

CHAPTER - 2

Review of Literature

2.1 Introduction

The review of the literature provides the research gaps and theoretical insight. Review of literature is an attempt to review the research works which have been already done by the individual as well as committee at local, national and international level on the food processing industry sector. The main purpose of discussing the review of literature is to acquire some deep research knowledge on the concerned subject of the present study. To achieve this objective the discussion of the review of literature is concentrated covering local, district, state, national and international level. With a view to systematizing the discussion, necessary literature has been reviewed in chronological order taking fourteen years from 2004 to 2017.

2.2 Review of Literature

Dev, S.M. and Rao , N.C. (2004), in their state-level study entitled “Food Processing in Andhra Pradesh Opportunities and Challenges” has done a detailed analysis of the scope and opportunities of food processing industry sector. The study analyzed that the opportunities and challenges in the processing of rice, fruits and vegetables, oilseeds and livestock products of Andhra Pradesh. The study revealed that high production of raw material, cheap electricity and skilled human resource etc. are the basic requirement for the development of Food Processing Industry. The study also showed that the Ministry of Food Processing plays a crucial role to develop such type of industry. The study has recommended some suitable policy implication to develop such industry like proper research and training, large-scale publicity to promote processed food, developing technology for the tiny food processing units.

Kachru, R.P. (2006), made another study on “Agro Processing Industries in India – Growth, Status, and Prospects.” This study revealed that there is a lot of benefits in Food Processing cum Agro Processing industry sector because it has reduced post-harvest losses and it has created lots of employment opportunity for directly and indirectly. This study also revealed that the demand for food processing industry

product is increasing day by day in India. But the study also pointed out that the food processing industry is facing competition from global players and face the crisis of skilled workforce to run this kind of industry.

Shehrawat, P. S. (2006), identified some of the challenges of agro-processing industries in his study. The study revealed that easy availability of capital is one of the biggest problems of this industry. To run this industry credit should be affordable, adequate, and in time. However, SIDBI has given guidelines for an easy procedural way of providing the credit facilities to entrepreneurs, but people participation is not encouraging. The identification of the mega market coupled with the attractive packaging of products also mainly affected the sustainability of entrepreneurial units, because attractive packaging helps in raising the price sale value of the finished products. Knowledge about mega-market is equally important because consumption of products has directly correlated with production of that product. Hence, Government and Non-Government institutes should provide the marketing assistance and information regarding the mega market where the entrepreneurs can sell their products.

Gupta, A.K. (2009), in their study on “Innovations for Reviving Small Scale Industries” shown that economic distress worldwide affects the small and medium scale enterprises (MSME). A large number of workers have been laid off because of depressed demand, Piled up inventory, pending retrievable and squeezed credit market. The study suggested that this sector can be reviving through application of innovation option such as (a) stimulating demand (b) upgrading technology and skills (c) promoting innovations for developing new products and services and (d) new partnerships among the entrepreneurs and also with the R&D institutions, grassroots innovation networks, and the technology students.

Ahmed, Azhar (2009), studies have shown that one of the major problems in developing the small and medium industries is marketing. The study revealed that agro-based products require good marketing practices to increase their sales. Hence, the paper highlighted the marketing practices among agro-based SMEs in Malaysia. The study was undertaken on 237 agro-based producers in Malaysia. The study showed that only 20 SMEs out of 237 are found to be successful due to their marketing ability and good performance. The study suggested that to generate more sales; companies could no

longer produce goods that are for the local market and the products should be available conveniently to the market such as at supermarkets and well known retail outlets. The companies also have to produce goods that are well packaged and with proper branding as well as proper promotional tools are needed to communicate the products to the market such as the internet and direct marketing. The study provides valuable inputs on marketing for the local agro-based SMEs.

Singh, S.P. and et al. (2012), made another study entitled “Food Processing Industry in India: Challenges and Opportunities.” The study revealed that although India's agricultural production is very high but the growth of agricultural processing is very minimal. In India, only 10% of agricultural production is captured through the processing sector. India's share in export of processed food in world trade has remained at about 1.5%. This paper examines the trend and status of the food processing industry, identifies and discusses constraints which affect its growth. Though there are many promising dynamics which support the potential for growth of this industry, there are still some significant constraints which can slow down the growth prospects of the food processing industry in India. The significant obstacles for the growth of the Indian food processing industry are the absence of adequate infrastructure, particularly rural road connectivity, the inadequacy of information and marketing linkages, the crisis of supply of electricity and the lack of cold chain system, etc.

Majumdar, K. (2012), studies show that the food processing sector has been attracting substantial FDI and has revealed that Indian food processing sector is among the top 10 sectors of getting FDI equity in the country. In case of food processing industry sector 100 percent FDI is allowed in case of infrastructure development related to food processing industry sector such as food parks and cold chains. There are other emerging areas for investment of food processing industry sector such as expand mega food parks, infrastructure development, supply chain management, logistics, and cold chain infrastructure, fruits and vegetable processing sector, animal products, meat and dairy, fisheries and seafood cereals etc. Although India is one of the attractive destinations of FDI, especially for the food processing sector, but there are still some significant constraints towards the development of this sector.

Singh, M. (2012), studies the relevance of marketing mix of 4p's for competitive advantage. The marketing mix comprises four elements, i.e., product, price, place and promotion mix respectively. Firms should prepare targeted plan through these four elements of the marketing mix and the 4p's help the firm in formulating strategic decisions necessary for various components of the marketing mix for attaining competitive advantage in the market. The paper gives an overview of the past, present and future of the Marketing Mix of 4p's for competitive advantage. The study revealed that the Marketing manager should be an expert in deciding marketing mix strategy by 4p's as marketing mix because it has a vital role in attaining competitive advantage for the organization. The marketing manager should meet the demand from different markets and also match the competition in the market by delivering satisfaction to the customer. This can be done through 4 P's of the marketing mix as it helps in achieving the organizational goals of profit maximization by high sales volume and attaining higher market share.

Bhattacharyya, B.(2013), in his study on “Problems and Prospects of Fruits and Vegetables Processing Industry: A study in Kamrup District of Assam” pointed out that the availability of raw materials, infrastructure, government schemes, and policies are the prime influencing factors for the establishment of fruits and vegetable processing industry in the district. But the lack of finance, shortage of power, inadequate post-harvest technology & facility, poor infrastructure facilities constitutes a severe problem of the District which affects the growth of food processing units.

Dave, R. and Amin, A. (2013), carried out another study entitled “Indian Processed Food: Recent trends and future prospects.” In their study, they show that India is fast emerging as a sourcing hub at processed food. India is an agro-based country and it has approximately 184 million hectares of arable land. India is a country among the world which has produced major portion of diversified agricultural as well as horticultural crops. The study revealed that India had produced annually 90 million tonnes of milk; 150 million tonnes of fruits and vegetables; 485 million livestock; 204 million tons of food grains; 6.3 million tons of fish; 489 million poultry and 45,200 million eggs. As a result, the Indian food processing industry has become an attractive destination for investors the world over. The study also finds out that the various scheme of Government and policy which are implemented to the growth of this sector. Further

effort should be made to channelize it and there are huge export potentials. This industry sector also helps to diversify and commercialize farming; enhance the income of farmers; create markets for export of agro-food as well as generate greater employment opportunities.

Mohammad, R. and et al. (2013), have done a significant study on the “Food Processing Industry in India: Science & Technology Capability, skills, and employment opportunities.” The study analyzed that the Food processing industry is slowly and steadily becoming one of the major industries of the Indian economy. Due to this reason, the total plan outlay of Indian Government budget has increased from Rs 650 crore from the 10th Plan to Rs 15077 crore in 12th Plan. The food processing industry sector is growing, but it is yet to compete in the world market because India’s share in world export is only 1.17%. In India, there is a huge difference between productivity and processing of items. This is happening because the labour force associated with this industry is highly unskilled with 80% of them having educational qualification below 10th standard. The effect of various government schemes and policies to develop the food processing sector has not been very encouraging. The government needs to strengthen its efforts through the implementation of technology, infrastructure support, and skill set to develop the food processing industry.

Rais, A. and et al. (2014), have researched the topic entitled “Food Processing Industry: Opportunities in NE of India.” They have selected registered and un-organized food processing industries of the seven states of the NE region where registered units of FPIs are found highest in Arunachal Pradesh and Meghalaya and the highest number of un-organized food processing enterprise are seen in Assam and lowest number is seen in Sikkim. Further, in the case of fruits and vegetable processing units, the researcher has identified Assam as the highest and Arunachal is the lowest number of unit. They have selected 09 commodities such as citrus, banana, pineapples, papaya, jack-fruit, ginger, potato, turmeric and chilies for estimating surplus quantities of eight states. The study also revealed that simple value addition like cleaning, sorting, and packaging could increase the income of farmers by 42.8 % per kg.

Singh, A.K. (2014), carried out a study on the development trends of the food processing sectors in India. The study has mainly focused on the present scenario, the role and growth trend of the food processing sector. The study stated that the food processing sector has the potential to change the socio-economic condition of rural India. Further, the study concluded that a strong and dynamic food processing sector could play a significant role in the diversification of agricultural activities, improving value addition opportunities and creating a surplus for export of agro-food products. Of course, along with policy for food processing infrastructure, the up gradation of technology and enforcement of quality standards, promoting investment in food processing sector are necessarily required for the up gradation, so far as the scenario of food processing sector of India is concerned.

Lala, N.S. (2014), carried out another study on “Globalization and its impact on indigenous food habits and culture of the Khasi community of the North East.” In this study shown that Globalization has to create a multicultural global village where ideas and practices can be exchanged and appreciated between people of all nations across the globe. The globalization has brought significant changes in the food system around the world. The study has revealed that urbanization, increasing incomes, foreign direct investments, and market liberalization also change the food culture of the Khasi community. This factor has mainly affected in the high-income group population of Urban area. Due to this reason, many multinational fast food and supermarket chains have entered this business. That is why, the small local agents and traditional food markets including vendors, street food cannot compete with the improved standards, quality and safety of food at competitive prices and convenience which are what appeals to a potential consumer by the MNCs. These changes in the food system affect availability and access to food. In turn, this is bringing about a gradual shift in food culture.

Khan, F.M. and Ahmad, S. (2014), in their study on “Managerial issues for Green Marketing in Food Processing Industry of India,” pointed that the food processing industry is growing with a rapid rate and also has a vast untapped potential to lead the economy to progress. This sector also can use green marketing in its domestic and global operations. Green marketing refers to an organization’s effort at designing, distributing, pricing and promoting the final products that have not to harm the

consumer, production resources and the environment. Adoption of green marketing in this industry involves using green products, green processes, green packaging, green delivery, and green advertising. It includes making arrangements to satisfy the intermediaries in the supply chain, the end users, the regulating agencies and the society at large. The first and foremost requirement for this pursuit is to create awareness regarding the parameters and the benefits of green products among the different stakeholders including the consumers. Popularising the health and safety standard and their certification should work as a pull rather than a push strategy. The standards, the certifying agencies, and laboratories with testing facilities all are in need of up gradation. The extra cost involved in green pursuits may offer a win-win situation with a simultaneous reduction in material and energy wastages. The promotion and delivery strategies may also result in demand stimulation and brand equity. The green marketing as a whole may exert immense leverage to brand equity and corporate reputation. The study suggested that all the industrial sector need to use green marketing system to achieve sustainable development.

Saraswati (2014), in his study entitled “Export Potential of Food Processing Industry in India” pointed out that the food processing sector employs about 13 million persons directly and about 35 million people indirectly. The study also pointed out that India’s agricultural base is quite strong, but at the same time wastage of agricultural produce is massive because only 1.6 % process food share is captured in the world by India. That is why, this paper has analyzed the export potentiality of food processing industries and the share of FPI’s export in total exports of India. It has also analyzed the role of agricultural & processed food products Export Development Authority (APEDA) for the growth of food processing units.

Kaur, I. and Singh, S. (2014), has identified five major factors as a result of the interpretation of the consumption of processed cereal food products in Punjab. These factors are an external influence, more health awareness, increase quality consciousness, taste & nutrition and change in lifestyle.

Poddar, R. (2014), in their study on “Agro-based Industries for rural development – problems and prospects” stated that in the developed country up to 14 % of the total workforce is engaged in the agro-processing sector. But in the case of India, only 3 %

workforce engaged in this sector. Hence the study suggested that to build up New Bharat; Government gives much emphasis on these sectors to generate employment and to reduce the wastage of agricultural output.

Gautam, H.R. (2014), has done a study on “Employment opportunities in Food Processing Industry for rural areas.” In this study revealed that India has the biggest consumption category of food products with spending nearly 21% of GDP and market size of Rs 9,050 billion. This industry sector employs 13 million people directly and 35 million people indirectly. This study showed that the massive scope of this industry in job creation. The study expressed that the requirement of human resource would be about 17.8 million in 2022 for the food processing sector.

Sharma, A. (2014), has done a study on “Agro-based industries and rural development”. The study revealed that the agro-processing industry help in processing agricultural products such as crops, livestock, and fisheries and convert them to edible and other usable forms. These agro-based industries provide an excellent nexus in promoting integrated development of the agricultural industry and in transforming a stagnant rural economy into a dynamic economy. But yet the entry of private sector in a rural area in these sectors is not satisfactory.

Kiumarsi, S. (2014) ,has done a study on marketing strategies to improve the sales of bakery products of small-medium enterprises (SMEs) in Malaysia. The study revealed that the small bakery sectors are not able to compete with the branded bakery sector. The study recommended that to enhance the sale of this bakery sector needs to improve the packaging system, more value-add to the bakery products, more focus on promotion and appropriate advertising strategies. Along with, the study revealed that some special techniques of marketing like more coverage of selling points for bakery products, increased number of distribution centers and attractive incentives to the agents would improve the marketing of bakery products.

Reddy, C.L. K., and Kumari, S.R. (2014), reveals in their study that the position of agro-based industries in the development of India is widely recognized and needs to be more emphasis. They can provide vast employment opportunities at comparatively lower investment. The techniques of production adopted by the agro-based industries are simple, and the machinery and equipment required by them are also easily available.

The share of all agro-based industries in India account for 35.3 % of the total industrial units in India, 40.32 % share of total employment and 21.69% of the total value of industrial output, and 15.18 % of the net value added during the year 2010-11. The percentage of working capital, fixed capital and net income of agro-based industries to total industries is 21.26 %, 20.3%, and 13.96 % respectively in the year 2010-11.

Shukla, A. and et al. (2015), in their study on “Agro and Food Processing Industry in India: Status, Opportunities & Challenges” mention that agro and food processing industry has rapidly expanded organized industry with a bright role played in the socio-economic development of a country. This paper put an insight on the status and evolution of this industry in India, encompassing the government reforms, subsidiaries, incentives, technological development, R&D ,export potential ,constraints and competition etc. and lastly suggest the government to take an industry-oriented action plan to speed up the growth and advancement of the industry and people attached to it.

Negi, S.and Anand, N.(2015), has done a study on “Issues and Challenges in the supply chain of fruits and vegetable sector in India.” The study revealed that fruits & vegetables had been a driving force in stimulating a healthy growth trend in Indian agriculture. Fruits and vegetable sector is perhaps the most profitable ventures among all the farming activities as it provides huge employment opportunities and scope to raise the income of the farming community. This sector has tremendous potential to push the overall agriculture growth and plays a significant role in the Indian economy by improving the income of rural people. India has a great demand for this industry sector because of the various factors like increasing urbanization, nuclear families, working women, and changing lifestyles are gearing up the Indian food supply chains for a better future. The study found that cold chain facilities , linkages and integration between the partners , taxation issue , infrastructure facilities , cost of packaging materials , technology and techniques ,farmers knowledge and awareness ,quality and safety standards ,supply chain inefficiency ,transportation facilities , demand and market information etc. are the factors which constitutes serious challenges for fruits and vegetable processing industry sector and are affecting the overall growth of these industry sector.

Shelly, Ms, and Kaur, K.(2015), has done studies on the “Impact of Food Processing Industry on Economic Growth, FDI and Exports of India.” The study revealed that the Government of India had given high priority to Food processing industry sector because it has developed many interrelated sectors. This industry sector has generated employment opportunities in rural areas, enhance investment in the rural sector, promote agricultural production, proper use of rural resources, value added to the farm products, improve quality, efficient marketing, and combat rural-urban migration and promote industrialization in an agricultural economy. The availability of raw material, changing lifestyle and relaxation in government regulatory schemes and policies is the pushing factor of this sector. The paper also analyzes the contribution of FPI sector in the GDP of India. The food processing industry in India is of fundamental importance because it does the vital link between numbers of other variables such as the growth of agriculture, employment, investment, GDP, etc.

Bhattacharyya, B. and Goswami, N. (2015), in their study pointed out that in Assam most of the agricultural products go waste due to lack of processing and storage facilities and inadequate infrastructure facilities. There is a great potential for processing these products and interaction with food processing units in the North –Eastern region. The government should offer special measures to remove the various problems of food processing units. The various measures have been taken by APEDA to build external market linkage for food processing units in the North Eastern Region with major companies in food sectors like Hindustan liver, Dabur, ITC and other companies. APEDA is also setting up model organic farms for Joha rice and sugarcane in Assam, passion fruit in Manipur and Pineapple in Tripura.

Nagaraja, G. (2015), has done a case study on “Problems of agro-processing industry in Chittoor district of Andhra Pradesh.” This study finds out that this region has a great scope of processing agricultural products such as field crops, tree crops, livestock and fisheries and converting them to edible oils and other usable forms. The study revealed that this sector has various opportunities to improve the rural area through the transformation of agriculture creating forward and backward linkages with industry have been emerging as an important option to overcome the increasing challenges of creating employment opportunities for increasing labor force and sustaining the livelihood of households in rural areas. Agro-industries confined in both organized as

well as un-organized segment were facing various problems. The study has analyzed the problem of agro-processing units, i.e., problems of raw materials, financial, marketing and others etc.

Gupta, A. (2015), the study is concentrated only on the impact of marketing practices followed by agro-based units to attract the consumer. The study is concentrated at Varanasi only and sample are taken from the Varanasi, and their consumption pattern is analyzed. Agricultural consumers here refer to the consumers who consume agro-processed good such as confectionaries, flour, and other such goods. Agro-based units refer to the units engaged in processing the agricultural output for the consumers and produces agro-processed goods. The study has analyzed the impact of marketing practices followed by agro-based units on consumer consumption. The study has found that nearly 96 % of the Varanasi consumers are not fully satisfied with the marketing practices of such products. The reason is mainly for product quality, pricing, distributional and promotional strategies. That is why, the study suggested that the selected unit much concentrate on modern marketing practices to overcome the problems faced in their day to day marketing operations.

Nguyen, N. and et al. (2015), has done a study on the effect of marketing mix tool on purchasing decision of frozen food. The papers establish a significant relationship between marketing mix and buying decision of frozen food through multiple regression models.

Zekiri, J. and Hasani, V. V. (2015), studied the role and impact of packaging as an influencing factor on consumer buying behaviour where all packaging elements were considered a good means of marketing communication towards consumers because consumers value the elements that are embodied on the package.

Singh, R. (2015), has done a study on the “Status and prospects of Registered Food Processing Units in India: A Comparative Study.” The study revealed that the growth rate of the food processing industry of all the States of India is not equal. Basically, in the North East Part of India, the growth rate of such units is not satisfactory.

Naqvi, M. H., and Pervez, A. (2015), has done a study on “Growth & Employment Trends of Food Processing Sector in India”. This paper highlights the potentiality of the

food processing industry sector, growth trends, capability and employment opportunities. This study has pointed out that although India is one of the largest producers of the agricultural and allied goods and yet the food processing segment in India contributed only 1.49% to the GDP. The study revealed that the food processing industry had shown impressive growth in the last few years. Some of the factors that have been triggered the change are varying profile and tastes of the consumer, product innovation, increased spending on health and nutritional foods, the advent of branded food and organized retail, rising export opportunities, better preservation, and packaging techniques etc.

Haidi, M.F. and et al. (2016), have done a study on how to create brand equity and how to apply the marketing mix tool in a new industry to attract customers. Here the researched have done a case study on Rogheef Bakery of Indonesia. The study revealed that the selected bakery to attract the customer they apply some new techniques like cleanliness, delicious, healthy, comfortable, safe, trusted, and bring positiveness. The study suggests that the bakery should apply properly all the modern tools of the marketing mix to attract more customers.

Indumathi, N. and Dawood, A. K. (2016), in their study on “Impact of Marketing Mix on consumer Buying Behaviour in Organic product” identified five factors such as quality, brand, health safety, environmental safety, and the taste is the prime factor for taking the buying decision of the selected products. Further, it has identified that 91 % customer agrees about organic products in spite of their high price. It has a positive relationship with health safety and environmental safety factor along with the quality and brand.

Jamir , T. and et. al (2017), findings of research on agro-based industrial economy of Dimapur District of Nagaland was that out of 575 industrial units during 2015 about 144 units were agro-based where average annual turnover of all micro and small industrial units during 2015 was Rs 4.5 lakhs, whereas for medium and large industries in the district was Rs 10.05 lakhs. The study revealed that the status of the agro-based industry in Nagaland is in its infancy, but ample prospects are there to develop such kind of industry.

Balasubramanian, K. and Madhavan, S. (2017), in their study on “Sector Wise Analysis of MSME – Contribution to the growth of Indian Industry” analyzed the performance of MSME for the past 20 years with effect from 1994-95 to 2013-14. The study revealed that the highest growth was recorded in 2006-07 followed by 1996-97, while a negative growth has recorded in 2012-13. But the MSMEs contribution to Indian economy in the form of a number of working enterprise, employment, production and export which is a high rate of contribution given in the industry of food and beverages, followed by wearing apparel, Fabricated Metal Products.

2.3 Research Gap

The food processing industry plays an important role in the socio-economic development of the region. It is circumstantial evidence as obtained from the aforesaid discussion on the review of literature that most of the studies focused on role, prospects as well as problems of the food processing industry at the national level as well as state level. But very few studies have done at the micro level. But accordingly, till now, no research work has been conducted on the food processing industries of the Kokrajhar districts considering its prospects as well as problems. The devoid of research work on many relevant dimensions of food processing industries of Kokrajhar Districts is the main cause as why notwithstanding its immense prospects this sector still remaining in an underdeveloped condition. Thus, based on the above literature, the researcher has attempted to examine the prospects, problems and marketing aspects of food processing industry in Kokrajhar district of Assam covering the different dimensions of food processing industry in the micro level.

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