CHAPTER – 4

SAMPLE PROFILES
INTRODUCTION

Chittoor district was constituted on 1\textsuperscript{st} April 1911. The district is bounded on the North by Ananthapur and Cuddapah districts on the East by Nellore district and Chengalpattu district of Tamilnadu, on the South by North Arcot district of Tamilnadu, on the west by Salem district of Tamilnadu and Kolar district of Karnataka State.

The district is having good network of road, rail, and Air transportation and communication facilities. The principal crops grown in the district are paddy, Ragi, Bajra, Groundnut, Sugarcane etc. The district is not rich in minerals. In the recent past, the district has made significant progress in the industrial sector.

Tirupati, the famous abode of Lord Sri Venkateswara & Sri Kalhastri, famous for the temple of Lord Sri Eswara. These are the two major pilgrim centers of the district.
## CHITTOOR DISTRICT AT A GLANCE

### Table: 4.1

**Chittoor District Geographical area, population and Industries**

<table>
<thead>
<tr>
<th>Geographical area</th>
<th>15,152 Sq. Kms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Population</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>6,45,832</td>
</tr>
<tr>
<td>Female</td>
<td>3,30,727</td>
</tr>
<tr>
<td>Rural population</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>26,15,286</td>
</tr>
<tr>
<td>Female</td>
<td>13,27,786</td>
</tr>
<tr>
<td>Industries</td>
<td></td>
</tr>
<tr>
<td>Large Scale: 92</td>
<td></td>
</tr>
<tr>
<td>Small Scale: 15,679</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Hand book of Chittoor District.

## RESOURCES AVAILABLE IN THE DISTRICT

### CLIMATE

The climate of the district is dry and healthy. The upland Sectors in Madanapalli Division are cooler than the Eastern Sectors, expect Chittoor, where climate is moderate.

### RAINFALL

The annual normal rainfall of the district is 828 mms. The district has got the benefit of receiving rainfall from both the South-West and North-East monsoons.
TEMPERATURE

Cool weather commences from the end of November. Either December or January is the coolest month with mean daily maximum temperature around 26°C and mean daily minimum temperature around 15.2 °C. The period from March to June is the summer period. May is the hottest month with the mean daily maximum temperature at about 40 °C.

SOILS

The major portion of the district is covered by red soils with portions of alluvial soil in Chittoor and Bangarupalyam Mandals. 57% of the soils in the district are red loamy, 34% red sandy, 3% black clay, 2% black loamy, 1% black sandy and patches of laterate soil are found in Satyavedu and Puttur Mandals.

AGRICULTURAL RESOURCES

The total cropped area of the district is 4803 lakh hectares with forms 31% of the total area of the district. The Principal food crops are Paddy, Ragi, Bajra while Commercial Crops comprise of Ground-Nuts and Sugarcane. Paddy is grown on 293881 acres, producing around 2.6 lakh tones per annum. Ragi is grown on 45597 acres, Ground Nut is grown on 603292 acres, producing around 2.85 lakh tones per annum and Sugarcane is grown on 62959 acres, producing over 20 lakh MT per annum. In addition, Fruits and vegetables are grown in 22810 acres.
Fig No. 4.1

LAY OUT OF CHITTOOR DISTRICT

<table>
<thead>
<tr>
<th>S.No</th>
<th>Sector</th>
<th>Name of the Industry</th>
<th>Sphere Of Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Public</td>
<td>Carriage Repair Shop</td>
<td>Rail Coach Repairing</td>
</tr>
<tr>
<td>2.</td>
<td>Public</td>
<td>Tirupati Cotton Mills</td>
<td>Cotton Yarn</td>
</tr>
<tr>
<td>3.</td>
<td>Public</td>
<td>Trends</td>
<td>Manufacturing Of Furniture</td>
</tr>
<tr>
<td>4.</td>
<td>Private</td>
<td>Nutrine Confectionery Pvt Ltd</td>
<td>Confectionery</td>
</tr>
<tr>
<td>5.</td>
<td>Private</td>
<td>Aswini Bio Pharma Pvt Ltd</td>
<td>Bulk Drugs</td>
</tr>
<tr>
<td>6.</td>
<td>Private</td>
<td>Bindu Tools Pvt Ltd</td>
<td>Carbide Tools</td>
</tr>
<tr>
<td>7.</td>
<td>Private</td>
<td>S.V.R. Distilleries Pvt Ltd</td>
<td>Rectified Spirit</td>
</tr>
<tr>
<td>8.</td>
<td>Cooperative</td>
<td>S.V. Co-Op Sugars Limited</td>
<td>Sugar</td>
</tr>
<tr>
<td>9.</td>
<td>Cooperative</td>
<td>The Chittoor Co-OpSugars Limited</td>
<td>Sugar</td>
</tr>
<tr>
<td>10.</td>
<td>Cooperative</td>
<td>Balaji Co-operative Dairy Limited</td>
<td>Milk Products</td>
</tr>
<tr>
<td>11.</td>
<td>Cooperative</td>
<td>Sri Krishna Devaraya Co-Operative</td>
<td>Seeds &amp; Oils</td>
</tr>
</tbody>
</table>

Source: Records from District Industries Centre (DIC).
1. RAILWAY CARRIAGE REPAIR SHOP

The Railway carriage Repair Shop is located near Renigunta. The late President of India Dr. Neelam Sanjeeva Reddy, on 25.12.1980, inaugurated the project of construction of this workshop with a targeted turnout of 100 coaches per month. Construction of workshop was completed with cost of rupees 53.85 crores. The first coach was turned out during the month of September 1985. This workshop made a humble start of 12 coaches per month in 1986-87 and reached to a level of 40 coaches per month by 2000-2001. With the introduction of redesigned incentive scheme in January 2002, the turnout has touched a level of 60 coaches per month with out additional man power. This workshop is over handling different kinds of coaches like diesel multiple units, diesel hydraulic multiple units, MEMU coaches, A.C. coaches and over aged coaches into departmental coaches for railway use. This workshop has achieved ISO-9002 certification from M/S. KPMG PEAT MARWICK in May 1999 for the good quality standards set in it. The performance statistics of the workshop is one of the best in Indian railways and the quality of the coaches turned out by it are note worthy.
Fig No 4.2
The organization structure of Carriage Repair Shop

Carriage workshop Manager

Senior Section Engineer
  - Section Engineer
    - Junior Engineer-I
    - Junior Engineer-II
      - Technicians
      - Skilled workers
      - Unskilled workers
  - Administration Officer
    - Office manager
    - Super-intendent
    - Clerical Staff
      - Accountants
      - Cashier
    - Asst. Accounts officer
  - Accounts Officer
  - Safety 7 Security officer
    - Field staff

Source: Records in the office of Railway Carriage Repair shop.
Workforce

There are altogether 1322 workers working in the organization in its various departments in different cadres. The particulars of distribution of the workforce department-wise are furnished in the following table no 4.3.

Table no 4.3

Department wise Distribution of workers in the Carriage Repair shop

<table>
<thead>
<tr>
<th>Name of the Department</th>
<th>No. of workers</th>
<th>Percentage of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common body repair shop</td>
<td>200</td>
<td>15.1</td>
</tr>
<tr>
<td>Fitting section</td>
<td>158</td>
<td>11.9</td>
</tr>
<tr>
<td>Wheel section</td>
<td>100</td>
<td>7.5</td>
</tr>
<tr>
<td>Corrosion shop</td>
<td>120</td>
<td>9.07</td>
</tr>
<tr>
<td>Machine shop</td>
<td>50</td>
<td>3.7</td>
</tr>
<tr>
<td>Millwright shop</td>
<td>92</td>
<td>6.9</td>
</tr>
<tr>
<td>Smithy shop</td>
<td>70</td>
<td>5.3</td>
</tr>
<tr>
<td>Paint shop</td>
<td>82</td>
<td>6.2</td>
</tr>
<tr>
<td>Basic training center</td>
<td>12</td>
<td>0.9</td>
</tr>
<tr>
<td>Machine and plant shop</td>
<td>45</td>
<td>3.4</td>
</tr>
<tr>
<td>Production control shop</td>
<td>72</td>
<td>5.4</td>
</tr>
<tr>
<td>Industrial Engg. shop</td>
<td>134</td>
<td>10.1</td>
</tr>
<tr>
<td>Inspection department</td>
<td>37</td>
<td>2.8</td>
</tr>
<tr>
<td>Computer department</td>
<td>45</td>
<td>3.4</td>
</tr>
<tr>
<td>Material Inspection shop</td>
<td>59</td>
<td>4.5</td>
</tr>
<tr>
<td>Industrial standards organization</td>
<td>46</td>
<td>4.5</td>
</tr>
</tbody>
</table>

Source: Compiled from the office of the Railway Carriage Repair Shop.
Skill-wise Distribution of Workforce

The skill-wise particulars of distribution of the workforce are furnished in the following table 4.4.

Table 4.4

<table>
<thead>
<tr>
<th>Nature or skill</th>
<th>No of workers</th>
<th>Percentage of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly skilled</td>
<td>15</td>
<td>1.15</td>
</tr>
<tr>
<td>Skilled</td>
<td>72</td>
<td>5.45</td>
</tr>
<tr>
<td>Semi-skilled</td>
<td>812</td>
<td>61.40</td>
</tr>
<tr>
<td>Unskilled</td>
<td>204</td>
<td>15.42</td>
</tr>
<tr>
<td>Ministerial</td>
<td>103</td>
<td>7.79</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>116</td>
<td>8.79</td>
</tr>
<tr>
<td>Total</td>
<td>1322</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Compiled from the office of the Railway Carriage Repair Shop.

2. TIRUPATHI COTTON MILLS, RENIGUNTA
(A Unit of National Textile Corporation)

The Tirupathi Cotton Mill was established near Renigunta in the year 1957 by P. Suryanarayana with the encouragement of the then Chief Minister of Andhra Pradesh, Sri Neelam Sanjeeva Reddy, Actually it was the only industrial unit situated in this area at that time. The mill gets its raw materials from Guntur and Prakasam districts through some local agencies. Since it was declared as a sick unit, it has been taken over by the National Textile Corporation. It has a paid up capital of
Rs.5272000 as on 31st March 1994. Its primary activity is manufacturing yarn. Its annual output had reached a level of 1130337 Kgs.

Management

The management of the mill was in the hands of a board of directors till 1973. But it was taken over by the Government of India and subsequently handed over to the National Textile Corporation (NTC) in the year 1974. Now the mill is managed by the NTC.

Modernization

The mill was not functioning on sound lines and was incurring losses for want of overhauling and replacement of spares, hence, the modernization plans has to be taken up. The mill had placed orders for spare parts and overhauling of the machinery. Spare parts worth about Rs.14 lakhs have already been purchased and orders for spare parts amounting to Rs.11 lakhs have been placed with the suppliers.

Organization Structure

The General Manager of the mill supervises, controls, coordinates the activities of various departments and persons working in the company. The general manager is assisted by a spinning master, manager (accounts), and assistant personnel officer in the administration of the mill. The spinning master is in-charge of the production department. He is in turn assisted by quality control supervisor, assistant
spinning master (Maintenance), assistant spinning master (production) and assistant engineer (electrical). There are a number of assistants, clerks, investigators, shift supervisors etc., working under the administrative control of the assistant spinning masters.

The manager (accounts) is assisted by a cost accountant, assistant accountant, cashiers, clerks, etc. The assistant personnel officer has a number of store assistants, storekeepers, labor welfare officer, clerks, etc. to assist him in the discharge of his functions. The security staffs consisting of the scrutiny inspectors and watch and ward staff is under the supervisions of the assistant personnel officer. The Fig No: 4.3 show the organizational structure and staffing pattern of the company.
Fig. No: 4.3
Organization Structure of Tirupati Cotton Mills

Source: Records in the office of Tirupati Cotton Mills
Workforce

There are altogether 720 workers working in the mill in its various departments in different cadres. The particulars of distribution of the workforce department-wise are furnished in the following table 4.5.

Table 4.5

Department wise Distribution of workers in Tirupati Cotton Mills

<table>
<thead>
<tr>
<th>Name of the department</th>
<th>No .Of workers</th>
<th>Percentage of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blow room</td>
<td>7</td>
<td>0.97</td>
</tr>
<tr>
<td>Mixing</td>
<td>11</td>
<td>1.53</td>
</tr>
<tr>
<td>Winding</td>
<td>99</td>
<td>13.75</td>
</tr>
<tr>
<td>Spinning</td>
<td>273</td>
<td>37.75</td>
</tr>
<tr>
<td>Weaving</td>
<td>88</td>
<td>12.22</td>
</tr>
<tr>
<td>Doubling</td>
<td>23</td>
<td>3.20</td>
</tr>
<tr>
<td>Reeling</td>
<td>170</td>
<td>23.61</td>
</tr>
<tr>
<td>Packing</td>
<td>15</td>
<td>2.08</td>
</tr>
<tr>
<td>Electrical</td>
<td>11</td>
<td>1.53</td>
</tr>
<tr>
<td>Work shop</td>
<td>9</td>
<td>1.25</td>
</tr>
<tr>
<td>Humidification</td>
<td>5</td>
<td>0.69</td>
</tr>
<tr>
<td>Pump set</td>
<td>1</td>
<td>0.14</td>
</tr>
<tr>
<td>Watch and Ward</td>
<td>6</td>
<td>0.81</td>
</tr>
<tr>
<td>Guest House</td>
<td>2</td>
<td>0.28</td>
</tr>
<tr>
<td>Total</td>
<td>720</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Records in the office of Tirupati Cotton Mills.
The above table clearly shows that spinning department is the biggest department in term of work force employed as it accounts for 37 percent of the total works in the mill followed by reeling, winding and weaving departments with the percentage shares of 23, 13 and 12 in total workforce respectively. The total percentage share of these first four departments is as high as 85. The remaining other departments have combined percentage share of 15 in the mill’s total workforce employed.

**Distribution of work force on the basis of Nature of Employment**

The particulars of distribution of the workforce in the mills are furnished in table 4.6

<table>
<thead>
<tr>
<th>Nature of employment</th>
<th>No. Of workers</th>
<th>Percentage of Total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent</td>
<td>499</td>
<td>69.31</td>
</tr>
<tr>
<td>Temporary</td>
<td>161</td>
<td>22.36</td>
</tr>
<tr>
<td>Casual</td>
<td>60</td>
<td>8.33</td>
</tr>
<tr>
<td>Total</td>
<td>720</td>
<td>100.00</td>
</tr>
</tbody>
</table>

*Source: Records in the office of Tirupati Cotton Mills.*

It is very clear from the above table, 69.31 per cent of workforce are permanent employees, enjoying benefits of protective labor legislation. The rest of 30.69 per cent is temporary and casual seeking
from the management regularization of employment that confers on them myriad benefits under protective and labor welfare legislation.

**Skill – Wise Distribution of Workforce**

The skill-wise particulars of distribution of the workforce are furnished in the following table 4.7

**Table No: 4.7**

**Skill – Wise Distribution of Workforce in Tirupati Cotton Mills**

<table>
<thead>
<tr>
<th>Nature of skill</th>
<th>No. of workers</th>
<th>Percentage of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly skilled</td>
<td>8</td>
<td>1.11</td>
</tr>
<tr>
<td>Skilled</td>
<td>42</td>
<td>5.83</td>
</tr>
<tr>
<td>Semi skilled</td>
<td>163</td>
<td>22.64</td>
</tr>
<tr>
<td>Un skilled</td>
<td>507</td>
<td>70.42</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>720</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Source: Records in the office of Tirupati Cotton Mills.

The above table indicates that 70.42 per cent of the work forces are unskilled and 22.64 per cent of the workforce semi-skilled. Only 6.44 per cent of the work forces are skilled and highly skilled. Thus, in terms of skills the workforce of the cotton mill is highly skewed in favor of unskilled and semi-skilled. In addition to the above workforce of 720, there are 23 administration staff members in the various departments of the mill. These include general manager, assistant personnel officer, manager (accounts), spinning master and shift supervisors.
Note: The cotton mill was closed in 1994. Only higher levels of Staff are available in the mill. We collected the data with available staff only.

3. TRENDS

The Rural Entrepreneurial Development Society (TRENDS) is a Government organization. It is training cum production centre. The district Collector is the chairman and the Joint Collector is the President of this project. It was established in 1984 at Mangalam, near Tirupati with the financial assistance of District Rural Development Agency and S.C.Corporation, Chittoor, to provide training for Rural Youth, particularly scheduled castes, scheduled tribes, backward castes and Minorities in the district.

Objectives

1. To train the rural youth for entrepreneurial activities,

2. To impart training for the candidates deputed by various Government Agencies like DRDA, S. C. Corporation, etc.

3. To help rural uneducated artisans to set up their own units and coordination financial assistance by Govt. Agencies,

4. To meet the requirements of Govt. departments with regards to the items manufactured in the different divisions established at TRENDS.
**Governing Body**

A governing body consisting of the following members is constituted to guide and review the activities of the project.

1. District Collector - Chairman
2. Joint Collector - Vice chairman
3. Vice chairman TUDA - Member
4. Chief Engineer TTD - Member
5. Register, S.V. University - Member
6. Register, S.P.M.V. Vidyalayam - Member
7. Project Director DRDA - Member
8. Executive Director, S.C. Corporation - Member
9. General Manager, DIC - Member
10. District Manager, A.P.S. Housing Corporation - Member
11. DEO Chittoor - Member
12. District Medical and health Officer - Member
13. Chief Executive Officer - Member
14. Deputy Director of Social Welfare - Member
15. Deputy Director of B.C Welfare - Member
16. District Tribal Welfare Officer - Member
17. Revenue Divisional Officer, Tirupati - Member
18. Asst. Director of welfare of Handicapped, Chittoor - Member

19. Project Director, DPAP - Member

20. Financing bank of Project - Member

21. General Manager, TRENDS - Member / Secretary

Managing Committee

The Managing Committee has been formed to monitor day-to-day administration of the project with the following officers.

1. Joint Collector - President

2. Project Director, DRDA - Member

3. General Manager, DIC - Member

4. Executive Director, S. C. Corporation - Member

5. Asst. Director of welfare of Handicapped - Member

6. District Manager, A.P.S. Housing Corporation - Member

7. General Manager, TRENDS - Member / Secretary

Functioning Divisions

At present, the following divisions with 31 workers consolidation wages and 27 Physically Handicapped workers on piece rate wages are functioning.

1. Welding Division - Steel furniture etc.

2. Carpentry Division - All types of wooden furniture.

3. Printing & Binding - All types of printing works.
The monthly wages of employees of Trends and other establishment charges are to be met from the earnings through sale of items manufactured in the project. In 2002-03 the total turnover of the project is 78.41 lakhs and net profit was 8.5 lakhs.

Table No. 4.8
Skill Wise Distribution of Workforce in Trends Organization

<table>
<thead>
<tr>
<th>Nature of skill</th>
<th>No. of workers</th>
<th>Percentage of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly skilled</td>
<td>8</td>
<td>13.33</td>
</tr>
<tr>
<td>Skilled</td>
<td>20</td>
<td>33.33</td>
</tr>
<tr>
<td>Semi skilled</td>
<td>20</td>
<td>33.33</td>
</tr>
<tr>
<td>Unskilled</td>
<td>12</td>
<td>20.00</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Records in the office of Trends Organization.
Fig. No 4.4  
Organization Structure of Trends Organisation

Source: Records in the office of Trends Organisation
4. NUTRINE CONFECTIONERY COMPANY PRIVATE LIMITED

Nutrine Confectionery Company Private Limited (NCCPL) is the flagship of the NUTRINE group of companies, having a wide range of products and services, namely Confectionery, Chewing gum, and Granites and Fruit products.

Nutrine Confectionery Company Private Limited was founded in 1952 by Sri B. Venkatrama Reddy, a graduate from the National University during the chancellorship of Sri Ravindranath Tagore a Nobel Laureate. Late Sri B. Venkatrama Reddy, popularly known as B. V. Reddy, had foresight about the needs and demands of confectionery in India and ventured to set up a factory when Parry Confectionery was the market leader and Parry's flag was flying high.

NCCPL has always believed in high levels of conservatism. The company was set up as a small unit with a capital of Rs. 5 lakhs to manufacture various types of candies. After the demise of Sri B.V. Reddy in 1964, the business was taken over by his son Sri V. Dwaraknath Reddy, who is presently the chairman of the Nutrine group of companies. Mr. Dwaraknath Reddy holds a master degree in Chemical engineering from Louisiana University, U.S.A. Before taking over the reins of the company, he gained considerable experience in the field of confectionery production when he worked for certain confectionery units in U.S.A. He also had a short stint at Addison under
the leadership of Sri Anantharama Krishnan. Nevertheless, expertise gained by him in the field of confectionery manufacture at Nutrine between 1956 and 1989, has helped to guide the company to its present position of market leader.

At present, Mr. V. Vikram Reddy, nephew of Sri V. Dwaraknath Reddy, looks after the day-to-day management of the company. Mr. Vikram Reddy holds a postgraduate degree in management from U.S.A. He has been groomed under Mr. Dwaraknath Reddy since 1977 and is presently the Managing Director of the company. Mr. Vikram Reddy has the admirable support of other Directors, Mr. V. Madhusudhan Reddy and Mr. V. Dinesh Reddy.

Mr. K. Sivamohan Reddy, Executive Director, is in charge of operations and all the departments other than finance under his control.

The finance department is lead by Mr. S. Vasudevan, a chartered accountant, who is with the company since 25 years. He has joined the company as Management trainee and has risen to the position of Executive Vice-president. He has the support of a good team of professionals and senior executives who are in the service of the company since three decades.

The marketing team is headed by Mr. S. Gopalakrishnan, V.P (sales) and supported by Area Sales Managers, Zonal Sales Managers and others.
Senior Vice-president (Production), Mr. H. Ananthapadmanabhan, a graduate in Chemistry, possesses long experience in the production management and Senior Vice-President (Research & Products), Mr. G. Laxshminarayanan again a Chemistry graduate with a lot of exposure in the sugar industry, has been specialising in development of various products for Nutrine today.

Mr. S.R. Raju, a P.G. diploma holder in Materials Management, is in charge of materials department and Mr. B. Giasuddin, a law graduate and a diploma holder in personnel management, is heading the personnel department.

NCCPL has around 1200 employees under its direct employment and over 50,000 families directly and indirectly growing with it in the country. From a small unit manufacturing only candies, Nutrine has grown to be a multi-product, multi-market giant and has reached the position of single largest manufacturer of confectionery and toffees in India.

Nutrine has wide range of more than 50 varieties of candies, toffees, lozenges etc. Nutrine Mahalacto, Nutrine Cookies, Honey fab, Assay, Choclate Eclairs and Melters are the popular brands of Nutrine. Being the leader in the industry for more than a decade, Nutrine has always endeavored to satisfy the customers’ changing wants and desires with its own emphasis on quality, range and cost effectiveness.
The company has centralized manufacturing unit at Chittoo and also utilizes the services of job workers presently at Hyderabad and Surendra Nagar (Gujarat). NCCPL enjoys a high market share of 35 to 40% in confectionery in the organized sector in India. The strength of Nutrine lies in its manufacturing capabilities and also to a large extent to its marketing skills. Nutrine's product range is available through a network of 35 depots and C&Fs, 2700 distributors and stockist and 150,000 dealers. During the recently held Ad ASIA Conference at Jaipur, NUTRINE was selected as the BEST BRAND among confectionery.

The company has modernized its plant by importing sophisticated candy manufacturing machinery from Robert Bosch of Germany for making hygienic confectionery. The machines imported are the five or six machines of its kind in the world. The company also imported automatic weighing and packing machines. With the use of these machines, Nutrine is able to produce good quality confectionery with exacting standards. With sustained support from the valued stockiest, Nutrine is growing stronger in the market and retaining its no. 1 position. With the facilities available and those to be included in the coming years, Nutrine will emerge as one of the big-food giants in the country in the next few years.

The Govt. of Andhra Pradesh has conferred "Best Management Award" on 1st May 2003 for the outstanding performance in maintenance of Industrial relations and Labor Welfare.
Skill – Wise Distribution of Workforce

The skill-wise particulars of distribution of the workforce are furnished in table 4.9

Table No: 4.9

Skill - Wise Distribution of Workforce in Nutrine Confectionery Company Private Ltd.

<table>
<thead>
<tr>
<th>Nature of skill</th>
<th>No. Of workers</th>
<th>Percentage of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly skilled</td>
<td>33</td>
<td>3.17</td>
</tr>
<tr>
<td>Skilled</td>
<td>210</td>
<td>20.07</td>
</tr>
<tr>
<td>Semi skilled</td>
<td>342</td>
<td>32.69</td>
</tr>
<tr>
<td>Unskilled</td>
<td>317</td>
<td>30.3</td>
</tr>
<tr>
<td>Managerial</td>
<td>144</td>
<td>13.77</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1046</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Source: Records in the office of Nutrine Confectionery Company Private Ltd.
Organization structure of Nutrine Confectionery Company Private Ltd.,

Fig. No: 4.5

Chairman

Board of directors

Production

Sr. Vice President

General Manager

Sr. Manager (Mechanical)

Supervisors

Workers

Sr. Manager (Electrical)

Supervisors

Sr. Manager (Utilities)

Supervisors

Administration

Administrative staff

Source: Records in the office of Nutrine Confectionery Company Private Ltd.
5. ASWINI BIO PARMA PRIVATE LIMITED

Aswini Bio Parma Pvt Limited was established in 1994. It is one of the group units of Malladi group of companies. Late Sri M.L.N. Sastry was founder chairman of the group. The group started their first unit called Malladi Drugs and Pharmaceuticals Limited at Ranipet in the state of Tamil Nadu, in 1982. They are the leading Manufacturers of Bulk drugs that to cold and cough related drugs.

Aswini Bio Parma started production from 1999. The total project cost was 30.0 cores. Being a Private Limited Company, it is run by above said management with Board of Directors. Giving importance to the in and around villagers, the management has given most of the employment opportunities to the near by villagers. The firms installed a very good wastewater treatment plant, by using latest techniques, for which they have invested nearly 5.0 cores.
Skill – Wise Distribution of Workforce

The skill-wise particulars of distribution of the workforce are furnished in the following table 4.10

Table No: 4.10
Skill - Wise Distribution of Workforce in Aswini Bio- Parma Pvt, Ltd.

<table>
<thead>
<tr>
<th>Nature of skill</th>
<th>No. of workers</th>
<th>Percentage of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly skilled</td>
<td>8</td>
<td>4.60</td>
</tr>
<tr>
<td>Skilled</td>
<td>69</td>
<td>39.2</td>
</tr>
<tr>
<td>Semi-skilled</td>
<td>49</td>
<td>27.8</td>
</tr>
<tr>
<td>Unskilled</td>
<td>50</td>
<td>28.4</td>
</tr>
<tr>
<td>Total</td>
<td>176</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Records in the office of Aswini Bio- Parma Pvt, Ltd.
Fig. No: 4.6
Organization structure of Aswini Bio-parma Pvt. Ltd.

Managing Director

General Manager

Production Manager
  - Officer
  - Supervisor
  - Helpers

QC&QA Manager
  - Officer
  - Supervisor
  - Helpers

Maintenance Manager
  - Officer
  - Supervisor
  - Helpers

Stores Manager
  - Officer
  - Supervisor
  - Helpers

Personal Manager
  - Officer
  - Supervisor
  - Helpers

Environment & safety manager
  - Officer
  - Supervisor
  - Helpers

Administration
  - Officer manager
  - Cashier
  - Clerks
  - Office Staff

Source: Records in the office of Aswini Bio-parma Pvt. Ltd.
6. **BINDU TOOLS PRIVATE LIMITED**

Bindu Tools is a medium scale private industry located in the Industrial estate of Renigunta. They are engaged in manufacturing of carbide tools. This industry was established with capital of 78 lakhs. This organization is having employees 33 only.

**Organization Structure**

Fig. 4.7

The organization structure of Bindu Tools Pvt, Ltd.

Source: Records in the office of Bindu Tools Pvt, Ltd.
7. **S.V.R DISTILLERIES PRIVATE LIMITED.**

S.V.R. Distilleries is located in Karakambadi village, near Renigunta. In this they are manufacturing rectified spirit. This medium size industry was established with a project cost of 79 lakhs.

**Organization Structure**

**Fig No. 4.8**
The organization structure of S.V.R. Distilleries Pvt,Ltd.

- Managing Director
  - Production Manager
    - Supervisors
      - Helpers
        - Unskilled workers
  - Officer Manager
    - Accounts Officer
      - Accountant
        - Cashier cum Clerk
          - Computer operator
            - Office staff
  - Shift Engineers
    - Electrical Engineers
      - Technicians

**Source:** Records in the office of S.V.R. Distilleries Pvt,Ltd.
8. **SRI VENKATESWARA CO-OP SUGARS LIMITED**

Sri Venkateswara co-op sugars Limited was incorporated in 6.4.1972 and it started cane crushing during 1978. The factory is located at Gajulamandyam near Renigunta Industrial Estate. The licensed and installed capacity of the plant was 1,250 T.C.D. Later, the capacity of plant was enhanced to capacity up to 2,500 T.C.D. The authorized capital of the company was 3. crores and paid up capital was 272 lakhs. In recent days, there is a proposal to close the factory due other reasons.

**Skill – Wise Distribution of Workforce**

The skill-wise particulars of distribution of the workforce are furnished in the following table 4.11

**Table No: 4.11**

**Skill -Wise Distribution of Workforce in Sri Venkateswara Co-Op Sugars Ltd.**

<table>
<thead>
<tr>
<th>Nature of skill</th>
<th>No. of workers</th>
<th>Percentage of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly skilled</td>
<td>10</td>
<td>1.49</td>
</tr>
<tr>
<td>Skilled</td>
<td>117</td>
<td>17.5</td>
</tr>
<tr>
<td>Semi skilled</td>
<td>167</td>
<td>24.9</td>
</tr>
<tr>
<td>Un skilled</td>
<td>47</td>
<td>7.01</td>
</tr>
<tr>
<td>Consolidated</td>
<td>160</td>
<td>24.0</td>
</tr>
<tr>
<td>NMR</td>
<td>96</td>
<td>14.3</td>
</tr>
<tr>
<td>Managerial</td>
<td>72</td>
<td>10.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>669</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Records in the office of Sri Venkateswara Co-Op Sugars Ltd.
Fig. No: 4.9
Organization Structure of Sri Venkateswara Co-op Sugars Ltd.

Managing Director

- Administrative Officer
  - Office Manager
  - Store Keeper
  - Head Time Keeper
  - Esta Clerk
  - Dept Clerk
  - Record Clerk

- Chief Accounts Officer
  - Sub staff
  - Asst Accounts
  - Technical Staff
  - Sub staff

- Chief Engineer
  - Deputy Engineer
  - Asst Engineer
  - Shift Chemist
  - Sub staff
  - Field Staff

- Chief Chemist
  - Deputy Chief Chemist
  - Asst Chief Chemist

- Chief Agriculture Officer
  - Deputy Agriculture Officer
  - Asst Agriculture Officer

- Labor Welfare Officer
  - Staff

Source: Records in the office of Sri Venkateswara Co-op. Sugars Ltd.
9. THE CHITTOOR CO-OP SUGARS LIMITED

This sugar factory was registered on 22.8.1955. It started cane-crushing operations during the year 1963. The mill was located at T. Chavatapalli near Chittoor. The initial licensed and installed capacity of this mill was 1,000 T.C.D. In the year 1970 the installed capacity was increased to 1,600 T.C.D. The authorized capital of the company is 2 cores. The paid up capital was 190.14 lakhs.

Skill - Wise Distribution of Work force

The skill-wise particulars of distribution of the workforce are furnished in the following table 4.12

Table No; 4.12
Skill - Wise Distribution of Work force in Chittoor Co-Op Sugars Ltd

<table>
<thead>
<tr>
<th>Nature of skill</th>
<th>No. of workers</th>
<th>Percentage of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly skilled</td>
<td>8</td>
<td>1.51</td>
</tr>
<tr>
<td>Skilled</td>
<td>102</td>
<td>19.3</td>
</tr>
<tr>
<td>Semi skilled</td>
<td>146</td>
<td>27.6</td>
</tr>
<tr>
<td>Un skilled</td>
<td>45</td>
<td>8.52</td>
</tr>
<tr>
<td>Consolidated</td>
<td>132</td>
<td>25.08</td>
</tr>
<tr>
<td>NMR</td>
<td>50</td>
<td>9.47</td>
</tr>
<tr>
<td>Managerial</td>
<td>45</td>
<td>8.52</td>
</tr>
<tr>
<td>Total</td>
<td>528</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Records in the office of The Chittoor Co-Op Sugars Ltd.
Fig. No: 4.10
Organization Structure of Chittoor Co-op. Sugars Ltd.

Managing Director

Administrative Officer
Chief Accounts Officer
Chief Engineer
Chief Chemist
Chief Agriculture Officer
Labor welfare

Office Manager
Store Keeper
Head Time Keeper

Chief Engineer
Deputy Engineer
Deputy chief chemist
Deputy Chief Ag Officer

Chief Chemist

Chief Agriculture Officer

Chief Accounts Officer

Deputy Chief Chemist

Chief Engineer

Office Record Clerk

Technical Staff
Sub staff
Field Staff

Source: Records in the office of Chittoor Co-op. Sugars Ltd.
10. BALAJI CO-OP DAIRY LIMITED

The role of the government normally is limited to protecting the interests of producers and consumers, only in respect of wage goods, mass consumption goods and essential goods. The government is promoting organized marketing of agricultural commodities in the country. To achieve this, the governments of many states and union territories have enacted necessary legislation for regulation of agricultural produce markets.

These include the Commission for Agricultural Costs and Prices (CACP) for recommending minimum prices of Agricultural products, the National Dairy Development Board (NDDB), for promotion of production and exports of dairy commodities. The objectives of the Programme are

1. To increase milk production via improvements in pasture availability/management, dairy herd management, breeding policies and education/extension services.

2. To be instrumental in helping to improve the facilities relative to the collection, processing and distribution of milk and milk products throughout Guyana in keeping with acceptable hygiene and nutritional standards.

3. To achieve full self-sufficiency in milk and milk products in the shortest time possible and replacing present imports with domestic production.
The NDDP supports research agencies and are involved in the identification of grass species that are practical relative to the areas in which they will be planted. In this context, we recognize the necessity to use those grass, that are high yielding, palatable and relatively nutritional, while at the same time being aggressive in terms of tailoring, growth and recovery after defoliation (grazing or cutting), and which possess the ability to withstand heat/drought/burning as well as wet conditions and whose needs for fertilizers are minimal.

A statewide enterprise of co-operatives for dairy development, the Andhra Pradesh Dairy Development Co-operative Federation (APDDCF), as an enterprise of one million farmers for dairy development, had its genesis in 1981, with a three-tier cooperative structure.

With above stated objectives the Balaji Co-op Dairy Limited, it is a unit of Chittoor district co-op milk producers union Ltd, was established with support of NDDB.
Organization Structure

Fig No. 4.11 Organization structure of Balaji co-op Dairy Limited

MANAGING DIRECTOR

GENERAL MANAGER

MILK COLLECTION

PLANT DIVISION

MARKETING DIVISION

AGRICULTURE OFFICER

PLANT SUPERVISOR

MARKETING OFFICER

FIELD SUPERVISOR

WORKERS

SALES SUPERVISOR

ASSISTANT S

WORKERS

Source: Organization structure maintained in records of Balaji co-op Dairy
11. SRI KRISHNA DEVARAYA CO-OP OIL SEEDS AND GROWERS LIMITED

Though the overall growth of Indian economy has depended much upon the performance of agriculture, over the years, not much public investment has been made on its development.

In order to save the farmers from cartels of traders and encourage farmers to undertake the cultivation of certain specific crops (food grains, oilseeds, cotton, jute, tobacco and sugarcane,) the government also fixes minimum support/statutory prices for some crops and makes arrangements for their purchase on state account whenever their price fall below the support level.

These include the Commission for Agricultural Costs and Prices (CACP) for recommending minimum prices of certain commodities the National Cooperative Marketing Federation Ltd. (NAFED), for promotion of production and exports of specific commodities. In this connection they started Sri Krishna Devaraya Co-op oil seeds and Growers Limited, at Piler with head office in Ananthapur.

Sri Krishna Devaraya Co-op oil seeds and Growers Limited was established with a project cost of 30 crores. The main work is, extract the groundnut oil and growing the different seeds. This organization started with great aims but unfortunately now it is in sick position.
Organization Structure

Fig No. 4.12: Organization structure of Sri Krishna Devaraya Co-op Oil seeds and Growers Limited

Source: Organization structure maintained in records of Sri Krishna Devaraya Co-op Oil seeds and Growers Limited