

CHAPTER - 8

Findings, Recommendations and Conclusion

This chapter is an attempt to place various findings that have been identified throughout the study. Further, the chapter intends to put forward some recommendations with a view to developing the overall performance of the food processing industries by removing the prevailing problems and drawbacks. With a view to systematizing the discussion of the chapter, both the findings and recommendations have been analyzed chapter wise. Lastly, this chapter gives the overall conclusions of the study.

The major findings, recommendations and conclusions are given below on the basis of the analysis made in the previous chapter.

8.1: Findings of the Study

8.1.1 Findings Related to Analytical Study on Various Trends of Food Processing Industries

The findings related to an analytical study on Various Trends of Food Processing Industries are described below.

1. In case of growth trends of rice mill in Kokrajhar district, it is found that the rice mill has increased from 09 in 2007-08 to 53 in the year 2016-17. During this period rice mills have employed 138 number of people. During this period net profit of the rice mill has increased from Rs 18,60,000 in 2007-08 to Rs 1,32,00,000 in 2016-17. But the average net profits are frequently up and down during the study period. The CAGR of unit is -51.5 % , employment is -76.4 % and net profit is 17.0 % found respectively during the study period.
2. The growth rate of oil mill during the study period is found to be very minimal in the Kokrajhar District. The oil mill increase from 1 in 2007-08 to 6 only in the year 2016-17. This industry has employed only 30 numbers of people. In the case of total net profit, it has increased frequently during the 10 years from Rs 1,40,000 in 2007-08 to Rs 11,80,000 in 2016-17, but average net profit is frequently up and down during the 10 years. The CAGR of unit is -3.6 % ,

employment is 26.7 % and net profit is 27 % found respectively during the study period.

3. In case of flour mill, it is found that it has increased from 03 in 2007-08 to 12 in the year 2016-17. The industry has employed 74 numbers of people during the study period. In case of total net profit it has increased from Rs 5,40,000 in 2007-08 to Rs 35,30,000 in 2016-17 and average net profit has also increase from Rs 1,80,000 in 2007-08 to Rs 2,94,167 in 2016-17. The CAGR of unit is -33.9 %, employment is -133.3 % and net profit is 20.3 % found respectively during the study period.
4. In case of fruits & vegetable processing industry, it is found that it has increased from 01 in 2007-08 to 07 in 2016-17. This industry has employed 56 numbers of people. The total net profit of this industry has increased from Rs 1,60,000 in 2007-08 to Rs 21,30,000 in 2016-17. Similarly average net profit also increase from Rs 1,60,000 in 2007-08 to Rs 3,04,286 in 2016-17. The CAGR of unit is -10.3 %, employment is -19.4 % and net profit is 24.8 % found respectively during the study period.
5. In the case of the bakery industry, it is identified that it has increased from 03 in 2007-08 to 12 in 2016-17. The bakery has employed 84 numbers of people during the study period. The total net profit of bakery has increased from Rs 10,80,000 in 2007-08 to Rs 55,95,800 in 2016-17 and average net profit also increase from Rs 3,60,000 in 2007-08 to Rs 4,66,317 in 2016-17. The CAGR of unit is -15.8 %, employment is -27.9 % and net profit is 16.6 % found respectively during the study period.

8.1.2: Findings Related to Marketing Analysis of Food Processing Industries

The findings related to marketing analysis of selected industries have been identified into three angles, first is the implementation level of marketing mix tool by the selected industry, and the second is the effect of marketing mix tool on consumer buying

behaviour related to various food items and third is buying behaviour of consumers related to local based as well as outside based food products. The findings related to marketing analysis are described below.

8.1.2.1 Findings on Implementation level of Marketing Mix tool by the Selected Industry

(A) Findings Related to Product Mix Tool

(i) Technology: Throughout the 90 industry under 05 categories the application of technology is seen to be very poor as because only one oil mill, as well as one flour mill, is come under the category of highly implementation level out of 90 number of selected industry under study. In the case of technology, 72.22 % of selected industries are found to be non implementation level. It has found during the field survey and personal interview that lack of finance, lack of awareness and skill of labour, etc. are the cause of non implementation of technology at a satisfactory level by the selected industry.

(ii) Quality: In case of quality factor it is identified that 86.67 % of selected industries are found to be non maintenance of quality, 11.11 % industry is moderately conscious about quality and only 2.22% of industries are highly conscious about quality factor. Only one bakery out of 12 and one flour mill out of 12 comes under highly implementation level of quality.

(iii) Packaging: The noticeable findings in case of packaging is that against 01 flour mill out of 12, 04 fruits & vegetable processing industries out of 07 and 01 oil mill out of 06 are in the category of highly implementation level, no rice mill and no bakery are found in this categories. In the case of entire selected industries, it is found that 71.11 % of industries are non implementation level, 22.22 % are moderately implementation level, and 6.67 % are highly implementation level of packaging. All rice mills, bakery and maximum number of oil mill as well as flour mill under the study have been continuing their business through traditional mode of selling without adopting any packaging policies and strategy.

(iv) Product Diversification: Against 01 flour mill in the position of highly implementation level no rice mill, oil mill, Fruits & vegetable processing industry, and bakery can stand in the category of HI so far as product diversification is concerned. The 78.89 % of industry comes non implementation level, 20.00 % of the industry is moderately implementation level and 1.11% of industry comes under highly implementation level of product diversification. Moreover, the existence of maximum industry in the category of NI indicates that these industries are not in a satisfactory level of product diversification.

(V) Labeling: In case of labeling majority industries are found to be ignored its important as because 86.67% industry comes under non implementation level and 11.11 % comes under moderately implementation level. The only 2.22% of industry comes under highly implementation level.

(B) Findings Related to Price Mix tool

(I) Penetration, Psychological and Skimming Pricing: All the selected industries under study come under non implementation level regarding penetration, psychological pricing and skimming pricing.

(ii) Cost-plus pricing: The entire 90 number of selected industries under study have been adopting cost-plus pricing method as of highly implementation level.

(iii) Terms of Credit: The maximum number of selected industries under study comes under NI level. The 70.00% industry comes under NI level and 30.00% comes under MI level.

(iv) Discount: No one among 90 industries follows discount pricing strategy occupying at HI level. The 41.11 % comes under moderately implementation level and 58.89% comes under non implementation level.

(v) Non-Price Competition: The industries under study yet to realize the needs of Nonprice competition strategy as a motivating tool especially for the modern customer. The maximum percentage of industry comes under non implementation level, i.e., 91.11%.

(C) Findings Related to Place mix tool

(i) Retail: In the case of selected industry maximum number of industries comes under HI level of retailing, i.e., 96.67 % and 3.33 % comes under MI level. In order to achieve the successful retailing business, the concern businessmen should have developed all necessary skills and efficiency of salesmanship. But it is found in case of a selected industry under study that due to lack of satisfactory efficiency they cannot show successful performance in their retailing.

(ii) Wholesale: Wholesale business not only increases the earning of profit for the business but also helps in the overall development of marketing activities of an area. But owing to lack of adequate finance, experience on wholesaling trade the selected industry neither are benefited by themselves by the wholesaling nor they can contribute to the market by creating a number of retailers. The maximum number of selected industry under study comes under NI level of wholesaling, i.e., 78.89 %. The 17.78 % of industry comes under MI level, and only 3.33% comes under HI level.

(iii) Internet: The selected industries are yet to realize the benefits of internet selling. It is identified that lack of education, lack of technical know-how, lack of IT infrastructure stands on the way of implementing internet selling among the selected industry. That is why all the selected industry under study comes under NI level of internet.

(iv) Direct sale: In case of direct selling out of 90 units of 05 categories of industries under study, i.e., 97.78 % are fall in the level of NI level, whereas, only 2.22 % comes under MI level. None of the selected industry under study comes HI level.

(v) Multichannel: So far as multichannel is a concerned as one of the important elements of place mix it is seen that entire selected industries under study are under the level of NI level category.

(D) Findings related to the Promotion Mix tool

(i) Advertisement: In case of advertisement out of 90 industries 86 are falling in the level of NI, where only 04 are at the level of MI, and no one is found at the level of HI. Out of this scenario, it is proved that 95.56 % of industries under study are do not pay any serious attention to the aspects of advertising. Consequently, this ignorance leads to losing their market share as because having no awareness among potential customers to be provided by due advertisement policy and strategy with the selected industry.

(ii) Special Offer: So far as the special offer is concerned, the lamentable matter is that still no industry highly adopt special offer as a promotion mix tool. The 91.11% of industry under study comes under NI level and only 8.89 % comes under MI level. The devoid of special offer make this selected industries failure in motivating customers.

(iii) Direct Mailing: The devoid of Direct mailing idea as an emerging tool of promotion mix keeps the industries under study far from the latest world of promotional strategy. Consequently , it is observed that by adopting this Direct mailing strategy different MNCs gradually increasing their customers and thereby, this industry under study have to loss their potential existing customers.

(iv) Free Gift: In case of selected industry under study found that all categories of the industry come under NI level.

(v) Signboard: In case of signboard it is found that 34.44 % of industry comes under MI level and 65.56 % comes under NI level. It is identified that this is only the promotional tool which is used by some of the industry moderately to attract the customers.

8.1.2.2 Findings Related to Consumer Buying Behaviour Related to Various Food Items

Keeping in purpose to make the findings systematic about consumer buying behaviour related to selected food items, its findings are given industry wise. Under each industry, findings are put forward elements wise of the marketing mix.

(1) Findings on Rice

Among five elements of product mix of rice item, it is identified that variety is the most influencing factor on consumer behavior. As because out of 450 respondents 196 (43.56%) respondents taken their decision of purchasing rice items emphasizing on varieties of rice. In relation to education, it is identified that the highest percentage of less educated respondents takes their decision of purchasing rice items considering the variety elements of rice products. But highly educated and moderately educated respondents the highest number of respondents has preferred quality aspects in purchasing rice.

Among five elements of place mix multichannel is used by the majority of respondents, i.e., 211 (46.89%) out of 450. From an education perspective, it is observed that the highest percentage of highly educated respondents prefer multichannel to purchase their rice. Similarly, the highest percentage of moderately educated as well as less educated also prefer multichannel in purchasing of rice.

Analysis of the price mix reveals that MRP is mostly used price mix tool, i.e., 174 (38.67%) respondents out of 450. On the other hand, the highest percentage of moderately educated and less educated respondents also avail MRP as their pricing tools for purchase rice. But in the case of the highly educated respondent, the highest percentage has preferred discount techniques in purchasing rice.

It is observed from the promotion mix of rice items that among five promotional tools 398 (88.44%) respondents out of 450 respondents are motivated by the signboard as promotional tools. Further, it is observed that a large percentage of highly educated, moderately educated and less educated respondents are also motivated by the signboard.

(2) Findings on Oil

The observation of oil items reveals the purchasing behaviours that out of 450 respondents 312 (69.33%) respondents which is the highest number prefer packaging in time of purchasing their necessary oil items. From education perspective also it is identified that packaging is used by the all three categories of respondents which are 75.00 % highly educated, 68 % moderately educated and 67.5 % less educated respondents.

It has been identified as a result of analyzing the place mix of oil items regarding consumer behaviour of purchasing decision that among 05 different place mix tools retail store is used by the highest number of respondent which is 294 (65.33%) out of 450. Further, from an education point of view, it is identified that the retail store is used by the three categories of educated respondents at the highest level. These are 80 % highly educated, 64 % moderately educated and 59% less educated respondents.

The findings identified from the observation of the 450 respondents behavior on price mix is that a large number of respondents, i.e., 338 (75.11%) out of 450 avails MRP as a pricing tool for purchasing their necessary oil items. Putting education level, it is further identified that MRP is also used by three categories of educated respondents. These are 78 % highly educated, 79.33 % moderately educated and 70.5 % less educated respondents.

Analysis of five different promotion mix tools, the signboard is considered the most highly motivating promotional tools among 450 respondents as because it is seen that 392 out of 450 respondent use signboard whenever they attempt to purchase their necessary oil items. From education point of the angle, it is seen that majority percentage of all three categories of educated respondents also use signboard mostly than that of the advertisement, special offer, direct mailing and free gift for purchasing their oil items.

(3) Findings on Bakery

It has come into light after throughout observation of five different product mix tools about purchasing decisions of 450 respondents in purchasing various bakery item that variety has largely used the tool of product mix, which is 184 (40.89%) out of 450. The findings after observing the three categories of different educated respondents also reveal that the highest percentage of highly educated and less educated respondents also use variety as a basis of their purchasing decision of bakery items. These are 38% highly educated and 46.5 % less educated respondents. But in the case of moderately educated highest percentage of respondents, i.e., 36% have preferred packaging in purchasing of bakery items

The study on five different place mix tools among 450 respondent, the retail store has been identified having most using place mix tools so far as their purchasing decision of bakery items is concerned, which is 359 out of 450 respondents. It is further identified that as compare to wholesale, direct sales, internet and multichannel are the major percentages of three level of educated respondents, i.e., use 82 % highly educated, 80.67 % moderately educated and 78 % less educated respondents use the retail store for purchasing their bakery items.

The important findings that have been identified from the analysis of five price mix tool are that MRP is adopted by the majority respondents, i.e., 279 (62%) out of 450 respondents. In the case of findings regarding the level of education on pricing strategy are that MRP is also highly supported by all three categories of educated respondents. These are 61% highly educated, 59.33% moderately educated and 64 % less educated respondents.

It has been identified from the analysis of the five promotional tools among 450 respondents is that majority respondents are motivated by the signboard as a promotional tool during the purchase of their necessary bakery items, which is 389 (86.45%) out of 450. On the part level of education point, it has been identified that majority percentage of all three categories of educated respondents are also motivated mostly by the signboard, which is 82% highly educated, 80% moderately educated and 93.5% less educated respondents.

(4) Findings on Fruits & vegetable processing items

Throughout the observation of the feedback obtained from 450 respondents, it has been identified that highest number of respondents, i.e., 261(58%) out of 450 prefer to use packaging as the basis of taking their purchasing decision in case of fruits & vegetable processing items. Findings after observation of three categories of educated respondents it is reflected that the majority number of three categories of educated respondents also supports the packaging as their criteria for purchasing fruits & vegetable processing items. These are 62% highly educated, 59.33% moderately educated and 55% less educated respondents.

As a result of observation of the feedback of 450 respondents, it has been identified that majority of them avail retail store highly as a channel of distribution rather than wholesale, direct sale, internet and multichannel for purchasing fruits & vegetable processing items, which is 270 (60%) out of 450. Impact of education among three categories of different educated respondents reveals that all of the three categories of educated respondents also prefer to use the retail store as their channel of purchase necessary fruits & vegetable processing items. These are 63% highly educated, 54% moderately educated and 63% less educated respondents of each group.

After observing the preference of 450 respondents regarding the selection of their pricing tools, it is found that MRP is the mostly using price mix tool of purchasing fruits & vegetable processing items, among them which is 301 (66.89%) out of 450. From an education perspective also it is seen that the majority of three categories of educated respondents also prefer to use mostly the MRP as their pricing tool. These are 74% highly educated, 59.33% moderately educated and 69% less educated respondents.

Analysis of the 450 respondents reflects the fact that highest number of respondents have been motivated by the signboard in purchase their necessary fruits & vegetable processing items, which is 356(79.11%) out of 450 respondents. From the education point of angle also it has been identified that the highest number of all three categories of educated respondents are motivated by the signboard. These are 58% highly educated, 78% moderately educated and 90.5% less educated respondents.

(5) Findings on Flour

As a result of observation of five different product mix tools about the purchasing decision of 450 respondents so far as the purchase of their various flour items is concerned it is seen that packaging is the mostly using product mix tools by 281 respondents out of the total 450 respondents. From the education perspective also it is found that a majority of three different categories of educated respondents also used packaging as their basis of taking their purchasing decision of flour items. These are 75% highly educated, 68% moderately educated and 52% less educated respondents from each category.

Observation of the place mix reveals the fact that among five different channel of distribution retail store is used by the highest number of respondents, which is 312(69.33%) out of 450. From the education perspective, it is observed that majority respondent of three categories is also used retail store at the highest level which is recorded as 74% highly educated, 66% moderately educated and 69.5% less educated from each group of respondents.

The findings to be highlighted on the part of the observation of 450 respondent regarding their preference of price mix tools is that among five different pricing tools MRP is the one that is used by the majority respondents, i.e., 325(72.22%) out of 450 respondents. Putting education as an influencing factor in this regards it is found that MRP is also used by the majority number of three different categories of respondents. These are 76% highly educated, 69.33% moderately educated and 72.5% less educated respondents from each group.

Findings from the analysis of 450 respondents regarding their preference of promotional tools in purchasing flour items is that majority number of respondents, i.e., 417(92.67%) out of 450 are motivated by the signboard towards their purchase necessary flour items. Finding considering education factor is that all three categories of different educated respondents also largely motivated by the signboard in case of purchase their necessary flour items. These are 89% highly educated, 94% moderately educated and 93.5% less educated respondents of each group.

8.1.2.3 Findings Related to buying behaviour of Preference of Consumers regarding local based and outside based products

The findings related effect to buying behaviour of respondents regarding local based and outside based products, it is found that 86.44 % of respondents prefer locally based rice, 64.22% prefer local bakery products, 60.22 % prefer local fruits & vegetable processing items, 33.78 % prefer local oil and 21.56 % prefer local flour. In case of outside based products, it is found that 13.56 % consumer prefers outside rice, 66.22% prefer outside oil, 78.44% prefer outside flour, 35.78% prefer outside bakery products and 39.78 % prefer outside fruits & vegetable processing items. The study exposed that in the case of rice, bakery and fruits & vegetable processing items the highest number of

consumer prefer local-based products. In the case of oil and flour items, the highest number of consumer prefer outside based products.

8.1.3: Findings Related to Comparative Analysis of Food Processing Industries

1. In the case of per year growth trend of selected industry under study, it is found that during the study period the growth rate of all categories of industries is not satisfactory in each selected year. The highest percentage of selected industries are set up in the year 2007-08, i.e., 18.89 % and the lowest percentage are set up in the year 2016-17, i.e., 3.33%.
2. In case of employment level of selected industries it is found that highest number of employment is provided by the rice mill, i.e., 138 and lowest percentage of employment are provided by the oil mill, i.e., 30 during the study period.
3. In the case of education level, it is identified that only 31.11 % proprietors are graduate and remaining 68.89% proprietors are undergraduate. In the case of postgraduate and technical qualification, none of the proprietors are identified. Among all the categories of selected industries, it has identified that the highest number of graduate youth are attracted by the fruits & vegetable processing industry, i.e., 42.85%.
4. In case of correlation between employment and initial investment, it is found that the rice mill is highly correlated among all the categories of selected industry. The correlation value of the rice mill is 0.99822. Further, in case of correlation between initial investment and gross profit, it is found that oil mill and bakery industry are highly correlated. The correlation value of oil mill is 0.98594 and bakery is 0.98429.
5. In the case of the selected food processing industry, it is found that 87.78 % of the proprietors are male and 12.22% proprietors are female. The study revealed

that female participation as a proprietor in the selected industry sector is not satisfactory.

6. In the case of the source of fund, it is found that 60 % of the industries arrange the capital from their own source. The only 23.33 % of selected industry taken loan from the commercial bank. The study revealed that the role of commercial bank for providing financial support in the Kokrajhar district is not satisfactory.

8.1.4: Findings Related to Problematic Dimensions of Food Processing Industries

This part aims at identifying some major findings related to various problematic dimensions of selected industries under study identified in chapter no: 6.

1. In support of the feedback obtained from 90 number of the respondent under study, it is found that yet the selected industries of Kokrajhar District have to be facilitated by the some of the basic infrastructural facilities like insurance coverage, warehouse facility etc. It is observed from the field survey that the selected industry which is situated in the rural area are still facing lots of problem regarding the infrastructural facility.

2. Lack of necessary human resource skills among the persons (both proprietors and employees) in the selected industries has an adverse effect in the production process of these industries. Lack of awareness towards the improvement of Human resource skills is the main reason for happening lacking Human Resource skill among the selected industry.

3. All industries under study have to generate their finance from their own source. They are still far from enjoying and acquiring the benefit of government schemes and other banking provision of loans and advances. Because of having no strong education background and training most of them feel hesitation and after all their personal background does not permit to involve themselves in performing necessary financial formalities to be dealt with a bank, financial institutions and government department.

4. The entire industries under studies have been adopting a traditional method of producing their goods since their inception. That is the main reason as identified from their personal interview that they are not at all in a position to change their production

technology by adopting new and advanced machines and equipment as like other reputed competitors which of their conservative mentality leads to loss their recognition of their product quality in prevailing market scenario. Presently they have to survive by holding an average position in the market as neither can they adopt new technology nor they can improve their traditional methods.

5. In the wave of rapidly changing marketing situation these industries measurably fail to invent their necessary dynamic marketing strategies to capture growing customers demand. In marketing mix analysis, it is found that the selected industries under study are not able to show satisfactory performance in the implementation level of marketing mix tool. Consequently, due to these reasons, the selected industry under study has loss their marketing share.

6. The selected industry under study has to face the problems regarding the use of technology in their business operation. It is found that the high cost of technological equipment is the major problems among all the technological problems.

7. Other major problems are identified regarding the selected industries under study is that government support related problems. Here it is found that the various anomalies in sanction of loan, subsidy, incentives, etc. and lack of knowledge of government support scheme are the major problems among all the government support related problems.

8. In case of other problems of four categories, it is identified that the effect of frequent bandh is found to be the highest than the effect of natural calamities, lack of research and development and compete with MNCs. So, frequent bandh becomes a serious cause of emerging various problems of these industries because frequent bandh is the mother of all problems as discussed throughout the chapter.

8.1.5: Findings Related to Prospective Outline of Food Processing Industries

The findings related to food processing industries have been identified separately from the demand side and supply side which are explained below.

(A) Findings on demand side

1. The various factor such as increase of PCI, improve the standard of living, change in consumption habit, social change, cultural change etc have to change the consumption habit of the people. Due to this reason demand for various products of the food processing industry are increasing in Kokrajhar district also.
2. The importance of Kokrajhar District as a tourism place has been gradually increasing after the formation of BTAD in 2003. The various natural spot, old temples, forest area cultural festival etc. are becoming an attractive destination for different potential tourist. Consequently, it provides the market potentiality of various products of food processing industries.
3. The demographic point of view of Kokrajhar District, it is found that the number of various categories of people in the total demographic composition of Kokrajhar District has been gradually increasing which include both national and international sphere.

(B) Findings on Supply side

1. It is found that the kokrajhar District has occupied a topmost position in the production of various fruits and horticultural crops in Assam which directly leads to increase the supply of raw material so far as required as input for the food processing industry. This is identified as one of the prospective dimensions of the selected food processing industry sector.
2. It is detected from the chapter along with the table No: 7.7 and 7.8 that Ministry of Food Processing Industry has implemented a various programme of food processing Industries of entire India and accordingly framing and implementing various schemes behind which there are a number incentives for promoting the food processing industry sector. This kind of facilities not only provides financial support but also leads to enhancement of human resource skill through training and research & development. Presently, the startup policy launched by the government of India is identified as of the positive factor for setting up of such type of industry.

3. In the light of various steps and initiatives adopted by different Institution, government Ministry, etc. it can be said that there is an adequate supply of technological support scheme which helps in up gradation of technology and technical skill for the entrepreneurs which are very much essential for run the food processing industry successfully.
4. So far as a various factor of infrastructural facilities of Kokrajhar District is concern it is seen that majority of these factors are in the path of progress especially since the formation of BTAD in 2003. Particularly power facility is improved since the establishment of NTPC at Salakathi, improved transportation system, etc. are noticeable factor lead in the up gradation of an infrastructure facility. Further, it is seen that the food processing sector of the Kokrajhar District is either directly or indirectly benefited more or less by these activities of up gradation of Infrastructural facilities.
5. It is identified that many financial schemes are launched by the Central as well as State Government for the Food Processing Industry sector. But during the observation of the level of awareness among the proprietor of the selected food processing industries, it has revealed that the proprietor has nominal knowledge about various attractive financial schemes as introduced by the central government.

8.2 Recommendations

In order to the overall development of the food processing industry sector, the following recommendations are put forward under different dimensions. These are recommendations against findings of marketing analysis, problematic dimensions and prospective outline of food processing industries in Kokrajhar District of Assam.

8.2.1 Recommendations on Marketing Aspects

(A) Recommendations on Product Mix:

I. Technology: With a view to sustaining the position of the selected industries like national and international competitors, it is urgently required to implement all possible modern technology for the purpose of not only improving the quality of products but also for product diversification of their goods through attractive and purposive packaging and labelling to increase the market share in the selected district along with state as well as national level.

II. Quality: It is suggested that the food processing industry sector give much more importance on the quality aspect. Because these days people are very much conscious about quality factor. So it is suggested that the food processing industry sector gone through as per FSSAI guideline for quality factor.

III. Packaging: It is the correct time to realize by these industries that packaging is immensely important not only for providing physical protection of the product but also essential for safety, transformation, quality maintenance, etc. Considering this kind of importance of packaging, it is suggested to these industries to adopt packaging policy and technology immediately.

IV. Product Diversification: Considering the continuous entry of multifarious class of customers, it is suggested to the selected industries that they should immediately adopt product diversification policy and should carefully implement this policy with a view to satisfying the diversified needs of customers available in kokrajhar district.

V. Labeling: Today RTI act is one of the prominent dimensions of consumer right. Keeping in purpose this RTI act it is suggested to execute properly the labeling of the products for the selected industries under study as soon as possible to expand their business.

(B) Recommendations on Price Mix:

I. Penetration Pricing: As a new pricing tool up to some extent the selected industry sector try to implement the penetration pricing techniques for selling their output in the market.

II. Psychological Pricing: To motivate the consumer psychologically psychological pricing is utmost important. So it suggested the selected industry sector to implement these pricing techniques to motivate the consumer to purchase their products.

III. Skimming Pricing: As a new pricing tool sometimes to maximize their profit the selected industry sector try to implement a skimming pricing tool to purchase their products.

IV. Cost Plus Pricing: The selected industry sector try to fix their cost-plus pricing techniques in such a way that which is not more than the other substitute national level companies.

V. Terms of Credit: The selected industry sector needs to design scientific way credit techniques pricing tool to attract more consumers.

VI. Discount: For effective implementation of discount pricing strategy the selected industries are suggested to continuously monitoring the marketing demand trend especially on the occasion of the festival, bulk amount of purchasing, seasonal variation, etc. Further, it is suggested that this industry should adopt the Discount pricing strategy as a motivating tool towards customers.

VII. Non-Price Competition: Considering the need of the modern class of customers the industries under study should adopt NPC strategy in the line of their business activity. Further, it is to be suggested that by adopting this NPC strategy this industry can earn more profit also as because it leads to increase their sale of products also.

(C) Recommendations on Place Mix:

I. Retail: Being a part of society every selected industry should concentrate their efforts on the satisfaction of their customers. That is why it is suggested to enhance the level of service in the selected business towards their customer satisfaction through strong retail strategy. To implement this strategy effectively the selected industries should undertake to acquire all necessary qualities of the salesmanship, which certainly includes attractive advertisement, courteous behaviour with customers, paying serious attention for removing their problems, provide service for their utmost satisfaction and all necessary

steps to build up utmost faithful perception among the potential customer towards their business service.

II. Wholesale: In the greater interest of strengthening a well-organized marketing atmosphere, apart from retail trade, the selected industry should involve in the whole selling business. In doing so the government and bank & financial institution provide necessary finance for whole selling trade to the selected industry.

III. Internet: It is the right time for the selected industries to step ahead parallely with the other substitute national level industries. In support of this logical fact, this industry is suggested to acquire the necessary knowledge and experience for the immediate implementation of internet selling as a novelty method of selling among the potential customers. By virtue of internet selling, this business can enhance their market share by creating new customers within and outside of the District Kokrajhar.

IV. Direct Sale: It is suggested that up to some extent the selected industry sector need to apply direct sale techniques to attract more consumers.

V. Multichannel: Considering the growing consumers of multifarious categories, it is suggested to the industries to adopt urgently multichannel as a place mix tool. By virtue of multichannel place mix these industries not only able to sell their entire volume of product but also able to motivate the various kinds of customers.

(D) Recommendations on Promotion Mix

I. Advertisement: Along with the quality production, the selected industries are required to adopt the necessary steps for formulating advertisement planning and accordingly implement this advertisement planning at the right time in the right way. It is suggested to the selected industry formulate and implement such kind of appropriate advertisement so that they can enhance the awareness among their potential customers regarding the quality features of their products. This kind of step will definitely help these industries in accelerating their production and selling of goods. Further, it is suggested to design the advertisement programme in such a way so that the majority potential customer can able to capture essence the message of the advertisement.

II. Special Offer: In the line of existing competitive business, the selected industries should execute the special offer as an effective tool with the purpose of enduring impact in the image of customer mind.

III. Direct Mailing: It is suggested to selected industry under study to use the direct mailing as an effective promotional strategy for expanding their business. In doing so, these industries should adopt various schemes of state government and central government available for enhancing entrepreneurial skills.

IV. Free Gift: The selected industry sector try to apply free gift techniques sometimes to attract more consumers in their industry to purchase the product.

V. Signboard: Signboard is considered as the basic tools of the promotion mix. So it is suggested to all the industries to at least use the signboard to expand their business. Because in the field survey it is found that 65.56% industry is still not using the signboard.

8.2 .2: Recommendations on Problematic Dimensions of Food Processing Industry

The following policies have been suggested to be implemented immediately to solve the prevailing problems of selected food processing industries of Kokrajhar District.

1. Infrastructural facilities such as electricity, roads, banks & financial institutions for the supply of finance, warehousing, insurance facility etc. are the basic elements of infrastructural development. That is why it is suggested to the government to take necessary steps for providing a better infrastructural facility which is very much important to run the industry. Hence it is suggested to improve all dimensions of infrastructure facilities to bring the industrial environment of the District (Sarma , G.,et al, 2017).

2. It is suggested to constitute a strong trade Association by the selected industries of Kokrajhar District and, thereby, further, this association is suggested to contact with government and other different agencies for organizing training for the employees of these industries. This training programme should be designed especially to improve the Human Resource skills among the employees of the selected industries. Hence, it is

suggested to the government of Assam to provide adequate training facilities to this industries through the DICC. In doing so, the management of functioning of DICC, Kokrajhar should be reform so that DICC can efficiently and effectively implement the programme of training offered to them (Sarma , G. et .al. 2017).

3. With a view to strengthening the financial position of these industries, it is suggested to increase the level of awareness along with the educational background among owners and employees of these industries towards the various schemes for getting financial assistance from the state and central government.

4. These industries are suggested to adopt all necessary marketing policy for their overall development which basically includes effective advertising strategy, formulating marketing mix strategy so that consumer can recognize their products as like the national and international level of competitive product.

5. Without the implementation of technology nowadays no business can sustain. Hence, it is suggested to all the industries to implement the technology anyhow to expand their business.

6. To bring industrialization and motivated the youth to become entrepreneur the government administrative system should need to be revived. Because still now different kinds of anomalies are found in a various government department for sanctioning loan, subsidy, the registration process of industry, license NOC certificate etc. That is why it is suggested that all this process should come under the e-governance system that everything can be accessed through the online system.

7. With a view to removing the effect of other problems, it is suggested to form a strong public opinion against frequent bandh. Further, it is seen to pay keen interest and attention to the various research and development activities on various aspects of food processing industries by the initiative of government policies. Likewise, it is the right time to adopt various remedial measures to minimize the effect of natural calamity.

8. To materialize the prospect of food processing industries in Kokrajhar District a strong step should be taken by the government for enhancing awareness among the potential youth for which government is suggested to conduct awareness campaign, publicity, conduct exhibition, expo etc. Further, the government is to pay serious

attention in the successful implementation of some attractive schemes about food processing industry behind which there should have a great opportunity for employability (Sarma , G. et al. , 2017).

10. It is urgently required to identify the industries which are going on in the path of sickness. In doing so, the government should also identify the causes of being sickness of these industries and accordingly step should be taken to remove this cause with through well-structured reform policy. So that within a short period the industry should be revived.

8.2.3: Recommendations on Prospective Dimensions of Food Processing Industries:

In the greater interest of resolving various drawbacks as observe throughout the prospective chapter, the following recommendations have been put forward to the development of this industry sector.

(A) Recommendation on demand side

1. It is the right time for the selected food processing industry to diversify their product properly with maintaining quality as like quality of national and multinational products keeping in various needs of growing customers demand in view (Sarma , G. et al. , 2017).
2. It is suggested selected food processing industry to design and implement product planning strictly considering the taste and needs of various outsiders along with tourist and seasonal variation, various festival, etc.
3. During the designing and implementing production planning, marketing policy and selling decision the selected industries seriously look into the matter of the composition of demographic and its growing trend so that the industries can able to produce right types of goods at the right amount in right time.

(B) Recommendation on the supply side

1. The selected industry should immediately formulate a policy for full utilization of raw material available in the District with an efficient and effective way. In designing and implementing this plan, most emphasis should be given on the application of food production technology and the use of the human resource as because these two aspects are most essential for the quality production of food items.
2. Both the employers and employees of the selected industries should be interested in the prevailing scheme of Ministry of Food Processing Industry and they much be fitted from all possible aspects to capture the advantages of these schemes and them much committed their effort for achieving the goal and objectives for which these schemes have been formulated and introduced in the District of Kokrajhar.
3. Along with the selected food processing industry, all other food processing industry should immediately adopt the various technology-based schemes with the purpose of the overall development of the industry.
4. Along with BTAD Government, the Government of Assam and Central Government should have a combine and co-ordinate effort based on long-term vision towards the development of all necessary dimensions of infrastructure within the District of Kokrajhar. The Industry Department of Government of Assam should emphasis to established special economic zone in different potential place of the District in the greater interest of overall development of Food Processing Industry (Sarma , G. et. al, 2017).
5. There is a need for knowledge communication among the proprietor of the selected industry with the banking sector, government department, agencies and the familiar person in these fields. So that by these communications they will able to know all about financial and another facility available behind the schemes introduced either by central or state government. In this regards, it is suggested to have training facilities among the proprietor of the selected industries.

8.3 Conclusion

After conducting this study, it is identified that in Kokrajhar District food processing industry sector plays an important role in terms of its share in the agro-based industrial sector and employment level. However, its trend of growth is not as satisfactory as the like the state level during the study period, but it plays a significant role in bringing the industrial environment in the district.

The central focus of the marketing analysis chapter is to analyze the marketing activity which has been analysed on three angles. The first angle is that the marketing activities are examined through the implementation level of 4p's of marketing mix by the selected 90 number of industries under study. In case of product mix technology, quality, packaging, product diversification and labeling are considered. Further, in case of price mix penetration pricing ,psychological pricing , cost-plus pricing ,terms of credit , discount , non-price competition and skimming pricing techniques are taken into observation. In case of place mix retail, wholesale, discount, internet and multichannel are taken into observation. In promotion mix advertising, special offer, direct mailing, free gift and signboard are considered. From the point of the second angle, preference wise consumer buying behaviour is examined in the case of selected food items regarding the 4p's of marketing mix tool. Lastly, marketing activities of the selected industries are examined from buying behaviour point of view. In doing so, both the local based and outside based products are taken into consideration. It is observed that in case of rice , bakery and fruits & vegetable processing products highest number of consumer prefer local-based products and in case of oil and flour highest number of consumer prefer outside based products. The analysis of the marketing chapter reveals that the food processing industry sector is far away from the use of modern marketing tools. To survive this industry sector in the globalized marketing environment, they anyhow need to adopt modern marketing tools like the product, price, place, and promotion mix tool.

The chapter five entitled Comparative Analysis of Food Processing Industries is an attempt to examine a comparative study of five food processing industries under study. In this chapter basically comparison is made years wise growth rate of unit and employment position of selected five categories of industries as well as annual growth

rate. Further education qualification of proprietors and source of fund of the selected industry are also analysed in this chapter. Through this comparative study mainly emphasize is given to ascertain as how at different levels different industries are performing their fundamental business activities.

The chapter six analyse the various problematic dimensions of the selected industries under study. Among a lot of problems of the selected food processing industries, these chapters concentrate to highlight only on 8 categories of different problems. These eight problems are considered as most serious problems which stand on the way of the overall development of the selected food processing industries. These problems are infrastructure, human resource skill, financial problem, production problem, marketing problem, technological problem, government initiative related problems and other problems.

The chapter seven highlights the various prospective dimensions of food processing industries in the district under study. During the period of study, ample prospects of food processing industries of Kokrajhar District in multifarious dimension have been identified. Hence, this chapter attempts to highlight such an important prospect in support of relevant and adequate data and information. In this regards demand of customers is worth mentioning as a prospect. In second prospect availability of raw materials is considered. It was seen from the study that this district has great prospects of the food processing industry sector. The urbanization, increase PCI, the growth of BTAD, Tourism etc. are identified the some of the important dimensions of food processing industry sector.

The last chapter provides findings as well as the recommendation for the overall development of the food processing industry sector. The findings and suggestion will help the proprietor of this industry sector to improve their industrial units. The study is also helpful for government and policymakers to implement a suitable policy to develop the overall industrial sector of this region. It will be further beneficial to new entrepreneurs, research scholars, academicians and various government department interested in the food processing industry sector.

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