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To study the prospects of milk sweet makers and constraints faced by milk sweet makers (*Halwai*) in western Maharashtra

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ABSTRACT : The documentation data was collected from six district of Western Maharashtra (Jalgaon, Nasik, Ahmednagar, Pune, Satara and Kolhapur). Sixty respondents from each district were selected randomly. Disproportionate random sampling method was used to ensure a random selection of 60 milk sweet shop. Sweet maker urge to (i) establishment of regulating authority/apex body for technical guidance and policy support for unorganized sector. (ii) maintain standards of basic nutrition and food requirement. (iii) increase benefit-cost (B:C) ratio and capacity building of labour through training for improving quality of milk products is the main prospects for milk sweet makers. Raw material price inflation is the major constraint faced by them. It was followed by electricity problem, fluctuation and demand of milk product, increase in market competitor, availability of quality raw material and lack of availability of skilled labour, lack of guidance etc should be overcome by creating awareness among them.

KEY WORDS : Milk, Sweet, Product

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