



A RESEARCH PAPER ON PRODUCTION ASPECTS OF BAKERY PRODUCTS IN BELGAUM DISTRICT

Dr. Purandhar Dhanpal Nare
Principal, Night College of Arts and Commerce,
Ichalkaranji- Maharashtra –India Pin-416115

Abstract:

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 industrialization and urbanization, human life has become very busy and speedy. Hence, the need oriented Ready-To-Use Products, are flooding in the markets. Instant Food Products and Look-Book-and-Cook-Products are sprouting in the market. Hence detail investigation in its present position would be useful to the industry as well as to the state, to plan and frame policy about the systematic growth and expansions of the bakery as small scale industry. The present study focuses on PRODUCTION ASPECTS OF BAKERY PRODUCTS in Belgaum district.

Key Words: Type of bakery products prepared, source of raw material, daily production of bakery products, stock of raw materials, method of issue of raw materials etc.

1. Introduction:

As now a days all class of people are busy with their activities particularly of city people and working class people, they choice a ready food products which may be substitute for their routine foods. Hence, at present a commercial bakery industry is having wide scope for its growth and development. Hence detail investigation in its present position would be useful to the industry as well as to the state, to plan and frame policy about the systematic growth and expansions of the bakery as small scale industry.

The present study focuses on **PRODUCTION OF BAKERY PRODUCTS** in Belgaum district.

2. STATEMENT OF THE PROBLEM:

Most of the bakeries in Belgaum district are of small scale and many units being a family business, they lack technical know how of modern production methods.

Findings having proper representations would be helpful not only to the Baker's in Belgaum district but also in other regions, having bakery industry with similar problems and conditions. Hence, present study covers the type of bakery products prepared, source of raw material, daily production of bakery products, stock of raw materials, method of issue of raw materials etc.

3. **Objective of the study** is to take an overview of bakery industry in the Belgaum district, in particular the type of bakery products prepared, source of raw material, daily production of bakery products, stock of raw materials, method of issue of raw materials etc.

4. **HYPOTHESES:** Most of the bakery units under study are not maintaining records.

5. SCOPE OF THE STUDY:

The geographical scope of the study is limited to the boundaries of Belgaum district consisting of 10 talukas and Belgaum City of Karnataka.

6. RESEARCH METHODOLOGY ADOPTED:

For the present study to fulfill the objective primary data has been used. For this, the survey method has been adopted. Survey has been made by preparing an interview schedule.

7. Collection of Data –

Primary data has been collected through a structural interview Schedule, consisting of set of various questions by Researcher itself by taking interview of 100 respondents, i.e. Proprietors, Partners, Managers / Supervisors of bakery units in the study area on random basis.

8. INFORMATION ABOUT THE PRODUCTION OF BAKERY PRODUCTS.

Here, type of bakery products prepared, source of raw material, daily production of bakery products, stock of raw materials, method of issue of raw materials, maintenance of Records etc. are covered.

8.1 Type of Products Prepared by the Bakeries:

Mainly there are three types of bakery products that are to be produced by the bakeries under study. They are: -

- i) **Bread Items** - Consisting milk bread, sandwich bread of 200 or 400 grams each pack, pav, Bun Pav, Nans, Butter Toast etc.
- ii)
- iii) **Biscuit Items** - Consisting of Khari, Nankatai, Jam, Coconut, Toast Plain and Special, Butter plain and special, Julie Jam, Cream etc.
- iv)
- v) **Cake Items** - Consisting of Birthday cakes and small cup cakes, Copra cakes, Slice Cakes and Fruitcakes.

Table No. 1

Table showing types of products prepared by the bakeries under study.

Sr. No.	Category of bakery units	Number of Bakeries			Total No. Of Bakeries.
		Proprietorship Units	Partnership Units	Co-operative Units	
1	Bread Items	89	10	01	100
2	Biscuit Items	89	10	01	100
3	Cake Items	89	10	01	100
	Total	89	10	01	100

Source - Interview Schedule.

In the study, it is revealed that, all bakeries under study are producing Bread, Biscuit and Cake items.

8.2 Source of Raw Material:

Table No. 2

Table indicating source of raw materials

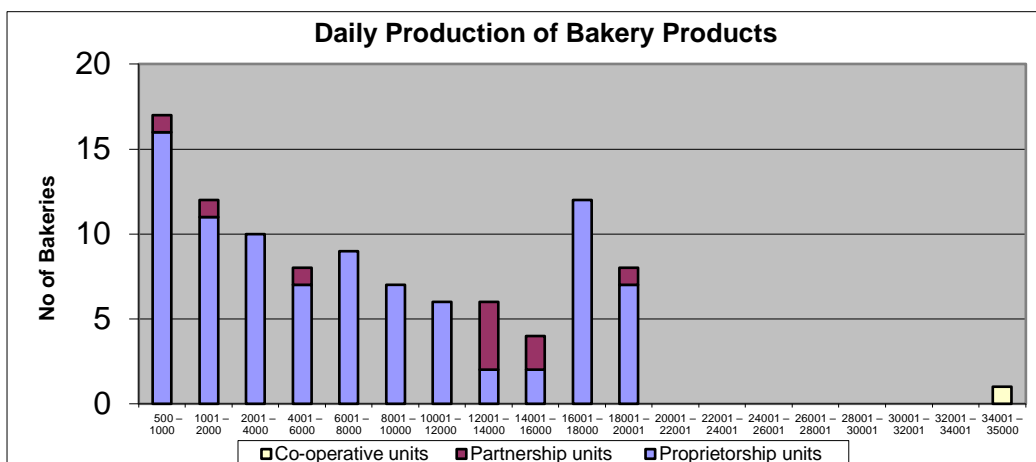
Sr. No.	Category of bakery units	Number of Bakeries			Total No. Of Bakeries.
		Proprietorship Units	Partnership Units	Co-operative Units	
1	Local Market	89	10	01	100
2	Any other	00	00	00	00

From the above table it is clear that, all bakeries under study are procuring raw material from the local market and there is no any Government quota or other source. Procurement of Maida flour required as main raw material for production of bakery products is from local market. The bakery units in Belgaum area and city obtain maida from flourmills situated in Belgaum. It is observed that in Belgaum there are many roller flourmills producing maida required for bakery industry. There is no Government quota or other source.

8.3 Daily Production:

Chart No. 1

Chart showing the range of production of the Bakery products in Rupees.



From the above chart cleared that, majority of the bakeries under study are having production per day in the range of Rs.500 to 10000 i.e. 63%, which are mainly located in rural area except one co-operative unit. 36% of the bakeries production is in the range of Rs. 10001 to 20000 per day which are mainly situated in Belgaum city and urban cities of Gokak, Hukkeri, Sankeshwar and Athani etc. only one bakery unit which is situated in rural area and that too in border area of Karnataka and Maharashtra in Mangur is having highest production per day i.e. Rs. 35000. It is clear that, in Belgaum district there is much scope for growth of bakery units.

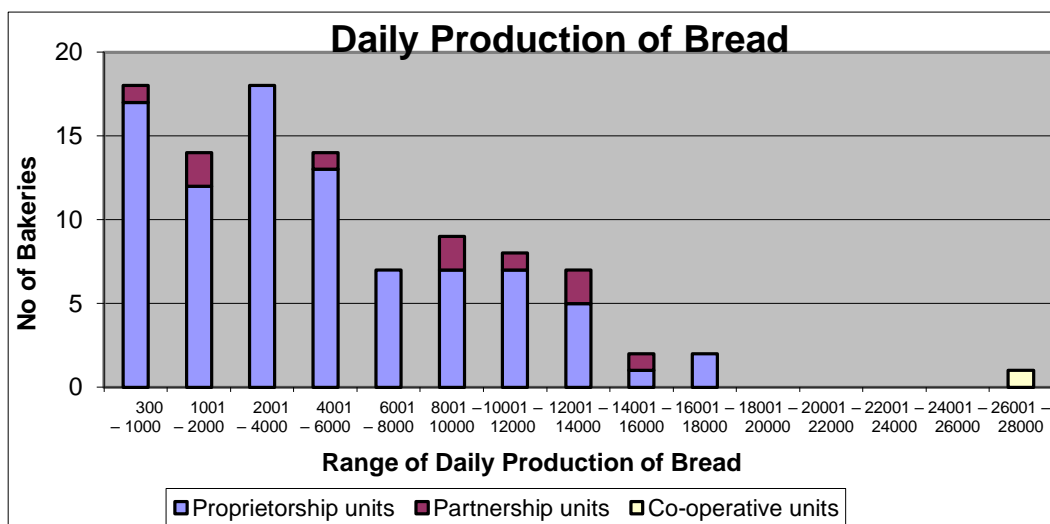
It is observed that, Mainly there are three types of the bakery products produced and sold by the bakeries in Belgaum district. They are Bread Items, Biscuit Items and Cakes. The variety of bread items that bakery units produce include mainly, Milk and Sandwich bread of 200 or 400 grams each pack, Plain and Sweet Bun Pavs, etc. Biscuit items consists of Khari, Nankatai, Jam, Coconut, Toasts plain and special, Butter plain and special, Julie, Cream etc. Cakes include mainly Birthday cakes and small cup cakes. Other special cake items include Copra cakes Slice Cakes and Fruitcakes. It is also observed that, because of more demand only in city area for special products of Biscuits viz., of Jam, Toast plain and special, Butter plain and special, Julie, Cream and Cake items of Copra cakes, slice Cakes and Fruit cakes only bakery units of urban area produce these type of products.

In the study it is clear that, the total daily production of bakery products from 100 bakery units under study is Rs.819900/-.

8.3.1 Daily Production of Bread Items:

Production of the bread items depends upon the individual baker’s financial position and selling capacity. During the study it has been observed that bakers of Belgaum region and city area were making full use of their production capacity by using the required resources. In rural area bakery units were not making full use of production capacity due to environment and location of their business premises.

Chart No. 2



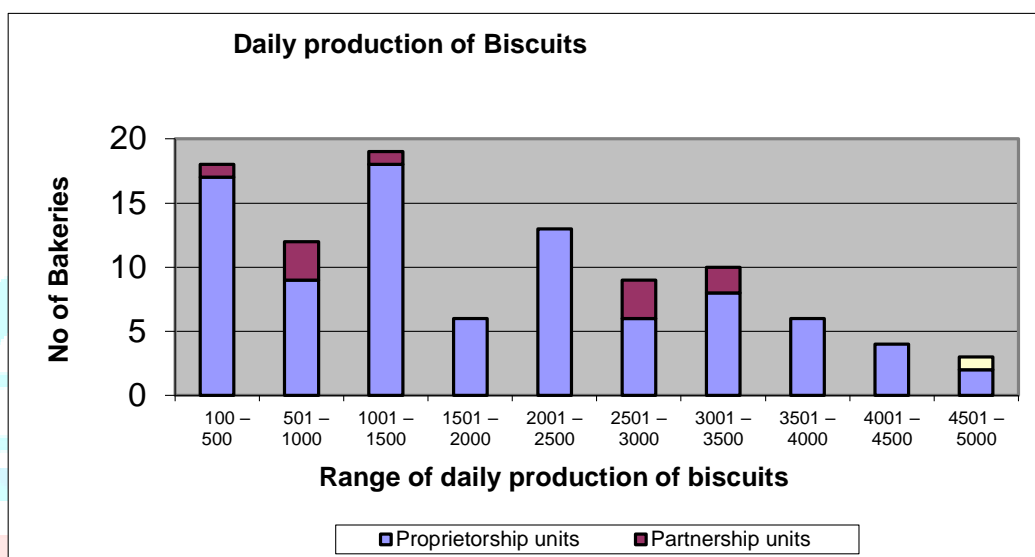
From the above chart it is cleared that, out of the proprietorship units under study lowest daily production of bread is Rs.300/- and highest is Rs.18000/- Partnership units lowest daily production of bread is Rs.300/- and highest is Rs. 16000/-.1% co-operative daily production is Rs.28000/-. It is observed that, co-operative unit is the most successful unit in the Belgaum district than other bakery units under study. It is also observed from the range of daily production of bread by all proprietorship units, partnership units and co-operative unit it is clear that, there is a wide scope for future growth and expansion of bakery units in Belgaum district.

From the above analysis it is clear that, the daily production of bread of majority of bakeries under study i.e.71% unit's daily range of production is Rs.300 to Rs. 8000/-. Another 28% of the bakeries under study were having production of bread items per day in the range of Rs. 8001 – 18000/-. Only 1% of the bakeries under study i.e. one co-operative bakery unit is having daily production of bread items of Rs. 28000/-.

The study also reveals that, the total daily production of bread item by all the bakery units under study is Rs.562100/- during the period of 1998-1999.

8. 3.2 Daily production of Biscuit Items:

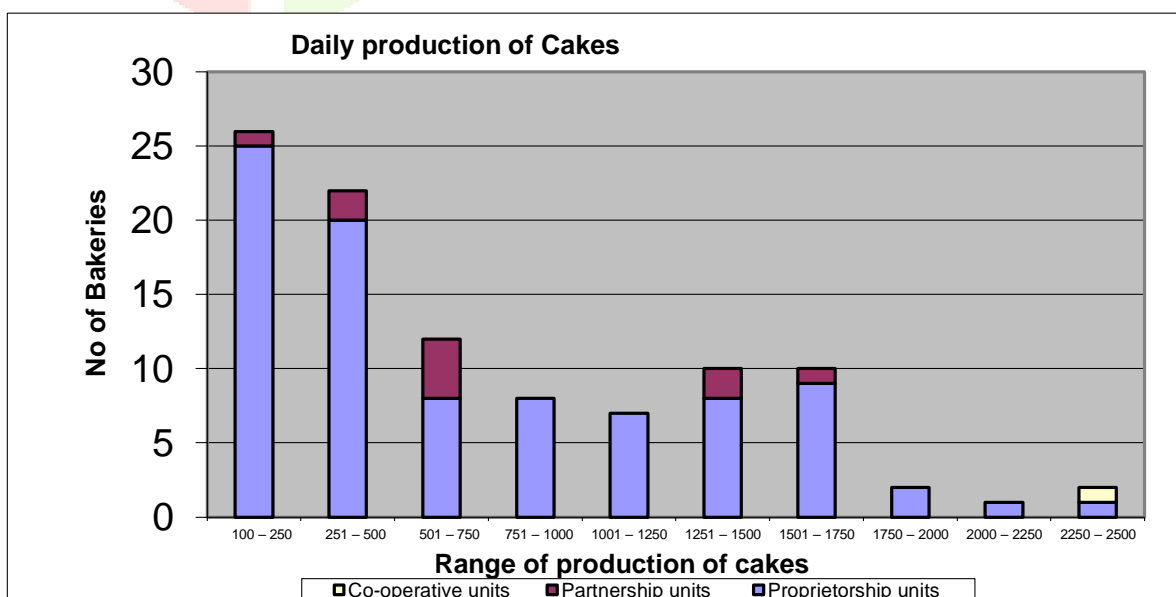
Chart No 3



It is cleared that, the minimum and maximum production of Biscuits by the bakeries under study is Rs. 100 and Rs. 5000 per day. In the study it is revealed that the production of biscuits in urban area is double than the rural area bakery units, because as in urban area due to working people, People of high standard of living etc demand is more for Biscuits than rural area. The total daily biscuits production is Rs.187858/- by the bakeries under study.

8.3.3 Daily production of Cakes

Chart No. 4



From the above chart it is cleared that, the production of cakes by the bakeries under study per day is in the range of Rs.100 to Rs.2500/-. It is revealed that in rural area production of only cakes is less than urban area, and in urban area demand for cup cake and other types of cakes is more.

8.3.4 Stock of Raw Material:

Table No. 3

Table showing response of bakers for maintaining stock of required raw material.

Sr. No.	Response	Number of Bakeries			Total No. Of Bakeries.
		Proprietorship Units	Partnership Units	Co-operative Units	
1	Yes	89	10	01	100
2	No	00	00	00	00
	Total	89	10	01	100

Above table indicate that, all 100% bakeries under study of all proprietorship units, partnership units and co-operative units are maintaining proper stock of required raw materials.

8.3.5 Method of Maintaining Stock Records Raw Materials:

Table No. 4

Table showing method of maintaining stock of raw materials.

Sr. No.	Method of Maintaining stock records of raw materials	Number of Bakeries			Total No. Of Bakeries.
		Proprietorship Units	Partnership Units	Co-operative Units	
1	By maintaining stock register	26	04	01	31
2	By having only limited stock for a few days	12	02	00	14
3	By observation method	51	04	00	55
	Total	89	10	01	100

Above table indicates that the methods of maintaining stock of raw materials are mainly three. Out of the bakeries under study only 31% bakeries of which 26% proprietorship units, 4% partnership units and 1% co-operative bakery unit are maintaining stock of raw materials by keeping stock register. Another 14 % bakeries of which 12% proprietorship bakery units and 2% partnership bakery units are maintaining stock of raw materials by having only limited stock for few days. 55% bakeries under study of which 51% proprietorship units and 4% partnership units are maintaining stock of raw materials by observation method.

Thus, from the above analysis it is clear that, most of the bakeries under study i.e. 69% are maintaining stock of raw materials either by observation method or by having limited stock for few days. Only 31% of the bakeries under study are actually maintaining a stock register for recording stock of raw materials.

8. 3.6 Method of Issue of Raw Materials:

Table No. 5

Table showing the method adopted for issue of Raw Materials.

Sr. No.	Method of issue of raw materials	Number of Bakeries			Total No. Of Bakeries.
		Proprietorship Units	Partnership Units	Co-operative Units	
1	First In First out	89	10	01	100
2	Last In First out	00	00	00	00
3	Simple average	00	00	00	00
4	Weighted average	00	00	00	00
5	Any other	00	00	00	00
	Total	89	10	01	100

Above table clearly indicates that, all bakeries under study have adopted "First in First Out" method of issue of raw materials for production purpose.

9. Maintenance of Cost Accounting Ledger:

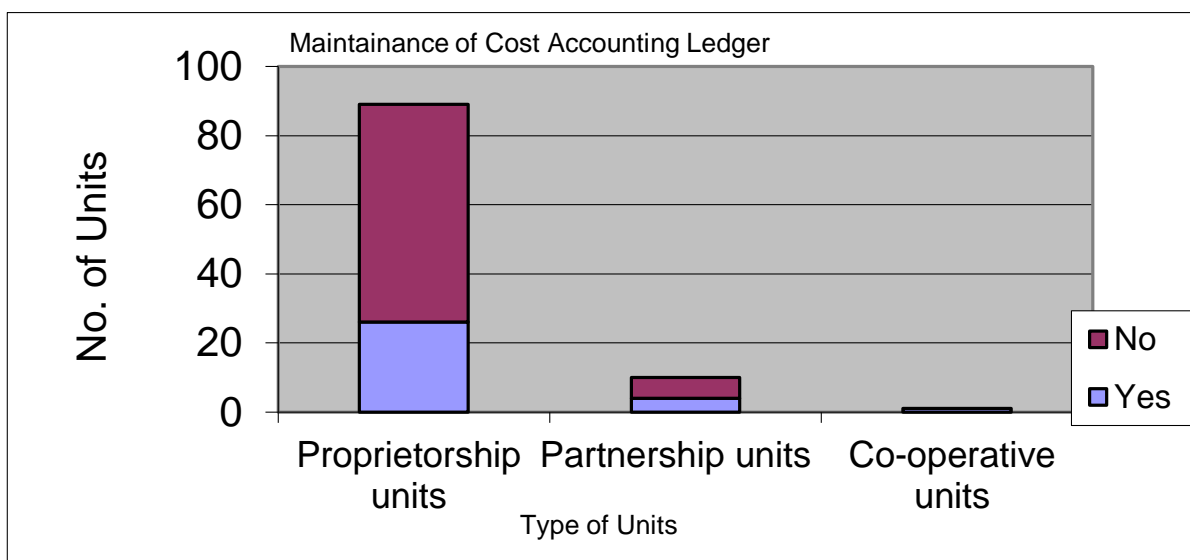
Table No. 6

Table indicating response of bakers about maintaining cost accounting ledger.

Sr. No.	Response	Number of Bakeries			Total No. Of Bakeries.
		Proprietorship Units	Partnership Units	Co-operative Units	
1	Yes	26	04	01	31
2	No	63	06	00	69
	Total	89	10	01	100

Source - Interview schedule

Chart No. 5



From the above analysis it is clear that, only few i.e. 31% of the bakeries under study are maintaining cost accounting ledger and majority of the bakeries i.e. 69% bakeries under study are not maintaining cost accounting ledger.

10. Findings of the Study:

i) Procurement of Maida flour required as main raw material for production of bakery products is from local market. It is observed that in Belgaum there are many roller flourmills producing Maida required for bakery industry. There is no Government quota or other source.

ii) Mainly there are three types of the bakery products that are to be produced and sold by the bakeries in Belgaum district. They are Bread Items, Biscuit Items and Cakes. The variety of bread items that bakery units produce include mainly, Milk and Sandwich bread of 200 or 400 grams each pack, Plain and Sweet Bun Pavs, etc. Biscuit items consists of Khari, Nankatai, Jam, Coconut, Toasts plain and special, Butter plain and special, Julie, Cream etc. Cakes include mainly Birthday cakes and small cup cakes. Other special cake items include Copra cakes Slice Cakes and Fruit cakes.

It is observed in the study that, bakeries in Belgaum district produce as per market demand only and hence the production and sales are same.

iii) All bakeries under study have adopted "First in First Out" method of issue of raw materials for production purpose.

iv) Majority of the bakery units in Belgaum district are not maintaining the record of Stock of Raw - materials and Cost Accounting Ledger. Only 31% bakery units were record stock of raw materials and do the actual cost calculation with a simple technique of cost statement, explaining elements of cost, which has been used to arrive at the product cost in general, and profitability in particular. With this it is proved that, hypothesis of the study is appropriate.

v) From the study it is cleared that, huge scope for bakery production with profitable business is there new proprietors.

11. Suggestions of the study:

i) Raw materials like Maida, sugar, oil, eggs etc. forms important ingredients of the bakery products. Maida is required at large quantities. It is strongly suggested that, Government should take necessary initiative step by issuing licenses, for procuring quality Maida from Food Supply Department at reasonable price.

ii) It is also suggested that, Food Corporation of India may set up a central monitoring cell and state-wise warehouses where different grade of wheat variety is stored separately and supplied to the roller mills in the state for supply of graded Maida flour to the bakery units as per requirement.

iii) The Bakery Development Board functioning under the Union Ministry of Food Processing may undertake promotion of modern bakery technology through regional exhibitions as well as organizing regional level workshops and seminars on various issues of bakery technology, hygiene and sanitation, quality standards and other aspects of bakery industry.

iv) Adoption of Modern Bakery technology: Every bakery unit should more aware of latest technological developments in raw materials, production processes, new machineries packaging, likes and dislikes of consumers etc. If bakery units consider these, it is possible to produce quality products and satisfy the consumer's needs.

12. Conclusion:

If above mentioned suggestions are considered, good scope is there for bakery business with quality products.