Research Methodology

The present study carried out to examine the marketing efficiencies in performance of functions in the supply chain by modern formats in vegetable marketing. Hence the methods and procedure followed in conducting this research is furnished under the following heads.

Research Area

Lalitpur is one of the districts of Uttar Pradesh State of India. Lalitpur District is a part of Jhansi Division and was carved out as a district in the year 1974. Lalitpur is really not only the heartland but also a heart shaped district of Bundelkhand region. It is connected to Jhansi District of Uttar Pradesh by a narrow corridor to the northeast, otherwise almost surrounded by Madhya Pradesh state.

Lalitpur district lies between latitude $24^\circ11'$ and $25^\circ14'$(north) and longitude $78^\circ10'$ and $79^\circ0'$(east)and is bounded by district Jhansi in the north, districts Sagar and Tikamgarh of Madhya Pradesh state in the east and Guna district of Madhya Pradesh separated by river Betwa in the west. The geographical area of the district is 5,039 sq. km with a population of 977,447 as per the census of year 2001.

This district is well known for its culture, peace and natural beauty and has maximum dams in the District. Also has a number of historical and cultural places like Devgarh, Seeronji, Pavagiri, Devamata, Neelkantheshwar at Pali, Machkund ki Gufa.

The climate of the district is sub-tropical, which is characterised by a very hot dry summer and a cold winter. Similar to other districts of the Bundelkhand region, this district also has four distinct seasons in a year. The summer season is from March to mid-June, the southwest monsoon is from mid-June to September. Post-monsoonal transition between October and November months constitute the post-monsoon season and the winter season lasts from December to February.

Lalitpur is well known for its 7 Dams, Which are: Rajgath Dam, Matateela Dam, Govind Sagar Dam, Sehjad Dam, Sajnaam Dam, Rohini Dam, Jamin Baandh of which Govind Sagar Dam is the largest and well known one. Soon 2 more Dams are scheduled to be started. It is the only district in the world which has 7 dams attached. Govind Sagar Dam is one of three dams in India, which have Siphons, which will automatically turn on, once the dam water exceeds a certain level.
According to the 2011 census Lalitpur district, Uttar Pradesh has a population of 1,218,002, roughly equal to the nation of Bahrain or the US state of New Hampshire. This gives it a ranking of 391st in India (out of a total of 640). The district has a population density of 242 inhabitants per square kilometre (630 /sq mi). Its population growth rate over the decade 2001-2011 was 24.57 %. Lalitpur has a sex ratio of 905 females for every 1000 males, and a literacy rate of 64.95 %.

**Research Design**

**Sample Size**

A multistage stratified sampling method will be adopted to make comprehensive study. The Lalitpur District contain 6 block namely, Talbehat, Jakhora, Birdha, Bar, Mehroni, Madavara. Three blocks i.e., Talbehat, Jakhora, and Birdha of the district will be selected by random sampling method. From each selected block 5 villages will be selected. From each village, 10 farmers, 5 retailers, 5 whole sellers, 5 intermediaries will be selected by stratified sampling method from each category of farmers i.e., small, medium and large.

Thus from each block 50 farmers, 25 retailer, 25 whole seller and 25 intermediaries will be selected and total 150 farmers, 75 Retailer, 75 whole seller and 75 intermediaries will be undertaken for comprehensive study.

**Source of Data**

In order to test the specific objective of investigation, present study will include primary and secondary information.

**Primary Information**

With the help of schedule and interview method primary information will be collected. Primary information will be made available from each block of Lalitpur District. Primary data regarding the marketing efficiency of the Supply chain for the year 2012-13 will collected from the farmers with respect to cost of marketing, value added and price received by them. Similarly, the data on cost and return obtained by the market intermediaries as well as by the retail formats will obtain through interview schedule, which contains indicators such as physical losses involved, quantity sold,
selling price and commission received by the intermediaries or by any firms. Similarly, the data regarding the roles played by intermediaries and contracting firms, factors influencing the supply chain, problems and expectations of the farmers, retail formats and consumers were also collected through a structured schedule by personal interview.

**Secondary Information**

Secondary Information will be compiled from following offices:

1. Directorate of Horticulture Department: Govt. of India
2. Divisional horticulture Office, Jhansi
3. Horticulture department, Lalitpur
4. Economic Survey of India