

**SOCIAL AND ECONOMIC
CHANGE MONOGRAPHS**

56

**Documentation of
Success Stories of
Food Processing Units
in Karnataka**

I Maruthi



**INSTITUTE FOR SOCIAL AND
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Foreword

This study by Dr I Maruthi and Shri B G Venkatareddy has made a novel attempt to document the successes and challenges involved in running food processing industries, funded by the Ministry of Agriculture and Farmers' Welfare, Government of India. The authors have identified *inter alia*, Quality Management, Good customer service, Reasonable Price, offering replacement for Damaged Products and so on, as the key factors for the success of food processing industries. The study has also documented a few success stories. One of the entrepreneurs has been successful in earning a brand image for his products such as packed and preserved tender coconut.

Entrepreneurs innovating *Dhal* industries indicated that constraints such as, lack of brand goodwill, inadequate publicity through mass media, Multiplicity of Laws and Procedures and periodical interference of bureaucracy have affected their output significantly.

The authors have brought out suitable policy recommendations, such as developing proper supply chain models in increasing shelf-life and reducing losses and wastages of fruits and vegetables. Provision of suitable varieties of raw materials by agricultural universities and R and D institutions, providing road linkages for agro-industrial clusters, processing units through marketing development fund, training skilled manpower for agribusiness, food processing, packaging and agricultural marketing, regular supply of power to industries, capacity-building for the rural youth to enable them to commence their units with skilled labourers, establishment of dairy with the establishment of state-of-the-art labs, with appropriate accreditation to estimate contaminants, to ensure quality.

Thus, this study has a clear message of innovation to young entrepreneurs.

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Director, ISEC