

Chapter - VIII
Observations and Suggestions

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8.1 Introduction :

After studying the working of the F.P.U of Mahableshwar Taluka in detail, following points were observed by the researcher which hampers the growth of the F.P.U.

The observations are mentioned here along with the suggestions, which will help in the growth of the F.P.U. of Mahableshwar Taluka if implemented properly.

8.2 Observations :

A] Observations related to manufacturers

- 1) It was observed that sudden changes in the Government policy affects the business adversely.
- 2) It was observed that the benefits given to different industry depending on the industrial zone where they are located is not applicable here.
- 3) It was observed that lot of paper work is required for full-filling any Government rule and regulation which becomes difficult.
- 4) It was noticed that it becomes very difficult to get any benefit from the Government due to lack of information.
- 5) It was seen that due to number of rules and regulations it becomes very difficult for the manufactures to utilize most of the schemes given by the Government.
- 6) It was seen that manufacturers are reluctant to go in for export market for various reasons. Such as they are not able to reach the market easily, demand of the product keep on changing very fast.
- 7) It was observed that the seasonal availability of the raw material affects the manufacturing unit adversely.
- 8) It was observed that a number of small scales F.P.U. are there. Due to this they do not get the advantage of manufacturing on the large scale.
- 9) It was noticed that due to number of small scale units there is lot of competition, which is not healthy for any business environment.
- 10) It was noticed that apart from the fruit which are available locally rest of the things come from outside which increases the cost.
- 11) It was noticed that the F.P.U plays important role in developing the tourism industry of the country as more number of people come to visit the place, more number of items they buy from the F.P.U.

- 12) It was observed that the tax benefit which is given to the agriculture product is not given here.
- 13) It was observed that the processed foods have seasonal market as majority of the customers are visitors who visit during the holidays.

B] Observations related to suppliers (farmers) :

1. It was noticed that there is no cold storage facility provide by the Government.
2. It is seen that the farmers are still using the out dated methods of cultivation which affects the production of raw material.
3. It is noticed that farmers are not aware of the proper pesticides .Non use of pesticides destroys the produce at times.
4. It was seen that most of the farmers have small areas for cultivation which involves harder work as compared to the farmers who have larger area under cultivation .
5. It was observed that the saplings provided to the farmers by the co-operative societies are very expensive.
6. It was noticed that the finance is given to them at very high rate of interest.

C] Observations related to employees :

1. It was noticed that most of the employees are coming from nearby villages and waste lots of time while commuting.
2. It was observed as they are coming from far and carry their food which becomes cold by the time they eat.
3. It was noticed that there is lack of proper housing facility as most of the employees are staying in remote villages

D] Observations related to customers :

1. It was observed that no subsidies are given by the Government here, which affects the price structure. Thus the prices are on the higher sides which are borne by the customers.
2. It was noticed that in spite of having so many F.P.U. around, there is not a single Food Processing Training Institution managed by the Government or by the private body for the benefits of the local people.

8.3 Suggestions :

A] Suggestions related to manufacturers :

1. The sudden changes should not take place but if it is unavoidable certain grace period should be given before implementing them.
2. The benefit given to Industries as per the Industrial zone should be made applicable here.
3. Paper work should be reduced to minimum by the Government.
4. All the benefit given by the Government should reach each and every part of the country.
5. Rules and regulations for implementing schemes should be made simple and easy that each and every F.P.U. can follow them easily.
6. They should be given enough support from the Government so that they go in for export market. This will increase our foreign earnings.
7. The production should be arranged in such a manner that when one product is in short supply, some other product, which is available could be used.
8. The number of small units should come together and manufacture and sell their products together due to this they will get the advantage of manufacturing on the large scale. This will help them in keeping their price low and increasing their market share.
9. To avoid this un-healthy competition, the small F.P.U.'s should come together and work together.
10. The F.P.U. should buy the other material from the close by market to reduce their cost.
11. Tourism Department must give some assistance to these F.P.U for their expansion which will help the F.P.U
12. Tax benefits which are applicable to the agriculture products should be given here also as processed foods are the extension of agriculture products.

13. More emphasis should be given for selling the product to the local people at the subsidised rates.

B] Suggestions Related to the suppliers (farmers) :

1. Farmers should be provided with the storing facilities for storing their product if not individually at least every village should have that facility.
2. Cold storage facility should be provided by the Government this will reduce the wastage of raw material.
3. Farmers should be encouraged by the Government or Manufacturers to use the latest methods of cultivation to increase their produce.
4. Farmers should be given proper knowledge about usage of pesticides so that the farm produce can be protected from destruction by pests.
5. The farmers can do the co-op farming by combining their farms which will be more advantageous for them.
6. The co-operative Society should provide the sapling at lower rate.
7. The rate of interest charged to farmers should be less as most of them are coming from very poor financial background.

C] Suggestions related to employees :

1. The F.P.U should arrange for the conveyance facility for the employees which will avoid wastage of time and money by the employees
2. The F.P.U should have canteen facility where the employees can have fresh meals at the subsidized rate.
3. The F.P.U should have their own housing complexes which will be convenient for the employees

D] Suggestions related to customers :

1. Government should give certain subsidies to F.P.U. so that the prices come down.
2. Food Processing Training Institute should be opened, which will help the local people not only at a personal level but at the professional level also.

8.4 Conclusion :

The F.P.U. still has large potential in these areas as the raw materials which are available are not fully utilized. Due to lack of basic infrastructure facility still much of the produce is under utilized.

This can be solved by providing basic infrastructure facilities to the manufacturing unit, and by providing the proper net work for selling off their manufactured products. This will increase their market share.

The development in the F.P.U. will increase the job opportunity for the people. This will increase the per capita income of the country. It will help in utilizing the vast natural resources available in our country in abundance.