



ISSN : 2350-0743

www.ijramr.com



International Journal of Recent Advances in Multidisciplinary Research

Vol. 03, Issue 12, pp.2073-2074, December, 2016

RESEARCH ARTICLE

ROLE OF FOOD PROCESSING INDUSTRY IN MAKE IN INDIA

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ARTICLE INFO

Article History:

Received 18th September, 2016

Received in revised form

05th October, 2016

Accepted 15th November, 2016

Published online 30th December, 2016

Keywords:

Agriculture Food Processing Industry,

Value driven market,

Economic development,

Food security, Service industry.

ABSTRACT

The growth of the Food Processing Industry is broadly driven by the emerging customers and food service operator's service industry in India. These industries now a day are ready to serve whatever the customer demand. Today, Indian's are fond of taking dine outside in spite of food inflation. The governments have been already passed the food security bill in order to curb poverty and serve them from starvation. But on the other side, a huge section of the society has the appetite for eating out which tends to increasing number of restaurants, cuisines, food retail etc. The rural regions have the potentiality to develop the economy through agriculture inputs and food processing industry. Looking towards the booming food service sector, the researcher tries to reveal the fact and issues concerning to Food Processing which is important from the research point of view.

INTRODUCTION

Food choice plays an essential role in the symbolic, economic, and social aspects of life as it is a way to express preferences, identities, and cultural meanings (Sobal *et al.*, 2006). Food intake refers to the amount of food actually consumed by an individual (Kissileff & Van Itallie, 1982). It is usually stated in terms of weight, calories, or volume of mixed quantity of macro- and micro-nutrients in food research. Food is an essential part of our lives, which is why the way it is grown, processed and transported is worth understanding and improving. Broadly, the food industry comprises a complex network of activities pertaining to the supply, consumption, and catering of food products and services across the world. However, the food industry excludes subsistence farmers who use their produce for self-consumption. The present growth of the Food Processing Industry is broadly driven by the emerging customers growing at the rate of 7% and food service operator's service industry in India. These industries now a day are ready to serve whatever the customer demand. In India, growth of food sector has emerged as a high growth and high profit sector within service is broadly driven by the consumers and food service operators. The food sector has emerged as a high-growth and high-profit sector with food processing industry. Now a day people are fond of junk food or packaged foods which are easily available at every place. This aggressive growth of the Indian food service is broadly driven by the consumers and food service operators. The Indian food Processing industry has witnessed strong growth over the past few years and is expected to continue growing at an

exponential rate over the next five years. A huge section of the society has the appetite for eating out which tends to increasing number of restaurants, cuisines, food retail etc. The rural regions have the potentiality to develop the economy through agriculture inputs and food processing industry. The Indian food processing industry is one of the largest industries in India accounts for 32 per cent of the country's total food market.

The growth of Food Industries in India can be drawn out because of the following reason.

- **Ready to eat trend:** Increase in disposable income and consumer preferences for healthy and convenient food coupled with the rising demand for snacks and fried food products are expected to further boost the demand for ready-to-eat food products. Globally, the growth of organized retail has led to a widespread supply of ready-to-eat food products through a wide distribution network. These factors are expected to augment the growth of the global ready-to-eat food products market in the coming years.

Advancement in Food Packaging technology

Due to advancement in Packaging technology, the Place in 5 P's of marketing is replaced with the packaging. According to the American marketing Association, the marketing mix includes four key elements i.e price, product, promotion and place. Due to rising income, changing lifestyles and technology, the popularity of packaging especially food packaging is at a verge of competitive advantages in food processing industry. It can say that the packaging become an integral part of the marketing mix which drive the customer towards their convenience rather than to get that food at a right place at a right time.

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- **Health consciousness:** A conscious approach towards health is another aspect in food processing industry. Now a day, consumers are more concern about the food safety when it is packed the packaging should not only show off the product price and benefits to the consumer but also needs to reflect food safety. The product may be the very best in the market but its packaging is playing a crucial role with respect to quality and safety.
- **Food Wastage reduction:** Food wastage is a significant issue, especially in perishable segments like fruits and vegetables. Losses in perishables can result from mechanical damage, microbiological agents, or aging of products. These losses can become significant with improper handling during storage and transportation and unsuitable environmental conditions such as high humidity. The inadequate cold storage facilities and lack of a modern warehouse infrastructure, along with a high number of intermediaries in India, lead to high nutrient loss in fruits and vegetables. It is estimated that around 7 to 8 percent of loss occurs.
- **Role of food industry in enhancing farm productivity:** Many farmers in India face the problems of traditional technology and practices, limited bargaining power with input suppliers, inadequate infrastructure, a paucity of market information, and limited access to capital. The food processing sector has the potential to play a critical role in enhancing productivity in categories such as milk and fruits and vegetables by providing farm extension services to their suppliers or through contract farming. For example, in dairy, contract farming led to a 42 percent increase in number of milking animals and 55 percent increase in total milk production

Food Parks: Linkage between Farmers and Traders

India is an agrarian country contributing 18 % of its share in Gross Domestic Product i.e. GDP. As 70 percent of Indian population is engaged in agriculture but still it has been considered as an unorganized sector because it lacks rural – urban connectivity, storage facility (Warehousing), If there is no storage or processing facilities in rural India, it means that there is wastage of 35 percent of the agricultural produce. In order to link between the farmers and traders, Food Park is playing a vital role to augment the food processing industries in India. The objectives of behind initiating Food Park were to encourage public-private partnership in rural infrastructure for food processing sector.

Conclusion

Due to low risk and inability to invest in new technology and production, the farmers have less bargaining power.

The program such as Contract farming and corporate farming can make them help in production practices as well as availability of new technology. Thus the potential program should be initiated by government in India to improve productivity and access to technology. This will enable to reduce the food wastage and nutritional losses in food processing. Collaboration between farmers, traders and Government agencies can help effectively towards enhancement of food processing industry. It would certainly make a link between the traders and the farmers to augment the food industry. The good thing is that, the Ministry of Food Processing Industries provides assistance for training and skill Development and inducing entrepreneurship through local training to face global competition, enhance product acceptance and enable the food industry to stick to the hygiene norms and to serve better quality of food to the consumer.

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