WORK PLAN AND METHODOLOGY

Location of the Research: Geographical location for the research study is the Beed district in Marathwada region in the state of Maharashtra. According to the 2011 Census Beed district has a population of 2,585,902. Its population growth rate over the decade 2001-2011 was 19.65% and had literacy rate of about 73.53%.

Agriculture is the main business in Beed district and is largely dependent on monsoon rain. This district is divided into 11 (Eleven) talukas of tehsils. These are given below:

1. Beed
2. Ashti
3. Patoda
4. Shirur (Kasar)
5. Gevrai
6. Ambajogai
7. Wadwani
8. Kaij
9. Dharur
10. Parli (Vaijnath)
11. Majalgaon.

Research Design:

The proposed research study is analytical and descriptive in nature. The research design would make an attempt to focus on objectives formulated for the study and general hypothesis of the study. It helps to analyze and compare the processed food consumption pattern in Beed district in Marathwada region.

Sampling Method:

The research will make use of simple random sampling technique. Sample size of 50 respondents is collected from each taluka or tehsil from Beed district, so the total sample is 550 in numbers.
Collection of Data:

The research will have make use of both primary as well as secondary method for data collection to achieve the stated objectives.

1. Primary data will be generated from 550 respondents across all the talukas of Beed district. The data will collect through Questionnaire to the respondent consumers. Primary data also collected by interviewing the retailers.
2. Secondary data will be collected from different government publications, Census board of India, MOFPI, journals, research articles, annual report, literature from the books, internet etc.

Tools of analysis of Data:

The appropriate statistical tools will be utilized by considering the availability and nature of the data.