

PROSPECTS OF MANGO PULP PROCESSING UNITS IN TAMILNADU

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Abstract: Responses of the study units covered their perceptions regarding the future growth of the mango pulp processing units, on aspects like favourable factors influencing the growth of the units, the government policies and their impact on the future growth of the mango pulp processing units. The research was conducted mango pulp processing units in Krishnagiri and Dharmapri districts. Simple random sampling technique was adopted. There is impact of prospects of mango pulp processing units such as Government support, family support and export formalities on organizational performance. There is influence of organizational performance on entrepreneurs' satisfaction in mango pulp processing units in Krishnagiri and Dharmapri districts. There is impact of prospects of mango pulp processing units such as Government support and export formalities on entrepreneurs' satisfaction. Hence, it is concluded that Government should appreciate that this industry can be a basis of foreign revenue, and make job opportunity.

Keywords: Government support, family support, export formalities, organizational performance and entrepreneurs' satisfaction.

1. INTRODUCTION

The responses of the mango pulp processing units covered by the study on the future prospects for the mango pulp processing units have been analysed. Responses of the study units covered their perceptions regarding the future growth of the mango pulp processing units, on aspects like favourable factors influencing the growth of the units, the government policies and their impact on the future growth of the mango pulp processing units. The problem areas affecting the future growth of the mango pulp processing units have been analysed. The data obtained thus has been interpreted and appropriate inferences have been derived. The general aspects of the mango pulp processing units regarding their future prospects at the macro level have been discussed at length.

The small scale industrial sector has been treated as a priority sector in India since the beginning of the development planning in India. Government of India has been providing various incentives and has introduced assistance schemes for the development of this sector. A well planned institutional infrastructure has been established at the state and central government level to promote the development of small scale sector in India. Hence the future growth of the mango pulp processing units sector has been considered as a promising despite the present trend of globalization and the liberalization of the Indian economic policy towards the industrial sector.

2. REVIEW OF LITERATURE

Mohammed Getahun (2016) in his study entitled on "The Challenge and Prospects of Small Scale Enterprise in Ethiopia: A Survey of Some Selected Small Scale Enterprise in Addis Ababa City." The study found that the major challenges which seemed to affect performance of SSEs in sub-cities which included: inadequate finance, inadequate infrastructures, poor management practices, multiple taxation and capital shortage in that order, were the major challenges affecting small scale businesses in Ethiopia. The researcher suggested that the challenges and problems of the SSEs in Ethiopia were having many centers and hence can only be effectively tackled by a multi-dimensional and concerted approach by all stakeholders i.e. the governments and their agencies, banks, regulatory authorities, tax authorities, the employees of SSEs, multilateral and bilateral agencies and donors.

Osoimehin, et al. (2012) studied the entitled "An Evaluation of the Challenges and Prospects of Micro and Small Scale Enterprises Development in Nigeria." The study recommended that government and other non-governmental organization should regularly organize seminars for potential and actual small and medium enterprise operators on how to plan, organize, direct and control their businesses, and that micro,

small and medium enterprise operators' should device effective marketing strategies and good management customers relations at all times.

Anil G. Lohar and Gopal K. Bide (2013) researched that the title on "An Overview of Hr Challenges and Opportunities in Textile Industry: Current Scenario." The researcher found that in sample data, there was 62% of workers are getting education up to school level; 26% getting high school and 13% of technical education. Unskilled employees were 23%. The production capacity was very low due to lack of training for HR, low educated employees and decision making of selected textile industries as well as Old machinery & technology. The above all factor increased the challenges for HR. The study concluded that there was a need for skill development and therefore, the role of HR Manager was becoming more important. It was vital that HR understand the changes and develop accordingly for upcoming opportunities.

Sanjeev Gupta (2009) analyzed that "Future Prospects of Small Scale Industrial Sector of Punjab: An Empirical Assessment." The analysis of forecasted figures revealed that the fixed capital investment and production would experience significant growth during the lead time of thirteen years from 2007-08 to 2019-20. Number of units and employment are expected to observe meager growth during this period indicating low possibility of absorption of labour force in this sector. In the light of the forecasts for low employment, it was imperative that the state government to take concerted economic policy initiatives to strengthen the industrial base in Punjab. In this regard catastrophic changes were required so far as industrial policy of Punjab is concerned.

Rosmiza, Davies, Rosniza Aznie, Jabil and Mazdi (2016) analyzed that "Prospects for Increasing Commercial Mushroom Production in Malaysia: Challenges and Opportunities." The study concluded that the Growers, stake holders and Malaysian Government could focused more on increasing markets; expanding consumer awareness; developing new products and technology; and building-up networking with other agro-food industries. Providing greater incentives perhaps, especially to new venture and small-scale entrepreneur for running business may be would ease a burden of grower's production costs. Subsidy was not regarded, however, as an appropriate market distorting approach in the longer term. Such support could increase the scale of local markets in Malaysia and it could become a competitive and more significant agribusiness.

Sanjeeb Kumar Dey (2014) in his study on "MSMEs in India: its Growth and Prospects." The study found that SMEs in India faced a number of problems - absence of adequate and timely banking finance, non-availability of suitable technology and ineffective marketing due to limited resources and non availability of skilled manpower. The Micro, Small and Medium Enterprises (MSME) sector contributed significantly to manufacturing output, employment and exports of the country. It was estimated that in terms of value, the sector accounted for about 45 % of the manufacturing output and 40% of total exports of the country. The study concluded that the sector contributed significantly to manufacturing output, employment, exports of the country.

Nwosu, et al. (2016) researched the entitled "Small and Medium Scale Enterprises in Nigeria: Challenges and Prospects for National Economic Development Findings indicated that SMEs have performed below expectation in the development of Nigeria economy due to a combination of factors. The paper recommended that the realization of these required a paradigm shift from paying lip service to a practical radical forward approach to issues and focus on these all-important sectors of the economy and realistically addressing the identified problems by the key operators.

Trilochan Sitoula (2015) studied on "Challenges and Prospects of Youth Entrepreneurship in Kathmandu." The findings were illustrated in tables, bars and pie charts, and the objectives of this study were met. It was found that young people in Kathmandu want to pursue career in entrepreneurship, but youth entrepreneurship development is lacking in this community. The current study revealed that most important obstacles that Kathmandu's young entrepreneurs encountered while setting up their businesses, and subsequently operating their businesses included; lack of support structures, ineffective programs of Nepalese government to support entrepreneurial development in the region and lack of business funding and start-up capital, high cost involvement and unclear business registration process, lack of business management skills, lack of business resources. However, youth enthusiasm to involve in entrepreneurial activities was also encouraging. The study concluded that bear far reaching ramification for all stakeholders who were concerned about developing youth entrepreneurship in this community.

Okezie A. Ihugba, Alex Odii and Asoluka C. Njoku (2012) studied about "Challenges and Prospects of Entrepreneurship in Nigeria." The study revealed that such initiatives by government failed abysmally due to over bearing bureaucracies, corruption, inadequate and inefficient infrastructural facilities and maladministration. The research concluded that entrepreneurship miracle in other country was an engine for job creation; innovation and diversity and Nigeria's entrepreneurs had a long way to go before they could

effectively drive changes in the economy and recommended that Government (policy makers) should genuinely recognize the essence of entrepreneurship to economic development by providing the enabling environment for private sector led investment for economic development and also provide adequate infrastructural facilities (water, electricity, road network, communications etc.).

3. RESEARCH METHODOLOGY

3.1 Research Design

Descriptive research design was adopted. The research design includes organization of the collected data, tools to get the relevant data, monitorial availability to perform the research, varied skills and the abilities of the researcher and the guide and time frame for each steps of research within the allotted spell of time (Srivastava, 2008). Based on these balanced steps are structured to perform this investigation.

3.2 Framework

Altogether this study includes three different variables. Prospects of mango pulp processing units was considered as independent variable; organizational performance was dependent variable; entrepreneurs' satisfaction was the outcome variable. Prospects of mango pulp processing units were classified into three factors such as Government support, family support and export formalities.

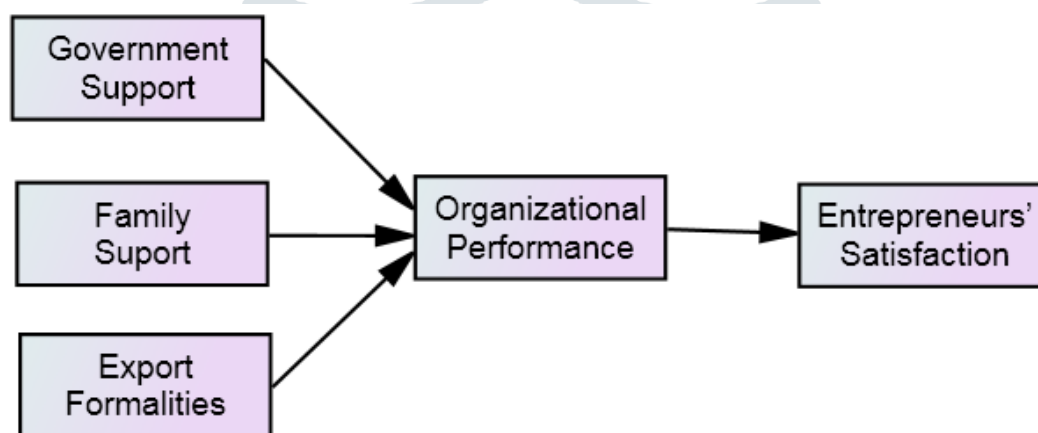


Figure 1: Conceptual framework of the study

3.3 Objectives of the Study

- To study the impact of Prospects of mango pulp processing on organizational performance in Krishnagiri and Dharmapri districts.
- To know the influence of organizational performance units on entrepreneurs' satisfaction in mango pulp processing units in Krishnagiri and Dharmapri districts.

3.4 Hypotheses of the Study

- There is no impact of Prospects of mango pulp processing units on organizational performance in Krishnagiri and Dharmapri districts.
- There is no influence of organizational performance on entrepreneurs' satisfaction in mango pulp processing units in Krishnagiri and Dharmapri districts.

3.5 Tool for data collection

A well-designed questionnaire was used to gather the data for this research. The questionnaire contains four sections are presented. The section-I was constructed to obtain the demographic outline of the mango pulp processing units in Krishnagiri and Dharmapri districts; The section – II scale was used to know the prospects of mango pulp processing units; the Section – III was used to know the organizational performance and the section-IV was used to analyze the entrepreneurs' satisfaction.

3.6 Reliability Analysis

Reliability analysis was also applied to test the reliability of the factors presented in above table. The reliability range from 0.84 to 0.89, which satisfies the Cronbach's alpha, should be at least 0.70 to be considered as acceptable.

S.No.	Variable	Reliability
1	Prospects	0.86
2	Organizational performance	0.89
3	Entrepreneurs' Satisfaction	0.84

3.7 Sample design of the Study

The sample frame of the study is Krishnagiri and Dharmapri districts. The respondents of the study are entrepreneurs of mango pulp processing units in Krishnagiri and Dharmapri districts.

3.8 Sample size

Totally 50 questionnaires were distributed. 45 questionnaires were received. 5 questionnaires were not received. Out of 45 received questionnaires 43 were eligible and the remaining 2 questionnaires were with flaws. Hence, the sample strength was 43.

3.9 Sampling Technique

Simple random sampling technique was adopted even though several researchers do not consider it as a better method (Srivastava, 2008). Data thus collected were verified for the eligibility for the adoption of the further processes.

3.10 Tool for data analysis

Path analysis was adopted for primary data analysis. Prospects of mango pulp processing units was considered as independent variable; organizational performance was dependent variable; entrepreneurs' satisfaction was the outcome variable. Prospects of mango pulp processing units were classified into three factors such as Government support, family support and export formalities.

4. ANALYSIS AND INTERPRETATION

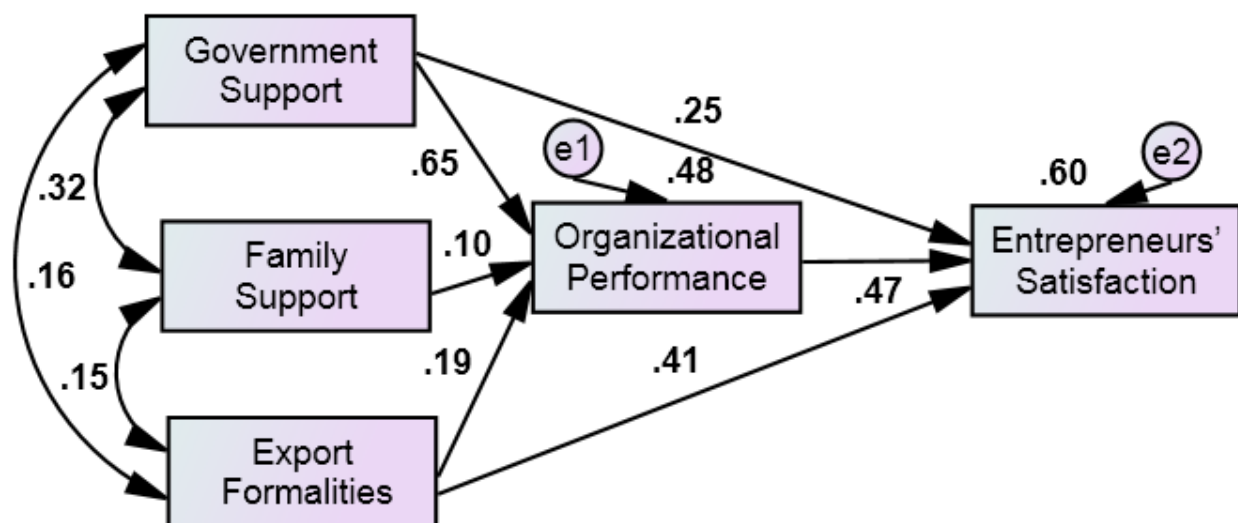


Figure 2: Path analysis of prospects of mango pulp processing units in Tamilnadu

The results shown in above table outline of the model fit, which contains the RMSEA score was 0.001 and RMS was 0.031 were well nearby the recommended limit of less than eight percent suggested by Velaudham and Baskar (2016). All the goodness of fit indicators falls into best level of fit as suggested by Velaudham and Baskar (2016). The chi-square value was 2.492 and probability value was 0.062 as against the recommended level and suggested by Saminathan, et al. (2019). In this model, the research has obtained GFI, AGFI, NFI and Compared Fit Index were greater than 90 percent as against the recommended level and suggested by Velaudham and Baskar (2015).

Table 1: Model Fit Indication

Indicators	Observed Value	Recommended Value (Premapriya, et al. 2016)
Chi-Square	2.492	---
P	0.062	Greater than 0.050
GFI	0.978	Greater than 0.090
AGFI	0.912	Greater than 0.090
CFI	0.976	Greater than 0.090
NFI	0.969	Greater than 0.090
RMS	0.031	Less than 0.080
RMSEA	0.001	Less than 0.080

Source: primary data

Table 2: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	p
organizational performance	<---	government support	0.407	0.064	6.387	0.650	0.001
organizational performance	<---	family support	0.093	0.092	1.012	0.103	0.312
organizational performance	<---	export formalities	0.145	0.076	2.097	0.185	0.045
entrepreneurs' satisfaction	<---	organizational performance	0.715	0.173	4.143	0.468	0.001
entrepreneurs' satisfaction	<---	government support	0.242	0.109	2.226	0.253	0.026
entrepreneurs' satisfaction	<---	export formalities	0.487	0.103	4.719	0.409	0.001

Source: primary data

H₀: Government support has significant influence on organizational performance.

Influence of Government support on organizational performance computed CR value was 6.387 and the probability value was 0.001. Hence, the hypothesis was rejected. The computed standard regression weight was 0.650. It shows that the one unit increase of Government support leads to increase of 65 percent on organizational performance. Hence, it is finished that there is influence of Government support on organizational performance in mango pulp processing units in Tamilnadu.

H₀: Family support has significant influence on organizational performance.

Influence of Family support on organizational performance computed CR value was 1.012 and the probability value was 0.312. Hence, the hypothesis was accepted. The computed standard regression weight was 0.103. It shows that the one unit increase of Family support leads to increase of 10.3 percent on organizational performance. Hence, it is finished that there is no influence of Family support on organizational performance in mango pulp processing units in Tamilnadu.

H₀: Export formalities have significant influence on organizational performance.

Influence of Export formalities on organizational performance computed CR value was 2.097 and the probability value was 0.045. Hence, the hypothesis was rejected. The computed standard regression weight was 0.185. It shows that the one unit increase of Export formalities leads to increase of 18.5 percent on organizational performance. Hence, it is finished that there is influence of Export formalities on organizational performance in mango pulp processing units in Tamilnadu.

H₀: Government support has significant influence on entrepreneurs' satisfaction.

Influence of Government support on entrepreneurs' satisfaction computed CR value was 2.226 and the probability value was 0.026. Hence, the hypothesis was rejected. The computed standard regression weight was 0.253. It shows that the one unit increase of Government support leads to increase of 25.3 percent on entrepreneurs' satisfaction. Hence, it is finished that there is influence of Government support on entrepreneurs' satisfaction in mango pulp processing units in Tamilnadu.

H₀: Export formalities have significant influence on entrepreneurs' satisfaction.

Influence of Export formalities on entrepreneurs' satisfaction computed CR value was 4.719 and the probability value was 0.001. Hence, the hypothesis was rejected. The computed standard regression weight was 0.409. It shows that the one unit increase of Export formalities leads to increase of 40.9 percent on entrepreneurs' satisfaction. Hence, it is finished that there is influence of Export formalities on entrepreneurs' satisfaction in mango pulp processing units in Tamilnadu.

H₀: Organizational performance has significant influence on entrepreneurs' satisfaction.

Influence of organizational performance on entrepreneurs' satisfaction computed CR value was 4.143 and the probability value was 0.001. Hence, the hypothesis was rejected. The computed standard regression weight was 0.468. It shows that the one unit increase of organizational performance leads to increase of 46.8 percent on entrepreneurs' satisfaction. Hence, it is finished that there is influence of organizational performance on entrepreneurs' satisfaction in mango pulp processing units in Tamilnadu.

5. FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.1 Findings

- There is impact of prospects of mango pulp processing units such as Government support, family support and export formalities on organizational performance.
- There is influence of organizational performance on entrepreneurs' satisfaction in mango pulp processing units in Krishnagiri and Dharmapri districts.
- There is impact of prospects of mango pulp processing units such as Government support and export formalities on entrepreneurs' satisfaction.

5.2 Recommendations

- Government subsidy should be given for investing in new technology machines to increase production.
- Government should adopt policies to protect mango pulp processing units from the competition of powerful other mango pulp processing units.
- It is recommended that the Government should appreciate that this industry can be a basis of foreign revenue, and make job opportunity.

5.3 Conclusion

Responses of the study units covered their perceptions regarding the future growth of the mango pulp processing units, on aspects like favourable factors influencing the growth of the units, the government policies and their impact on the future growth of the mango pulp processing units. The research was conducted mango pulp processing units in Krishnagiri and Dharmapri districts. Simple random sampling technique was adopted. There is impact of prospects of mango pulp processing units such as Government support, family support and export formalities on organizational performance. There is influence of organizational performance on entrepreneurs' satisfaction in mango pulp processing units in Krishnagiri and Dharmapri districts. There is impact of prospects of mango pulp processing units such as Government support and export formalities on entrepreneurs' satisfaction. Hence, it is concluded that Government should appreciate that this industry can be a basis of foreign revenue, and make job opportunity.

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