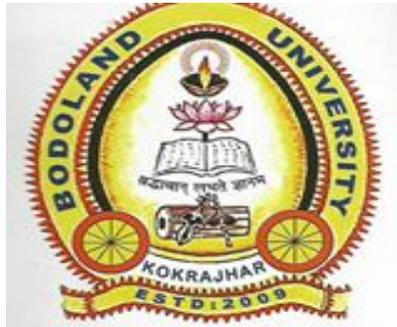


FOOD PROCESSING INDUSTRY: A STUDY ON PROBLEMS AND PROSPECTS IN KOKRAJHAR DISTRICT OF ASSAM

**Abstract of the Thesis Submitted for the Award of Degree of Doctor of Philosophy in the
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ABSTRACT

The perpetual pace of industrialization is seriously considered to be an effective wheel for achieving the progress of a country so far its overall economic as well as social development are concerned. The agriculture sector has its own importance and provides the basic necessities of life, but it alone cannot take a country forward. Along with agricultural development, industrialization is also necessary. Being situated in the North Eastern Part of India, the State of Assam enjoys ample potentiality of industrial development. In spite of being blessed with a high potential for development of resource-based and demand-based industries in the state, the rate of industrialization in Assam had not been satisfactory. Kokrajhar district of Assam is one of the important district of Bodoland Territorial Area District (BTAD), where the headquarter of BTAD is situated with full of huge natural and human resources, but this district has not industrially developed. Industries are generally classified into four categories such as Agro-based industry, Mineral – based industry, Forest-based industry and Other industries. Food processing Industry is under the category of Agro-based industry. The industries which draw the raw material from agriculture are called agro-based industry. Food processing industry is now regarded as the sunrise sector of the Indian economy because of its great potentiality for growth and likely socio-economic impact specifically on income and employment generation.

Agriculture is an important sector in the economy of Kokrajhar district of Assam, but the agro-based economy of the district has failed to improve the socio-economic situation of the district because of proper utilization agricultural product, value addition of agricultural product and innovation. The economy of Kokrajhar have observed the high production of fruits, rice, food grains, various horticultural products in the recent past but could not get market prices that are on par with markets in other district of the States. The surplus produces often spoils and is wasted due to lack of transportation, insufficient well-equipped cold storage facilities, the absence of

agro-processing industries and poor post-harvest technology. That is why, the study entitled **Food Processing Industry: A Study on Problems and Prospects in Kokrajhar District of Assam** attempts to examine economic growth , marketing , prospective , problematic aspects of five categories of selected food processing industries of Kokrajhar district of Assam. The basic objectives of the study are (i) To analyse the various trends of economic activities of food processing industries under study (ii) To examine the marketing activities performed by the food processing industries under study (iii) To analyse the comparative performance among the selected food processing industries (iv) To examine the multifarious problems faced by the food processing industries under study (v) To analyse the future prospects of Food Processing Industries in Kokrajhar District .The study consist of eight chapters which is described briefly as follows.

The first chapter entitled Introduction covers the definition of the food processing industry, significance of the food processing industry, the role of food processing industry etc.The chapter also discussed the objective of the study, the hypothesis of the study, methodology of the study, location of the study, limitation of the study and introductory background of the study. All of these contents of the first chapter provides a foundation on the basis of which the study progresses.

The review of the literature provides the research gaps and theoretical insight. The main purpose of discussing the review of literature is to acquire some deep research knowledge on the concerned subject of the study. To achieve this objective the second chapter entitled review of literature reviewed the various literatures which has been already done by the individual as well as committee at local, national and international level on the food processing industry sector covering the year 2004 to 2018 respectively. The review of this research work pace new horizons to make the present study more enlightened.

The third chapter entitled Analytical Study on Various Trends of Food Processing Industry discussed the growth position of 90 number of five categories of selected industry, i.e., rice mill, bakery, flour mill , oil mill and fruits & vegetable processing industry covering the 10 years from 2006-07 to 2016-17.The chapter discusses the growth position of the unit , employment, initial investment , revenue , cost and net profit respectively of the selected industry under study. Further, the chapter estimated the compound annual growth rate of the unit, employment and net

profit through linear regression model. It is found that CAGR of unit of all categories of industries are found to be negative. During the 10 years under the study period, only 53 numbers of rice mills, 6 numbers of oil mill, 12 numbers of flour mill, 12 numbers of bakery and 7 numbers of fruits & vegetable processing industries have been established in the district. The study revealed that growth rate of unit and employments are not satisfactory in the Kokrajhar district.

The fourth chapter entitled Marketing Analysis of food processing industries takes a serious attempt to examine the overall marketing techniques of the 90 number of industries of 5 categories under study. The objective of the chapter is to analysing the marketing activities of the selected 90 food processing industries of Kokrajhar District, considering the marketing mix as a tool. 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 the 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 among 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. The study revealed that there is a fluctuation in the growth rate of unit as well as employment level of the selected industry sector. Further education qualification of proprietors and source of fund of the selected industry are also analysed in this chapter. To analyse the relationship between investment and employment as well as investment and profit Pearson correlation techniques has used. Through this comparative study mainly emphasize is given to ascertain as how at different levels different industries are performing their fundamental business activities as well as reflect the economic significance of the selected industry under study.

The chapter six entitled Problematic dimensions of food processing industries try to concentrate on identifying some problematic dimensions that the industries under study have been facing. Through the study of this chapter basically, eight broad categories of problematic dimensions of these industries have been identified. These are infrastructure, human resource skill, financial problems, production problems, marketing problems, technological problems, government initiative problems and other problems. It is observed that this problematic dimension stands strongly on the way of the overall development of the industries under study.

The chapter seven entitled Prospective outline of food processing industries studies various angles where it is revealed that the food processing industries under study have an ample prospect of developing in the times to come in the Kokrajhar district. With a view to systematizing the discussion under entire chapter, prospects have been divided into two broad categories. These are prospects emerged from the demand side and prospects emerged from the supply side. Demand-side prospective includes those prospects which are emerged mainly from customers demand, tourism aspect as well as the demographic facility. On the other hand ,supply-side prospects include prospects emerged from the availability of raw material, availability of human resources, supportive government scheme and policy , technological prospect and infrastructure prospect. Further to analyse the significance of the prospective factor opinion is collected from the 90 number of proprietors of the selected industry and to find out the weithage of the prospects weighted mean has calculated. Through the angle of prospects, the

study of the chapter concentrates on the facts as how by capturing these prospects the owners of the industries, DIC, State government industrial department and future entrepreneur can formulate their business, marketing and production policy. Moreover, the study intends to establish a close relationship in between these prevailing prospects and sustainable development to be achieved in the future by these industries. So, these industries will certainly achieve sustainable development in time to come subject to successful materializing the available prospects in the district of Kokrajhar.

The last chapter provides findings as well as the recommendation for the overall development of the food processing industry sector. In this chapter findings and recommendations have analyses chapter wise. 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.
