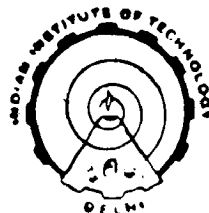


**PROCESSED FOOD INDUSTRY :
DETERMINANTS OF ITS GROWTH AND
CONSUMERS' PERCEPTION OF ITS USE**

Thesis Submitted to the
Indian Institute of Technology, Delhi
for the Award of the Degree of
DOCTOR OF PHILOSOPHY

By
ANVITA SINHA



Department of Humanities & Social Sciences,
INDIAN INSTITUTE OF TECHNOLOGY,
NEW DELHI-110 016

February 1989

Acknowledgement

I am very fortunate to have Prof. Purnima Mathur and Dr. N.N. Mehrotra as my research guides. I wish to express my deep sense of gratitude to them for their constant guidance and moral encouragement shown throughout the period of this research work.

I am grateful to Dr. Ashok Jain, Director, National Institute of Science, Technology and Development Studies, New Delhi for his constant involvement and encouragement during the course of this research work.

I take this opportunity to express my sincere regards and thanks to my colleagues and friends for discussions, valuable suggestions and encouragement during the period of this study.

I am also indebted to Directors of Central Food Technological Research Institute, and Defence Food Research Laboratory, Mysore for providing the opportunities of interaction with scientists and utilising their library facilities. I am also thankful to officers from Directorate General of Technical Development, Ministry of Industry; Food and Nutrition Board, Department of Food, Ministry of Food and Civil Supply; Ministry of Food Processing Industry, all from Government of India for Cooperation.

During the course of this research work, I had occasions to

become indebted to more persons than can be acknowledged here.

I am thankful to Shri K. Satyanarayana, Scientist, Publication and Information Directorate, New Delhi for going through the manuscript for editorial corrections. I am grateful to Shri A. Wahid, Scientist, National Institute of Science Technology and Development Studies, New Delhi for providing guidance for analysis of data. Last but not the least I am thankful to Miss Shama Gupta for preparation of manuscript by skillful typing in a very short period of time.

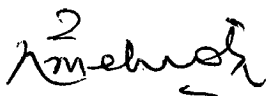

ANVITA SINHA

CERTIFICATE

This is to certify that the thesis entitled "Processed Food Industry : Determinants of its Growth and Consumers' Perception of Its Use" being submitted by Miss Anvita Sinha to the Indian Institute of Technology, New Delhi; for the award of degree of Doctor of Philosophy, is a record of bonafide research work carried out by her.

Miss Anvita Sinha has worked under our guidance and supervision and has fulfilled the requirements for the submission of the thesis, which to our knowledge has reached the requisite standard.

The results contained in the thesis have not been submitted in part or in full, to any other University/ Institute for the award of any degree or diploma.



Dr. N N Mehrotra

Supervisor,

National Institute of
Science Technology &
Development Studies (CSIR),
New Delhi - 110 012



Prof. Purnima Mathur

Supervisor,

Department of Humanities
and Social Sciences,
Indian Institute of
Technology Delhi,
New Delhi-110 016

Abbreviations

ASI	Annual Survey of Industries
CCFS	Central Committee for Food Standards
CFL	Central Food Laboratory
CFTRI	Central Food Technological Research Institute
CIFTI	Council for Indian Food Trade and Industry
CMIE	Centre for Monitoring Indian Economy
CSO	Central Statistical Organisation
DGTD	Directorate General of Technical Development
FAO	Food and Agricultural Organisation
FDA	Food and Drug Administration (USA)
FERA	Foreign Equity Regulation Act
F&V	Fruit and Vegetable
FPO	Fruit Products Order
GNP	Gross National Product
GOI	Government of India
IDCS	Industrial Development and Consultancy Services
IDR	Industrial Development Regulation
JECFA	Joint Expert Committee on Food Additives
MFPI	Ministry of Food Processing Industry
MODVAT	Modified Value Added Tax
MRTP	Monopolies and Restrictive Trade Practices
NCST	National Committee on Science and Technology
OGI	Open General License
PFA	Prevention of Food Adulteration Act

RC, IFT Research Committee, Institute of Food Technologist
R&D Research and Development
TV Television
UNIDO United Nations Industrial Development Organisation
WHO World Health Organisation

ABSTRACT

Food Processing Industry: Determinants Of Its Growth And Consumers' Perception Of Its Use

Processing techniques for preserving food from natural deterioration after its harvest are known to civilizations from centuries. Modern scientific methods of processing and preservation came into light only about hundred years back. During the last decade, there has been a substantial progress in Indian food industries, due to many indigenous developments in the field of food technology. At present in India this industry ranks fifth in its contribution to value addition and tops the list in terms of organised employment generation and this is despite the fact that it accounts for only 5.3 percent of total investment in industry.

Moreover in India 30 percent of the crop of fruits and vegetables goes waste because of improper handling and post harvest losses. Processed food industry, however, utilizes only about one percent of agro based food commodities. Keeping these issues in mind an attempt has been made in this study to analyse the factors which determine the growth of this industry. The determinants identified for the growth of this industry are: availability of adequate raw material; demand as a result of increase in population and urbanisation, increase in number of working women, changing life pattern, impact of advertising on

demand; technology; government policies; legislation; and consumer perception. Here an attempt has also been done to study the consumers' attitude and perceptions towards processed foods. This can hopefully, help in developing national strategies and policies for the development of this growing industry.

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