

A STUDY ON MANUFACTURING PROCESS OF WHEAT PRODUCTS IN PREMIER AGRO PVT LTD,KINASSERI, PALAKKAD

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Abstract:

Rice and wheat are the staple food for Indian population. There is a need to therefore distinguish the Indian situation from other countries .These two commodities being wage goods largely determines the consumption level of the general population. One of the obvious factors affecting the price level changes in the production level of the commodity .Wheat is a grass widely cultivated for its seed, a cereal grain which is a worldwide staple food. It is grown on a larger area than any other food crop .global demand for wheat is increasing due to the unique viscoelastic and adhesive properties of gluten proteins, which facilitate the production of processed, whose consumption is increasing as a result of the worldwide industrialization process and the westernization of the diet.

Key words: viscoelastic, adhesive, staple, consumption and industrialization

1.1 INTRODUCTION

The study on manufacturing process of wheat products in Premier Agro PVT Ltd helps to analyze the various milling technologies , raw material purchasing and their marketing activities. The company purchasing raw materials (wheat) from the open market business firm and from the FCI and purchasing wheat directly from the manufactures of other states like Gujarath Punjab etc so that they can get the raw material in lower cost and good quality wheat and hence the company can sale the good quality products at lower cost. With a vision to provide healthy, nutritious, hygienic and economical products to our esteemed clients and mission to build long term relationship with our clients, we provide exceptional customer services by adopting latest and advanced technology. Their commitment to deliver healthy and nutritional food products to customers catapulted them into becoming a renowned food brand in Kerala. Surabhi wheat flour is a favoured brand of bakeries and confectioneries due to its consistency in quality and taste.

At present , modern machineries are being used for production of various wheat products like maida , sooji, atta, bran etc and also for packaging of various products . All the products are manufactured in well maintained hygienic condition .This department is equipped with a imported milling equipments from Italy and Switzerland and uses advanced milling technology for manufacturing its products. The sales and marketing division sets individual sales rep quotas, as well as the overall volume goal for the company. To achieve sales goals, it creates bonus and

commissions structures. The division uses past sales figures and expert projections to estimate which products will sell where and in what amounts. A sales and marketing department has the responsibility for deciding where the company should sell and what its prices should be. This includes choosing which, if any, intermediaries the company will use, such as wholesalers, distributors or retailers. This requires the division to research where the company's competitors are selling and where its customers say they want to shop.

1.2 STATEMENT OF THE PROBLEM

The marketing dealers had originated from both the sides, namely at the time of purchase and at the time of marketing of Wheat Flour. Regarding the purchase of Wheat Flour non availability of stock is the major problem faced by the dealers. The second major problem is delay in delivery. On the marketing side, the problems are non availability of stock in time, difficulty in getting permanent labour ,financial assistance, sales tax and so on. In this study the purpose of measuring the intensity of the problems of the dealers, a schedule was prepared consisting of eight different statements. Some, crop insurance will cover production costs and may make up some of the gross income loss. An option to generate more income is to plant a summer crop. This option's risk is the production costs. And, since most wheat is already at the heading stage, crop insurance is probably not available to cover the risk. Some wheat producers forward contracted wheat for June 2011 delivery. Sufficient wheat may not be produced to meet the contract requirements. Options include settling the contract with the elevator or buying wheat from neighbors to deliver the bushels contracted. Most elevators will settle a forward contract by allowing the producer to pay the difference between the contract price and the posted cash price plus a management fee of 5 cents to 10 cents per bushel. Some elevators may settle for the difference between the hedged price (elevators sell KCBT July wheat contracts to cover the price risk) and the current KCBT July wheat contract price plus a management fee. Most forward contract prices are less than the current price. Thus, elevators have made margin calls to cover losses from the futures contracts. This expense is covered with the fee. The third problem is if wheat is being harvested, how it should be sold. The alternatives are to forward contract some wheat now, sell at harvest, sell in the fall, or stagger the sales over time. The choice depends on price. When will the price peak: now, at harvest, or in the fall? As discussed, weather will determine when below-average hard red winter wheat production will set the stage for higher prices. If, like last year, foreign wheat production is less than expected, the wheat price could reach \$10, which would probably happen in the October/November time period. Two rules for this are: one, any strategy will outperform no strategy; two, staggering sales over time is a successful strategy used by many producers.

1.3 SCOPE OF THE STUDY

The present study helps to analyse the difference between purchases and profits of Premier Agro Products Pvt Ltd, Palakkad. The study reveals various constraints, faced by production industries To improve sales revenue , the company provides different types of Promotion Schemes and Incentives and promotions promotions include free gift offers, price offers, extra brand offers, exchange offers, buy-more-and-save offers contests and sweepstakes. The most frequently launched promotion is the free gift offers followed by the sweepstake offer and extra brand offer. The study reveals about the purchasing difficulties of raw materials like non availability of stock delay in delivery, difficulty in getting permanent labour ,financial assistance, sales tax and so on industries are as under:

1.4 OBJECTIVES OF THE STUDY

- **To know about their raw material purchasing difficulties**
- **To improve their marketing activity :**
- **To give suggestions to their manufacturing process:**
- **To improve their profit :**

1.5 RESEARCH METHODOLOGY :

A research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources, and by what procedures. If it is a good design might be described as a series of advance decision that, taken together, from a specific, master plan of model for the conduct of the investigation. Although research design may be classified by many criteria, the most useful one concerns the major purpose of the investigation. Research methodology is a way to systematically solve the research problem. .

1.5.2 DATA COLLECTION METHOD

Both primary data and secondary data were collected and utilized in this study.

Primary data are those which are collected for the first time and which could be original in character. Secondary date was collected from books, journals, newspaper, and online sources etc

1.5.3 STASTICAL TOOL USED :

The statistical tools used in this project is correlation and various charts for interpreting the data in this study. Analysis for the data was very carefully done.

1.6 LIMITATION OF THE STUDY:

This study is confined to Palakkad city only

Due to time constraints, a manual questionnaire is framed to collect data from the company.

REVIEW OF LITERATURE :

Seyer and Gelina (2009) . Because the outer portions of the wheat kernel affect baking quality by both physical and chemical means, quantifying these attributes may be important in selecting wheat varieties that are most appropriate for whole grain baking. For instance, bran friability, its ability to be reduced to small particle sizes, varies among cultivars with low friability produce higher quality bread. The outer portions of the kernel also contain various chemical compounds and enzymes that can affect baking properties . Because these constituents are concentrated in the outer portions of the wheat grain, a given wheat variety may be acceptable for use in traditional baking but may adversely affect whole wheat baking. Consumers of whole grain products are generally more health conscious than those that do not consume whole grain products.

Salman and Copeland (2007) reported an increase in final viscosity of wheat flours heated in a Rapid Visco Analyzer over 12 months of storage at 20 and 30 °C. Iodine binding and non-esterified fatty acid analyses suggested the formation of amylose-fatty acid complexes during storage. Degradation of other components during whole wheat flour storage .

Posner and Hibbs (2005) . There are several noteworthy advantages of making whole grain flour from roller mills as opposed to stone mills. First, the amount of grinding and reduction at each roll can be adjusted to accommodate variations in raw materials, which makes roller milling both economical and flexible. Second, the use of selective corrugations and differential speeds subjects the endosperm fraction to minimal shear and compressive forces during the grinding and reduction, which allows less heat to build on reduction rolls and results in less destruction to chemical components in the flour .

Kihlberg (2004) . Milling process Perhaps the most important consideration in producing whole grain flour is selecting the milling process that will be used. Indeed milling technique may have a greater impact on whole wheat bread quality than the quality of wheat used for producing the flour or the formulation of the bread itself . The two predominant techniques for grinding whole

grain flours are stone and roller mills. Stone milling Stone mills are the oldest attrition mills used for making whole grain flours, which simultaneously use compression, shear, and abrasion to grind wheat kernels between two stones and produce a theoretical extraction rate of 100% Modern stone mills are metal plates with composition stones attached. making this claim in both retail and commercial markets ..

Weaver (2001) . Found that whole wheat flour contains substantially more vitamins, minerals, antioxidants and other nutrients than regular wheat flour, since these compounds are concentrated in the outer portions of the grain . Some of these nutrients are replaced in the enrichment process of wheat flour, which is mandatory in 64 countries around the world although many nutritional components are still lower, especially minerals and dietary fibre. With the advent of modern roller mills during the industrial revolution, whole wheat flour production all but disappeared during much of the twentieth century.

FINDINGS :

1.Selection of wheat and milling technique may be different when producing whole wheat flour compared to wheat flour. Chemical components and physical properties of the outer portions of the wheat kernel influence baking properties.

2.We are only beginning to understand these effects; more research is necessary to identify components with the greatest influence that can be manipulated to create whole wheat flours with optimum functionality.

3.During whole wheat flour storage, the products of lipase and lipoxygenase activity are the major culprits in the loss of sensory acceptability, nutritional value and functional quality.

4.The strategy to control rancidity of whole wheat flour has been inhibition of lipase activity, thus halting or slowing the early steps of lipids degradation.

5.It is found that marketing strategy through social net working sites is relatively efficient and it reduce money spent on advertisements i.e, it is cost effective also.

6.Strategic plans , marketing, technology and capital investment are important ,but emotional commitment of the people using the tools and executing the plan is what determines whether the company sinks or soar.

7 Inadequate and inappropriate transportation and communication network will make the working of various units all the more difficult. All these factors are going to adversely affect the

quantity, quality and production schedule of the enterprises operating in these areas. Thus their operations will become uneconomical and unviable.

8 Small scale entrepreneurs are not fully exposed to the latest technology. Moreover, they lack requisite resources to update or modernise their plant and machinery.

SUGGESTIONS

- To ensure value driven relationship with the customer.
- To implement systematic controls at all stages of manufacturing of wheat products
- To use of appropriate technology
- To provide timely services to customers .
- To provide training and continuous efforts for the development.
- To expand the business level proportionate to the growing global potential.
- The production process of various items like maida atta, sooji, bran etc are little bit different. They can source the manufacturing technology from the government departments in exchange of certain fees.
- Small scale entrepreneurs are to be fully exposed to the latest technology and also provide adequate resources to update or modernize their plant and machinery.
- The following factors should be considered when developing wheat based extruded snacks: 1.
High protein hard wheat is not a favorable raw material.
- Low protein hard wheat could be a possible ingredient.
- Storage of milled flour is not recommended. Grain should be stored rather than flour for the consistency of product quality.
- Rye and maize are suitable ingredients for product quality improvement. 5. As minor ingredients palm, coconut, peanut and wheat germ oils will enhance expansion and texture of the product. 6.
High shear screw configuration is required for large scale production of snacks

CONCLUSION :

The study on manufacturing process of wheat products in Premier Agro Pvt Ltd , Palakkad helped to analyze consumer buying trends , conduct market research surveys and study competitors product sales experience to what consumer desires .Selection of wheat and milling technique may be different when producing whole wheat flour compared to wheat flour. Chemical components and physical properties of the outer portions of the wheat kernel influence baking properties. We are only beginning to understand these effects; more research is necessary to identify components with the greatest influence that can be manipulated to create whole wheat flours with optimum functionality. During whole wheat flour storage, the products of lipase and lipoxygenase activity are the major culprits in the loss of sensory acceptability, nutritional value and functional quality. The strategy to control rancidity of whole wheat flour has been inhibition of lipase activity, thus halting or slowing the early steps of lipids degradation. Unfortunately, these approaches have been met with only marginal success. The company analyses each commodities market , compare competitors prices for similar products and decide what price the market will accept. The company also conducts sales promotion activities accompany advertising campaigns and typically involve purchase incentives including customer loyalty cards, product discounts gifts with purchase to improve their capital investment.

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