

## **Performance of bakery and confectionary food processing units in Maharashtra, India**

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### **ABSTRACT**

Bakery industry occupies an important position among Indian food processing industries. The per capita consumption of bakery product is about 2.5 kg per year as compared to 15 kg in other developed countries indicating greater potential for industry as compared to present situation. The survey was conducted in Parbhani city during 2004-05 to study economics of bakery and confectionary industries in Parbhani city. Data were collected from 45 bakery firms viz Small medium and large. The results revealed that over all total cost of bakery firm was Rs.12.23 lakh. Gross return per bakery firm was Rs. 7.70 lakh. The overall operational income was Rs.8.27 lakhs. The net income of bakery firm was Rs.5.47 lakh at overall level. The output input ratio was increasing with an increase in size of bakery firm. At overall level, it was 1.44 i.e. on investment of one rupee the profit was Rs.0.44 rupees.

**Key words :** Bakery firm, Small, Medium, Large, Operational income, Fixed cost, Variable cost, Output input ratio.

### **INTRODUCTION**

Bakery industry is one of the largest food industry in India. The two major bakery industries viz., bread and biscuits account for about 81% of the total bakery products. The annual production of bakery products which includes bread, biscuits, pastries, cakes, buns etc most of which are in the organized sector is estimated to be around 30 Lakh tones. The production of bread and biscuits both in organized and unorganized sectors is estimated to be around 15 Lakh tonnes and 11 Lakh tonnes respectively (Bardhan, 1999). Bakery industry in India had an annual turnover of about Rs.3000 crore. India is the second largest producer of biscuits after USA. The Maharashtra and West Bengal have very large number of bakery units. The per capita consumption is very high in industrialized states like Maharashtra and West Bengal. The bread and biscuits are becoming quite popular in rural areas as well. Nearly 55 percent of the biscuits are consumed in rural areas (Suresh Chandra, 2003). Bakery industry occupies an important position among Indian food processing industries. The per capita consumption of bakery products is about 2.5 kg per year as compared to 150 kg in other developed countries indicating greater potential for the industry as compared to the present situation (Krishnappa, 2002). Indian market for bread, biscuit, cakes and other bakery products is at present of the order of Rs.3000 crore which is expected to grow to Rs.10,000 crore (McKinsey, 1999).

Among the food industries, bakery is second only to dairy industry in volume of production and number of employees. The character of industry has changed over the years with the introduction of preservatives and improved mechanical methods, there appeared increasing numbers of wholesale baking companies which produced massive quantities and sold it to retailers over wide distribution area. The wholesale type of bakery dominates the multi million dollar baking industry today. It is very important for the baker to have complete knowledge of the process involved in production of bakery foods if their quality is to be improved. Bakery industry is concerned with the production of foods which require oven baking as an essential operation during their manufacturing and includes such products as bread and rolls, biscuits and muffins, pies and pastries, cakes and various type of cookies. The bakery industry has an important role to play in the economic development of the country in fuller utilization of its wheat resources, and in building up the health of its people. Much attempt is being made to popularise bakery products among all because these products are considered easy, convenient and rather inexpensive means of taking food in hygienically prepared ready to eating form. A particular role in this direction is being played by use of bread and biscuits as means of nutrition by children and lactating and nursing mothers who are covered by various food and nutrition programmes seen by a number of social welfare agencies operating

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