PREFACE

Food is the basic necessity of every human being. Bread to every individual is the first aim of every Government. Planners in India, with the subject in mind, drafted the First Five-Year Plan (1951-1956) with priority on food production. The Government of India thought that it would be a misnomer to think to talk of the economic development of the country without providing adequate food to every existing as well as incoming individual in the country.

With the metamorphosis of the industrial development a Westernized temperament, countless small scale, medium scale and big industries have phased in and are growing in India, to sustain the demand of the various products by the consumers at large.

The first biogenic need of human being is food in any form, Cooked or Baked, was required the most, to mitigate the fuel of the stomach. Both the forms have traditional value. At the advent of Twentieth Century and with the fusion of Western Culture and also with the growing industrialisation and urbanisation, human life has become very busy and speedy. Hence, the need oriented towards Ready-To-Use Products, are flooding in the markets. Instant Food Products and Look-Book-and-Cook-Products are sprouting in the market.

For at least ten thousand years, man has been making bread, but in India it is of recent origin. It would be observed that a number of bread making units have come into existence almost in every town in India. With the
establishments of the bread-manufacturing units, a complete network of distribution system has emerged.

Bread, Biscuits and Cakes acquired key position, in such Products. Bread has got a fast growing Urban Market and the demand of which, was growing from the poor to the rich. In performing the task of supplying “Bread to Every Mouth”, whether, they were been given special privileges, by the Government, or were they over straining themselves, at the cost of the Government, what are the various problems specially related to financial and marketing in particular and other aspects in general was a matter for investigation. It is out of this curiosity of why bakeries were thriving hard, what is the capital investment, income earnings and generation of employment opportunities in Belgaum District researcher has selected the study of bakery industry operations therein. The suggestions made for removing the constraints are with a view to generalizing their applications to the bakery industry emerging elsewhere.