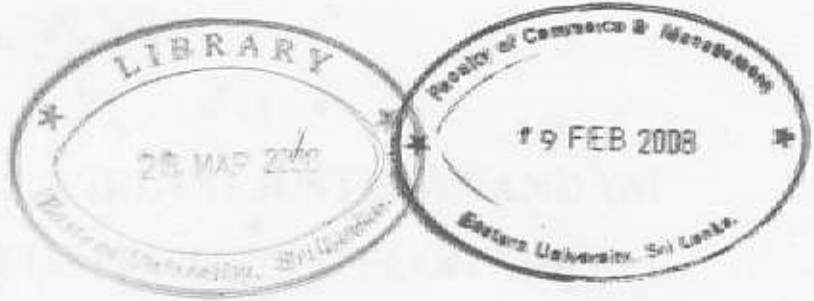


**A STUDY ON THE EFFECTIVENESS OF THE
BATTICALOA DISTRICT FISHERMEN
CO-OPERATIVE SOCIETIES UNION**



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ABSTRACT

Co-operatives have the potential to advance the concept of civilized work. Co-operative can be defined as an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.

Measuring the Effectiveness of an organization is vital in determining whether an organization meets its objectives successfully. For the private organizations it is very important to measure the effectiveness because of their purpose of profit. Likewise the effectiveness of Social movement should be assessed to ensure the accountability of the movement towards the society.

This research work is studied about the 'Effectiveness of the Batticaloa District Fishermen Co-operative Societies Union' which is one of the co-operative bodies. It have to function towards its pre defined objectives of provides assistance, gives necessary training and awareness, develop co-operation among cooperators and concern about the community. Though clearly stating its objectives, the union didn't achieve its objectives successfully. Therefore, there was a gap between its defined objectives and its performance.

In order to measure the effectiveness suitable dimensions were considered. The structured questionnaire was used to collect primary data for this study from 100 member societies. Collected data were analyzed and evaluated as low, moderate and high level of effectiveness.

The study found that the discussed four objectives mostly indicate low level of effectiveness. Therefore it was known from the conclusion, the Batticaloa District Fishermen Co-operative Societies Union and the members have the responsibility to achieve the objectives effectively. Eventually this report recommends some remedial actions that help to improve the effectiveness.

TABLE OF CONTENTS

| | Page No |
|--|-------------|
| Acknowledgement | I |
| Abstract | II |
| Abbreviation | III |
| Table of Contents | IV |
| List of Tables | VII |
| List of Figures | VIII |
| CHAPTER - 1 INTRODUCTION | 1-8 |
| 1.1 Overview | 1 |
| 1.2 Background of study | 2 |
| 1.3 Problem statement | 4 |
| 1.4 Research Questions | 5 |
| 1.5 Objectives of the Research | 5 |
| 1.6 Significance of the Research | 6 |
| 1.7 Scope of the Research | 7 |
| 1.7.1 Assumptions | 7 |
| 1.7.2 Limitations | 7 |
| 1.8 Summary | 8 |
| CHAPTER - 2 LITERATURE REVIEW | 9-34 |
| 2.1 Introduction | 9 |
| 2.2 An overview about the Co-operative Movement | |
| 2.2.1 Origination of Co-operative Movement | 10 |
| 2.2.2 Definition of Co-operative | 12 |
| 2.2.3 Significant of Co-operative | 14 |
| 2.2.4 Qualities of Co-operatives | 15 |
| 2.2.5 The co-operative as an Example of a Bottom Up approach | 16 |
| 2.2.6 Co-operative in different countries | 17 |
| 2.2.7 The International Co-operative Alliance | 19 |
| 2.3 Co-operative values and principles | 20 |

| | |
|--|--------------|
| 2.4 Co-operative Laws | 24 |
| 2.5 Classification of Co-operative Societies | 25 |
| 2.6 By-Laws of Fishermen Co-operative Societies Union | 27 |
| 2.7 Effectiveness | 30 |
| 2.8 Summary | 34 |
| CHAPTER – 3 CONCEPTUALIZATION AND METHODOLOGY | 35-48 |
| 3.1 Introduction | 35 |
| 3.2 Conceptualization | 35 |
| 3.3 Operationalization | 40 |
| 3.4 Methodology | 42 |
| 3.4.1 Methods of Data Collection | 42 |
| 3.4.2 Sources of Data | 42 |
| 3.4.3 Sampling criteria and size of sample | 45 |
| 3.4.4 Method of data Presentation and Analysis | 46 |
| 3.4.5 Method of Data Evaluation | 47 |
| 3.5 Summary | 48 |
| CHAPTER - 4 DATA PRESENTATION AND ANALYSIS | 49-69 |
| 4. Introduction | 49 |
| 4.1 Personal Information | 49 |
| 4.2 Research Information | 53 |
| 4.2.1 Assistance | 53 |
| 4.2.2 Training & Awareness | 57 |
| 4.2.3 Cooperation among Co-operators | 61 |
| 4.2.4 Concern for Community | 64 |
| 4.3 Overall view of Effectiveness | 68 |
| 4.4 Summary | 69 |
| CHAPTER – 5 DISCUSSIONS, CONCLUSION & RECOMMENDATIONS | 70-90 |
| 5.1 Introduction | 70 |
| 5.2 Discussion on Personal information | 70 |
| 5.3 Discussion on Research information | 71 |

LIST OF TABLES

| | |
|--|--------------|
| 5.3.1 Assistance | 71 |
| 5.3.2 Training and Awareness | 74 |
| 5.3.3 Cooperation among cooperatives | 76 |
| 5.3.4 Concern for community | 79 |
| 5.3.5 Summary on Discussion. | 82 |
| 5.4 Conclusion | 82 |
| 5.5 Recommendations | 86 |
| 5.5.1 Assistance | 86 |
| 5.5.2 Training and Awareness | 87 |
| 5.5.3 Cooperation among Cooperators | 88 |
| 5.5.4 Concern for Community | 88 |
| 5.5.5 Recommendations for the organizations which are performing to the betterment of fishermen. | 89 |
| 5.5.6 Recommendations on the responsibilities of the Department of Assistant Commissioner Co-operative Development | 89 |
| 5.6 summary | 90 |
| REFERENCES AND APPENDICES | i-vii |
| Reference | i |
| Appendix 1 - Map of Union Area | iii |
| Appendix 2 - Survey Questionnaire | iv |