



FOOD ENTREPRENEURS AND FOOD PARK

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Definition

Entrepreneurs:

People who create and grow businesses.

Entrepreneurship:

The process through which entrepreneurs create and grow enterprises to provide new services or product, or add value to services or product.

Entrepreneurship Development:

The infrastructure of public and private support that facilitates.

Need of EDP

- ❑ The goal in the technical institution should be to help create thousands of new entrepreneurs who in turn create hundred of thousands of much needed valuable jobs on India.
 - ❑ The academic institutions should build world class, comprehensive entrepreneurship programs on their campuses.
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- Students one day should start companies, and run them successfully.
 - Students who walk out of the campuses with an entrepreneurial attitude and ability are better entrepreneurial employees and generally more successful.
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- **“The economic development of a country is fueled by the strength and vitality of its entrepreneurs”**

Romesh Wadhvani,
President & Chairman, Wadhvani Foundation
NEN (National Entrepreneurship Network)

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- To build high impact entrepreneurship programs.
 - These programs should be both innovative and comprehensive.
 - The students be motivated to view entrepreneurship as a desirable career option in the early years after graduation.
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- They should be provided with knowledge, skills and network to succeed.
 - The country climate is increasingly conducive for entrepreneurship programs.
 - The opening markets, innovations in technology, wealthier consumers and new government policies are making it easier to start companies.
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- New entrepreneurs will strengthen the fabric of Indian economy.
 - Intensive preliminary field work will help them in designing, developing and launching their programs.
 - These Programs will raise students awareness and their understanding of entrepreneurship.
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- The programs will also fundamentally change the way students regard themselves and their options.
 - The students belonging to different educational background and specialization with entrepreneurial mindsets and skills.
 - There should be a commitment to accelerate entrepreneurship in emerging economics.
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- The academic institutes should launch and build innovative and high impact entrepreneurship programs.
 - There should be a goal of broader participation in today's opportunities, economic growth and job creation.
 - These participation should be ramped up rapidly.
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- Teaching entrepreneurship can be exciting, fun and highly rewarding. It can also be very challenging, especially if one is new to the subject.
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Successful entrepreneurs in food sector

- Haldiram started his business with Bhujia.
- Bekaji is also one of the successful entrepreneurs.
- Anita Khabia, Pune housewife, started Kolhapuri Thecha, a traditional, fiery garlic chutney
- Pradeep Chordia, promoter of the 120-acre Chordia Food Park, 50 km from Pune in Maharashtra's Satara district.
- Dishant Enterprises' Pradeep Tambe and Asha Enterprises' Milind Rane deal in gulab jamun mix, and custard and milkshake powders.
- Vishnu Kumar Agarwal and Vikas supply moulded plastic jars to the units in the Chordia Food Park.



Scenario of Indian Food Industries

- India is the world's second largest producer of food next to China.
 - The food processing industry is one of the largest industries in India. It currently ranks fifth in terms of production, consumption, export and growth prospects.
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- The total food production in India is likely to double in the next ten years and there is an opportunity for large investments in food and food processing technologies, skills and equipment, especially in areas of Canning, Dairy and Food Processing, Specialty Processing, Packaging, Frozen Food/Refrigeration and Thermo Processing.
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- The highest share of processed food is in the dairy sector, where 37 per cent of the total produce is processed, of this only 15 per cent is processed by the organized sector.
 - Though the industry is large in size, it is still at a nascent stage in terms of development. Of the country's total agriculture and food produce, only 2 per cent is processed.
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- As per recent studies the turnover of the total food market is approximately Rs.250000 crores out of which value-added food products comprise Rs.80000 crores.
 - The Government of India has also approved proposals for joint ventures, foreign collaborations, industrial licenses and 100% export oriented units envisaging an investment of Rs.19100 crores out of which foreign investment is over Rs. 9100 crores.
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Food Scenario in Rajasthan

Rajasthan being leading producers of major crops, offers vast potential for Agro Based Industries.

Rajasthan being leader in producing Bajra, Barley, Pulses, Coriander, Cummins and host of Aurvedic herbals/Medicines (like Isabgoal, Asgandh, Guggal, Saina, Henna etc.).

The Government of Rajasthan has given utmost priority and attention for development of Agro Food Parks.

Small Industries of Food which one can start

- Breads & Rusk Manufacturing
- Sauces and Ketchups Preparation
- Cashew Nut Processing
- Packing of Whole Wheat Flour
- Confectionary items
- Instant mixes for Idli, Dosa etc.
- Gulab jamun mix
- Pickles Preparation
- Custard and milkshake powders



Major Food Processing Industries In India



KINGFISHER
PREMIUM LAGER BEER



Food Park

- An industrial park exclusively for the food processing industry
 - The park will offer tiny and medium scale entrepreneurs a range of facilities, such as
 - A product development center
 - Pilot plant with machinery for the food processing industry
 - Warehouse for incoming and finished goods
 - Cold storage facility
 - An effluent treatment plant
 - Water, electricity and diesel powered generator
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- Entrepreneurs will also be provided with administrative assistance in processing various license and formalities required from various government agencies to start a food industry.
 - Stamp duty on the food processing industry be abolished.
 - State government should provide a state tax waiver to the industry.
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Rajasthan Food Park

- Agro food park by Rajasthan government in a 186 acre area near Alwar to promote industries in the agriculture and food products, dairy, medicines, fruits and vegetable and oil seed sectors as a part of a drive to encourage investments by entrepreneurs.
 - RIICO- Rajasthan State Industrial Development and Improvement Corporation.
 - The drive to attract investors will speed up industrial growth of Rajasthan and benefit the entrepreneurs.
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- Parks would provide several benefits to entrepreneurs.
 - Liberalized customs and licensing norms
 - A flexible investment atmosphere
 - Well planned industry specific structure

 - Food parks would ensure the farmers a steady remuneration

 - This will lead to a direct all round growth and development of region, along with industry.
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- Parks should have common facilities for
 - ❑ Cold storage
 - ❑ Advanced packaging & tetra packaging
 - ❑ Food testing laboratory
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Biotechnology & Food

Probiotic Food:

- Probiotics are the live beneficial culture administered in adequate amounts to the food which confer a beneficial health effect
- AMUL and Mother Dairy launched the probiotic Ice-cream.
- “Nesvita Dahi” by Nestle



Golden Rice:

Golden rice is a variety of rice (*Oryza sativa*) produced through genetic engineering to biosynthesize the precursors of beta carotene (pro- vitamin A) in the edible parts of rice.

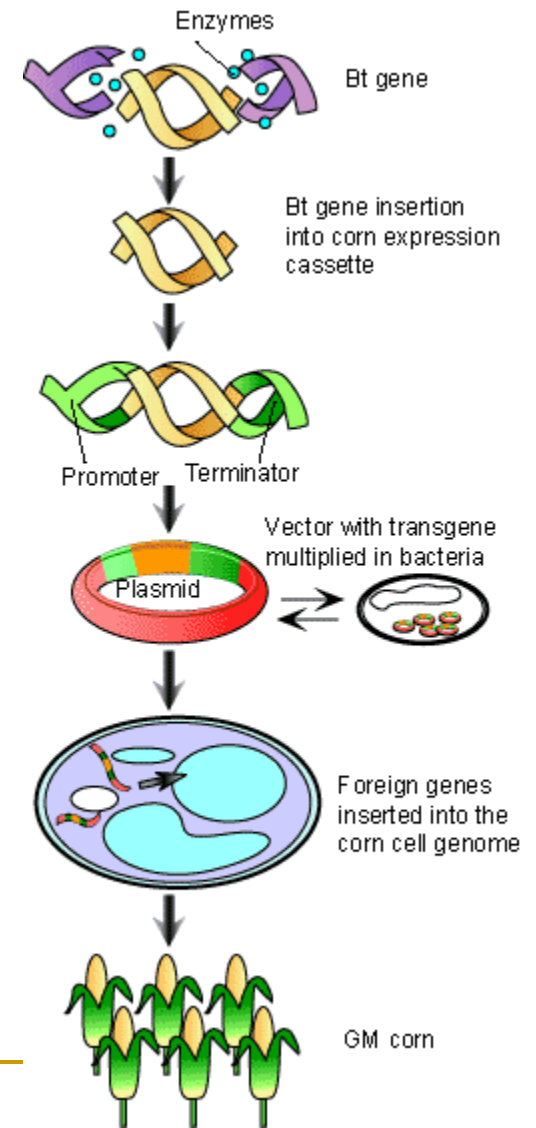


Skimmed Milk from Cow:

Scientists have bred cows that produce skimmed milk.

Genetically Modified Food

- Genetically modified food promise to meet adequate supply of quality food.
- The term GM foods is most commonly used to refer to crop plants created for human or animal consumption using the latest molecular biology techniques.



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- These plants have been modified to enhance desired traits such as :

- Pest resistance – To minimize the use of hazardous chemical pesticides.

- Herbicide tolerance

Physical means of removal of weeds not very cost effective.

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- Use of herbicides time consuming and expensive.

- Disease resistance

- Cold Tolerance

Antifreeze gene from cold water fish introduced into tobacco and potato. Able to tolerate cold temperature.

➤ Drought and salinity tolerance

- For growing crops in locations previously unsuited for plant cultivation.
 - GM plants that can withstand long periods of drought or high salt content in soil and ground water.
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Nutritional aspects

- **To avoid malnutrition.**
- **Many people rely on single crop such as rice.**
- **Rice does not contain adequate amounts of all necessary nutrients to prevent malnutrition.**
- **Genetically engineered rice with additional vitamins and minerals for alleviating nutrient deficiencies.**

➤ **Pharmaceuticals**

- Medicines and vaccines are often costly to produce and sometimes require special strange conditions which are not readily available.
- Edible vaccines in tomato, potato and banana.
- Much easier to ship, store and administer than traditional injectable vaccines.

➤ **Bioremediation**

- Plants & microorganisms have been genetically engineered to clean up heavy metal pollution from contaminated soil.
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- Genetically modified foods have the potential to solve many of the world's hunger and mal-nutrition problems.
 - GM foods also help to protect and preserve the environment by increasing yield and reducing reliance upon chemical pesticides and herbicides.
 - Trials on use of transgenics in 16 crops are in progress. Rice, Wheat, Corn, Rapeseed and Potatoes are the major crops.
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Workshops/Training Programmes

- Programmes have to be built that will be a resource for food entrepreneurs, who wish to market agricultural commodities (fruits, vegetables, grains, milk and milk products or meal products) specially foods (nutrition's and wholesome food) or food ingredients.
 - The specific needs of the food entrepreneurs have to be identified and understood.
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- Entrepreneurs in the area of specialty food products are usually farmers, current food business owners, farmers market participants, and home makers who wish to become entrepreneurs.
 - Therefore, training programmes should be accordingly planned – to avoid planting and harvesting.
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- We have to understand the client needs and their knowledge base in order to develop program initiatives.
 - There is diversity of interested parties, therefore, programme advertising be done on multiple channels to reach potential participants.
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- Potential food entrepreneurs had a higher level of interest in food regulations and general business information.
 - They will also be interested in marketing, development of food quality and new business start up information.
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- Food entrepreneurs are interested in direct marketing or participating in farmers markets for the distribution of their products.
 - Some are interested in distributing their food products through national or regional grocery store chains.
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- Some are interested in restaurant and catering sales. Food entrepreneurs often request for information about business start up and food regulations.
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- **Basic needs of new food entrepreneurs could be :**

1. Business planning
 2. Marketing of food products
 3. Contracting with suppliers
 4. Food regulations
 5. Foods safety
 6. Product or process development. How to maintain quality control and where to purchase equipment.
 7. Packaging
 8. A plan for what would sell and to what market.
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- Workshops may be designed accordingly for supporting needs of food entrepreneurs.
 - Successful food entrepreneurs may be invited as guest speakers.
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- It is expected that at least 15-20% may go on to start their new food business.
- If even a single participant starts a new food business it may generate 25-30 new jobs.



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- **The focus should be to enable food entrepreneurs to build better business.**
 - ***‘Great things come from small beginnings.’***

