

AN EMPIRICAL STUDY ON JAIN GROUP OF INDUSTRIES IN FOOD PROCESSING SECTOR

¹Atul N. Barekar

¹Assistant Professor

¹School of Management Studies

¹North Maharashtra University, Jalgaon, India

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 are ready to serve at every nook and corner of the world as per the customer demand. 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. Looking towards the food service sector and demand of the customers, the researcher tries to reveal the detail study on Jain Group of Industries in Food processing sector which is important for the research study. It is also important to study the significant contribution by government and industrial sector in terms of employment generation, economic development as well as social development at large.*

Keywords: *Agriculture, economic development, employment, Food Processing Industry, , Jain Industry.*

INTRODUCTION

Today, Indian's are fond of taking dine outside in spite of food inflation. On the contrary to Food security bill passed by the Indian government to curb starvation and food wastage, a huge section of the society has the appetite for eating out which tends to increasing number of restaurants, cuisines, food retail etc. Broadly speaking, 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% of food service industry in India. These industries are ready to serve whatever the customer demand. In India, growth of food sector has emerged as a high growth and high profit sector which is broadly driven by the consumer's food service operators.

Food is an essential part of our lives, which is why the way it is grown, processed and transported is worth understanding and improving. Gradually the food service sector has emerged as a high-growth and high-profit sector with food processing industry. Now a day's people are fond of junk food or packaged foods which are easily available at every place and at any time. 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.

ROLE OF FOOD INDUSTRY

The rural regions have the potential to develop the economy through agriculture inputs and food processing industry. Many farmers in India faced the problems of limited bargaining power with input suppliers, inadequate infrastructure, a paucity of market information, and limited access to capital. This is due to lack of associations among farmers and poor response from the government to take initiative in agriculture sector. One such sector which has the potential to resolve such issues is Food Processing sector. The food processing sector has the potential to play a critical role in enhancing productivity in categories such as milk, fruits and vegetables by providing farm extension services to their suppliers or through contract farming by public private partnership.

JAIN FOOD PROCESSING INDUSTRY

The growth of the Food Processing Industry is broadly driven by the emerging customers and food service operator's service industry in India. 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. One such industry was established in 1994 in the name of Jain group of Industries Ltd. Jalgaon. The Jain group of industries is considered as one of the renowned company founded by **Shri. Bhavarlal Hiralal Jain**. Earlier in the year of 1965, Jain Group of Industries Ltd. engrossed in the business of crude oil to sell petrol, kerosene and diesel. In 1978, Jain industry established the first production unit of Papan in 1980, and started PVC pipe factory at Jalgaon city. This was the beginning of escalating the business into a giant Jain group of Industries. The growth of Food Industries can be drawn out by Jain industry as given below.

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 Government has taken initiatives to augment the growth in Food processing sector for more improvement not only in infrastructure but also in value chain from the farm to market. The objectives of behind initiating Food Park were to encourage public-private partnership in rural infrastructure for food processing sector. Thus, to mitigate all such problems of storing & preserving the food for adding value to food & quality, the Jain Industry has taken initiative to establish Food Park and Horticulture Park.

READY TO EAT TREND

India is the second largest producer of fruits and vegetables in the world. 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.

Considering the agricultural benefits own by the Jalgaon city, Jain industry starts processing tropical fruits like banana, pomegranates into purees etc. they believe that these processing factor factors are expected to augment the growth of the global ready-to-eat food products market in the coming years. The hydration of onion, vegetables and production of fruit purees are the food processing facilities provided by Jain Group of Industry. Some of Processed food product of Jain Industry which is available for customers to ready-to-eat such as Frozen Jamun Pulp, Frozen strawberry pulp, Frozen Alphonso pulp, Frozen Kesar Mango Pulp, Banana Puree, pulp and concentrate, Papaya Puree & concentrate, Tomato puree and paste, Frozen guava, Pomegranates etc.

Jain Processed food range



Fig 1

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, Jain have adopted GMP, QA, SPC, Strict sanitation, hygiene, HACCP food safety and ISO 9001:2000, Quality Management Systems are applied throughout the manufacturing as the popularity of packaging especially food packaging is at a verge of competitive advantages in food processing industry. Jain Industry also executed very extravagant quality management system starting from raw material to delivering finished products to conscious customer. Jain industry shows more concern towards quality and food safety when it is packed. The objectives of industry are not only to 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.

MOBILIZATION OF UNDER-UTILIZED RESOURCES:

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.

Jain industries have readily made available of sales centers and warehouses which are strategically located in different parts of India. They have also established sales and service network to serve their customers throughout the world. Jain industries enable to mobilize the large untapped agriculture resources of India to make them available to consumers for total customer satisfaction. Thus, they have set a culture of excellence in quality and customer satisfaction.

CONCLUSION

Jain industries have dedicated ourselves to the development of agriculture and agro processing and have evolved an integrated approach. Due to low risk and inability to invest in new technology and production, the farmers have less bargaining power; the Jain Industry helps the Indian farmers to produce more and better quality produce by providing genetically superior planting materials, efficient water and fertilizer management system and agronomical guidance. Thus, it helps in improving the livelihood of marginal farmers in downtrodden region. Sustaining agri cycle is one the key factor to recycle and reuse solid waste in the form of energy and bio-fertilizers. This will enable to reduce the food wastage and nutritional losses in food processing sector. With the Collaboration of farmers, traders and Government agencies, the Jain Group of Industries Ltd. helps in creating incubating the local people in bringing out the employment for coming generations.

REFERENCES

- [1] G. Eason, B. Noble, and I. N. Sneddon, "On certain integrals of Lipschitz-Hankel type involving products of Bessel functions," *Phil. Trans. Roy. Soc. London*, vol. A247, pp. 529–551, April 1955.
- [2] Carroll, B. A., and Ahuvia, A. C., "Some antecedents and outcomes of brand love. *Marketing Letter*, 17, pp.79-89, 2006.
- [3] Chang, R. C. Y., Kivela, J., and Mak, A. H. N. "Dining Experience: When East meets west. *Tourism Management*", 32(2), pp 307-316, 2010.
- [4] Cohen, E., and Avieli, N, "Food in Tourism: Attraction and Impediment,". *Annals of Tourism Research*, 31(4), pp 755-778.

WEBSITES

- [1] <http://www.makeinindia.com/sector/food-processing/>
- [2] <http://www.ficci.com>.
- [3] <http://www.mced.com> .
- [4] http://wikipedia.org/wiki/jain_irrigation_system/
- [5] <http://www.thehindubusinessline.com/>