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**The Malnad Areca Marketing Co-op. Society Ltd.,**  
P.B.No.13, A.P.M.C.Yard, Sagara Road, Shivamogga-577204 (Karnataka)

## PROJECT WORK CERTIFICATE

Sl No. <sup>423</sup> /2018-19

Date: 30/04/2018

This is to certify that Mr. GANDHARVA C with USNO.1IA16MBA16, a student of post graduation in MBA., Acharya Institute of Technology , Bangalore has attended our organization from 15/01/2018 to 24/03/2018 for project work and submitted a report to our Organization.

We wish him all the success.

—MANAGING DIRECTOR  
**The Malnad Areca Marketing  
Co-op, Society Ltd., SHIMOGA.**

ಫೋನ್ : ಶಿವಮೊಗ್ಗ	ಅಂಚೆ ಸಂಖ್ಯೆ	ಭದ್ರಾವತಿ	ಪುಲ್ಕಲ	ಸಾಗರ	ಹೊಸನಗರ	ಜೀರೂರು	ತಲಾಕೆರೆ	ಪೆನ್ನ	ಶ್ರೀರೇಲ	ಶಿಕಾಲಪುರ
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# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

**Date: 17/05/2018**

## CERTIFICATE

This is to certify that **Mr. Gandharva C** bearing **USN 1IA16MBA16** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A Study on Growers Perception of areca Marketing Towards MAMCOS. Ltd,"** at **Malenad Areca Marketing Co-operative Society Ltd, Shivamogga** is prepared by him under the guidance of **Prof. Reena Mahesh Rao**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Head of the Department  
Department of MBA

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Signature of Principal


PRINCIPAL  
ACHARYA INSTITUTE OF TECHNOLOGY  
Soldevanahalli Bangalore-560 107

## DECLARATION

I, GANDHARVA C bearing USN 11A16MBA16 hereby declared that the project report entitled “ A STUDY ON GROWERS PERCEPTION OF ARECA MARKETING TOWARDS MAMCOS ” at “ MAMCOS LTD” prepared by me under the guidance of Prof. REENA MAHESH , faculty of MBA Department, AIT and external assistance by Mr. SHASHIDHAR Manager of Accounts- MAMCOS Ltd. I also declare that this project work is toward the partial fulfilment of the university Regulations for the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for the period of ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place: Bengaluru**

**Date:**

  
**Signature of the Student**

## **ACKNOWLEDGEMENT**

I would like to thank my people who have helped and supported me while doing my Project report and work.

There is not enough word to offer vote of thanks to Dr. **Nijaguna G**, Head of the Department of MBA, AIT Bengaluru for his help in initiating the project report in advance for the regular motivation, my guides Prof. REENA MAHESH faculty of MBA Department, AIT Bengaluru and Mr.SHASHIDHAR Manager of Accounts- MAMCOS Ltd SHIMOGA for their admirable help, suggestions and opinions on the contribution during and after the project report period. I would also like to thank Mr.RAJIV HR Manager at MAMCOS ltd for giving me the permission to carry my project work.

**Place: Bengaluru**

**GHANDHARVA**

**Date:**

**USN: 1IA16MBA16**

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## EXECUTIVE SUMMARY

This is a market situation about it, its marketing channels and the importance of foreign countries Trade in the previous chapter. This chapter focuses on analyzing this issueMarket Structure and Price Behavior in the Southern Region Kanara.M angalore Supari or C h ^ i enjoy national reputation in China

The only area, AA ^ iich produces and Inarkets unique brand or arecanut. Marketing o fArecanut is the key to the economy of Karnataka in South Canara. produce,Processing, sales arrangements, institutions, policies and customs are the main Arrangement of patterns. Midwest trade is China's main occupation It determines the health, wealth, education, happiness and destiny of the poor

Widely lonely practitioner.M angalore m arket is the main and oldest convention center in Milan country. This maricet has a long history to deal with arecanut events and deals I account for 36% of the total production in Karnataka State. Although production The base has spread throughout the 4th district where several swimming centres have been found Puttur, Sullia, Bantwal and Belthahgady taluks. In fact, v. Diole produces a collection orEven purchases of these interior tftluks are brought and sold at Mangalore. of course,

## **Chapter 1**

### **Introduction**

## **1.1 Introduction about the project:**

Under VTU, MBA students must work with any commercial company for a 10-week project. This project helps students apply their theoretical knowledge of learning in the classroom to the actual corporate world.

Project work helps students gain experience and helps organizations provide creative solutions for their organizations.

In part to complete the MBA degree and as part of the academic requirements, I conducted a 10-week organizational study at MAMCOS.Ltd, Shimoga. This project is for **“Growers perception of Areca nut marketing with reference to MAMCOS.Ltd, Shimoga”**.

## **1.2 Industry profile:**

In India, agriculture used to be based on livelihoods. The village looks good. People exchanged goods and services in the village on the basis of exchange of goods. With the development of transportation and warehousing facilities, agriculture has been commercialized. Farmers plant crops that choose to get better prices. The sale of agricultural products is considered an integral part of agriculture because farmers are encouraged to increase investment and increase production. Therefore, people are increasingly aware that the production of crops or animal products is not enough; it must also be on the market.

### **A. Agricultural marketing:**

The term agricultural marketing consists of two words: agriculture and marketing. Agriculture in its broad sense means that activities aimed at the use of natural resources for human welfare and marketing mean a series of activities involving the transfer of goods from production points to consumption specification points. Agricultural marketing subjects include marketing functions, agency channels, efficiency and costs, and producer surplus. Agricultural marketing systems are the links between the informal sectors.

The simplest form of agricultural marketing is the purchase and sale of agricultural products. This definition of the agricultural market may have been accepted in ancient times. When agricultural marketing is facing difficulties, the rural economy is more or less self-sufficient

because farmers directly sell products to consumers in the form of cash or barter. However, the marketing of modern agricultural products is different from the past. In modern marketing, agricultural production must go through a series of exchanges or from one to another before it can finally reach customers.

## **B. Agriculture marketing in India:**

The process of production cannot be complete the goods produced me sold efficiently developed and regulated market is essential. In India, the production as well as marketing of agricultural goods suffers from a large number of defects. The farmers in India have no control over the marketing of their produce. They have to sell their product at unfavorable price, at an unfavorable place, at an unfavorable time and unfavorable terms.

In order to sell the produce to the advantage of the farmers, some conditions must be fulfilled. Firstly, the quality of the produce must be superior. This is possible by using improved seeds and scientific fertilizers, by adopting right method of cultivation by grading the produce by storing it properly and avoiding malpractice such as mixing and adulteration secondly, they must have the waiting capacity.. Thirdly, there should be good means of transport and communications and adequate storage facilities to enable the farmers to bring their produce to the city markets, and sell it when; prices are remunerative. Fourthly, there should be well organized markets at convenient distances. A well developed and regulated market assures the farmers of the fair marketing practice of the middle men

## **1.3 COMPANY PROFILE**

In earlier 1930 the areca nut grower of malnad region did not had any platform to sell their areca nut at an agreed and fairer price and were suffering from lot of economic loss by selling their areca nut to middlemen at lesser prices, the growers then felt the need to form cooperative society and make an association for mutual benefits, on 08-11-1939 under the chairmanship of Mr.S.Sheshadri, with only 659 members.

The malnad areca nut co-operative society took birth in shimoga to help the areca nut growers and to provide a platform for selling their areca nut on agreed price. Society started with the share capital of rupees 16031/-. It has raised members up to 20000 and has a string customer deposit base. MAMACOS act as a middlemen between the areca nut growers and areca nut merchants and charge 2% commissions on areca nut growers by providing marketing facilities which are needed to selling their areca nut such as warehousing facilities, billing, quality grading, transportations, financial help against areca nut products, MAMCOS sell the areca only if the areca nut grower agree on price fixed or on price quotation made by the buyers, it avoids the inventory risk by purchasing the produce.

MAMACOS operates in Shimoga, Chickamagalore, channagiri, honnali taluk. MAMACOS has got the “Best Co-Operative Society award” from government of Karnataka during the year 2007-2008. “Certificate of merit award” from National Productivity Council. “Prompt tax payer award” during 1997-1998 by Government of Karnataka

#### **1.4 Vision, Mission and Quality policy:**

**Vision:** “To provide systematic marketing facility for selling the areca nut and other subcrops grown by members and agriculturists”.

**Mission:** “Our mission is to provide good services to our shareholders and provide good marketing facility to agriculture produce”.

#### **Quality policy:**

As a national node organization that implements the betel nut marketing policy in the country, MAMCOS is committed to providing credible, customer-centric services for the efficient and effective management of betel nuts in society. These include:

- Professional excellence in betel nuts and other merchandise management
- Service quality and stakeholder positioning

- Transparency and accountability in transactions
- Optimal utilization of resources

### **Main Objectives:**

The main goal of the community is to provide community marketing facilities, sell betel nuts and other crops grown by members and agronomists, provide storage facilities and sell at agreed prices, provide katav loans and prepayments for production, carry out processing activities, and so on.

### **1.5 Infrastructure facilities:**

The society has Head Office at Shimoga and 10 branches at Birur, Koppa, Sringeri, Tarikere, Channaggiri, Bhadravathi, Hosnagara, Sagara, Shimoga and Thirthahalli. All the branches have been located in own buildings. There is own warehousing facilities in all the buildings, godowns, vacant places is worth about 400.00 lakhs. Agencies have been appointed, which are 22 in number, both private individuals and co-operative societies, to ensure reaching of all the schemes to each and every member even in the remote places in its jurisdiction.

### **Technological facilities**

Head office and all branches are fully computerized. “Areca nut technology center” has been opened in head office to provide latest information in the field. Society is having its own website called [WWW.MAMCOS.INFO](http://WWW.MAMCOS.INFO)

### **FACILITIES TO MEMBERS:**

The factors responsible for the growth of the image of the 72 years old society are that it has protected the interests of areca nut growers throughout its career, provided services, exhibited the co-operative vision and earned faith from among the members.

Various schemes given by the company are as follows-

- Katav loan.
- Produce loan.
- Supplying coal chemicals timely at competitive rate.

- Providing storage facilities.
- Offering attractive rate of interest on the member's deposit.
- Providing bonus on areca nut sale.

### **Awards:**

- Sarvajanika Seva Prashasthi award by government of Karnataka
- Prompt tax payer award during 1997-98 by government of Karnataka
- Certificate of merit award from national productivity council, ministry of agriculture, government of India.
- Best co-operative society award by Karnataka govt.

### **1.6 products/services:**

- Provided smart cards for all its members.
- Group insurance facility has been introduced by the co-operative to help its members from various effects.
- Provides high rate of interest on deposits.
- Provide fertilizers to their members for the growth of areca.
- Many awareness projects are carried by the co-operative to educate the members and farmers.

### **1.7 competitors:**

- TUMCOS (tota utpanna marketing co-operative society, Channagiri)
- CAMPCO
- RAMCO



## **1.8 Swot analysis:**

Swot analysis is done to know the strengths, weakness, opportunity and threats of the co-operative.

### **Strengths:**

- Strong financial backup.
- High skilled employees.
- Mamcos has got <19000 members which made society to grow faster.
- It has 11 branches in Karnataka which are running good.

### **Weakness:**

- Higher age profile of the staff.
- Lack of clarity in hierarchical structure.
- Lack of technical knowledge.

### **Opportunities:**

- Technological innovations.
- Increase in areca cultivation areas.
- New areas like manufacturing and marketing of sub products of areca.

### **Threats:**

- Fluctuations in price of areca in the market.
- Competitions from the other marketing co-operative societies.
- Similar to other societies this also came under operational and credit risks.

## **1.9 future growth and prospects:**

The management is exploring all potential to diversify its actions in different areas. This is because the Board of directors strongly feels that this is the right time to extend better facilities to the members. The management is doing sincere efforts to take these things forward.

Future goals of the co-operative are:

- i. They planned to buy new technological products and fertilizers.
- ii. They planned to expand their stock areas in all 10 branches.
- iii. They plan to expand itself by opening new branches across south Karnataka.

## **Chapter-2**

### **Conceptual background and literature review**

## **2.1 Theoretical background:**

### **Grower:**

Also called as **former** is a People engaged in agriculture provide biological organisms for food or raw materials. Farmers may own cultivated land, or may work on land owned by others, but in developed economies farmers are usually farmers, and farm employees are called farm workers or farmers. Grower also is the customer. He grows and sells his products in order to get money. Their satisfaction is also important to carry out the business. If the customer is satisfied, they will become regular to the organizations and if not organization will lose its customers. So has to maintain the customers satisfaction is more important to any organization.

### **Perception:**

Perception is the organization, identification, analysis and interpretation of sensory information to express and understand the environment. In other words, a person selects, organizes, and interprets the process of information input to create a meaningful world picture.

### **Its elements:**

- Feelings:

Feeling is a direct and direct response of the sensory organs to stimuli.

- Absolute threshold:

This is the lowest level that an individual can feel.

- Differential threshold:

This is the smallest detectable difference between two similar stimuli.

## **Opinion:**

### **Types of opinion:**

#### **1) Legal Opinion:**

Is this a written explanation of an order or decision accompanied by a judge? "Legal opinions" or "termination opinions" are professional opinions and are usually contained in formal legal opinions sent by lawyers to clients or third parties. Most legal advice is related to commercial transactions.

#### **2) Public Opinion:**

In contemporary usage, public opinion is the sum of personal attitudes or beliefs that people hold, and consumer opinion is a similar amount collected as part of market research.

#### **3) Group Opinion:**

In some social sciences, particularly political science and psychology, collective opinions refer to the collection of opinions from a range of topics, such as the number of juries, legislative bodies, committees, or other collective decision-making bodies.

#### **4) Scientific Opinion:**

Scientific opinion can be compared with public opinions. It generally refers to the opinions of individual scientists from many different organizations, entities and related field.

## 2.2 Review of literature:

Though there are not many literatures defining the concept of high value agricultural commodities; its reference can be traced in few literatures

- According to GFAR (2005) high value agricultural product can be defined as "a crop, fish, livestock or non-timber forest product that returns a higher gross margin per unit of available resources (land, labour, capital, human capacities) than other products within a given location and context".
- CGIAR (2004). Therefore, based on the above definition, high-value agricultural products (or commodities) can be defined as non-traditional crops, which are usually perishable, have higher domestic and global demand, and have high gross profit margin per unit of available resources. This definition forms the working definition of high-value agricultural products (or commodities) in this study.
- Forrester (1958) wrote. The interconnection of these five kinds of flow systems can promote each other and lead to changes and fluctuations, which will form the basis for forecasting decisions, policies, organizational forms, and investment selection effects. “
- According to Kachru, “The 1990s were a decade that brought in a quantum jump in many areas of management. One major area of great change was in the fields of material management, 20 procurement, physical distribution management and business logistics. These disciplines went through several evolutionary stages”.
- According to Yogesh (2000) the innovation of supply chain management is in a way an extension of the firm’s boundaries. The original motive of supply chain management was the elimination of barriers between trading partners in order to facilitate synchronization of information between the partners.

- Jain et al. (2010) In fact, the literature is still very fragmented, but there are several studies that advocate discussion of supply chain issues. Most of the existing research is either a link in the chain or, most importantly, only one factor in the supply chain performance portfolio. According to their viewpoints, six major trends can be observed during the evolution of supply chain management research, with a focus on specific strategies in a specific era.
- According to Bailey (2001) The main difference between the supply chain of food, agricultural products and other industries is that the agricultural supply chain has both needs and supply. The demand and supply forecast are equally important in the agricultural supply chain, and the ability of supply chain members to control supply is limited. In the agricultural production chain, these supply chains cannot be purely driven by customers. Seasonal production patterns and other factors, such as weather and illnesses, exceed the control of the company or chain members. Customers are usually at the end of the supply chain, they have very specialized needs, and agricultural production does not need to respond quickly.
- According to van der Vorst et al., (2007) in a food supply chain network more than one supply chain and more than one business process can be identified, both parallel and sequential in time. Further, he has distinguished two main types of agri food systems: 1- Agri-food chains for fresh agricultural products' (such as fresh vegetables, flowers, fruits). In general, these chains may comprise growers, auctioneers, wholesalers, importers and exporters, retailers and specialty shops and- 28 their input and service suppliers.
- Vermeulen et al. (2008) in their study reported that The value chain includes all the activities that are carried out to convert raw materials into products for sale and consumption. These include the direct functions of primary production, collection, processing, wholesale and retail, as well as support functions such as supply of inputs,

financial services, transportation, packaging and advertising. The terms "value chain" and "supply chain" are often used interchangeably.

- Bryceson and Smith (2008) reported that Agrifood chains are a complex system involving many multifaceted companies, often working together in specific industrial sectors (such as cereals, beef, wool, dairy products) to meet the increasing global demand for high-value foods. In doing so, the activities of the company's 29 group in the agricultural food chain require inter-departmental and inter-organizational decision-making, in the process of adding value to raw material commodities through production, manufacturing, and distribution.
- Ittner and Larcker (1997) argued that the most important factor in measuring performance is the understanding of the role of formal versus informal control mechanisms in implementing and monitoring strategic plans.
- Forker (1996) found that when transaction-specific- investments are considered in the performance analysis, supplier's economic dependence on the customer was negatively correlated to the quality of the components produced and supplied. He 30 argues that such findings support the theory of transaction costs, which predicts that asset specificity increases transaction costs regardless of governance type.
- Ramdas and Spekman (2000) used six variables that reflect different approaches to measuring supply chain performance. These included inventory, time, order fulfillment, quality, customer focus, and customer satisfaction.



- Teegen and Doh (2002) concluded that trusting relationship is perceived to promote alliance performance and that the presence of authority advantage has a negative effect on alliance performance, which is further worsened by the absence of trust.
- Pushpalata et al (1997) in their study on economics of rose production in Bangalore district of Karnataka found that the total investment cost for urban areas was Rs.17597.33 per acre and rural areas was Rs.16668.68. the total cost of cultivation and net incomes for urban and in rural areas were Rs.24947.55, Rs.23504.60, Rs.10998.50 and Rs.8723.48 per acre respectively by fitted s.
- Preethi (1998) analysed the price linkage of areca nut with the other crops. The derived supply of elasticities indicated that the areca nut crops grown in Channagiri and Thirthahalli taluks of Shimoga districts were compliments. Areca nut supply responded positively to its own price in Channagiri and Thirthalli taluks, as also maize. But the supply of ragi and paddy responded negatively to their prices.
- Rajashekarappa (2001) reported that average per acre establishment cost was high among the large farms (Rs.3,15,304) compared to the small (Rs.2,47,313) and medium farms (Rs.2,70,936) in Sringeri taluk of Chickmagalur district. This could be attributed to the larger investment on labour, manure and seedlings.
- Padmavatamma (2004) found that per acre establishment cost of areca nut was higher underground water irrigated area compared to canal and tank commanded area and per acre investment cost was higher underground water irrigated area compared to canal command area.

- Balasubramanian (2006) examined the status of cashew processing industries in Dakshina Kannada and noticed that one of the main difficulties of processing was non-availability of easy and adequate supply of raw materials at standard prices. Further, he emphasized the need for adequate financial resources to ensure adequate raw material.
- Conradie et al (2006) The cross-sections of the 37 grape farms in De Doorns in 2004 were studied on two wine farms in 2003 and 2004 (Robertson 34 and Worcester 36) through a fitted random boundary. Because the test shows that De Doorns is different, the panel of the wine farm is the best model. Yields are explained by land, labor, and machinery, and efficiency is influenced by the quality of the farmer's workforce, age and education, location, non-alcoholic percentage, and electricity expenditure. There is evidence that the scale of increase in returns is small.

**CHAPTER-3**  
**Research Design**

### **3.1 Topic chosen for the study:**

“Areca nut growers perception towards Mamacos.ltd, Shimoga.

### **3.2 Need for study:**

- To study growers opinion about MAMCOS.
- To know the need and expectations of growers towards the company.
- To know the growers satisfaction level with MAMCOS products and services.
- To know the growers awareness about various services provided by the MAMCOS.

### **3.3 Objectives of the study :**

- To know the Growers Perception towards Marketing of Areca nut in Mamcos, Shimoga.
- To study the role played by MAMCOS in marketing of areca nut of farmers.
- To examine the facilities provided by MAMCOS for its members.
- To access the opportunities available for areca nut farmer to sell off his produces.
- To find out the strategies adopted by the farmers while selling his areca nut  
Produces

### **3.4 Scope of the study:**

- The study was conducted in the Shimoga taluk for period of 10 weeks.
- It is intended to provide information about MAMCOS Shimoga.
- The study was conducted only to know the growers perception towards  
MAMCOS.Ltd

### **3.5 Research Methodology:**

The important point for the validation of any research study is based on what type of methodology is adopted.

The data for the present study is collected from the following sources:

#### **1. Primary data:**

The data is collected by conducting the field survey of 50 Areca nut growers who are the members of MAMCOS Ltd. in SHIMOGA by using an interview schedule and by interviewing the members of MAMCOS, under random sampling method.

## **2. Secondary data**

Data has also been collected from, annual reports of MAMCOS, textbooks, magazines, journals and web links.

## **SAMPLING METHOD**

### **Sampling design**

Research designed for two sampling plans. It consists of three divisions, i.e. sampling unit, sampling size and sampling procedure.

#### **1. Sampling procedure**

Empirical field studies require collection of first hand information of data pertaining to the study from the field. These units of study include geographical area of Shimoga talluk.

The aggregate of the A population unit is a factor. All units of this study are called the population of the universe. The population is the largest research group. This is the total collection of elements we want to reason about.

This is the subject of measurement. It is a research unit and a part of the population is called a sample. The process of taking samples from a large population is called sampling.

The list of sampling units from which a sample is taken is called as sampling frame. For the present study purpose, simple random sampling has been selected. Simple random sample is used because every elementary unit has got a equal chance to be included in the sample.

## **2. Sample unit**

This particular survey was directed at only in Shimoga Taluk. The sample size is of 50 respondents consisting of Areca Nut Growers in Shimoga talluk.

## **3. Sampling plan**

Sampling techniques can be divided into non-probabilistic and probabilistic techniques. Non-probability sampling techniques convey the reported judgments. As a result, they do not allow an objective assessment of the accuracy of sample results and do not allow them to be evaluated. The commonly used non-probability sampling techniques include convenient sampling, sampling, fixed-sampling, and snowball sampling.

In probability sampling techniques, sampling units are accidentally selected. Each person and researcher selected can specify each potential sample of a given size that may be drawn from the population, as well as the probability of selecting the sample. It is also possible to determine the accuracy of the sample estimates and to interfere with the prediction of the target population.

Probability sampling techniques includes simple random sampling, systematic sampling, stratified sampling, cluster sampling, sequential sampling and double sampling.

The choice between probability and non-probability sampling should be based on the research, degree of Tolerance errors, relative sizes of sampling non-sampling errors, variability of population and responsibilities, business considerations.

## **DATA COLLECTION INSTRUMENT USED IN THE PRESENT STUDY**

For the purpose of collecting primary data personal interview technique with the support of questionnaire with the help of researcher, and the primary data have been gathered from the 50 respondents in Shimoga talluk. Observation method and interview schedules also have adopted wherever found necessary.

## **FIELD WORK**

As stated earlier, total sample selected for the study is 50 respondents from different place in Shimoga talluk, Researcher has personally meet all the 50 respondents from Feb to March 2018 and gathered primary data for the purpose of analysis and interpretation.

## **DATA PROCES0SING AND ANALYSIS PLAN**

For the purpose of processing, analysing, interpreting the data, the researcher in this study has used percentile analysis and interpretation have been presented in the tables followed by appropriate pie charts, bar graphs, which are followed by conclusions.

Finally, it helps follow researchers and management students who would like to broaden the knowledge in the field of marketing.

## **TOOLS AND TECHNIQUES OF DATA COLLECTION**

The researcher has adopted the questionnaire as the data collection by means of extensive survey on selected respondents of adequate sample size.

The researcher has taken utmost care to see that the degree of bias is kept to the minimum by avoiding the ambiguity in the questions and while recording the responses from the interviewed respondents to come out with a meaningful data collection pattern, which facilitates the effective analysis and interpretation of the collected data to come out with fruitful and worthwhile conclusions and to put forward significant conclusion for the company to implement the same in order to have a competitive edge over the rest of the competitors in the market place.

### **3.6 Limitations of the study**

1. To interview all the members of MAMCOS, has become costly as they are scattered in some remote areas of Shimoga talluk.
2. To gather more information is also difficult because the respondents are sometimes illiterate, less knowledge, hesitates to express their opinions.

**Chapter-4**  
**Analysis and interpretation**



Analysis of data means studying the original material to discover the inherent facts. The data are studied from as many angles as possible to explore the research work. The research data becomes meaningful only being analyzed and interpreted.

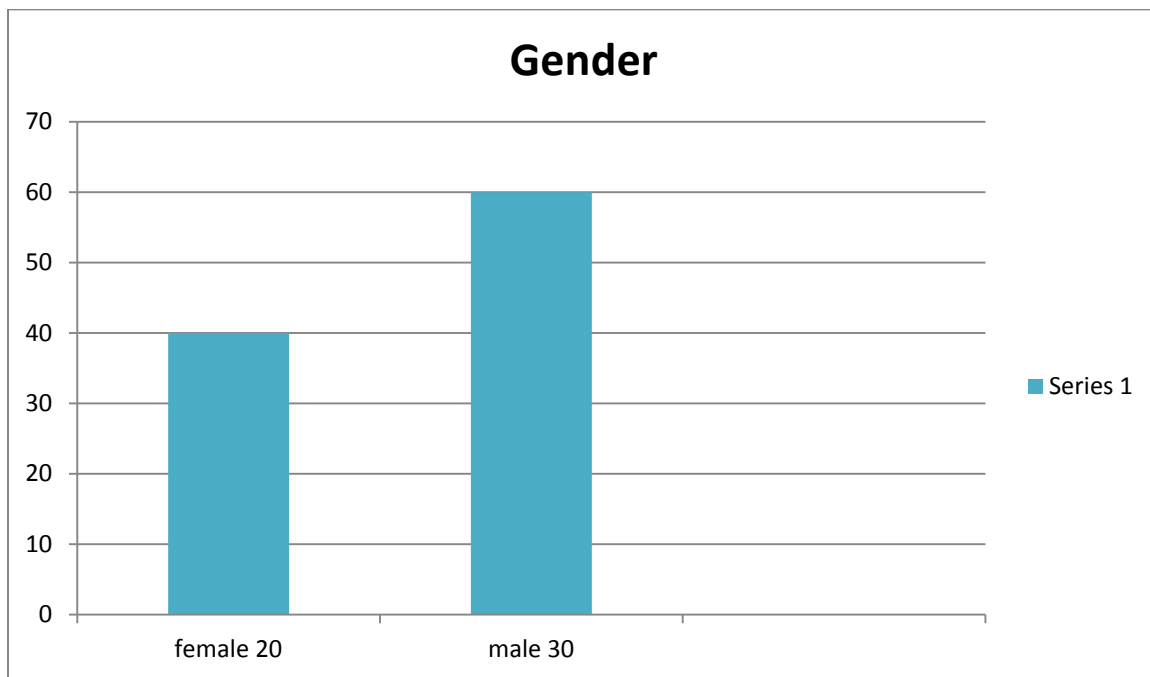
**Table number: 4.1**

**Table showing gender factor of respondents**

<b>Gender</b>	<b>No. of respondents</b>	<b>Percentage (%)</b>
Male	30	60
Female	20	40
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: field survey

**Graph number 4.1:**



**Interpretation:**

The above table and graph shows that 20 respondents are female and remaining 30 respondents are male. Majority of the respondents are male.

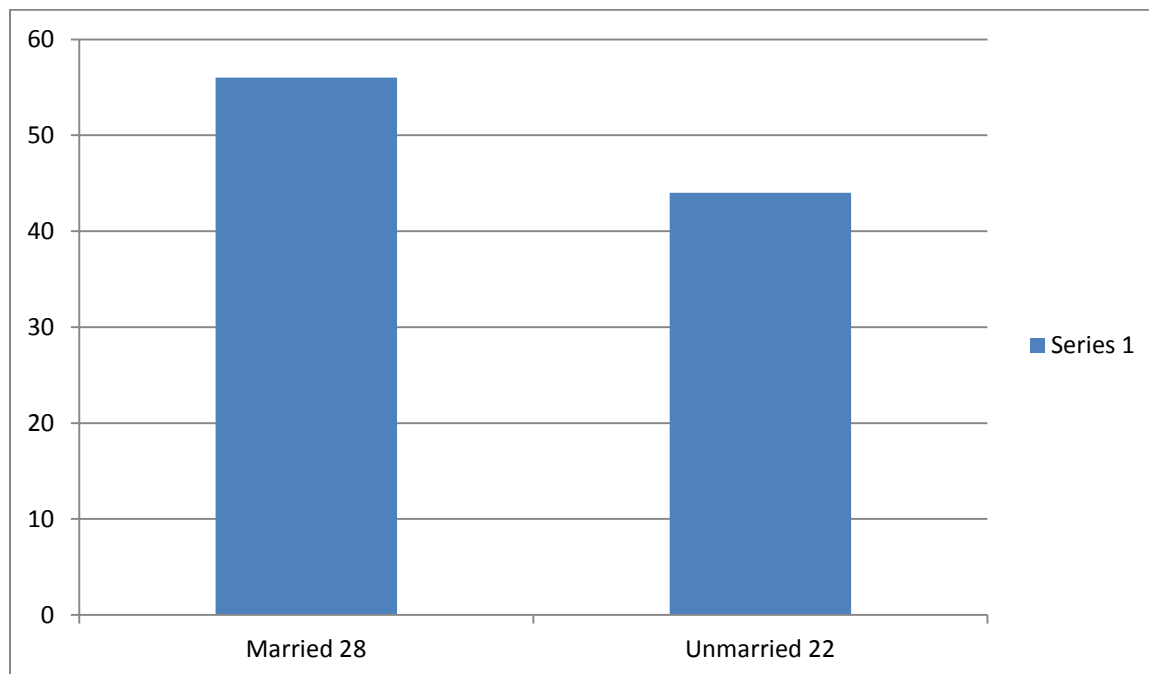
**Table number 4.2:**

**Table shows respondents marital status**

<b>Marital status</b>	<b>No. of respondents</b>	<b>Percentage %</b>
Married	28	56
Unmarried	22	44
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source:** field survey

**Graph number 4.2:**



**Interpretation:**

The above table and graphs shows that 28 respondents are married and remaining 22 respondents are unmarried. Majority of respondents are married.

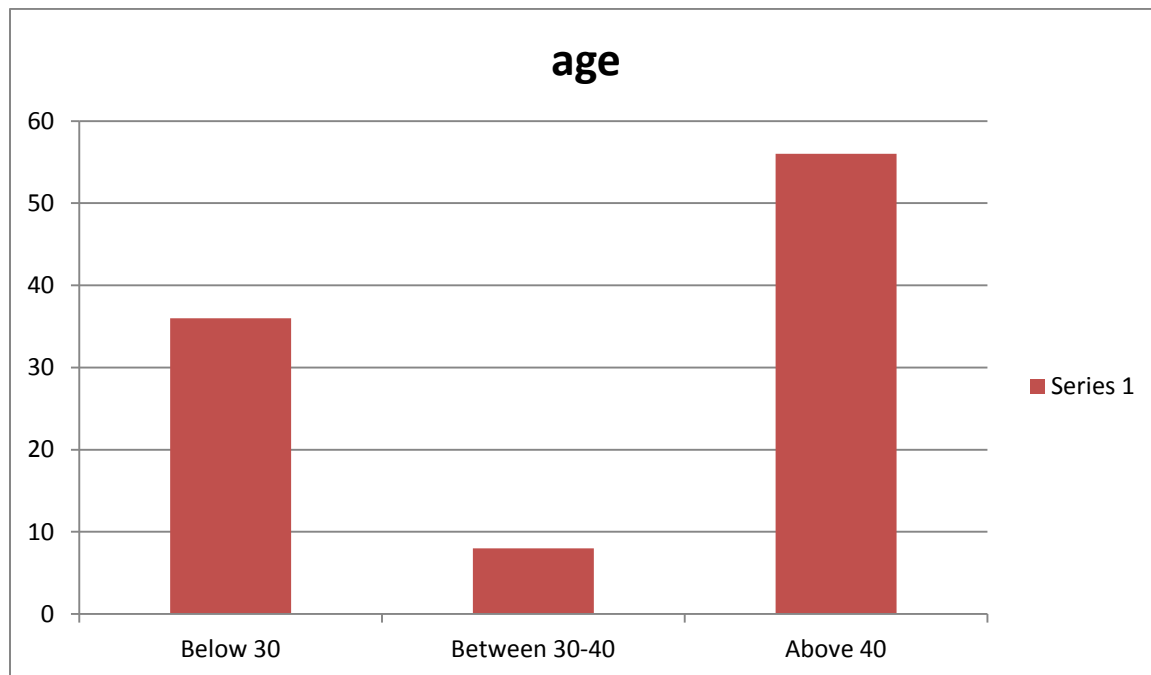
**Table number 4.3:**

**Table shows respondents age group**

<b>Age group</b>	<b>No. of respondents</b>	<b>Percentage %</b>
Below 30	18	36
Between 30-40	4	8
Above 40	28	56
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source:** field survey

**Graph number 4.3:**



**Interpretation:**

From the above observation, it shows clearly that 18 respondents age group is below 30, 4 respondents age group is between 30-40 and 28 respondents age group is 40. Majority of respondents belongs to the 40 age group.

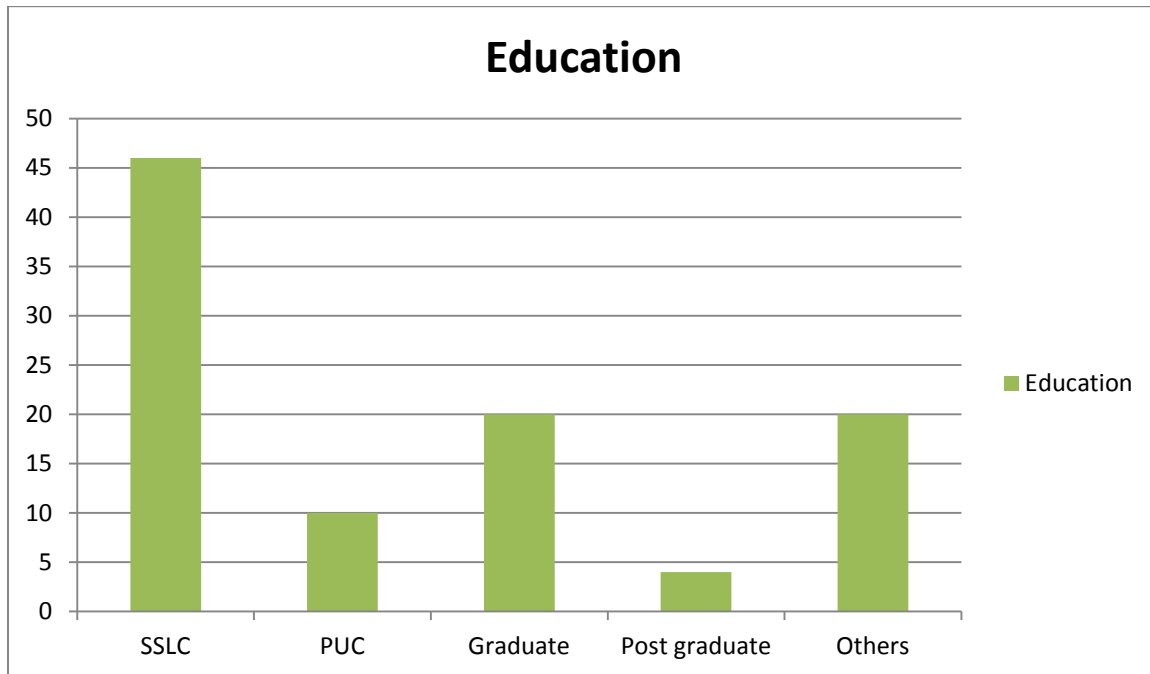
**Table number 4.4:**

Table shows respondent's educational qualification.

<b>Educational qualification</b>	<b>No. of respondents</b>	<b>Percentage %</b>
SSLC	23	46
PUC	5	10
Graduate	10	20
Post graduate	2	4
Others	10	20
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source:** field survey

**Graph number 4.4:**



**Interpretation:**

Out of 50 respondents, 23 respondents educational qualification is SSLC, 5 respondents educational qualification is PUC, 10 respondents completed graduation, 2 respondents completed post graduation and 10 respondents educational qualification is others.

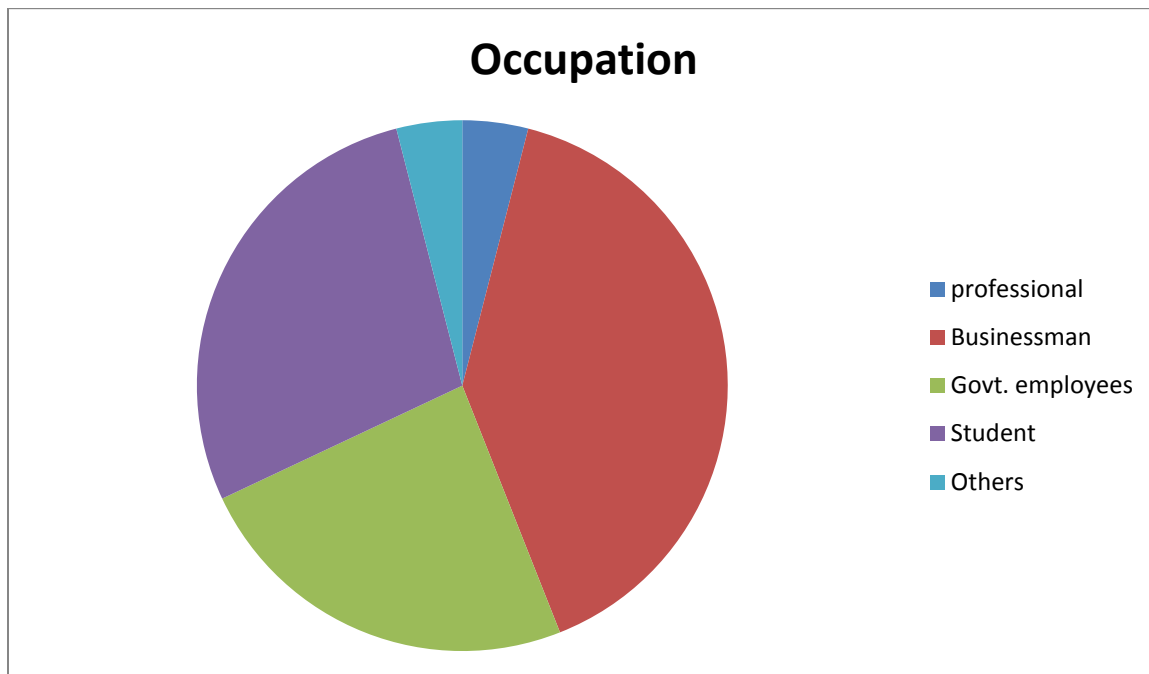
**Table number 4.5:**

**Table shows respondents Occupation**

<b>Occupation</b>	<b>No. of respondents</b>	<b>Percentage %</b>
Professional	2	4
Businessman	20	40
Govt. employees	12	24
Student	14	28
Others	2	4
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source:** field survey

**Graph number 4.5:**



**Interpretation:**

Out of 50 respondents 2 respondents are professional, 20 are entrepreneurs, 12 are govt employees, 14 are students and 2 are others. Majority of respondents are business man.

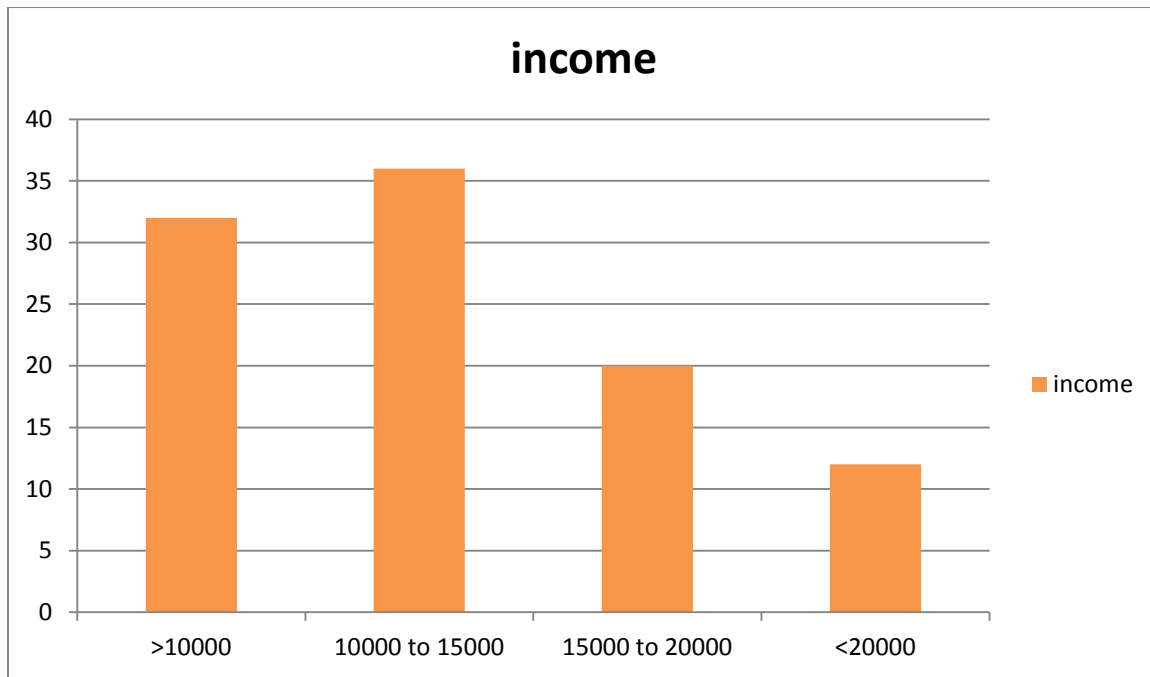
**Table number 4.6:**

**Table shows respondents monthly income**

Monthly income in(INR)	No. of respondents	Percentage %
>10000	16	32
10000 to 15000	18	36
15000 to 20000	10	20
<20000	6	12
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source:** field survey

**Graph number 4.6:**



**Interpretation:**The above table and graph shows that, 16 respondents have monthly income less than 10000,18 respondents monthly income is between 10000 to 15000, 10 respondents monthly income is between 15000 to 20000 and 6 respondents income is more than 20000. Majority of them belongs to income group 10000 to 15000.

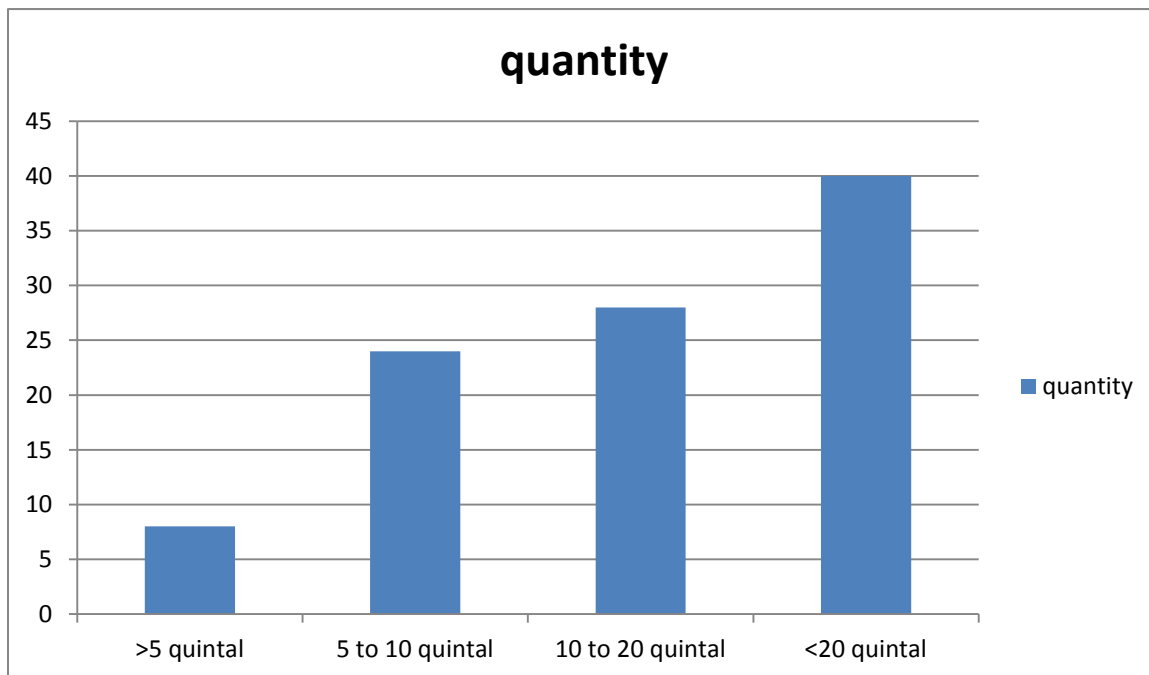
**Table number 4.7:**

**Table shows quantity of areca in year**

Quantity	No. of respondents	Percentage %
>5 quintal	4	8
5 to 10 quintal	12	24
10 to 20 quintal	14	28
<20 quintal	20	40
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source:** field survey

**Graph number 4.7:**



**Interpretation:**

Out of 50 respondents, 4 respondents have less than 5 quintals of areca per year, 12 respondents have 5 to 10 quintals, 14 respondents have 10 to 20 quintals and 20 respondents have more than 20 quintals of areca per year.

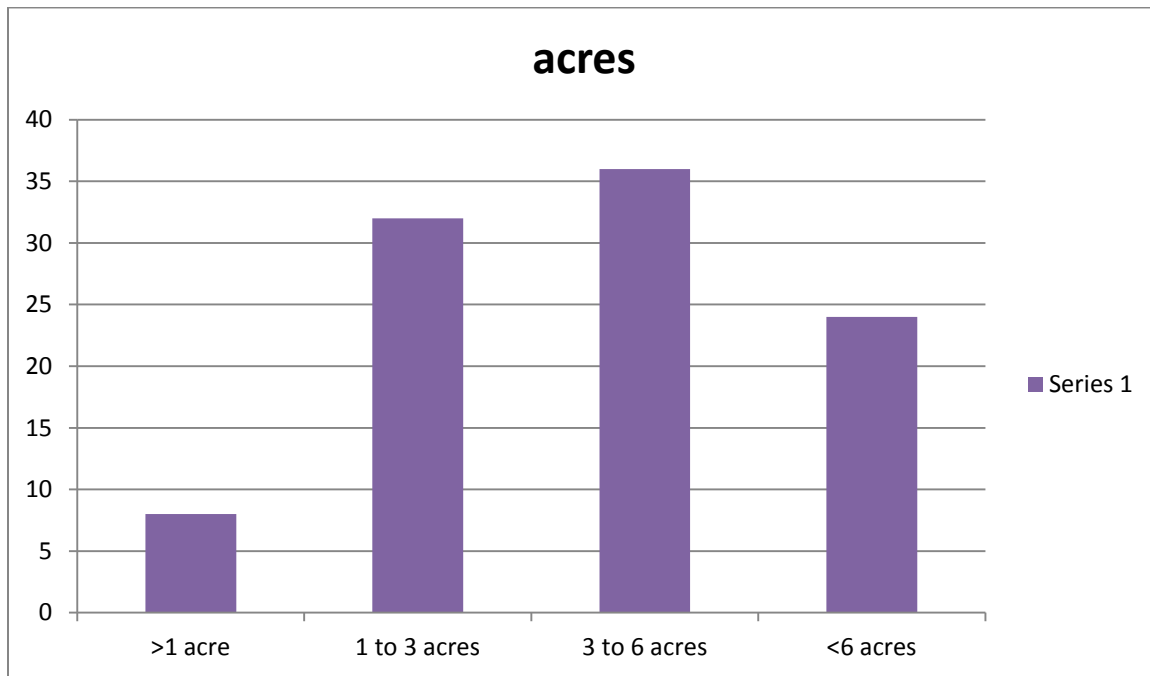
**Table number 4.8:**

**Table shows acres of areca plant land.**

Acres of land	No. of respondents	Percentage %
>1 acre	4	8
1 to 3 acres	16	32
3 to 6 acres	18	36
<6 acres	12	24
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source:** field survey

**Graph number 4.8:**



**Interpretation:**

The above table & graph shows that, 4 respondents having less than 1 acre of land, 16 respondents have land between 1 to 3 acres, 18 respondents have land between 3 to 6 acres and 12 respondents has more than 6 acres of land.



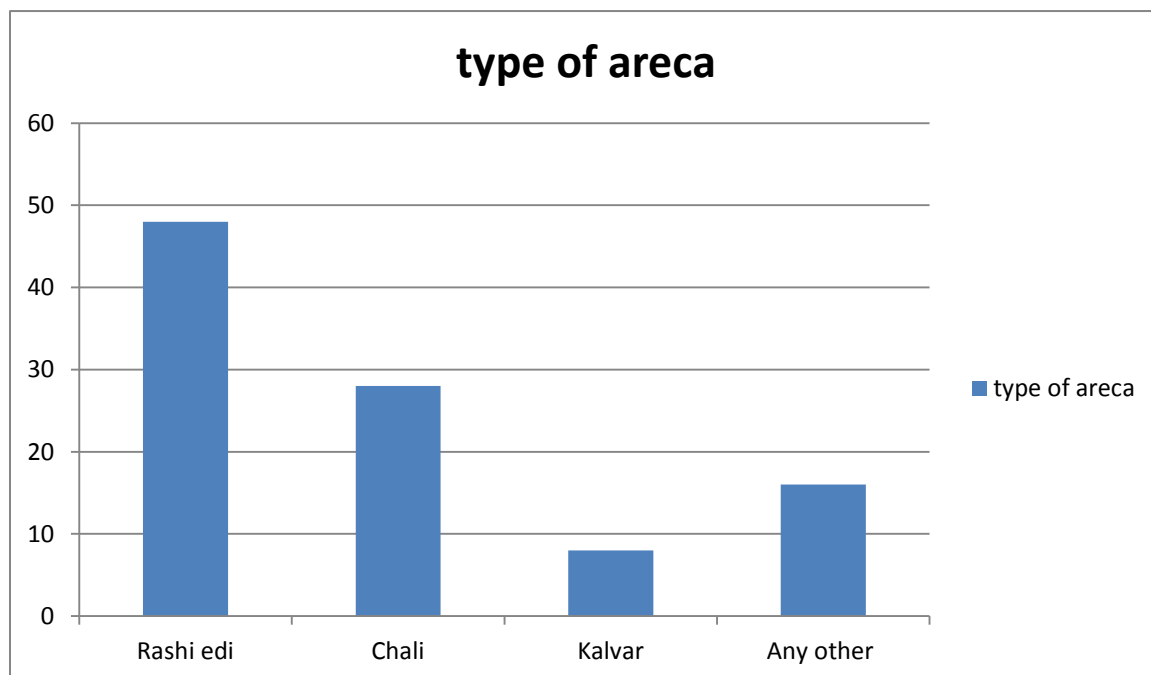
**Table number 4.9:**

**Table shows type of areca produced:**

Particular	No. of respondents	Percentage %
Rashi edi	24	48
Chali	14	28
Kalvar	4	8
Any other	8	16
<b>Total</b>	<b>50</b>	<b>100 %</b>

**Source:** field survey

**Graph number 4.9:**



**Interpretation:**

The above table and chart states that 24 respondents produce rashi edi, 14 respondents produce chali, 4 respondents produce kalvar and 8 respondents produce other kinds of areca nut.

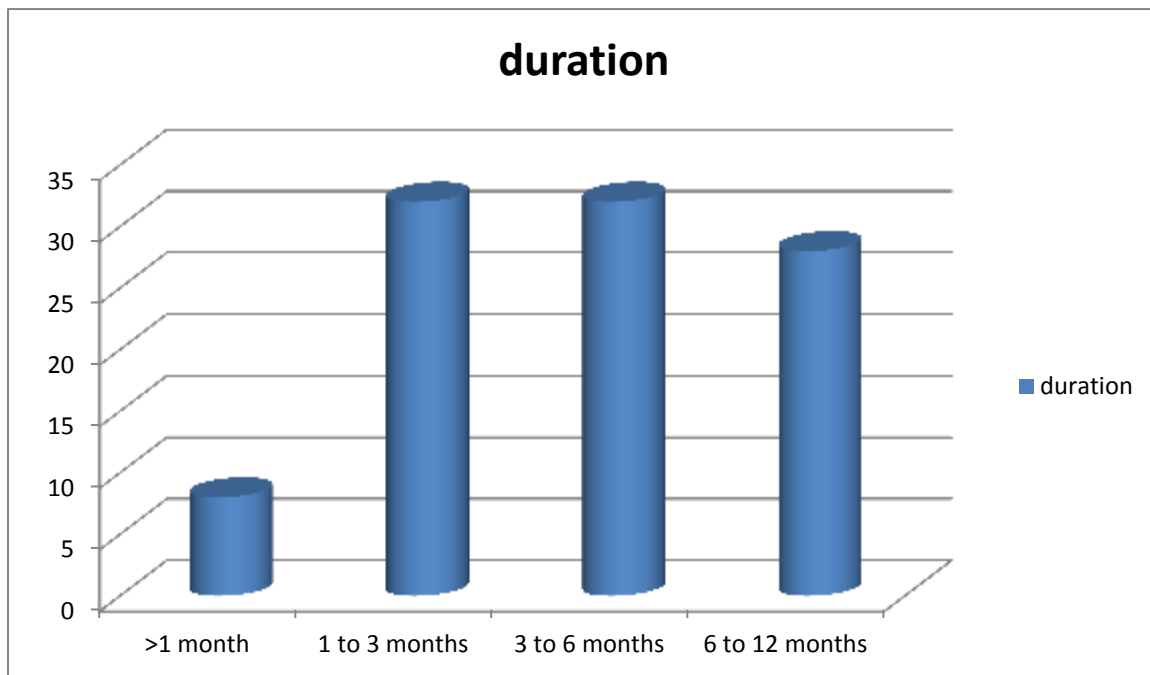
**Table number 4.10:**

**Table shows time taken to sell after being ready**

Particulars	No. of respondents	Percentage %
>1 month	4	8
1 to 3 months	16	32
3 to 6 months	16	32
6 to 12 months	14	28
<b>Total</b>	<b>50</b>	<b>100 %</b>

**Source:** field survey

**Graph number 4.10:**



**Interpretation:**

The above shown graph and table states that, 4 respondents take less than a month to sell their areca nut, 16 respondents take 1 to 3 months, 16 respondents take 3 to 6 months and 14 respondents take more than 6 months to sell the product.

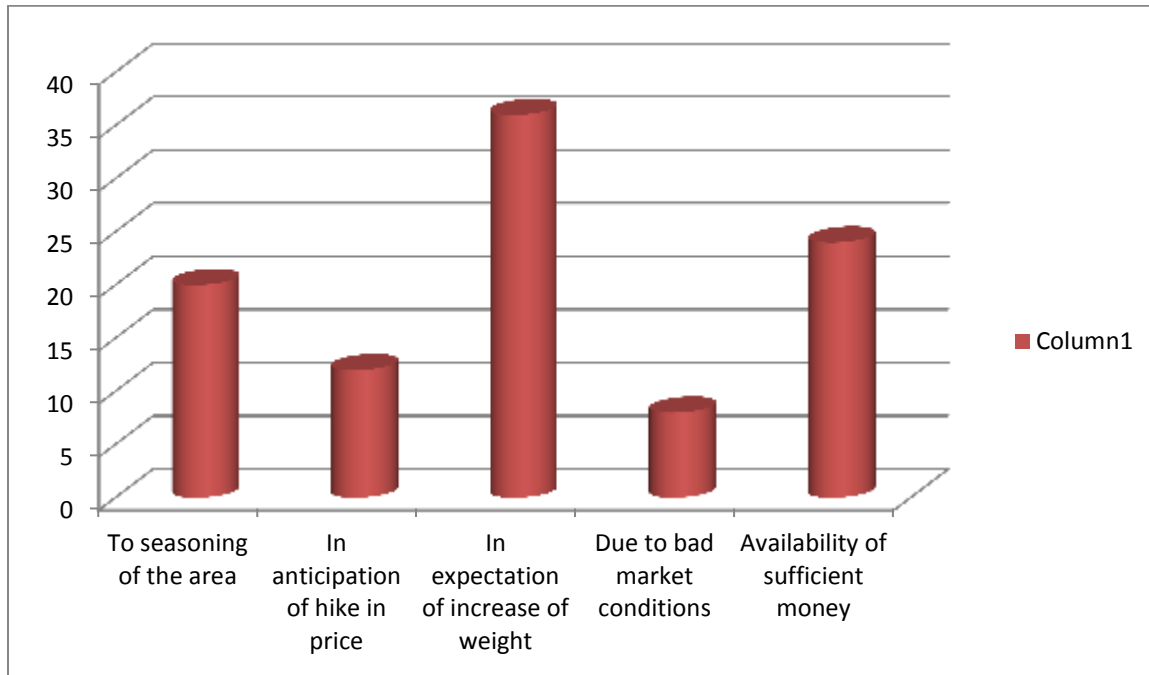
**Table number 4.11:**

**Table shows reason for time lag**

<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage %</b>
To seasoning of the area	10	20
In anticipation of hike in price	6	12
In expectation of increase of weight	18	36
Due to bad market conditions	4	8
Availability of sufficient money	12	24
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source:** field survey

**Graph number 4.11:**



**Interpretation:**

Out of 50 respondents, 10 respondents said seasoning of area is the reason, 6 respondents said anticipation of hike in price, 18 respondents said – expectation of increase in weight, 4 respondents said due to bad condition of market and 12 respondents said availability of sufficient money.

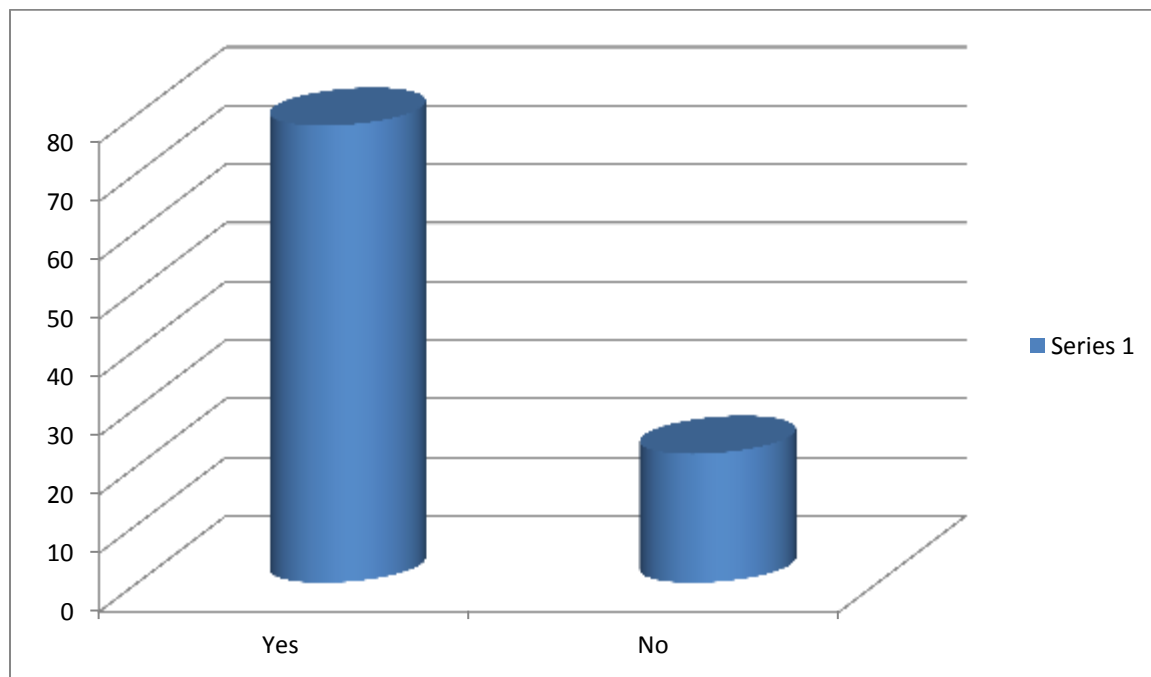
**Table number 4.12:**

**Table shows does MAMCOS provide information about daily arrivals and stock of areca**

Particular	No. of respondents	Percentage %
Yes	39	78
No	11	22
Total	50	100 %

Source: field survey

**Graph number 4.12:**



**Interpretation:**

The above table and graph shows that, 39 respondents agree with MAMCOS provide all information about daily stocks and 21 respondents are disagree with it.

**Table number 4.13:**

**Table shows Facilities provided by Mamcos**

Particulars	No. of respondents	percentage %
Go down facility	9	18
Proper return of empty gunny bags	30	60
Proper information about the product in general	0	0
Proper information about the price	11	22
<b>total</b>	<b>50</b>	<b>100 %</b>

Source: field survey

**Graph number 4.13:**



**Interpretation:**

The above table and graph shows that, 9 respondents opinion that MAMCOS provide go down facilities, 30 respondents opinion that MAMCOS provide proper return empty gunny bags and 11 respondents opinion that MAMCOS provide proper information about the price.

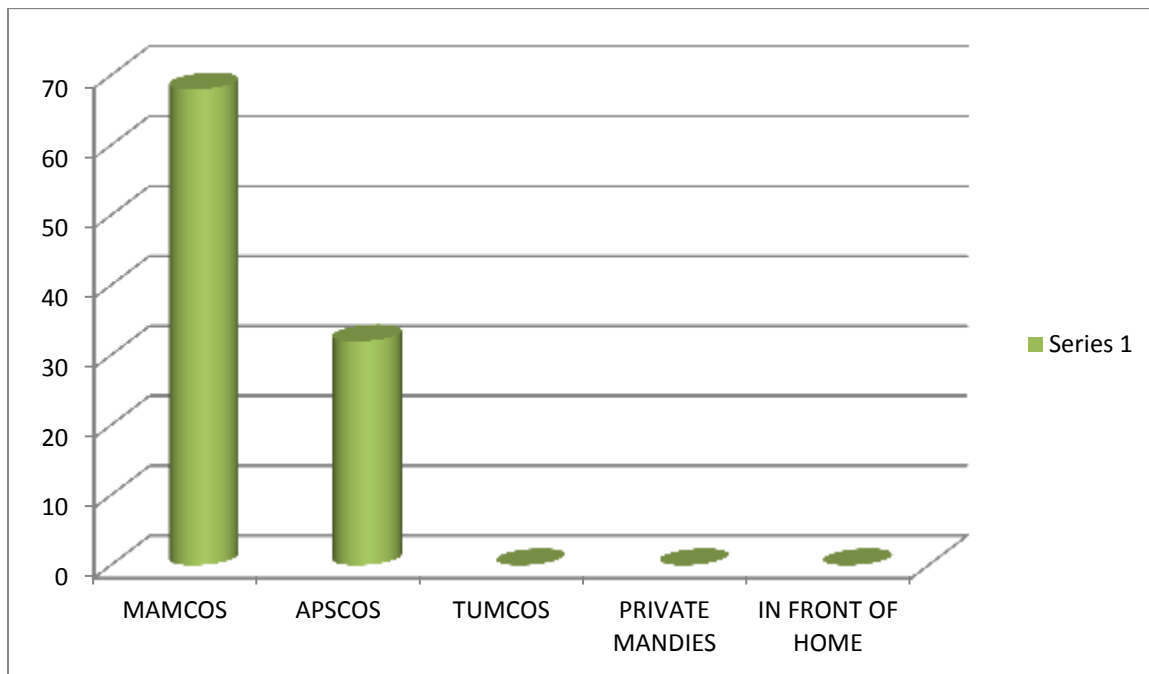
**Table number 4.14:**

**Table shows where they sell their product**

Particulars	No. of respondents	Percentage %
MAMCOS	34	68
APSCOS	16	32
TUMCOS	0	0
PRIVATE MANDIES	0	0
IN FRONT OF HOME	0	0
<b>Total</b>	<b>50</b>	<b>100 %</b>

**Source:** field survey

**Graph number 4.14:**



**Interpretation:**

Out of 50 respondents, 34 respondents are sell their area in MAMCOS and 16 respondents are sell in APSCOS.

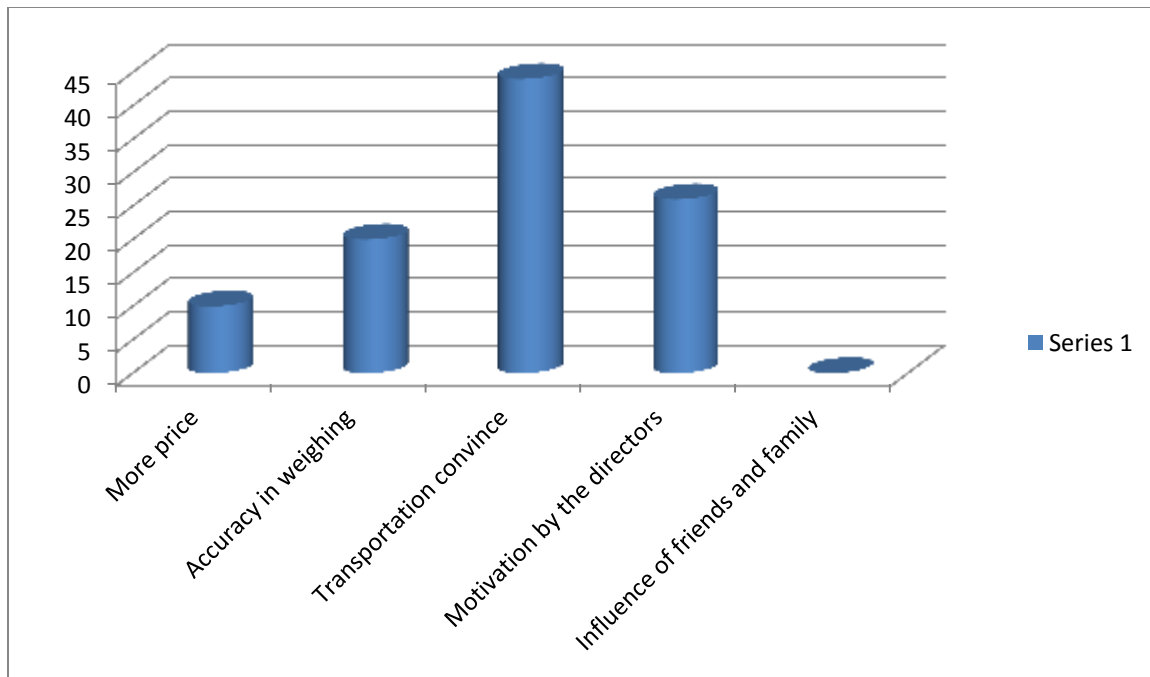
**Table number 4.15:**

**Table shows factors responsible for selling in other place**

Particulars	No. of respondents	Percentage %
More price	5	10
Accuracy in weighing	10	20
Transportation convince	22	44
Motivation by the directors	13	26
Influence of friends and family	0	0
<b>Total</b>	<b>50</b>	<b>100 %</b>

**Source:** field survey

**Graph number 4.15:**



**Interpretation:**

Above table and graph shows that 5 respondents sell their product where there is high price, 10 respondents sell their product where accuracy in weighing, 22 respondents sell their product where transportation is convince and 13 respondents sell their product where they are motivated by the directors.

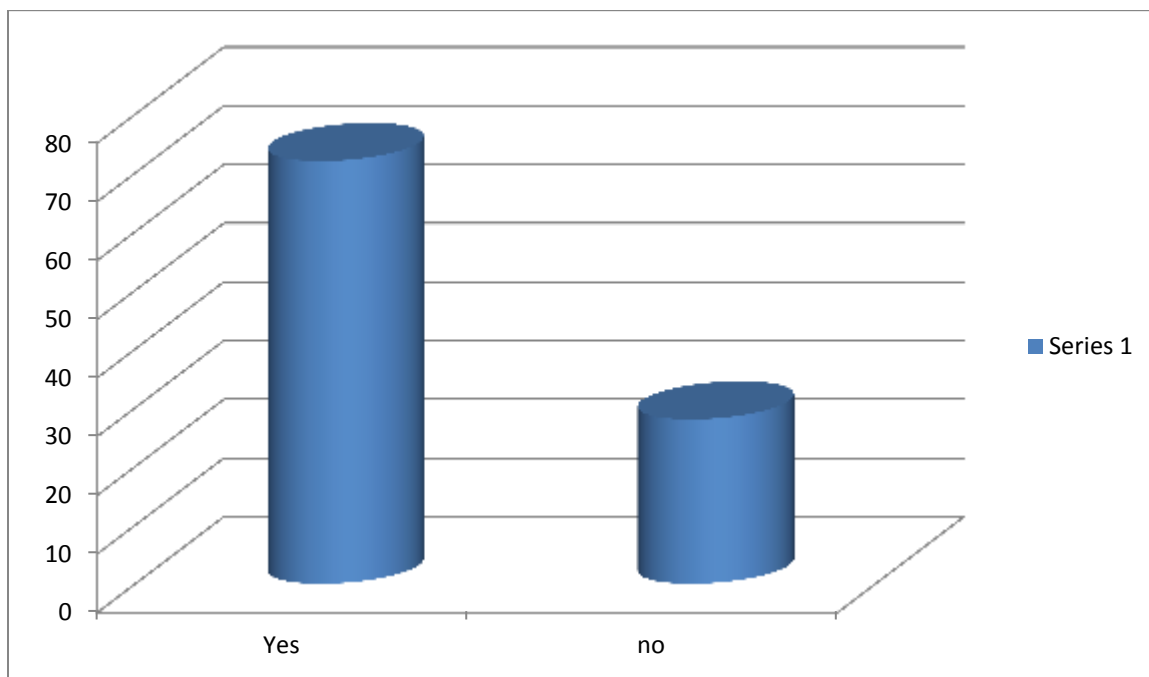
**Table number 4.16:**

**Table shows Do respondent sell areca in MAMCOS**

Particulars	No. of respondents	Percentage %
Yes	36	72
no	14	28
Total	50	100%

**Source:** field survey

**Graph no. 4.16:**



**Interpretation:**

Out of 50 respondents, 36 respondents sell their areca in MAMCOS and 14 respondents do not sell their product in MAMCOS.



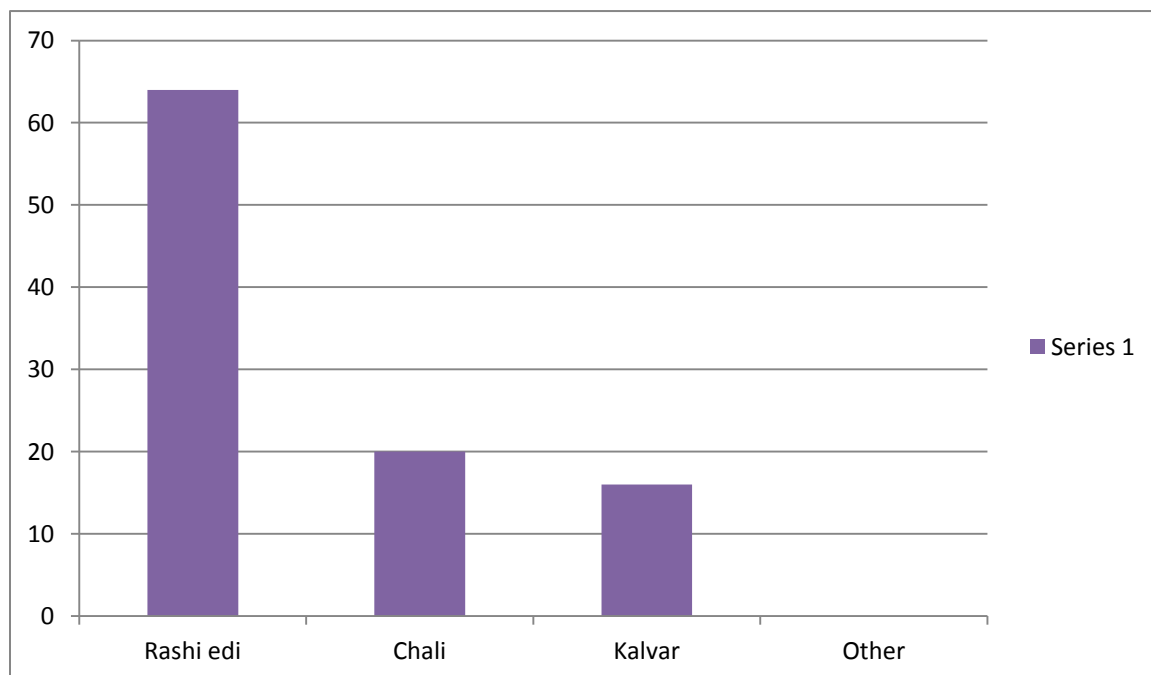
**Table number 4.17:**

**Table shows type of Areca respondent sell**

Particular	No. of respondent	Percentage %
Rashi edi	32	64
Chali	10	20
Kalvar	8	16
Other	0	0
<b>Total</b>	<b>50</b>	<b>100 %</b>

**Source:** field survey

**Graph number 4.17:**



**Interpretation:**

The above table and graph shows that, 32 respondents sell rashi edi areca, 10 respondents sell Chali areca, 8 respondents sell Kalvar. Majority of respondents sell Rashi edi areca

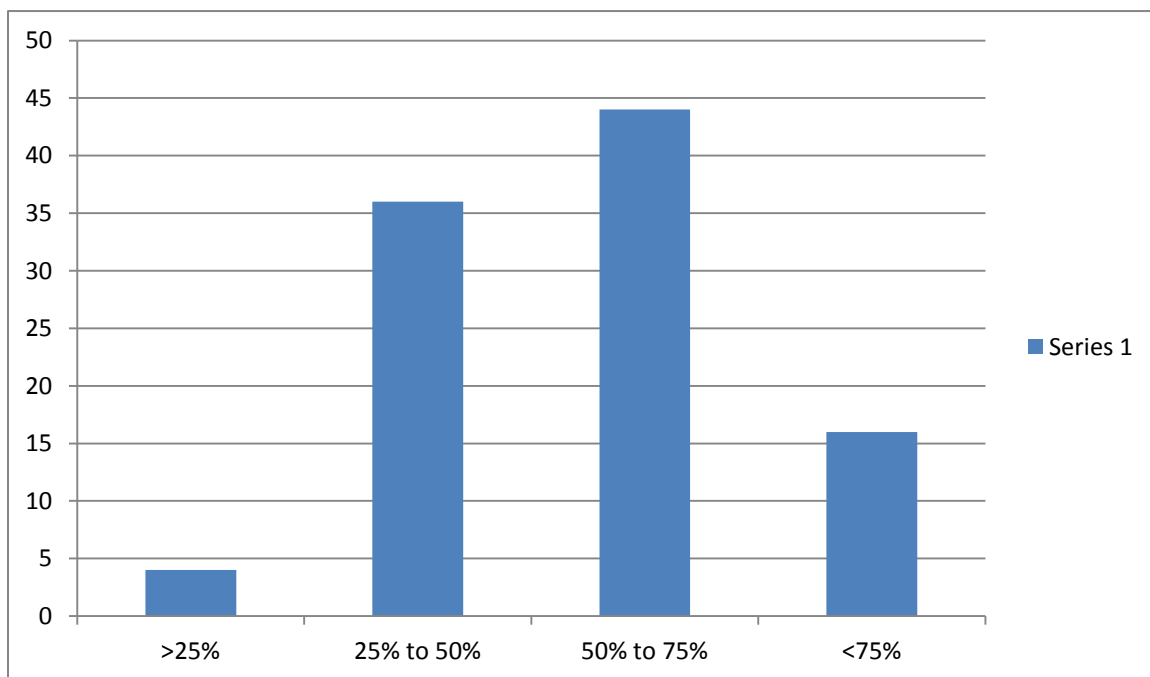
**Table number 4.18:**

**Table shows percentage of areca sold in Mamcos**

Particulars	No. of respondents	Percentage %
>25%	2	4
25% to 50%	18	36
50% to 75%	22	44
<75%	8	16
<b>Total</b>	<b>50</b>	<b>100 %</b>

**Source:** field survey

**Graph number 4.18:**



**Interpretation:**

Above graph and table shows % of areca sold in Mamcos. 2 respondent sell less than 25%, 18 respondents sell 25% to 50% of areca in Mamcos, 22 respondents sell 50% to 75% of areca in Mamcos and 8 respondents sell more than 75% of areca in Mamcos.

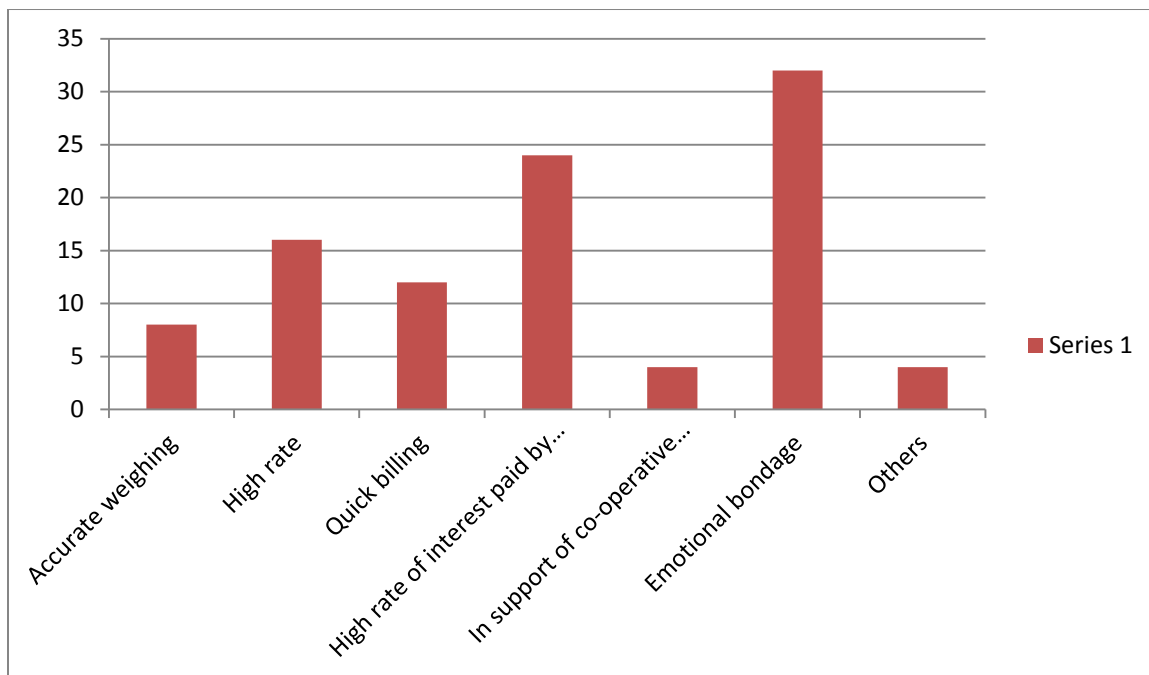
**Table number 4.19:**

**Table shows factor respondent to sell product in Mamcos**

Particulars	No. of respondents	Percentage %
Accurate weighing	4	8
High rate	8	16
Quick billing	6	12
High rate of interest paid by Mamcos	12	24
In support of co-operative movement	2	4
Emotional bondage	16	32
Others	2	4
<b>Total</b>	<b>50</b>	<b>100 %</b>

**Source:** field survey

**Graph number 4.19:**



**Interpretation:**

Out of 50 respondents, 4 respondents motivational factor to sell in Mamcos is accurate weighing, 8 respondents motivational factor to sell in mamcos is because of high rate, 6 respondents sell here because of quick billing, 12 respondents sell here because of high interest given by the society, 2 respondents motivational factor is in support of co-operative movement, 16 respondents sell here because of emotional bondage between them and Mamcos & 2 respondents sell here because of other factors.

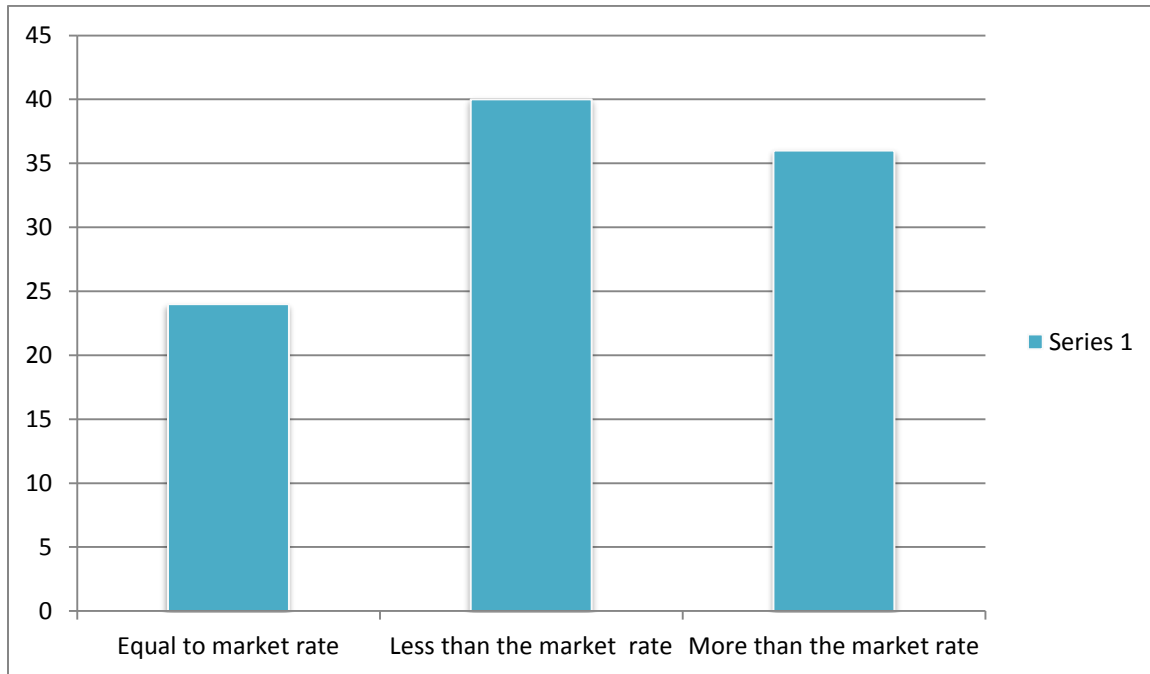
**Table number 4.20:**

**Table shows opinion about the price they get in Mamcos**

Particulars	No. of respondents	Percentage %
Equal to market rate	12	24
Less than the market rate	20	40
More than the market rate	18	36
<b>Total</b>	<b>50</b>	<b>100 %</b>

**Source:** field survey

**Graph number 2.20**



**Interpretation:**

Above table & graph shows that, 12 respondents agreed with Mamcos provide equal rate that of market price, 20 respondents agreed with Mamcos provide less rate that of market price and 18 respondents agreed with Mamcos provide high rate that of market price.

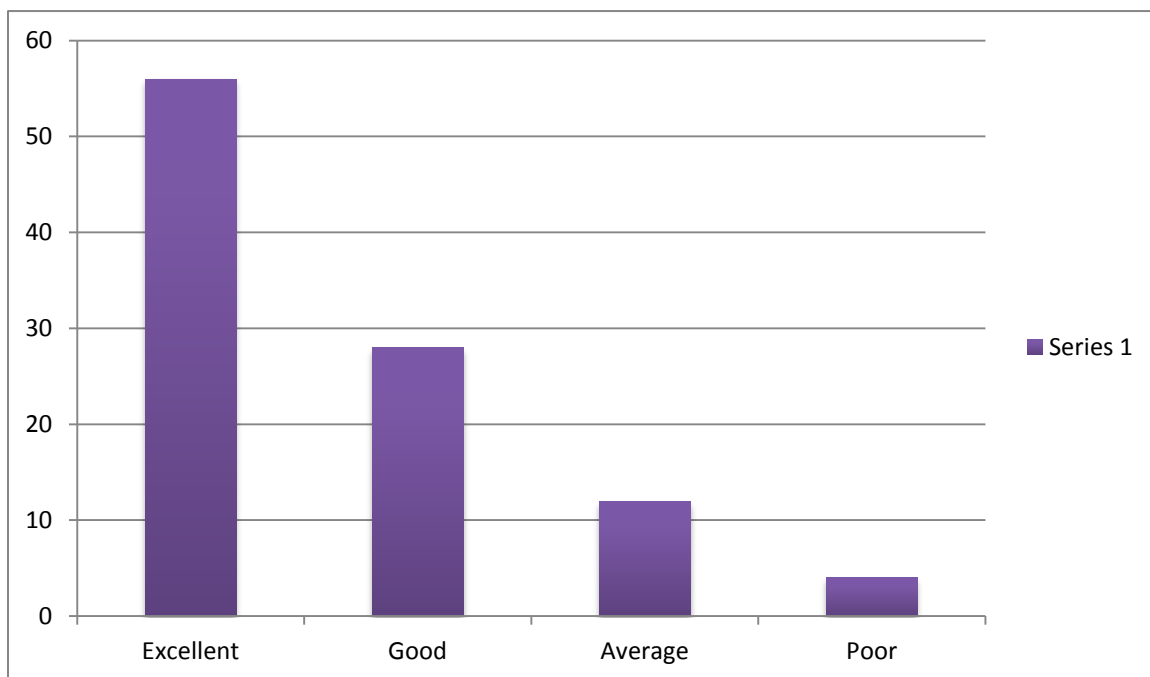
**Table number 4.21:**

**Table shows rating given by respondents on marketing of areca by Mamcos**

Particulars	No. of respondents	Percentage %
Excellent	28	56
Good	14	28
Average	6	12
Poor	2	4
<b>Total</b>	<b>50</b>	<b>100 %</b>

**Source:** field survey

**Graph number 2.21:**



**Interpretation:**

The above table & graph shows that, 28 respondents says Mamcos provide excellent service, 14 respondents says Mamcos provide good service, 6 respondents says Mamcos provide an average services and 2 respondents says Mamcos provided poor service.

## **Chapter-5**

### **Findings, suggestions and conclusion**

#### **Findings**

1. Majority of the respondents are male.
2. Majority of the respondents are married.
3. 60% of the respondents age group is above 40.
4. 50% of the respondent's educational qualification is sslc.
5. 36% of the respondents are businessman.
6. 36% of the respondent's monthly income is between 10000 to 15000.
7. 36% of the respondents growing areca nut above 20 quintal in a year.
8. 32% of the respondents having 1-3 acre of areca nut land, 32% of the respondents having 3.1-6 acre of areca nut land.
9. 48% of the respondents produce Rashi edi areca nut.
10. 36% of the respondents take 1-3 months to sell their produce.
11. 36% of the respondents is expectation of increase of weight, reason for time lag
12. 76% of the respondent's opinion that MAMCOS provide information about daily arrival and stock of areca.
13. 56% of the respondent's opinion that Mamcos provide proper return of empty.
14. 64% of the respondents sell their products to MAMCOS.
15. 36% of the respondents sell their product where transportation convince it here.
16. 68% of the respondents sell areca in Mamcos.
17. 64% of the respondents sell Rashi edi areca..
18. 44% of the respondent's opinion that get less than the market when they sell product in Mamcos.
19. 56% of the respondents rated excellent for the service of Mamcos for marketing area.

#### **Other findings about the MAMCOS:**

- No outsiders are allowed without permission letter and security people take due care of this, which indicates the importance given by the company towards security and secrecy.
- Employees are satisfied with their work and compensation package which indicates that, the company practices fair wage system and also provide good working conditions.

- Working atmosphere in the organization is highly organized.
- There is a hygiene canteen for the employee which provide food at all timings.
- Organization has skilled workers which help in maintaining the quality of products to the satisfactorily level.
- There is very low publicity and advertisement to the organization.
- The advertising of company is to improve
- There are specialized department for proper functioning of the firm.
- Competition with the other country.
- Discipline is followed inside the premises.
- Safety is given main importance.

### **Suggestions**

1. MAMCOS Ltd, should enhance their capacity from acting as commission agents to traders, where they can provide a real healthy price for the areca nut produced by its members.
2. Areca nut growers should be provided with proper sorting facilities, cheap transportation facilities.
3. To make the MAMCOS Ltd, more efficient management audit can be conducted every year.
4. The areca nut traders are facing the problems of high wages, scarcity of labors, more tax rate, prices fluctuation etc. So government should provide supporting tax rate, good infrastructure facilities etc. The government should give more attention on the multiple purposes, like by this we can manufacturer of paste and chewing gum. It also increases the consumption of areca nut with in the country but would also lead to export trade.
5. Quick billing facility has to be provided in MAMCOS Ltd so that the farmers finish off their work in little span of time.
6. MAMCOS Ltd can increase the advances on pledge stock in order to meet the requirement of farmers.
7. MAMCOS Ltd should conduct training to farmers about scientific method of farming agriculture.
8. MAMCOS Ltd must give publicity of the services offered by them.

9. A proper market information system should be developed. As most of the members have mobile phones nowadays, information about everyday's price can be provided to them with the help of internet. The prices prevail in the market should be provided every at the offices of MAMCOS.
10. Complaint box must be maintained as to understand the problems faced by members in the organization..
11. Areca nut has a tendency to gain weight in rainy season if it is stored. The farmers should be given benefit of increase of weight if his areva has gained weight in the stores of MAMCOS Ltd.
12. Growers should be made aware of proper quality control and grading practices to earn better returns.

**Conclusion:**

Areca nut, being the important crop of India, finds of place in all religious, social and cultural, occasions in our country. It is vastly used for chewing in the form of supari, gutka, etc., along with the betel leaves. Here, the market can be develop to its fullest extent. This is necessary, also because areca nut has medicinal value. The grower may be satisfactory helped if this market can be recognized and operated nationally.

The co-operative are playing a very significant and unique role in country 'socio-economic development. The MAMCOS Ltd is striving for the welfare of its members in order to provide good financial and marketing services. The study was conducted about the grower's perception towards MAMCOS which says they are happy with them because of all other facilities provided by the society. Different types of loans for the growers to help them financially and which stand supportive for the growers it can provide loan for needy with certain documents and they can analyze how much loan is required and they provide different types of loans for growers according to their needs and it is going good. The society can undergo business expansion through increasing its area of operation and can make profit.



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- [WWW.shodhaganga.com](http://WWW.shodhaganga.com)

**Annexure:****QUESTIONNAIRE**

Respected Sir/Madam,

I am Gandharva C, Final year M.B.A student in Acharya Institute of technology, Bangalore. As a part of my academic study I have undertaken a project report on "Study on Growers Perception about Marketing of Areca nut with reference to Mamcos, Shimoga". I request you to fill the following questions and do the needful. The information provided by you will be used strictly for academic purposes.

Thanking you

yours sincerely

Name:

Address:

1. Gender

i) Male [ ]    ii) Female [ ]

2. Marital Status

i) Married [ ]    ii) Unmarried [ ]

3. Age

- i) Below 30 [ ]
- ii) Between 30-40 [ ]
- iii) Above 40 [ ]

4. Educational qualification

- i) SSLC [ ]
- ii) PUC [ ]
- iii) Graduate [ ]
- iv) Post Graduate [ ]
- v) Others [ ]

5. Occupation

- i) Professional [ ]
- ii) Businessmen [ ]
- iii) Govt Employees [ ]
- iv) Student [ ]
- v) Others [ ]

6. Monthly income

- i) Less than 10000 [ ]
- ii) 10000-15000 [ ]
- iii) 15000-20000 [ ]
- iv) Above 20000 [ ]

7. How many acres of areca nut land you have?

- i) Less than 1 acre [ ]
- ii) 1-3 acres [ ]
- iii) 3.1-6 acres [ ]
- iv) Greater than 6 acres [ ]

8. Quantity of areca produced in a year

- i) Less than 5 quintal [ ]
- ii) 5-10 quintal [ ]
- iii) 10-20 quintals [ ]
- iv) Greater than 20 quintals [ ]

9. Type of areca nut produced by you

- i) Rashi edi [ ]
- ii) Chali [ ]
- iii) Kalvar [ ]
- iv) Any other specify -

10. Time span taken by you, to sell the Areca produced after being ready

- i) Less than one month [ ]
- ii) 1 to 3 months [ ]
- iii) 3 to 6 months [ ]
- iv) 6 to 12 months [ ]

11. State the reason for time lag (in the order of performance)

- i) To seasoning of the area [ ]
- ii) In anticipation of hike in price [ ]
- iii) In expectation of increase of weight [ ]
- iv) due to bad market conditions [ ]
- v) Availability of sufficient money [ ]

12. Do you sell your areca through Mamcos Ltd?

- i) Yes [ ]
- ii) No [ ]

13. Does Mamcos provide information about daily arrivals and stock of areca nut to its members?

i) Yes [ ]

ii) No [ ]

14. Where do you sell your product?

i) APSCOS [ ]

ii) MAMCOS [ ]

iii) TUMCOS [ ]

iv) Private mandies [ ]

15. Mamcos helps you financially

i. Strongly agree [ ]

ii. Agree [ ]

iii. Neutral [ ]

iv. Disagree [ ]

v. Strongly disagree [ ]

16. Mamcos helps you for storage of product

i. Strongly agree [ ]

ii. Agree [ ]

iii. Neutral [ ]

iv. Disagree [ ]

v. Strongly disagree [ ]

17. It helps in transportation of your products

i. Strongly agree [ ]

ii. Agree [ ]

iii. Neutral [ ]

iv. Disagree [ ]

v. Strongly disagree [ ]

18. Mamcos provides proper knowledge to fight against infections

- i. Strongly agree [ ]
- ii. Agree [ ]
- iii. Neutral [ ]
- iv. Disagree [ ]
- v. Strongly disagree [ ]

19. Mamcos educate the formers

- i. Strongly agree [ ]
- ii. Agree [ ]
- iii. Neutral [ ]
- iv. Disagree [ ]
- v. Strongly disagree [ ]

20. Loans given by Mamcos is satisfied

- i. Strongly agree [ ]
- ii. Agree [ ]
- iii. Neutral [ ]
- iv. Disagree [ ]
- v. Strongly disagree [ ]

21. Fertilizers are given to members by the Mamcos

- i. Strongly agree [ ]
- ii. Agree [ ]
- iii. Neutral [ ]
- iv. Disagree [ ]
- v. Strongly disagree [ ]

22. Mention the percentage of your areca nut sold in Mamcos.Ltd

- i) Less than 25% [ ]
- ii) 25% to 50% [ ]
- iii) 50% to 70% [ ]
- iv) More than 75 [ ]

23. The price you get while selling your areca through Mamcos Ltd?

- i) Equal to market price [ ]
- ii) less than the market price [ ]
- iii) More than the market price [ ]

24. You are satisfied with Mamcos Ltd while selling your areca nut?

- i. Strongly agree [ ]
- ii. Agree [ ]
- iii. Neutral [ ]
- iv. Disagree [ ]
- v. Strongly disagree [ ]

25. If satisfied, mention the reason for satisfaction

- i) For a far price [ ]
- ii) For a fair weight [ ]
- iii) For proper information of the market [ ]
- iv) For services of employee and the management [ ]

26. Service given by Mamcos Ltd for marketing of area is

- i) Excellent [ ]
- ii) Good [ ]
- iii) Average [ ]
- iv) Poor [ ]

Any other comments-

Thank you for the time you have spent for the interview. Your suggestions will enable service providers to improve and enhance their services to suit their customer's requirements.

Date:

Place:

Signature





ACHARYA INSTITUTE OF TECHNOLOGY  
DEPARTMENT OF MBA  
INTERNSHIP WEEKLY REPORT  
(16MBAPR407)

Name of the Student: Gandharva c

Internal Guide: Prof. Reena Mahesh Rao

USN No:11A16MBA16

Specialization: Finance and marketing

Title of the Project: A Study for Growers Perception of Areca Marketing Towards MAMCOS. Ltd

Company Name: MAMCOS. Ltd

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Orientation with the company. Collection of secondary data relating to industry and organization.	Shashi	1 Reena Mahesh Rao
22-01-18 to 27-01-18	Orientation with functional department of the organization and detailed study of department.	Shashi	2 Reena Mahesh Rao
29-01-18 to 03-02-18	Finalization of problem area of the study and finalization of research objectives and methodology.	Shashi	3 Reena Mahesh Rao
05-02-18 to 10-02-18	Finalization of data collection questionnaire instruments and formats. Etc...	Shashi	4 Reena Mahesh Rao
12-02-18 to 17-02-18	Collection of primary data from the restaurants by administering the questionnaire.	Shashi	5 Reena Mahesh Rao
19-02-18 to 24-02-18	Discussion with the external guide and internal guide. Formation of hypothesis. Classification and analysis of collected data.	Shashi	6 Reena Mahesh Rao
26-02-18 to 03-03-18	Compilation of research data and interpretation of data.	Shashi	7 Reena Mahesh Rao

05-03-18 to 10-03-18	Data analysis and Finalization Of report.	Shashi	8 Re: [Signature]
12-03-18 to 17-03-18	Finalization of project report and approval of draft by company and college guide.	Shashi	9 Re: [Signature]
19-03-18 to 24-03-18	Report submission to the Institution.	Shashi	10 Re: [Signature]

HOD [Signature]

Head of the Department  
Department of MBA  
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Goldevanahalli, Bangalore-560 101