Agriculture Update
Volume 8 | Issue 1 & 2 | February & May, 2013 | 35-37

Research Article

Constraints faced by the dal mill owners in Marathwada region of Maharashtra state

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ARTICLE CHRONICLE :
Received:
11.05.2012;
Revised :
25.01.2013;
Accepted:
26.02.2013

SUMMARY : In order to study the constraints faced by the dal mill owners, 32 sample dal mills were selected randomly from Parbhani and Latur district of Marathwada region. The special designed schedule was used for collection of data. The data were collected for the year of 2009-2010. The qualitative data were quantified using suitable statistical tools. Agro-processing industry is the largest determinant of gross national production in our country occupies fifth position in the industry output. The objective of constraints faced by the dal mill owners was studied by frequency and percentage method. About production problem, the knowledge of technical skill accounted (71.87 %) followed by availability raw material (62.5 %), and financial problems (56.25 %). In concerned with processing, the major problem was power supply, power breakdown and full capacity utilization which were accounted 100 per cent. The major problems about marketing were high market margin in distribution channels (78.12 %).

How to cite this article : Bhagwat, K.D. and Shelke, R.D. (2013). Constraints faced by the dal mill owners in Marathwada region of Maharashtra state. *Agric. Update*, **8**(1&2): 35-37.

KEY WORDS:
Constraints, Suggestions, Dal mills, Qualitative data

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BACKGROUND AND OBJECTIVES

India is the largest producer and consumer of pulses in the world. The per capita domestic production per availability of pulses has decline from 69 grams per day in 1960-61 to 36 grams per day in 2007–08. Agro-processing industry is the largest determinant of gross national production in our country with a 19% share; it occupies fifth position in the industry output. Pulses are basically legumes and major source of dietary protein for the vegetarians. Pulses occupy an important place in human nutrition due to their high protein content than cereal grains. Most agricultural products need some form of processing before these are used by the end consumer. Agro-processing industries can play a crucial role in increasing the income and employment opportunities for the rural masses. Agro-processing industries comprises of basic food industry, food grains, (pulses) dal mill, (oil seeds) oil mills, papad units, woollen yarn processing units etc.

Dal milling is the 3rd largest processing industry in India after rice and wheat milling. Dal milling industry promises excellent potential to boost our economy, due to enormous opportunities both in the domestic and export market. Dal is also called "Dhal" or "Daal" is prepared from pulses (dried peas, beans, lentils) which have been stripped of their outer hulls and split. The basic process in dal milling is cleaning, grading, conditioning, dehusking splitting, separation, polishing and bagging.

RESOURCES AND METHODS

The choice of Marathwada region was selected purposively from Maharashtra on the basis of large number of dal mills in this region. Hence, Latur and Parbhani district were selected. Thus total 32 dal mills were selected from Marathwada region. Dal mill level data of primary nature were collected by the survey through personal interviews with the help of pre tested questionnaire. To fascinate analysis of data, the sample dal mills were divided into two size groups. *viz.*, small-medium (Group I) group and large

(Group II) size group ranged as 30 – 300 quintal (Group I), 300 – 400 quintal (Group II) raw pulse processing per day respectively. The problems in production, processing and marketing were studied by applying frequency and percentage method.

OBSERVATIONS AND ANALYSIS

The findings of the present study as well as relevant discussion have been summarized :

From the Table 1, it was observed that out of 32 dal mills, 4 units were affected by the problem of suitability of location which accounted to 12.5 per cent. Problem of knowledge of technical skill accounted to (71.87 %) followed by availability raw material (62.5 %), financial problems (56.25 %), and attitude of mill owners towards adoption of improved technology and progress of industry was accounted (21.87 %).

It was observed from Table 2 that, in concerned with processing, the major problem was power supply, power breakdown and full capacity utilization which were accounted to 100 per cent. About 37.5 per cent dal mill owners complained about non availability of improved technology in processing. Problem of lack of technical skill, high cost of processing, and overall maintenance accounted for 71. 87 per cent, 68.75 per cent and 62.5 per cent millers, respectively.

From the Table 3 it is observed that, the major constraints in marketing was high market margin in distribution channels (78.12 %) and availability of packaging material (62.5 %). 21.87 per cent owner have problem of market segmentation. Similarly 37.5 per cent mill owners facing the problem of purchasing behaviour and 31.25 per cent mill owners facing the problem of product advertising.

Suggestions by dal mill owners:

The dal mill owners have suggested some improvement in dal mills and it is presented in Table 4. It is revealed from Table 4 that, 93.75 per cent mill owners suggested location of mills should be near to APMC market. The dal mill owners suggested to take needed raw material from nearest market are having (37.5 %) Similarly provision of different schemes and to maintain good quality of products was suggested by 93.75 per cent dal millers. Government or Bank should come to rescue the credit availability on minimum interest and should see that loans are properly utilized to millers was suggested by 71.87 per cent owners.

In regard to processing, 100 per cent dal mill owners suggested that, the supply of power throughout the year particularly for industrial sector, purchased properly cleaned raw material and regular cleaning of machineries is essential, to maintain the processing capacity of dal mills to its full capacity. By using quality control measures prefixed by quality control department was suggested by 87.5 per cent dal mill owners followed by installed new hi-tech machineries to avoid losses during processing was suggested by 43.75 per cent dal mill owners.

Regarding the marketing of products, the suggestions were provision of knowledge about improved methods and techniques of dal mill through different seminars by State Agricultural Departments and advertisement by using various broadcasting sources like T.V., radio, newspaper were

Table 1: Production constraints faced by the dal mill owners

Sr. No.	Problems	Frequency (n=32)	Percentage
Production			
1.	Knowledge of technical skills	23	71.87
2.	Raw material availability	20	62.5
3.	Financial problems	18	56.25
4.	Attitude of the mill owners towards adoption of new technology and progress of industry	7	21.87
5.	Suitability of location	4	12.5

Table 2 : Processing constraints faced by the dal mill owners

Sr. No.	Problems	Frequency (n=32)	Percentage
Processing			
1.	Power supply, power shortage and power breakdowns	32	100.00
2.	Units are net running on full capacity utilization	32	100.00
3.	Technical skills for operating machinery.	23	71.87
4.	Problems of high cost of processing	22	68.75
5.	Overall maintenance	20	62.5
6.	Use of improved technology in processing	12	37.5
7.	Quality control measures	5	15.62

Table 4 : Suggestions of dal mill owners

Sr. No.	Suggestion	Frequency (n=32)	Percentage
Production			
1.	Location of mills should be near to APMC market	30	93.75
2.	Provision of different schemes and by maintaining good quality of product	30	93.75
3.	Government or Bank should come to rescue of the credit availability on minimum interest and were loans are properly utilized to millers	23	71.87
4.	Take needed raw material from nearest market	12	37.5
Processing			
1.	Supply of power throughout the year particularly for industrial sector	32	100.00
2.	Purchased properly cleaned raw material and regular cleaning of machineries is essential	32	100.00
3.	To maintain the processing capacity of dal mills to its full capacity	32	100.00
4.	By using quality control measures, prefixed by the quality control department	28	87.5
5.	Installed new hi-tech machineries to avoid losses during pulse processing	14	43.75
6.	Monthly cleaning is essential	12	37.5
Marketing			
1.	Provision of knowledge about improved methods and techniques of dal mill through different seminars by State Agricultural Department	28	87.5
2.	Advertise by using various broadcasting sources like T.V, Radio, Newspaper	25	78.12
3.	Provision of less costly and durable gunny bags for packaging	24	75
4.	Sell by-produce in off season and make good return	12	37.5
5.	Direct selling of products without intermediaries or through retail chain	12	37.5
6.	Extension about knowledge on purchasing behavior and market segmentation	10	31.25

Table 4 : Suggestions of dal mill owners

Sr. No.	Suggestion	Frequency (n=32)	Percentage
Production			
1.	Location of mills should be near to APMC market	30	93.75
2.	Provision of different schemes and by maintaining good quality of product	30	93.75
3.	Government or Bank should come to rescue of the credit availability on minimum interest and were loans are properly utilized to millers	23	71.87
4.	Take needed raw material from nearest market	12	37.5

suggested by 87.5 per cent and 78.12 per cent dal mill owners respectively.

Similarly Jain (1989a and 1989b) studied economics of processing, marketing of arhar dal and economics of processing units of arhar pulse in Narsingpur district of M.P.

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