METHODOLOGY AND WORK PLAN

METHODOLOGY

Research method: Survey-personal interview

Sampling Technique: Probability Sampling-Simple random sampling

Sample Size: 60 for each Milk and Poultry Meat sector.

Variables:

A. Dependent Variables: Empowerment, family income, food requirement, to keep himself busy, education of children, health, living standard.

B. Independent variables: Social status, land holding, expenditure on animals\birds, social participation, herd\bird sizes, market facilities, expenditure pattern, management orientation, achievement motivation, economic orientation, information seeking behavior, risk taking behavior, credit orientation, decision making, innovativeness.

Tools: Questionnaire\Proforma – designed for personal interview

Statistical technique: Nominal scale \Rating scale

To collect data from primary secondary and tertiary sources –

1. Population and livestock census
2. Govt. data-department of animal husbandry.
3. Commodity corporations, boards, Federations-KMF, Poultry board and similar organizations and institutions-annual reports.
4. Institutional business establishments, etc., marketing units wholesalers, retailers, vendors-trade and marketing reports.
5. Through a set of questionnaire’s designed from primary source – about 60 samples each of milk and poultry meat on random basis.

Work plan

Primary sources

1. Study published sources such as central and local government publications.
2. Government reports and statistics.
3. Unpublished manuscripts like letters, memos and minutes.
4. Literature and pamphlets issued by central and local government.
5. In house company reports and documents
6. Dissertation, thesis, research projects and studies – done by various institutes of Govt. CSIR, ICAR, Agriculture colleges, Dairy science college and poultry science college Bengaluru, NDRI-SRS Bangalore-A Deemed University, IIM-Bengaluru,
Institute of Social and Economic Change-Bengaluru, Other Management colleges and Deemed Universities in and around Bengaluru.

7. Original articles in academic journals and commercial and trade publications- Indian dairy man, Poultry magazines and Food science journals etc.

8. Corporate brochures, booklets and annual reports, National and International seminar and conference proceedings.