

# **Pickle Production A Profitable Enterprise: A Study of M.N Pickle Industry Shiralakoppa of Shivamogga District**

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## **ABSTRACT**

*Unemployment is one of the burning issues of India. In the name of globalization and competition, India is turning towards capitalism where more machines, capital, and less manual labour are used. The result naturally will be unemployment. As it is not possible to generate employment on par with population growth. Encouraging self-employment and switching to labour intensive production units will be a best policy to solve the problem of unemployment in India. Pickles & chutney is the traditional specialties product of India and has gained an important position in the Indian cuisine. Pickles are eaten along with main food and provide alluring tastes. They are prepared by using fruits and vegetables and they supplement the food with vitamins and minerals. Pickles are of many types, which are available in India such as Chilly Pickles, Green Pickles, Lemon Chutney, Mango chutney, Gherkins, Mango Pickles, Onion and Tomato chutney etc., The M.N. pickle is a rural industry and it was established in the year of 1982, as a partnership firm, there are four partners. And all are members of the same family. Mr, Masur Narayanappa who is responsible for bringing up the industry, was a rice mill owner, Agriculturist and president in municipal council, and made a glorious name of 'Masur Narayanappa' the industry was opened in his name in only. The paper includes Objectives of the study, Profile of M N Pickle Industry, Growth and Marketing, findings, suggestions, etc.,*

**Keywords:** *Burning, competition, cuisine, generate, intensive*

## **I. INTRODUCTION**

Unemployment is one of the burning issues of India. In the name of globalization and competition, India is turning towards capitalism where more machines and capital and less manual labour are used. The result naturally will be unemployment. As it is not possible to generate employment on par with population growth. Encouraging self-employment and switching to labour intensive production units will be a best policy to solve the problem of unemployment in India. Pickles & chutney is the traditional specialties product of India and has gained an important position in the Indian cuisine. Pickles are eaten along with main food and provide alluring tastes. They are prepared by using fruits and vegetables and they supplement the food with vitamins and

minerals. Pickles are of many types, which are available in India such as Chilly Pickles, Green Pickles, Lemon Chutney, Mango chutney, Gherkins, Mango Pickles, Onion Prpd/Prsvd and Tomato chutney etc. Pickles & chutney exports of India was Rs. 250.62 Crores in the year 2007-08. For Indian Pickles & chutney Russia, U.S.A, Belgium, Netherlands and France are the major market.

The history of pickles started in 2030 BC. To begin with, the cucumbers were pickled in Tigris Valley in 2030 BC. Pickle is one of the prized secrets of Cleopatra, a beautiful woman in the world. The references of pickles can be seen in the Bible and in the writings of Shakespeare, a great English writer. Women desire to eat with ice cream during their pregnancy. The word "pickle" is derived from the Dutch word 'pekel' or the northern German word 'pokel' which means "salt" or "salty water" which are essential in the process of pickle making. Pickles are made by dipping fresh fruits or vegetables in salty water. Claudia Roden, in his book, *the Book of Jewish Food*, explained that, pickled vegetables were a nutritional staple for Jews living in the Ukraine, Poland, Lithuania and Russia. The spiky taste of pickles proved a welcome addition to the plain bread-and-potato diet of the countries of cold weather. The brine, known as "pickle juice," is sometimes used by athletes to treat dehydration, though it has yet to be proven as a true remedy. Eastern European Jews arrived in New York City during 1800s and 1900s, introduced to America. Pickles were sold on handcart in the migrant dwelling district of New York City. Pickles were sold in Jewish-owned shops. Finally, making of pickles became a profitable business among the Jewish community. Today, a plate of pickles is usually served complimentary with a meal at the best Jewish delis. The British brought their method for making sweet pickles with vinegar, sugar and spiced syrup when they arrived in the new World.

## **II. OBJECTIVES OF THE PAPER**

The paper has following objective,

- To study the status of M N Pickles, Shiralkoppa, a rural based small-scale industry.

## **III. TYPES OF INDIAN PICKLES**

- Coconut pickles
- Amla Pickle
- Assorted pickles
- Carrot pickles
- Garlic pickles
- Green chilli pickle
- Indian pickles
- Meats
- Onion pickles
- Raw mango and Chickpea pickles

- Red chilli pickles
- Sweet mango pickles
- Sweet sour lemon pickles
- Tomato pickles

### III. PICKLES MANUFACTURING COMPANIES IN INDIA

1. Priya Food Pickles (Ushodaya Enterprises)
2. Mothers Recipe Pickles (Desai Brothers)
3. MTR Food Pickles (Bengaluru)
4. Cavinkere Ruchi pickles (Chennai, Tamil Nadu)
5. Bedekar pickles (V.P. Bedekar and Sons) Mumbai
6. Nilon's Enterprises Pickles, (Baner, Pune)

### IV. PROFILE OF M N PICKLE INDUSTRY

The M.N. pickle is a rural industry and it was established in the year of 1982, as a partnership firm, there are four partners. And all are members of the same family. Mr, Masur Narayanappa who is responsible for bringing up the industry, was a rice mill owner, Agriculturist and president in municipal council, and made a glorious name of 'Masur Narayanappa' the industry was opened in his name in only.

Masur Narayanapa started this business as a small-scale industry. He is responsible for overall development of the business. The primary aim or object was to manufacture and market pickles of various types with the brand name M.N Pickles. The industry is located in a place where there is abundant availability of the raw materials like chili, mango, lemon etc., which are easily available in the season at economical rate *i.e.*, at reasonable rate in the market and in the surrounding places.

When the industry started in 1982 they were manufacturing only two types of pickles *i.e.*, mango and lemon. But after sometimes they have also started to manufacture different types of pickles using tomato, Nellikai, Challakai *etc.*, which are easily available in the region at reasonable rates.

In the initial stages, the M.N. pickles rural industry faced many problems like Labor, Raw-materials *etc.*, which a small-scale industry is bound to be faced. But after some time it succeeded in over-coming all the difficulties. Which came one after one, across in its progress and the industry today is famous in manufacturing pickles in the name M.N. pickles which are in qualities and in reasonable price. M.N. pickles are available all over Karnataka and also go the permission to sell the pickles to other states of the country and abroad.

The initial investment of the M.N. pickles industry was too less. But, now the amount of investment has grown to Rs. 60.00.000 to 80.00.000 initially the industry was working with 100 to 120 workers and 130 to 160 workers as permanent workers and 200 to 210 workers on seasonal day.

## **V. GROWTH AND MARKETING OF M.N. PICKLE INDUSTRY**

In the beginning, M.N. Pickles had very limited market i.e., only in Shimoga district, but in the recent days, the market for M.N. Pickles spread all over the Karnataka and abroad. Now the M.N. Pickles industry supplying pickles to other states of the country, there is a Good demand for M.N. Pickles. The industry is also exporting pickles to foreign countries and industry has received much quotation for the export of pickles.

For the purpose of covering new market within the state, ten agents have been appointed in the Karnataka state. In some other places, where agents are not appointed, the firm itself under takes the distribution work.

There is substantial increase in sales due to the exemption of Excise duty on small-scale industry and also providing qualitative Pickles to public. Further, the M.N. Pickles industry is also able to sell its pickles at reasonable rates, when compare to other brands of pickles because of availability of raw materials like mangoes, lemon etc. and at economical rates.

MN pickles Industry Private Limited is a company operating with the social responsibility concept bearing in the mind. It is the company, which has good name in the domestic area. After the completion of study in the MN Pickles Industry Private Limited. The following findings have been drawn from the present study.

## **VI. FINDINGS**

- Poor welfare facility to workers
- Suggestion of the employees are given due respect
- There is no training and development of the workers
- Lack of transportation facility to workers
- High productivity Co-ordination between management and workers is good
- Unplanned purchase of raw materials
- Lack of storage facility for products

## **VII. SUGGESTIONS**

- Better to provide transportation facility to the workers.
- Company should concentrate on purchase of raw materials.
- The company should concentrate on different taste of the pickles which are expected by the customers.
- The company should concentrate on solving the temporary labour issues.
- To increase competitive marketing strategy.
- The company should make attractive packing the competition are very high in today's marketing.
- Need to use the social networks for advertisement purpose.
- Company should concentrate on plan of purchasing of raw-materials.
- Company need to give training to the employees through systematic methods of training.

## VIII. CONCLUSION

M.N. Pickles industry facing many problems. All these problems also affect the marketing activities of various companies. The problems are low output, high purchase of raw material; adversely affect the prices of the product. The company is having good market for their products but also it has to give advertisement for their products to create awareness in the minds of the other customers. A branded product ultimately decided based on consumer preference, perception and influencing factors etc. If the problems of industry cannot be resolved, then it is difficult to company to adjust to their marketing activities to consumer expectation.

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