



CHALLENGES AND INITIATIVES OF FOOD PROCESSING INDUSTRY IN MAHARASHTRA

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Abstract

Maharashtra is one of the most industrialized states in the country. Mumbai and Pune the two big cities in the state are the major manufacturing hubs in India. Maharashtra is the third largest state in India, strategically located and occupying approximately 9.6% of the country's total geographical area. It is surrounded by the Arabian sea in the West and 6 other states in the other three directions. It has 33 districts, 326 talukas (Tehsils) and 42,780 villages, of which approximately 7,000 are located in command areas of irrigation schemes.

The food industry is a consumer-oriented market on one side the consumer wishes for increasingly personalized products and services and on the other side, sustainability of products and production system also plays a major role. How can various stakeholder in the food industry these trends into competitive advantages for the future? Today we need to understand the pressures of sustaining a business in this new era. Food industry faced by various challenges in modern era so this research helpful to solve these problems and challenges so.

In this paper I have mentioned historical background of food Industry in Maharashtra challenges & opportunities for the food industry in Maharashtra & to focus on Incentives for food processing industry.

Keywords: *Food Industry, challenges Incentives*

Introduction-

Food is an important part of our lives, perhaps the most important. But the food we eat is more often than not, processed in a variety of ways to make it more edible.

So what exactly is food processing? Food processing is the transformation of agricultural products into food, or of one form of food into other forms.

The Indian food processing industry has tremendous potential and amounts to about 35 percent of the country's total Food market. The Government of India's central sector scheme for food industry is production linked incentive scheme for food Industry.

Maharashtra has a good presence in Industrial clusters specially Automobile, IT & ITes, Biotechnology, pharmaceuticals, Textiles and Food Processing clusters and offers lucrative investment opportunities in these sectors. Maharashtra's strong presence in agriculture and abundant a variability of raw materials provide a base for the food processing Industry in the state. Food processing has been identified as one of the thrust sectors by the state government in Maharashtra industrial policy 2019.

Maharashtra's strong presence in agriculture and abundant availability of raw materials provide a base for the food processing industry in the state. Large onion and Garlic belt (World) Rajgurunagar.

1. Horticulture Belt – Nashik to maval
2. Fisheries – Coastal belt
3. Banana, Cotton – Jalgaon
4. Turmeric – Sangli
5. Mango – Ratnagiri, Sindhudurg and Raigad
6. Grapes – Nashik

Some of the major crops produced in the state include rice, jowar, pulses, pearl millet, fox tail millet, soybean, sugarcane, groundnut, cotton, sunflower] orange, lemon, bottle gourd etc. are some of the major fruits and vegetables in Maharashtra.

The Food Processing sector in India has a quintessential role in linking Indian farmers to consumers in the domestic and international market. The Food processing sector in Maharashtra has as many as 16,618 small and medium and 328 large scale food processing units in Maharashtra.

Objective of the Study

- 1) To study Historical background of food Industry in Maharashtra.
- 2) To find out challenges faced by food Industry.
- 3) To analyze incentives for the Food Processing Industry.

Research Methodology-

The descriptive methodology has been used to collect data. Secondary data has been collected from various published sources, reference books, journals, periodicals, newspaper, internet websites.

Food Processing Industry in Maharashtra scenario in modern era-

Maharashtra covers an area of approximately three lakh sq.km. and its population exceeds 12 crore. The states contribution to the Indian Food processing industry is about 13%, and if proper focus is given, it can increase to 25%. It produces various cereals, fruit and vegetables, dairy and fishery products.

Vegetables-

Maharashtra is the leading producers of onion in India. Though Maharashtra is a leading producer of agricultural, horticultural and marine products. It is poor as far as their processing is concerned. As per estimates, the states overall processing rate excluding those of dairy and food grains is about 7%. It certainly can increase its value addition to 25% over the next ten years with proper focus and implementation policies.

For the last 41 years, Maharashtra has been a leader in food processing, owing to many advantages such as political stability, Friendly government policies (Particularly from MOFPI), good work in basic agricultural research and hybridization, forward – thinking farmers and good production supply, a good industry base; closeness to the market careful of growing urbanization) and high export potential.

Current Position of Maharashtra's on India's Progressive Map-

Maharashtra's share in Indian Food processing, as stated earlier, is about 14%, and its overall growth is about 13%. Its gross state domestic product (GSDP) is contributed by the agriculture and food processing sector. This is mainly due to the lack of value addition by the processing sector. The scenario needs to be changed and the money should be repaid to the farms as per their value addition. The agri and food processing sectors should contribute equally to the GSDP, which is possible in Maharashtra because of the a form mentioned advantages.

Challenges faced by food processing industry in Maharashtra in modern era-

- 1) Unorganized Players-
The largest challenge faced by the food processing sector is that it is dominated by unorganized players, who contribute to 82% of the industry's volume there is a conversion of unorganized players to organized ones, but a fair distance still needs to be crossed.
- 2) Unavailability of a Process able Quality and Quantity-
This is second challenge the unavailability of a process able quality and quantity of fruit and vegetables; the low productivity of agro based products; the small and holding of formers, the poor processing conversion.
- 3) High Degree of reasonability
- 4) Gaps in supply chain infrastructure-
Food processing sector are gaps in supply chain infrastructure which is inadequate primary processing.
- 5) Insufficient connection between production and processing-
The insufficient connection between production and processing; seasonality of operations and low capacity utilizations institutional gaps in the supply chain, for example there is a dependence on APMC markets.
- 6) Fluctuations in the availability of raw materials and their prices.

- 7) Poor transport facilities.
- 8) Lack of sufficient storage facilities
- 9) Poor supply chain management.
- 10) Lack of awareness about the technology
- 11) Poor marketing strategies.

Food processing industry has the long way to go considering the huge domestic market in the Maharashtra. Maharashtra is a state with more than 12.62 crore population which acts the direct market for the food processing industry.

Initiatives Provided by Government in Food Processing Industry in Maharashtra.

The Govt. of Maharashtra provides many incentives to the food processing sector in order to promote the food processing industries in the state following some of the schemes included as

- 1) Scheme for technology up gradation.
- 2) Modernization of food processing Industries
- 3) Schemes for cold chain
- 4) Value addition & preservation infrastructure for non-horticulture products.
- 5) Scheme for Human Resource development
- 6) Scheme for promotional Activities.

Conclusion

Maharashtra, being India's leading state with respect to Food processing, is the natural choice for investors. However this sector has a huge scope for future growth. Various other sectors within the food processing industries such as nutraceuticals, the post – harvest sector traditional foods and convenience foods are still in a nascent stage and Maharashtra has the potential to be a hot destination in those as well. They can boost economic growth by bringing good value addition to the farmers, the processors and consumers. So Food processing industry is an engine of economic development of India so role of food processing industry is vital in the angle of economical progress of nation.

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