



## RESEARCH & ANALYSIS OF SCOPE OF COTTON SEED IN RETAIL MARKET & IT IMPACT ON THE SATISFACTION LEVEL OF EMPLOYEES IN JAY INDUSTRIES

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**ABSTRACT:** Study was conducted in Jay Industries and near villags, from study it was observed that employees' recommendations and advice of the fellow farmers were ranked as the top most factors influencing farmer preferences. In case of Promotional activities field demonstration followed by farmers meeting, follow up visits by company representatives to the farmer's field, farmer's visit to research plots, live sample shown at employee's counter and campaigning was considered by the farmers as highly important category.

**KEYWORDS:** Farmer's preferences, Promotional measures, Bt cotton, Seed, Field demonstration, Employees recommendation

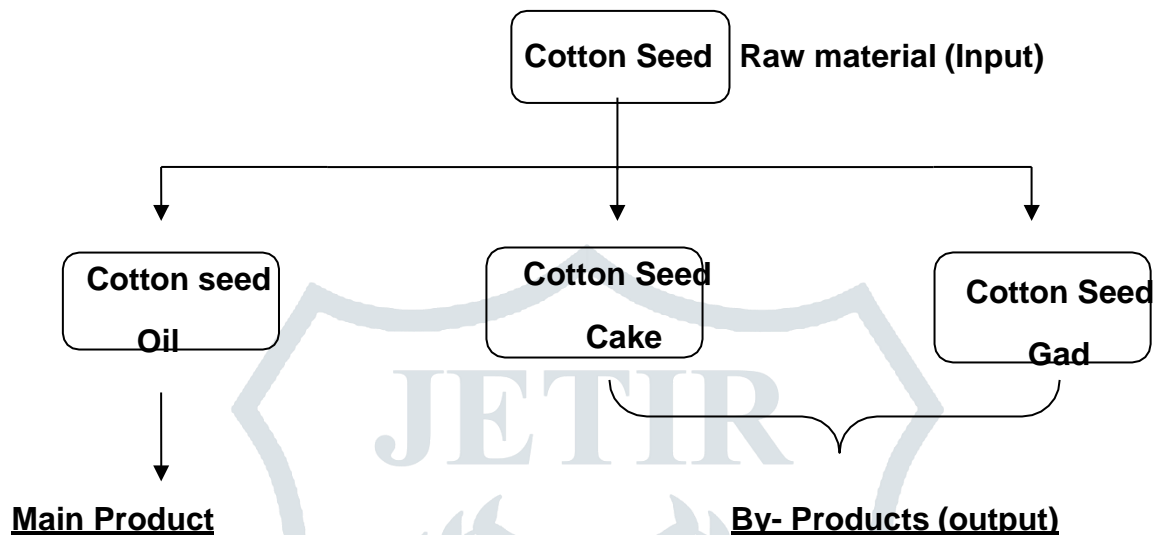
**Indian** agriculture must continuously evolve to remain ever responsive to manage the change and to meet the growing and diversified needs of different stakeholders in the entire production to consumption chain. Timely and adequate supply of quality seed to farmers can't be neglected because non-availability of required quality and quantity of seed during sowing season coupled with the vagaries of monsoon could make agricultural production more vulnerable, with a resource.

### INTRODUCTION

- Jay Industries is manufacturing by cotton seed oil and cotton seed cake and one product sell in market cotton seed cake. Cotton seed cake is use to cow and other animal are eating. And cotton seed cake is one type of food in animals.
- Jay Industries location is near 66kv Ameli bypass, Amreli and 20-25 employ are working in jay industries and all machinery is automatic and amazing business and large business in India. All over this business and cotton seed cake demand is high to all over India.
- Cottage and small-scale industries facilities in effective mobilization of resources of capital and skills proper management of small-scale industries leads to maximum utilization of scattered resources and developing entrepreneur skills.

- I have got a chance to acquire practical knowledge at the time of collecting information. I have tried to cover all the relevant points and have tried to give in the most precise and systematic form
- Jay oil Industries is manufacturing to cotton seed oil. This oil is selling to over India and many locations and oil is the most important to human life. Oil is sold to 10000kg above to weekly and this oil sell to retailer in market

### **Output from Manufacturing: -**



M/s. Jay Industries is established for manufacturing of cottonseed oil being promoted by experienced promoter in line of trading and manufacturing.

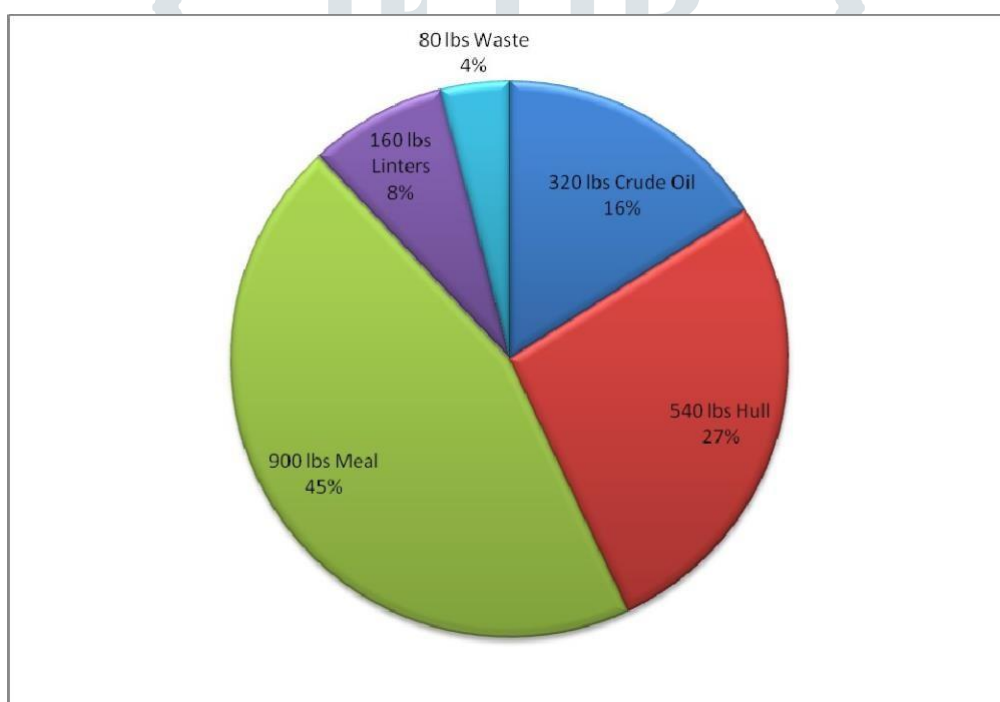
HITESHBHAI BHARAKHADA studied up to H.S.C. He is well- experienced businessperson. He is having high reputation and credibility at the centre. His vast experience about production, purchasing, selling, marketing, and administration will be an additional advantage for the new unit. He is also connected with political area and other social activity. He has vast experience about current market situation and competition area.

Small scale industry in India provides employment to above 4.4 million people and the large contribute to develop Indian economy. The government of India is well aware about importance of small-scale industry all India small scale board give technical financial and other guidance to small scale industrialist.

## INDUSTRY PROFILE

Cotton is one of the most important commercial crops of India and is the single largest natural source of fiber. It plays a dominant role in its agrarian and industrial economy as the backbone of textile industry, which consumes 70% of the country's total fiber produced. It alone accounts for 38% of the country's export and fetches over Rs. 42,000 crores annually to the exchequer. Thus, cotton production plays a vital role in Indian economy, providing employment for more than one million farmers and employees in the domestic textile industry. But textiles are only the part of this great cotton story. The often-ignored fact is that the cotton plant produces more food for man and feed for animals than fiber. All elements of cotton seed as it is often considered as "Golden Goose": linters, kernels and hulls are used in various consumer products, delicious food and nutritious feed for animals (Figure 1).

Figure 1. Cottonseed products yield per ton of seed crushed.



### Cottonseed Oil

Cottonseed contains hull and kernel. The hull produces fibre and linters. The kernel contains oil, protein, carbohydrate and other constituents such as vitamins, minerals, lecithin, sterols etc. Cottonseed oil is extracted from cottonseed kernel. Cottonseed oil, also termed as "Heart Oil" is among the most unsaturated edible oils. It need not be as fully hydrogenated for many a cooking purposes as is required in case of some of the more polyunsaturated oils.

Refined and deodorized cottonseed oil is considered as one of the purest cooking medium available. An additional benefit that accrues from Cottonseed Oil is its high level of antioxidants - tocopherols.

## Cottonseed Oil Quality

Fats and oils are made up of triglycerides, three molecules of fatty acids joined to a glycerol molecule. The chain length of the fatty acids and their organization on the glycerol backbone vary greatly, although in most of the edible oils it is with 16 and 18 carbons. Fats and oils are a combination of fatty acids, both saturated (C14:0, 16:0, etc.) and unsaturated (C 18:1, 18:2, 18:3). Some fats, such as lard, palm and coconut oils, have higher concentrations of saturated fatty acids than other oils and are referred to as saturated fats, even though they contain some percentages of unsaturated fatty acids. Cottonseed oil is among the most unsaturated oils, others being safflower, corn, soybean, rapeseed and sunflower seed oils. Cottonseed oil has a ratio of 2:1 of polyunsaturated to saturated fatty acids and generally consists of 65-70% unsaturated fatty acids including 18-24% monounsaturated (oleic) and 42-52% polyunsaturated (linoleic) and 26-35% saturated (palmitic and stearic).

### RESEARCH METHODOLOGY

#### DEFINING THE OBJECTIVE:

The basic objective of this project is to understand Jay Industries and suggest a Promotion action plan to employee's satisfaction level.

#### COLLECTION OF DATA:

a) **Primary data:**

We collected primary data from the employees with the help of a structured questionnaire

b) **Secondary data:**

Secondary data we collected from the different farmers. This secondary data helped us to form the conceptual background for the project. This secondary data we compared with the primary data collected in the area.

#### RESEARCH INSTRUMENT:

The research instrument use in the project is Questionnaire to collect primary information, it provides flexibility by using close ended and few open-ended questions.

**METHOD OF DATA COLLECTION:**

Information was collected by personally visiting at farmer's farm.

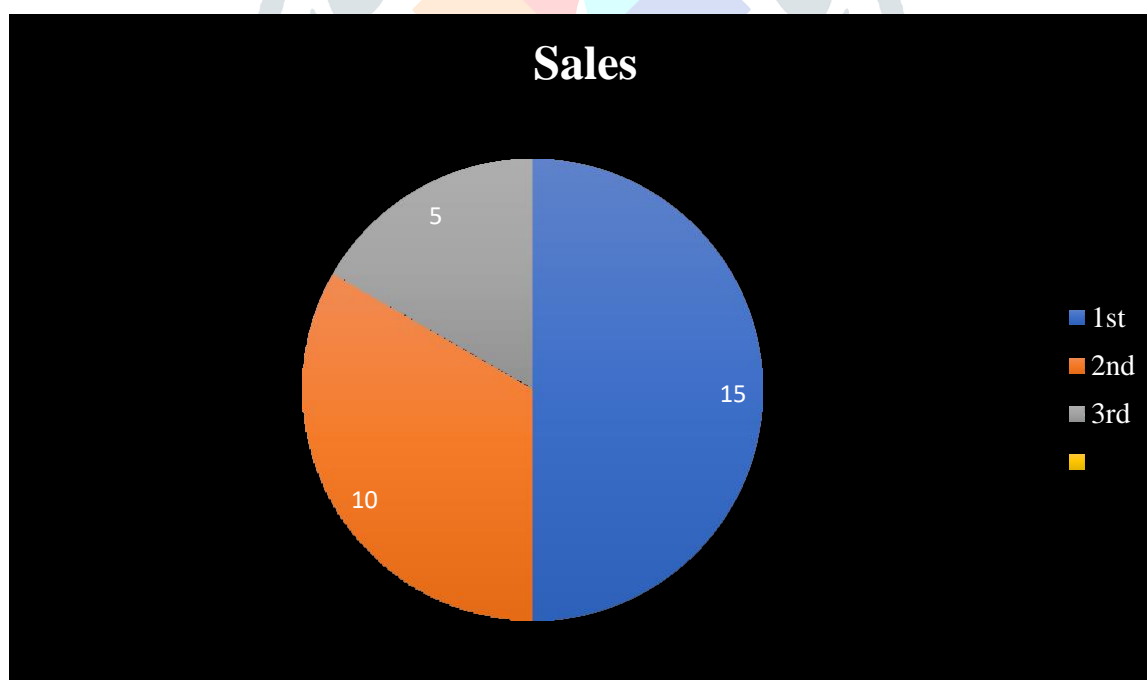
**SAMPLE DESIGN:**

- Sample size: 30
- Sampling Technique systematic sampling method
- Sampling area: AMRELI and near villages

**I. DATA ANALYSIS AND INTERPRETATION****1 Do you use cotton seed cake?**

Options	Number of samples	Percentage (%)
Yes	15	15%
No	10	10%
Can't say	5	5%
Total	30	30%

**Total Sample Size: 30**

**Interpretation: -**

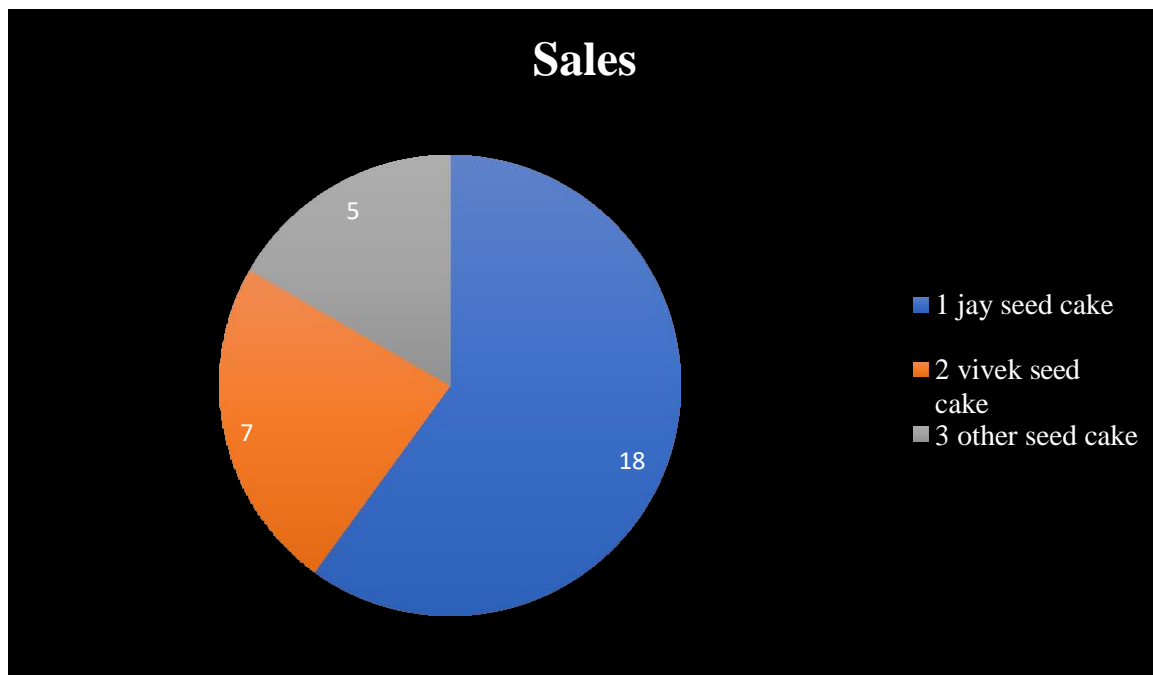
Here 15% of customers says use jay cotton seed cake and 10% customers not use jay cotton seed cake 5% customers don't have any idea about this.

## 2 Which brand you prefer in cotton seed cake?

Total Sample size 30

Options	Number of samples	Percentage (%)
Jay seed cake	18	18%
Vivek seed cake	7	7%
Another brand	5	5%
Total	30	30%

Total Sample size 30



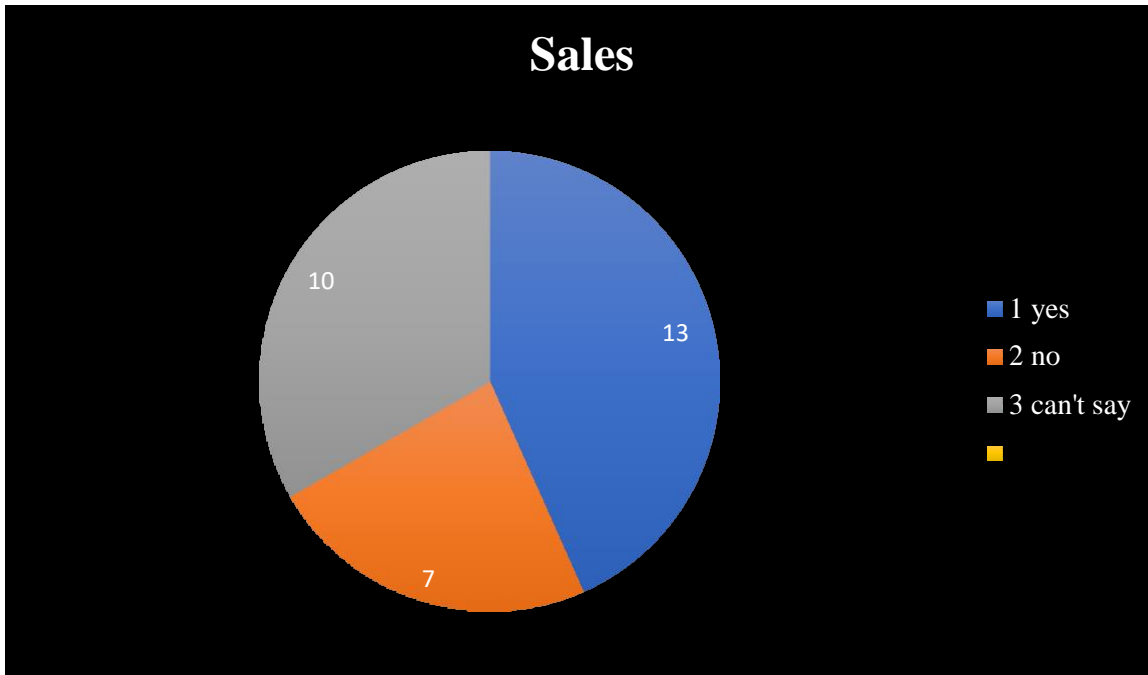
### Interpretation:

Here 18% of customer prefers Jay Cotton Seed cake and 7% customer prefer to Vivek Seed Cake and 5% of customers are used to other brands.

## 3 Are you satisfied with result of jay cotton seed cake?

Total Sample size: 30

Options	Number of samples	Percentage (%)
yes	13	13%
No	7	7%
Can't say	10	10%
Total	30	30%



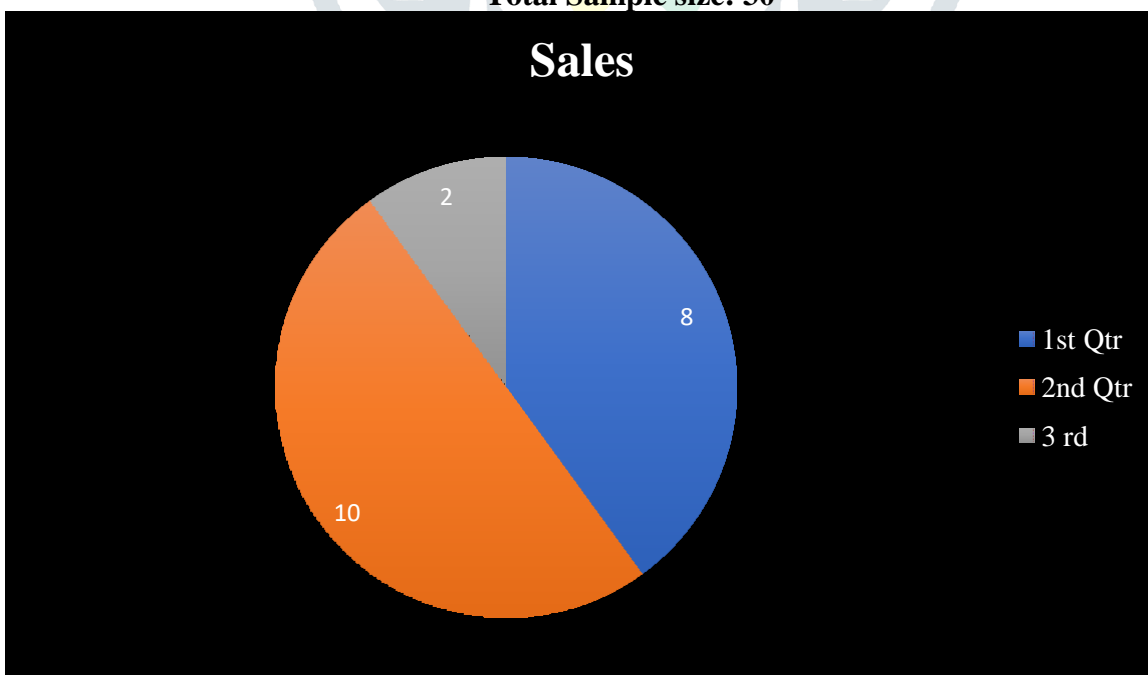
**Interpretation: -**

Here 13% customers are satisfied to jay cotton seed cake. And 7% customers are not satisfied to jay cotton seed cake. 10% customers are cannot say.

**4 Do you find if economical as compare to other brands of cotton seed cake?**

Options	Number of samples	Percentage (%)
yes	8	8%
No	10	10%
Can't say	12	12%
Total	30	30%

Total Sample size: 30



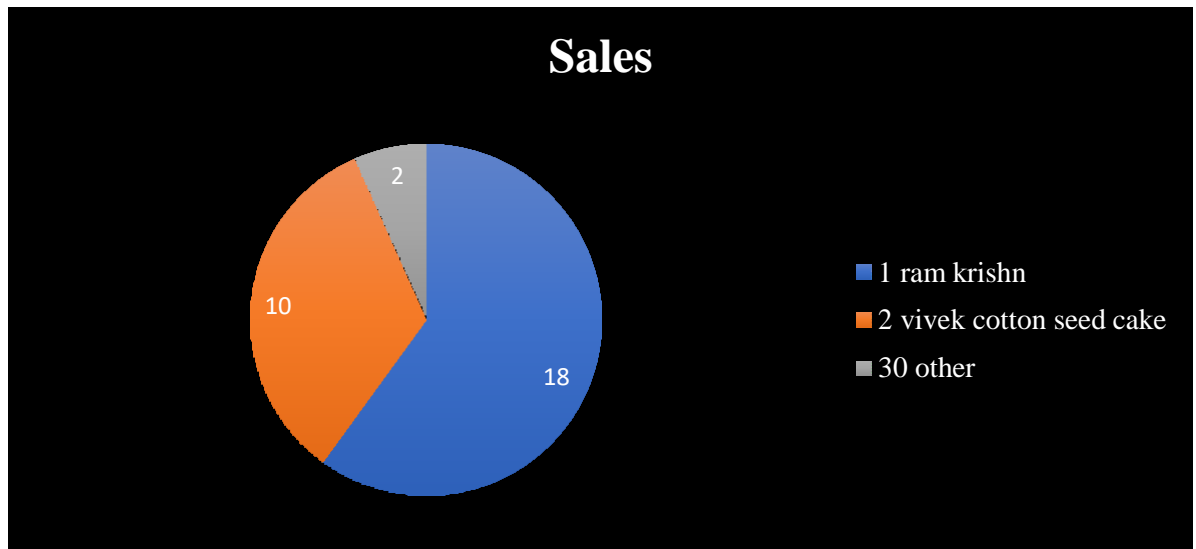
**Interpretation: -**

Here 8% customers are choice economic compare to other brands and 10% customers are compare too other brands and 2% customer are cannot say.

### 5 If no then which cotton seed cake you prefer?

Options	Number of samples	Percentage (%)
Ram Krishna cotton seed cake	18	18%
Vivek cotton seed cake	10	10%
Another brand	2	2%
Total	30	30%

Total Sample size: 30



### Interpretation: -

Here 18% customers are preferring ram Krishna cotton seed cake. 10% customers are preferring vivek cotton seed cake. 2% customers are preferred to other brands

### SUGGESTIONS

- The demand for the proposed products is increasing day by day because of the improvement in the Standard of living of the people. This will push up the prices which will ultimately have a positive impact on the profitability of the company.
- Highly supportive government policy regime.
- The firm is manufacturing wash oil of cottonseeds and cottonseeds cake as byproduct.
- Looking to the main feature of the product, i.e. fast moving consumer good, it already has very wide present as well as potential customer base.

- Cotton seeds oil mainly used as edible oil and the cake of cottonseeds are use for the cattle in all over the state of Gujarat.
  
- In this area, 80% people use the cottonseeds edible oil & cottonseeds cake from local market.
  
- Major purchasers of cotton seed oil are from Bombay and other cities because in this area there are major oil mill and it is available at reasonable price and at required quality.
- Further, price is the major factor taken in to consideration by the rural consumers that affects sales in the rural markets.
- Cotton seed oil and groundnut oil are FMCG products used in daily life.

### CONCLUSION

- ✚ In today's era the animal's milk is important and the demand of milk is also high, for getting milk from animal we should give some healthy food to animal so thy scope of animal food is high, so demand of my product is also high.
- ✚ It includes future expansion and development of the project, according to proposal project as considered project as considered to have better prospects.
- ✚ The demand for the proposed products is increasing day by day because of the improvement in the Standard of living of the people. This will push up the prices which will ultimately have a positive impact on the profitability of the company.
- ✚ Highly supportive government policy regime.
  
- ✚ The actions of competitors are critical to the success of an oil processing business.

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