RESEARCH METHODOLOGY:

Sources of Data:

This study is an empirical research based on survey method. With a view to secure required information and the knowledge of the marketing and financing of powerloom industry field visits will be undertaken. The primary data will be collected with the help of questionnaire.

Apart from primary data the secondary will be collected with valuable information from Books, Journals, Textile Department Publications, magazines, Annual Reports of Banks and published & unpublished literature.

Research Design & Research Area:

In any research design the overall plan of research is given. Research design is a blueprint for carrying out the research and for avoiding guidance in taking various steps for undertaking a research study. The fundamental objective of a research design is to develop a set of methods and procedures that will answer the research questions or test of research hypothesis with high degree of confidence. The research design can be of several types.
Some of the important designs are: Descriptive, Correlational, Casual Comparative and Experimental.

The research design will be used in the present study is Descriptive Research Design.

There are about 7500 powerloom units in Nashik District out of which 250 units and, 50 master weavers & 50 agents will be taken for study,

**Sample Size & Sampling Technique:**

For any research work it is not advisable to conduct the survey of whole entire universe of the study. If we conduct the entire universe of the study it may raise big outlay of time, energy and finance. So, only samples are obtained from the entire area of survey.

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole. The present research will be conducted on the basis of primary & secondary data. The primary data was collected from the sample of the customers, employees & top management of cooperative banks. The sample will be selected on the basis of random sample method.
Sample size is the number of people / units selected for the study. In the present study a random sample of 250 powerloom units, 50 master weavers, 50 commission agents from Malegaon Taluka in Nasik District, will be taken adopting the procedure of proportional allocation.

Table 1.1 : Respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powerloom Units</td>
<td>250</td>
</tr>
<tr>
<td>Master Weavers</td>
<td>50</td>
</tr>
<tr>
<td>Commission Agents</td>
<td>50</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>350</strong></td>
</tr>
</tbody>
</table>

**Analysis of Data:**

In a research study when the process of data collection is completed, the next step generally involves the analysis of the data. The choice of the analytical procedures depends on several factors, including the type of research question / hypotheses that are developed and the characteristics of collected data.
The percentage distribution is the simplest form of representing findings of the research work. Therefore, important tables on the questions will be prepared with its respective percentage. In order to test the validity of the hypotheses, a well known Chi – Square Test will be used.

(Apoorva Hiray)  
Research Student

(DR. V. S. More )  
Research Guide