Chapter - 9

SUMMARY

OF

FINDINGS
In the preceding chapters the various aspects of the fruit and vegetable processing industry of Assam have been discussed in a detailed way laying special emphasis on the marketing aspect of such products. The various discussions include the availability of raw materials (fruits and vegetables) for the processing units in the North east, the prospect of the food processing units of Assam, the various organisational problems of the fruit and vegetable industry, special marketing problems of such units and the behaviour of the local consumer towards processed food. The entire discussion of the whole research work are summarised in this chapter.

Chapter 1:

This chapter is the summary of the proposed work undertaken in this exercise. Here efforts have been made to discuss all the relevant topics of the contemplated study in a nutshell. In this context, mention can be made of the agricultural background of the North east particularly Assam, the food processing industry of the North east and Assam and the institutions providing help to the industry.

Moreover the chapter also highlights the significance of the whole work and its relevance to the economic and social development of Assam. Besides this the chapter also discusses
the objective, methodology and limitation of the study and also the various paper works done on this topic.

Chapter 2:

As the main emphasis of the whole work is on the marketing aspect of the local fruit and vegetable processing units of Assam. This chapter is a theoretical one which throws light on the conceptual framework of marketing management. Attempts have been made to discuss the basic areas of marketing management from the barter stage to the introduction of money economy. This part of the chapter also stresses on the changes in the marketing system during the industrial revolution which originated during the end of the 18th century. Moreover, it also depicts the various marketing channels adopted by different countries during different times which are much similar to the present day distribution. As a whole, in this part of the chapter, attempts have been made to bring out an overall discussion on the emergence of marketing right from the barter stage to the stage of consumer oriented marketing.

The chapter also throws light on the various definition forwarded by the various authorities of marketing. Moreover, discussions are also made on the significance and
benefits of marketing in the highly competitive and changing market condition of the present day economy. Further, the chapter also discusses the five distinct concept of marketing, i.e., exchange concept, production concept, product concept, sales concept, and marketing concept. The chapter also brings into light the modern marketing scenario in the globalised economy. In this context, discussions are made on the role played by the world trade organisation (WTO) in the marketing of products in the present day globalised economy. Further, discussions are also made on the innovations brought about in the field of packaging of the products for the world-wide globalised market.

Chapter 3:

The main raw material of the fruit and vegetable processing industry comes from agriculture alone. As such this chapter is entirely entrusted in discussing the agricultural output of the north-eastern region particularly Assam. The chapter makes a thorough discussion on the various aspects of physical features of the North-eastern region particularly Assam. The discussion includes the boundaries of the region, the natural division, the climate conditions including the rainfall, soil, land use pattern. Likewise the chapter also discuss the physiographic frame of the state of Assam. The
Discussions include Location, Boundaries, Natural division, Climate, Rainfall, Soil, and Land use pattern.

The chapter also makes a detailed discussion on the agricultural scenario of Assam and also of the entire North eastern region. The discussion includes the major crops of the region along with their year wise production. Further the chapter also discuss the role played by agriculture in the economic development of Assam and the entire North eastern region.

**Chapter 4 :**

This chapter makes a detailed discussion on the prospect of the food processing industry of Assam. The chapter also tries to bring a close profile of the food processing industry in the entire state of Assam in a district wise detail analysis. Though there is no specific definition of food processing, yet in this chapter an effort is made to put forward a very clear definition of food processing. The chapter also makes a discussion as to the total number of food processing units in the entire state of Assam making a detailed analysis of the various food processing units in Assam.

Further the chapter also makes a detailed district wise
analysis of the various food processing units in each district of Assam with reference to the various categories of the food processing units in each district. The chapter also discuss the future prospect of the food processing industry in Assam.

Chapter 5:

In this chapter an effort has been made to make a thorough discussion on the various organisational problems of the fruit and vegetable based units in Assam. In this context, a detailed discussion is made on the characteristics of the fruit and vegetable processing industry with more special emphasis to the fruit and vegetable based units of Assam.

Moreover, discussions on the various organisational problems include production which is subdivided into purchase, storage, quality control, transportation, food technology and FPO requirements; finance, personnel which include labour, wages and training; marketing which comprises of packaging, labelling, advertisement, warehousing, market research, transportation, export marketing and channel of distribution.
Chapter 6:

Government agencies play a vital role in the development of any industry. In this chapter a detailed discussion is made about the role played by the government agencies in the development of fruit and vegetable industry. In this context, a detailed discussion is made on the various schemes of the central and the state government under which various assistance are provided to the food processing industry. Moreover, the chapter also discusses the various assistance provided by the government and semi government agencies to the different food processing industry of Assam especially the fruit and vegetable processing ones. The various government and semi government institutions are North Eastern Regional Agricultural Marketing Corporation (NERAMAC), Assam Small Industries Development Corporation (ASIDC), Assam Financial Corporation (AFC), Agricultural And Processed Food Products Export Development Authority (APEDA), Small Industries Service Institute (SISI), District Industries Centre (DIC), National Small Industries Corporation Limited (NSIC), Indian Institute Of Entrepreneurship(IIE), Small Industries Development Bank Of India (SIDBI) and National Horticulture Board (NHB), North Eastern Industrial And Technical Consultancy Organisation Limited (NEITCO).
Chapter 7:

Since the main aim of the whole work is to focus on the marketing aspect therefore this chapter deals entirely with the marketing problems of the fruit and vegetable based units of Assam. The various marketing problems include packaging, labelling, advertising, warehousing, transportation, export marketing, market research and channel of distribution. The fruit and vegetable units of Assam is lagging behind mainly due to the inefficient marketing of the local products.

In this context, the packing and labelling problem occupies the topmost priority because often the entrepreneurs suffer due to the non availability of packing materials and also due to the products. Secondly, the products are not able to capture the market because there is lack of advertisement of such and as a result the consumers are not aware of them. Thirdly this chapter also highlights the warehousing problem faced by the industry. In this context, mention can be made about the non availability of space to preserve the raw materials and the finished products. Moreover there is no cold storage facility required by this industry. Fourthly, the chapter deals with the transportation problems faced by this industry which include the lack of refrigerated vans to transfer the raw materials from distant places to the place of
processing. Moreover the transportation cut off during the rainy season due to floods and so on. Fifthly the chapter also deals with the export of the local fruit and vegetable processed products. In this context it can be mentioned that exporting of this products on commercial basis to other countries is a far cry. There are many reasons for it. They are lack of enthusiasm and managerial crisis among the entrepreneurs, absence of FPO and ISO 9000 registration of the products, lack of technical knowledge of preparing such products and so on. Sixthly discussions are also made on the market research of such products. No steps are taken for market research of such products and as a result the products are unable to capture the market. Even though at times such effort are made by certain entrepreneurs yet such are carried in an unorganised way. Seventhly the chapter also discusses the problems in the distribution aspect of such products. The entrepreneurs do not recourse to a very long channel of distribution as there is lack of capital among the entrepreneurs of such industry and also due to the concentration of the market of such products in local areas.

Chapter 8:

This chapter deals with the attitude of the consumers towards the local fruit and vegetable based products. In the
present era of modern marketing consumer is the pivotal around which the whole marketing revolves. Therefore in order to develop the marketing of any product study of consumer behaviour is very crucial. So keeping in view this idea efforts are being made in this chapter to highlight the response of the consumers towards the processed food in an empirical way by means of questionnaire supplied to them. Moreover, along with the definition and determinants of consumer behaviour, efforts are also been made to study the consumer behaviour in the Indian society at large. Regarding the consumer behaviour towards the fruit and vegetable processed products of Assam various information are collected from 150 consumers belonging to different income levels all over Assam who have given their opinions about the acceptance and rejection of the local products. The consumers have given a mixed response regarding the acceptance and rejections of the local fruit and vegetable processed products.

Chapter 9:

This chapter is the summary of the whole work. It highlights the main points of each chapter in a nutshell serially from chapter 1 to chapter 10.
Chapter 10:

In this chapter suggestions are forwarded for the upliftment of the local fruit and vegetable industry of Assam. This includes the steps to be taken from the field to the processing units. Suggestions are also made in context with marketing of the finished products including the export marketing, market research. These suggestions include the steps to be taken at the individual level by the entrepreneurs and also by the government.