not similar so production of all commodities is not possible in every state for that purpose government of India has announced the Common Area Development Programme. Under this scheme at present 482 districts of 19 states have been covered and produced sugarcane, rice, wheat and pulses. For success of above mentioned scheme there is need of water and for that purpose government of India has announced Accelerated Irrigation Benefit Programme and under this central government has provided financial assistance to the state government for development of irrigation facilities. With effect of major and minor irrigation schemes about 8 million hectare lands has come under irrigation facility.

For declaration of several schemes to develop the agriculture sector the government has split the land in several types which are forest area, area under non-agricultural uses, barren and unculturable land, permanent pasture and other grazing land, land under miscellaneous tree crops and culturable waste land. Various schemes have been declared by the government for the development of specific land. For the development of forest special programmes have been undertaken and special zone has been created to secure forest. For grazing purpose the government has made some part of land secure at every village.

1.4. Kolhapur District

Kolhapur district is the southernmost district of Maharashtra and is one of the industrially and agriculturally developed districts. Its headquarter is Kolhapur city which is an ancient city. The city is situated on the bank of river Panchaganga and is known as Dakshin Kashi. Kolhapur goddess Mahalaxmi is one of the shaktipeethas mentioned in Indian mythology. Chhatrapati Shahu Maharaja is an architect and founder of modern Kolhapur. The Kolhapur district is abundant in natural vegetation, animal wealth and minerals. The Kolhapur district lies in the south-west of Maharashtra between 15° to 17° North latitude and 73° to 74° East longitude and spreads across the Deccan Plateau in the rain shadow region of the sahyadri mountain.
ranges on the southern most tip of the state of Maharashtra. It has an area of 8047.00 sq. kms. This is about 2.5 percent to total area of the state.

1.5. Soil Profile

The researcher has divided Kolhapur district in three major zones i.e. western zone, central zone and eastern zone. Soil profile of these three zones has explained hereunder.

a) Western zone – there is heavy rain in this zone. It is covered with laterite soil. It is mainly found in Karveer, Ajara, Bhudargad, Gaganbawada, Radhanagari, Panhala and Shahuwadi talukas. In this region the major crops is vari, nachani, sava, rala etc.

b) Central Zone – this zone with more or less assured rainfall is covered with fertile, well-drained brownish medium black soils of natural reaction. It covers Hatkanangle some part of Karveer and Ajara. The basic crop in this zone is paddy, jowar and groundnut. In this zone the sugarcane and vegetables are grown in this area where adequate water facility has been available.

c) Eastern zone – the dry eastern zone with precarious rainfall is covered with medium to deep black fertile soils of varying depths. This zone consists of Gadhinglaj, Kagal, Karveer and some part of Hatkanangle and Khirol talukas. In this zone the crops like jowar and groundnut are cultivated on a large scale as well as the crops like paddy, sugarcane and vegetables are grown with the help of irrigation water.

1.6. Water facility

Kolhapur district receives rain from the south-west as well as north-east monsoons. The proportion of rainfall decreases very sharply from the west to east ranging between the maximum of 6000mm in the west to the minimum of 600mm in the East. The three broad division defined above receive rainfall are the western zone receiving heavy and assured rainfall, the central zone receiving moderate rainfall and the eastern zone receiving low, irregular and uncertain rainfall. In Kolhapur district main rivers are Krishna, Warna, Panchaganga, Dudhganga, Vedhganga and Hiranyakeshi. These rivers cover approximately 120 kilometers length in the district. The basic sources of irrigation for agricultural lands in the Kolhapur are either dug wells or rivers. No cannal irrigation is available till today. The irrigated area in the
district is 20.56%. The highest percentage of irrigation is in Shirol taluka. There are four major irrigation projects in the district i.e. Tulshi project on river Tulshi at Burambali, Hydro electric irrigation project on Tillari river in Chandgad taluka, Kalamawadi irrigation project on the river Dudhganga at Asangao in Radhanagari and fourth project is Warana project which is joint venture of Maharashtra and Karnataka state made in Shahuwadi taluka.

There are ten medium irrigation projects in the Kolhapur district but all of them are lift irrigation project. These are Kasari project, Patgaon project, Kumbhi project, Kadvi project, Chitri project, Chikotra project, Jangamhatti project, Jambre project, Ghataprabha project and Dhamani project. In Kolhapur district more than 50 minor irrigation projects have already been completed. 9 projects in Chandgad taluka, 7 project each in Ajara, Gadhinglaj and Kagal talukas, 4 in Karveer, 3 in Radhanagari and Gaganbavada talukas and 2 each in Shahuwadi and Shirol talukas. These projects collectively supply the irrigation facility to 14,936 hectar land.

1.7. Cropping pattern

The nature of cropping pattern is considered as an important factor in determining the growth prospective for agriculture. The Kolhapur district exhibits a mixed cropping pattern and holds a leading rank in respect of sugarcane cultivation and sugar industry. The laterite soil in Gaganbavada, Panhala, Radhanagari and Shahuwadi talukas in conductive for raising hil millets. Paddy is grown in the talukas of Chandgad, Ajara, Gadhinglaj, Shahuwadi, Hatkanangale, Karveer, Radhanagari, Panhala and some parts of Bhudargad, Kagal and Shirol which have rice and fertile soils. Rice, jowar and groundnut are cultivated in kharif season. Eastern taluka of Hatkanangale and Shirol focus on sugarcane, groundnut and jowar together with fruits and vegetables cultivation. Shirol taluka is leading in tomato production. After completion of Kalamawadi dam the major talukas in Kolhapur district came in irrigation facility. Kolhapur district is going to be developed in all sectors like industry, education, medical sector and service sectors. Due to this there is availability of sufficient jobs and due to upliftment of knowledge level the demand for fresh vegetable in this area is increased. To fulfil this demand farmers in Kolhapur district have taken various types of vegetable crops in their farm with the main crop like sugarcane, jowar and paddy etc.
Due to availability of irrigation facility there is availability of adequate water facility in this district and cropping of vegetable is a parallel product of main product like sugarcane. Due to vegetable cultivation the farmer gets a routine income for their day to day need and main crop like sugarcane will provide the basic income to the farmer. Now there a new trend has got developed that the vegetable cultivation is looking as a main source of the farmers income because the need of vegetable goes on increasing day by day. Women in rural area cultivate vegetables in their farm and go to urban places for selling these vegetables and this is a new way developed in agricultural sector to earn money. But there is need to provide socio-economic facilities to vegetable selling women for their development. For the development of this part of agriculture sector the researcher have undertaken the study of socio economic development of female retail vegetable sellers in Kolhapur district.

1.8. Quality of Work Life

Eminent writer in the field of Organizational Behaviour described ‘quality of work life’ as “having good supervision, good working conditions, good pay and benefits and an interesting, challenging and rewarding job”. This description is equally applicable to the organizations in both formal and informal sectors.

Till today major efforts have been taken for improving the quality of life (QWL) of the employees in the formal organizations. The techniques used for development of quality of works life are socialization, minimum wages, fringe benefits, motivation, effective communication, ensuring job satisfaction, etc. expressed in deep, the effort for improving the QWL in the informal sector, - be it an individual worker labouring for earning his livelihood or a group of people combined together with a definite profit motive - almost entirely depends on the individual drive, initiative, and the spirit of entrepreneurship, but these informal sector is neglected. Due to this the present research is conducted, for an enterprising, self-employed retail vegetable female seller, the above description may be modified as “sanitary environment and sufficient working space at the market place, reasonably good returns at the end of the day on the investment made in purchasing the vegetables in the morning and the satisfaction of a fulfilled day”.

7
1.9. Vegetable Sellers as Occupation Holders

The term ‘occupation’ is widely used, but with diverse meanings. From the point of view of occupational theories, a specific conceptual formulation is needed. Arthur Salz has suggested that the notion of occupation must cover three sets of conditions, namely, technological, economic and social. Accordingly, he defined ‘occupation’ as “that specific activity with a market value which an individually continually pursues for the purpose of obtaining a steady flow of income; this activity also determines the social position of the individual”

An ‘occupation’ involves a degree of corporateness, a degree of consciousness of kind, and reciprocity between the acting individuals in the occupation and the recognition of these individual occupation-holders by the larger society. The concept of occupation may also be defined as a patterned set of human relations having to do with specific work experiences. An occupation is a complex normative system within which people act for production (of goods or services), economic sustenance, status and the fulfillment of the meaning of that particular occupation. Since the vegetable female sellers sufficiently fit this description, for the purpose of the present study, they are being treated as occupation-holders. Vegetable selling in many market places is largely dominated by vegetable female sellers - quite often, they outnumber male sellers by ten to 1. Many individual vegetable female sellers are the sole breadwinners for the family, quite often with growing children.

1.10. Conclusion

It is concluded from the above discussion that there is major share of revenue received from agriculture in India and in Kolhapur district also. Due to rapid growth in the various sectors like education, medical, industry, trade and commerce the standard of life is increased. People demand more fresh vegetables in daily food to fill the requirement of various calcium and minerals required by human being to keep it healthy and fresh. This is the basic reason that vegetable cultivation is one of the new sources that came in existence for rural people to earn daily income. From the above explanation it is found that the farmers in Kolhapur district due to availability of adequate irrigation facility taken cash crops like sugarcane, jowar and paddy along with this they cultivate vegetables and sell these different types of vegetables in the nearest urban market.
1.11 Research Methodology

Vegetable cultivation and selling is the alternative source of income of farmers in Kolhapur district. Due to the rivers passing in Kolhapur district and the Kalmawadi and Radhanagari dam are situated in Kolhapur district there is availability of adequate water facility for the agricultural sector. The nature of the rain in this zone is heavy in some part and average in other parts of the district. These all factors motivate the farmers to take cash crops and farmers in Kolhapur district have turned towards sugarcane, jowar, paddy and groundnuts but these all crops are long term crops i.e. it take more than four to six months for maturity. In this case the farmers received the income from these crops after a long interval; effect of this is that in rural area farmers are facing the problem of daily requirement of money to satisfy their various needs.

To overcome this problem farmers started to cultivate different types of vegetables side by side with the main crop, and these vegetables are sold in the nearest urban market by the rural women to earn money for satisfying daily needs. Now there is need to look this business as a basic source of the income of the farmers and for that purpose there is need of socio-economic development of that vegetable selling women. Now there is need to provide a clean and hygiene space for the vegetable market in every city. These markets must contain the sanitary facilities specifically for women. There is a need to form an organization regarding these types of vegetable sellers which provides them the idea regarding the nature of monsoon in nearest future, to make them available quality seeds of the vegetables, to provide the required fertilizers to keep the product with its natural contain. This organization must arrange the joint seminars and conferences for vegetable selling women to know the trend of vegetable in national and international market. Also they have to inspire the women who cultivate the vegetables may go for interstate or national market with their product. For this purpose the researcher has conducted the present study to show how the socio-economic factors affected the women’s life.

1.12 Statement of the Problem

One of the reasons that the retail vegetable female sellers have escaped serious research attention is the very nature of their occupation - heterogeneity of the vegetables they offer for sale, their irregularity in attending the market place on daily basis for assorted reasons such as family affairs, health problems, supply of finance,
etc., their irregular working hours, and their own apprehensions about the officialdom (local municipal bodies) and their tendency to keep an arm’s distance from it.

In a way, these vegetable sellers are a part of the unorganized service sector, working and subsisting on the periphery of the larger mainstream economy. Since both the State and the Union Governments have renewed their gusto for securing comprehensive welfare of the unorganized sector workers. Hence, research on the vegetable female sellers under the auspices of the Management Research is quite justified. Accordingly, the proposed work has been entitled as “A Study of Socio-Economic Development of Retail Vegetable Female Sellers in Kolhapur District”

The researcher has decided to study problems of vegetable sellers as stated below

1) To study the problems of unorganized sector of female workers with respect to vegetable selling women.
2) To study the facilities received by vegetable selling womens in market place.
3) To study the reason for low education level in vegetable selling women.
4) To study the problems of vegetable selling womens regarding their irregularities in attending the market.
5) To study the social life status of the vegetable selling womens in selected area.

1.13 Objectives of the Study

In view of the introductory remarks and the foregoing discussion about the present research, the researcher has set the objectives of the proposed work are as follows:

(1) To draw up profiles of major vegetable retail markets in Kolhapur district (the study area).
(2) To draw up the social-economic profile and Working profile of the retail vegetable female sellers in the study area.
(3) To Study the work place Environment and facilities provided by the respective Municipal Corporation in the study area.
(4) To evaluate the problems and difficulties faced by the retail vegetable female sellers in practicing their vocation.
To assess the impact of occupation on the development of retail vegetable sellers.

To draw meaningful conclusions and present the suggestions emanating from improving the status of retail vegetable female sellers.

1.14 Scope of the Study

The present work, in fact, has been an exploratory investigation. The geographical scope of the study has been confined to the boundaries of Kolhapur district of Maharashtra State which includes 12 talukas. The topical scope has focused on evaluating the socio-economic and family profiles of the respondent vegetable female sellers. The researcher has focused on the present condition of the vegetable selling women and its effect on their life and what are the expected facilities required by the vegetable selling women to improve their life standard is focused on here. The analytical scope has covered to the fulfillment of the objectives and testing the hypotheses set out for the study. The functional scope has been confined to offering a set of meaningful suggestions for improving the overall status of the retail vegetable female sellers.

1.15 Limitations of the Study

1. The proposed study has covered only the retail vegetable female sellers in the established vegetable markets in the study area.
2. The study is confined to studying only the retail vegetable female sellers.
3. The study has broadly covered the time-span of only five years, i.e. 2005-06 to 2009-10.

1.16 Significance of the Study

Life of the human being can not be counted in terms of money. Vegetables are providing the required calcium and minerals to the human body, but unfortunately people purchasing the vegetables from the road side where open drainage line is pasess. That means no care is taken to protect the vegetables from the dust and other viral infection. The local bodies have to take the responsibility to provide good facility to the people who are selling the vegetables in the market place. In organized sector much care is taken for their employees but in unorganized sector there is absence of various facilities and the researcher has conducted this study to focus on
these aspects of unorganized working class. In the Welfare State of India, the unorganized sector workers, mostly providing peripheral services to the population, has continued to remain neglected, although their contribution to the mainstream economy is quite significant. A review of the literature revealed that only a scant research attention has been paid to the unorganized sector workers. The proposed work has attempted to fill this void.

1.17 The Universe

The Kolhapur district is a southern district in Maharashtra State, lying in the Krishna-Panchaganga basin on the Deccan plateau in the rain shadow region of the Sahyadri mountain ranges. It is located between 15° and 17° North latitude and 73° and 74° East longitude and covers an area of 8,047 sq.km. For administrative purposes, the district is divided into four sub-divisions, namely, Karveer, Shahuwadi, Ichalkaranji and Gadginglaj, and 12 Talukas. The 12 Talukas, in a descending order of their areas, are: Shahuwadi (1043.5 sq.km.), Chandgad (965.4), Radhanagiri (892.3), Gagan Bavada (698.6), Karveer (671.1), Bhudargad (644.4), Hatkanangale (609.4), Panhala (568.8), Ajra (548.8), Kagal (547.5), Shirol (507.9), and Gadginglaj (481.2). All the taluka headquarters (excepting Karveer), though situate in typical rural area, have been declared as ‘municipal/census towns’ and as such, have become substantial trading and marketing centres in the area.

According to 2001 Census, the population of Kolhapur District is 35,15,413, inhabiting in 2 cities, 12 towns and 1,238 villages. Of the total population, 17,11,654 (48.69%) are females and 18,03,759 (51.31%) are males. The urban:rural ratio of the population is around 25%:75%. The district is well-serviced by a good network of intra- and inter-district roads and rail (43 kms.). Kolhapur City is the headquarters of Kolhapur district. Perennial availability of water from 12 rivers and an efficiently harnessed irrigation potential have made agriculture the dominant economic activity in the district; and in its wake, several agro-industrial activities have prospered, e.g. sugar manufacture, agriculture produce processing, milk and food processing. Kolhapur City, being the district head-quarters, is a large commercial and financial centre.
1.18 Sample design

In the present study while designing the sample the researcher has taken parameters to select the sample. In the present research the researcher has introduced a new phase of agricultural income source. Women selling vegetables require various types of knowledge and support for the other end to earn money, and there are various factors affecting their business. The researcher has considered these factors for selection of sample and explained these factors here under in short.

i. Nature

Under this aspect researcher wants to consider the nature of the women selling vegetables that means the women selling vegetable in market cultivate vegetables in her own farm or she purchases the vegetable from the rural market and comes in the urban market to sell them to earn profit. This nature of women has affected the selling approach, because the women who cultivated the vegetable in their own farm can sell it at lowest cost under the human ground but the women who purchased form rural
market and sell the vegetable in urban market can not sell the vegetables at low cost. That’s why the nature of vegetable selling women is a major factor effecting their behaviour so are considered here by the researcher.

**ii. Age**

In the present study while selecting the sample the researcher has considered the age of the women who are selling the vegetables in market. Because the age factors of the women affect their behaviour. Women are very sensitive and cannot try to harm others, another factor is that the woman is a mother and she can bear pains for other member of the family and all these things affects their behaviour hence the researcher has pointed out the age of the women as an important factor in sample design.

**iii. Education**

Researcher has considered the education level of the vegetable selling women. Because in rural areas education level of women having age more than 45 years are very low and this affects their behaviour. Women who are literate can take efforts to know the vegetable rates in different markets and to decide the rate of their product in local market. Educated women can change their market if needed to earn the profit instead of selling the vegetable in the routine local market to city level market. For that purpose researcher has considered the education parameter while selecting the sample.

**iv. Types of vegetable**

Under this criterion the researcher has considered the types of the vegetable selling by the women, as mentioned above the farmers in Shirol taluka cultivate more tomato and so the sellers from Shirol mostly sell tomatoes. But types of vegetable depend on the nature of farm. Suppose the farmer having farm nearest to the river in rainy season will do only green vegetable cultivation is possible and not fruit vegetables. Hence some women are selling only green vegetables and some are selling fruit vegetables hence types of vegetable is necessary for the selection of sample.

**v. Family income**

For the present research the researcher has considered the family income as a parameter while selecting the sample. Family income is important factor which affect the nature of the vegetable selling women. The women from average income family have taken more efforts to earn the maximum profit from the vegetables and try to
find out the suitable places where they get the maximum sale. The women from rich family do not go to sell the vegetables in the market but they sell all the production from their farms to others who purchase vegetables from them and sell it in the market. Hence the family income has an important factor in the sample selection.

vi. Family or household size

Family size also affectes the behaviour of the women in rural areas. There are joint families and in joint family the number of member is large and some women in the family look after all the work in the house and some of them get a little bit time in a day to spend it on cultivation of the vegetables in the farm. These women are bringing their products in the market to sell them but their basic motive is to produce the vegetables to serve their own house. After satisfying their own need the residual are sold in market and this nature is also affect on the behaviour of the vegetable selling women.

vii. Location

Location is also an important factor considered here by the researcher for the sampling process. The researcher has considered only those places where vegetable market is situated. The researcher has excluded the hawkers who are selling vegetables in colonies and the women who are sitting in the convenient places in the city or in colony to sell the vegetables are also excluded while selecting the sample.
1.19 Sample selection

The researcher has already pre-identified 20 vegetable market sites in the study area, which are located in all the taluka headquarter towns and cities in Kolhapur District. The researcher has placed the data in a tabular form for the sampling purpose.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Market</th>
<th>Female Vegetable sellers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ajra</td>
<td>136</td>
</tr>
<tr>
<td>2</td>
<td>Bhudargad</td>
<td>88</td>
</tr>
<tr>
<td>3</td>
<td>Chandgad</td>
<td>62</td>
</tr>
<tr>
<td>4</td>
<td>Gagan Bavada</td>
<td>124</td>
</tr>
<tr>
<td>5</td>
<td>Gadhinglaj</td>
<td>72</td>
</tr>
<tr>
<td>6</td>
<td>Hatkanangale</td>
<td>69</td>
</tr>
<tr>
<td>7</td>
<td>Kagal</td>
<td>67</td>
</tr>
<tr>
<td>8</td>
<td>Panhala</td>
<td>78</td>
</tr>
<tr>
<td>9</td>
<td>Radhanagari</td>
<td>105</td>
</tr>
<tr>
<td>10</td>
<td>Shahuwadi</td>
<td>38</td>
</tr>
<tr>
<td>11</td>
<td>Malkapur</td>
<td>44</td>
</tr>
<tr>
<td>12</td>
<td>Shirol</td>
<td>83</td>
</tr>
<tr>
<td>13</td>
<td><strong>Ichalkaranji City</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Annaram rayagonda Vidyalaya</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td>Ahilyadevi Holdkar</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td>Deccan</td>
<td>134</td>
</tr>
<tr>
<td>14</td>
<td><strong>Kolhapur City</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shivaji Market</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>Shahupuri Market</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>Rajarampuri Market</td>
<td>152</td>
</tr>
<tr>
<td></td>
<td>Kapeeltirth Market</td>
<td>214</td>
</tr>
<tr>
<td></td>
<td>Padalkar Market</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>1962</td>
</tr>
</tbody>
</table>

With the help of finite population formula researcher has calculated the sample size as follows.
\[ n = \frac{Z^2 \cdot p \cdot q \cdot N}{e^2 (N-1) + Z^2 \cdot p \cdot q} \]

\[ N = 1692 \]
\[ e = 0.05 \text{ (at level of 5% variation)} \]
\[ Z = 1.96 \text{ (for 5% level of significant or 95% confidence level)} \]
\[ p = 0.50 \text{ Probability of success} \]
\[ q = 0.50 \text{ Probability of failure} \]

\[ n = \frac{3.8416 \times 0.5 \times 0.5 \times 1962}{0.0025 \times 1961 + 3.8416 \times 0.5 \times 0.5} \]

\[ n = \frac{1884.3048}{5.8629} \]

\[ n = 322.39 \text{ (Sample size) } \textit{Researcher has selected 340 samples.} \]

The researcher has split this sample in taluka and city market as per following table.

<table>
<thead>
<tr>
<th>12- Taluka market</th>
<th>5- Kolhapur city market</th>
<th>3 – Ichalkaranji city market</th>
<th>20 – Total market</th>
</tr>
</thead>
<tbody>
<tr>
<td>female sellers -</td>
<td>female sellers –</td>
<td>female sellers –</td>
<td>Total –</td>
</tr>
<tr>
<td>966</td>
<td>604</td>
<td>392</td>
<td>1962</td>
</tr>
</tbody>
</table>

| 49.23 | 30.78 | 19.97 | 100  |
| 49%   | 31%   | 20%   | 100% |

Now the researcher has distributed the sample i.e. 340 in above percentage

49% of 322 = 166.60 i.e. 167 from taluka market
31% of 322 = 105.40 i.e. 105 from Kolhapur city market
20% of 322 = 68 i.e. 68 from Ichalkaranji city market
1.20. Techniques of Analysis

The researcher has placed the collected data in the tabulated format and used the statistical techniques for analyzing the data. The researcher has used Mean, Median, Mode, Standard deviation along with the chi-square test for analyzing the data. The researcher has conducted the interview to know the different aspects of the vegetable selling women in Kolhapur district. The data has been collected through the predetermined questionnaire along with this the researcher has adopted the observation methods to understand the several aspect of the study which is helpful in writing of thesis.

1.21: Pilot Study

The researcher has conducted pilot study for the present research. The researcher has taken an overview of literature and confined research gap for the study. On the basis of the research gap, researcher has prepared questionnaires containing 39 questions with multiple choice and descriptive in nature. With the help of this questionnaire the researcher come to know the personal details like name, age, marital status, caste, educational level and along with the personal details researcher has come to know the educational level, living conditions, family status, working conditions and available transport facilities available to the vegetable selling women. Along with the questionnaire the opinion chart has been prepared by the researcher to know the opinion of family members regarding the business of vegetable selling and its effects on their family status and whether the vegetable selling business is fruitful to their family or not. The prepared questionnaire was circulated among the 20 respondents for pilot testing of questionnaire. After getting reply from these respondents researcher has made a necessary changes according to the requirement of data and analytical need. The research guide has played a vital role in the redesigning of the questionnaire and charts in the simple wording that makes the interview effective. The research guide has been kind enough to guide the way of asking questions, methods of recording the responses given and the way of gathering information. After the valuable guidance and suggestions of the guide, the researcher has conducted the interviews successfully.
1.22. Tools has used for data collection

The task of data collection begins after a research problem has been defined and the research design / plan have been checked out. While deciding the method of data collection to be used for the study, the researcher has kept in mind that there are two types of data viz. Primary data and Secondary data.

i. Primary data

The primary data is collected fresh and for the first time, and thus it happens to be original in character. A well structured questionnaire was prepared and along with the questionnaire deep interview was taken for data collection. The questionnaire was prepared for single vegetable selling women. The additional information was sought through opinion survey charts. The researcher has used observation and discussion methods effectively to collect information regarding the various aspects of the vegetable selling women which is affected on their social life. The collected questionnaires has been tabulated, analyzed and interpreted with statistical tools.

a. Questionnaire – A pilot study was conducted to pretest the validity of questions of questionnaires. With the help of these tested questionnaires a system of enquiry was suitably adjusted and the questionnaire was redrafted, restructured and simplified and all the necessary information was collected. The researcher has found that some vegetable selling women were hesitant to give their personal information for the research purpose. This questionnaire helps the researcher to collect the data regarding the personal details like name, age, marital status, caste, educational level and along with the personal details. The researcher has come to know the educational level, living conditions, family status, working conditions and transport facilities available to the vegetable selling women. After that with the help of SPSS software the researcher has calculated the cronbach’s alpha of the questionnaire. For that purpose the researcher has considered the questions having similar scale and descriptive questions are excluded and the cronbach’s alpha has been calculated for different scale question and finally the weighted average of all results comes out xxxx which shows that the questionnaire designed for data collection is more reliable.

b. Chart – The researcher has prepared a chart for data collection. The chart contains the opinion survey which explains the cooperation received from the family member by vegetable selling women. Also the opinion of children regarding this business, whether this business provides good standard of living, whether it is possible to save some earning from this business and whether this business provide sufficient income
to give good education to their children. With the help of this chart the researcher has
got the idea regarding social status of the vegetable selling women.

c. Discussion and Interviews – Apart from the questionnaire and the chart mentioned
above the detailed discussion was made with the vegetable selling women present in
the market. The discussion and the interviews help the researcher to understand and
explain the different social and economical aspects of the women selling vegetables.
This discussion proves fruitful to the researcher to understand the present condition
and status of the vegetable selling women in society and what is the required status of
those women.

ii. Secondary data

   The secondary data is necessary for the present research which was collected
from various sources like individuals, organizations, government offices &
educational institutes. The researcher has visited agricultural colleges and institutions
involved in dealing several aspects of the agricultural field. Also the researcher has
visited the several big farmers who are having large size of farm and they produce the
vegetables for serving big hotels and malles etc. The researcher has visited different
libraries such as.

   • Khardekkar library, Shivaji University, Kolhapur.
   • Jaykar Library, Savitribai Phule University, Pune.
   • Yashwantrao Chavan Open University, Nashik.

   As a part of the secondary data the researcher has collected valuable
information from the various other sources like published articles, journals, books,
sample units website, news papers, reports, magazines, M. Phil. dissertations, Ph. D.
thesis and internet for the theoretical concepts of socio-economic aspects affected on
the women life. But it is found that there is no sufficient research work done in this
area.

1.23 Hypotheses of the Study

(1) Family hardships of urban female vegetable sellers are different from
those of the rural female vegetable sellers;

(2) Social hardships of Reseller female vegetable sellers are different from those
of the Producer female vegetable sellers.
(3) Economic hardships of Reseller female vegetable sellers are different from those of the Producer female vegetable sellers.

(4) Day-to-day problems and difficulties in selling of vegetables of Reseller female vegetable sellers are different from those of the Producer female vegetable sellers.

(5) Working and living conditions of female vegetable sellers are correlated with their socio-economic conditions.

1.24. Writing of research report

Report writing is the final stage of a research study. The purpose of the report is to present the problem investigated and the result of the investigation along with conclusion and suggestions drawn on these results. A research work remains incomplete if it is not given in the shape of a report and presented to the public for practical application. The researcher has split this research in five chapters to present his thesis under the following format.

Chapter-1 : Introduction and Research Design

First part of this chapter has covered the agricultural bagrounded of the country, state and specifically of Kolhapur district, along with this the geographical location of Kolhapur district, rain fall and available irrigation facilities in this district. In this phase the researcher has explained the various schemes available for agricultural sector

In the second part of this chapter, the researcher has explained the statement of problem, significance and scope of the study, sample design, hypothesis and research methodology, tools to be used for data collection etc.

Chapter-2 : Conceptual Background

In the first part of this chapter the researcher has included the publication in respect of agricultural sector and specifically for vegetable cultivation and its role in rural family from magazines, online web articles, research papers, books and M. Phil. and Ph.D. work for review purpose.

In the second part of this chapter, the researcher has covered in detail the theoretical background & agricultural status of Indian economy along this the total area covered under the agricultural and under the irrigation facility. Also the share of agricultural income in total income of nation etc.
Chapter-3 : Agricultural Profile of Kolhapur District

In this chapter the researcher has covered the detail profile of Kolhapur district and also taken a brief historical review of the growth and development of vegetable marketing in the district through municipal records.

Chapter-4 : Data Analysis and Interpretation

In this chapter the researcher has presented the collected data in tabular form and by using statistical tools to analysis and interpret the data which is helpful for draw the conclusion and suggestion.

Chapter-5 : Conclusions and Suggestions

This chapter has presented a summary of inferences drawn in the preceding Chapter, conclusions drawn from them and juxtaposed against the conceptual and theoretical premises, and the suggestions emanating there for the purpose of improving plight of the retail vegetable female sellers.

1.25. Conclusion.

In the first phase of this session the researcher has expained the need of the socio-economic development of the vegetable selling women. Along with this the researcher has explained the important aspect of research like universe, sample design and parameters used for selecting the sample. In the next phase the researcher has explained the sources of data collection and techniques used for the data analysis. Along with this the researcher has explain the scope and significance of the present study with its objective, hypothes is and limitation also. In the last phase the researcher has explained the chapter scheme in brief used to present this research work.
Reference:


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