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SWOT ANALYSIS OF CO-OPERATIVE SUGAR FACTORIES IN MAHARASHTRA

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ABSTRACT

India is agriculture country. It is the fourth major sugar producing country in the world. Sugar industry plays a vital role in the development of rural economy. It is the second largest agro based industry. The Maharashtra State is one of the leading sugar producers in India, dependent in a major way on unorganized sector. The first co-operative sugar factory was established in Ahmednagar district, named "Pravara Sugar co-operative factory" at Pravaranagar. The Maharashtra sugar industry has been contributing more than thirty percent of India's total sugar.

KEYWORDS: agriculture country ,

Sugar industry ,Co-operative Sugar Factories .

I)INTRODUCTION

In 2014 there are 202 sugar factories in Maharashtra which producing 771.20 Lakh quintal sugar. The average recovery was 11.41 percent. In these sugar factories more than eighty percent sugar factories are in co-operative sector. Today we are living in competitive age. So we have found competition in sugar industry also. The SWOT analysis was the essential aspects of survival, growth and development of co-operative sugar factories. So this paper aims at determining the SWOT analysis of co-operative sugar industry and suggesting few measures to improve

their competitive sprit and performance.

II) OBJECTIVES OF THE STUDY:-

- 1)To study the strengths and weaknesses of co-operative sugar industry.
- 2)To find out the opportunities and threats of co-operative sugar industry in future.
- 3)To provide the certain remedial suggestions for improving their day-to-day performance.

III) METHODOLOGY OF THE STUDY:-

The present study related to SWOT analysis of co-operative sugar factories is purely depend upon the secondary data. The data has been collected from books, Journals, reports and government publications. However the suggestions offered are importance for increase the future performance.

IV) LIMITATIONS OF THE STUDY:-

- 1)The whole paper will be depending upon the secondary data.
- 2)Limited period of study is

also one of the limiting factors.

V) SWOT ANALYSIS OF CO-OPERATIVE SUGAR INDUSTRY:-

SWOT analysis is one of the important steps in modern management practices. It includes strengths, weaknesses, opportunities and threats. The strength and weaknesses of the co-operative sugar industry shows the present scenario and the opportunities and threats help to plan for the future competitive spirit and performance.



A) Strengths:-

- 1) Own land and building of the industry.
- 2) Local members and directors.
- 3) Local employees and officers with low salary package.
- 4) Sufficient raw material on credit basis.

B) Weaknesses:-

- 1) Lack of active participation of the members & directors.
- 2) Lack of proper arrangement for storage and marketing process.
- 3) Lack of suitable employee because of lack of effective salary.
- 4) Increasing graff of corruption cases and irregularities.
- 5) Inadequate capital and technical guidance.
- 6) Old methods of production and using old technology.
- 7) Reverse impact of poor performance of workers.
- 8) Fair and remunerative prices (FRP) decided by central Government.
- 9) Inadequate production of sugarcane and low recovery rate.
- 10) Problem of over staffing and mismanagement.

C) Opportunities:-

- 1) To give the better price rate to sugarcane farmers.
- 2) Appointment of well qualified employees, officers and directors.
- 3) To create required capability to stand in local and global competition.
- 4) Reduce the cost of production and other expenditure.
- 5) To utilize the maximum available resources.
- 6) To establish sub product plants i.e. ethanol, co-generation, distillery etc.
- 7) To motivate the members to create an awareness of real significance and purpose of co-operative sugar factory.

D) Threats:-

- 1) Entrance of selfish and corrupt elements in the co-operative sugar factory.

- 2) Absence of modern management, good control, good leadership in sugar factory.
- 3) Opening other sugar factory in the particular area and location. Competition from these factories is also on of the threat.
- 4) Increasing tendency in the people to organize co-operative sugar factory for the purpose to get subsidy.
- 5) Better wages compared to employee in other co-operative sector.
- 6) Change in the mentality of the farmer affects the shortage of raw material.
- 7) Deficiency of suitable employees in co-operative sugar industry.
- 8) Political influence and transport difficulties are also one of the threats.

VI) SUGGESTIONS: -

For achieving more and more success of the co-operative sugar factories, success of each and every human resource is very necessary for that purpose the following suggestions given here.

- 1) Appointments of the educated employees, officers and directors by the co-operative sugar industry.
- 2) Solving the problems of raw material, capital, storage, technical guidance and mismanagement.
- 3) The weaknesses are converted into strengths by proper analysis and proper planning of internal environment.
- 4) To improve the efficiency and update the knowledge of employees, the co-operative sugar factory should provide training programme as per the needs.
- 5) Mismanagement problems are arising due to inadequate staff as well as not having trained and qualified people in management, so it is necessary to take the qualified human resource in management.
- 6) The defective Govt. policies like cane purchase tax, levy sugar etc. negatively affecting the progress of co-operative sugar factory. Therefore the government should continue earlier policies in favor of co-operative sugar industry.
- 7) Publication of daily co-operative news papers by the national co-operative union of India and state co-operative Unions.

In this way it has become very essential for co-operative sugar industry to show efficiency and excellent. So that it could also play the strong role in the development of rural Indian economy.

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