**1.1 INTRODUCTION**

The topic brand awareness is very essential is the modern market The project is undertaken to measure the brand awareness level of Mayil rice. Brand awareness is the consumer's ability to recognize the brand within a product category in sufficient details to make a purchase decision. This means that consumers can propose, choose, or use the brand. It also highlights the effective of the advertising tools used for the purpose.

One of the important aim of every business should be to build brand awareness of its product. Companies should understand the facts that builds a positive brand image depends on possessing high brand awareness, because when a brand is well established in the memory it is easier for association to be created and deliver unique benefits and build deep connections with customers. In addition, customers are the most critical, though, very important group to take into consideration because can always choose from where they buy. Consequently. they will buy from the manufacture that provides the most value.

Marketing is the science of meeting the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization, at same time, to achieve organizational goals. According to the American Marketing Association; Marketing is the activity, set of institutions, and processes for creating. Communicating, delivering, and exchange offerings that have value for customers, clients, partners and society at large.

With this definition, it is important to realize that the customer can be an individual user, a company, or several people who contribute to the purchasing decision. A customer is the most significant icon for long term survival of any firms or enterprises in terms of retaining quality products and services at affordable cost as for being the market king. The product can be hard a hard good, a service, or even an idea- anything that would provide some value to the person who provide an exchange. An exchange is most often thought of as a money, but could also be a donation of time or effort, or even a specific action. A producer is often a company, but could be an individual or non-profit organization.

Brand is seen more than just symbols and names. Brands are the major asset of a company due to the fact a brand represents everything that a or service means to consumer. That is the reason why brands should be carefully developed and managed. However, very often firms consider brands just as a tool for adverting, but that is not the case good brands done just sell, they act! Due to the present competitive environment, every firm attempts to generate favourable and positive associations about their brand which result in a positive image of the brand.

The analysis of brand awareness helps to the organization to find out the weakness in their branding activities. The main aim of the study was to understand brand awareness of Mayil rice with reference to the Kottakal Agro foods private Limited. How the people buying Mayil rice it means that what all are the aspect they take in to consideration for the purchase of Mayil rice, more over the customers buy rice for the brand or quality.

**1.2 STATEMENT OF THE PROBLEM**

There where various brands of rice competing the market but not all people consume all the brands equally. So, people have lot of options in rice and it become very common to all people in their life.

But there is a question regarding selection and consumption of brands by consumers and factors affecting them while purchasing rice. Therefore, this study is desirable to identify the brand awareness of mayil rice among customers. It aims at finding customers awareness, quality and quantity, availability of Mayil rice.

**1.3 OBJECTIVES OF THE STUDY**

* To understand the brand awareness of the Mayil brand among customers.
* To identify the ability of customers to recall the rice brands
* To know the factors considered for purchasing rice.

**1.4 PURPOSE OF THE STUDY**

Now a day’s marketers are struggling to increase their brand awareness among customers and trying to avoid competitors from grabbing of these acquired customers mind. Competition and dynamicity are the main characteristics of present world. Everybody is busy with their own business. Nobody has a little time to waste by giving attention to unnecessary things. It can clearly understand by the change in response level of advertisements. This study is mainly conducted for understanding the customers awareness of mayil rice and to make changes in the areas where there is any improvement needed. With the help of this study give an understanding about what the customers are expecting from us.

**1.5 SIGNIFICANCE OF THE STUDY**

This research would help to identify customers brand awareness to adjust their marketing strategy. Consequently, understanding brand awareness contributes to build strong brands and able to develop long-term relationship with consumers. Understanding of customers awareness would help to maintaining their current customers and attract new once. Currently there are a number of companies that operating in the country. Wining the brand competition by making a brand over other brands in such market is presumed to be difficult and costs a lot of hard work. Additionally, this study would have importance in providing a better ground for company’s sales managers, business professionals, business initiatives and policy makers. The research would help for research practitioners who are interested in improving their knowledge in the subject of brand awareness. Moreover, the research would also contribute an insight point as a stepping stone for further study in the area to future researchers.

**1.6 SCOPE OF THE STUDY**

This study will provide insight and information to the organization about brand awareness. The result of the study and survey will also managers and administrators to define strategies for the improvement of brand awareness.

It will also help to understand the weakness and strength of the manufacturers by undertaking their strength and weakness the manufacturers can improve their performance they can meet the requirement defined by the customers and convert weakness in to strength finally the findings and suggestion of this research can used by other researchers for conducting similar studies that will contribute to the knowledge base of the brand awareness.

**INDUSTRY PROFILE**

**1.7 INTRODUCTION**

Rice is a grain belonging to the grass family. It is related to the other grass plants such as wheat, oats and barley which produce grain for food and are known cereals. There are many unproven mythological tales related to origin of rice, though historians hold little or no stock in any. Rice cultivation is considered to have begun simultaneously in many countries over 6500 years ago. Rice has been cultivated in China since ancient times. Chinese records of rice cultivation go back 4000 years. Most believe the roots of rice come from 3000 BC India, where natives discovered the plant growing in the wild and began to experiment with it. Cultivation and cooking methods are thought to have spread to the west rapidly and by medieval times, southern Europe saw the introduction of rice as a hearty grain. In several Asian languages the word for rice and food are identical.

African rice has been cultivated for 3500 years. In the Middle East Mediterranean Europe, it started around 800 BC. Rice spread throughout Italy and then France, after the middle of the 15th century, later propagating to all the continents during the great age of European exploration. In 1694, rice arrived in South Carolina, probably originating from Madagascar. The Spanish brought rice to South America at the beginning of the 18th century. Rice cultivation has been carried into all regions having the necessary warmth and abundant moisture favorable to its growth, mainly subtropical rather than hot or cold.  
  
Today Rice cultivation is the principal activity and source of income for millions of households around the globe, and several countries of Asia and Africa are highly dependent on rice as a source of foreign exchange earnings and government revenue.

**WORLD SCENARIO**

Rice is the second largest produced cereal in the world. At the beginning of the 1990s, annual production was around 350 million tons and by the end of the century it had reached 410 million tons. Production is geographically concentrated in Western and Eastern Asia. Asia is the biggest rice produce, accounting for 90% of the world's production and consumption of rice. China and India, which account for more than one-third of global population supply over half of the world`s rice. Brazil is the most important non- Asian producer followed by the United States. Italy ranks first in Europe.

Rice is by far the most economically important food crop in many developing countries, providing two third of the calorie intake of more than 3 billion people in Asia, and one third of the calorie intake of nearly 1.5 billion people in North America and European Union (EU), rice consumption has increased due to food diversification and immigration. In the last two decades (1970-90), the per capita rice consumption increased at various rates, ranging from 2.4 percent/year in the Italy and 8.2 percent/year in UK (Faure and Mazaud, 1996).

The world's major rice-producing countries including the two most populous nations, China India have emphasized the important of continuing to develop new rice varieties to guarantee Asia's food security and support the region's economic development. Today, rice is grown and harvested on every continent except Antarctica, where conditions make its growth impossible. The majority of all rice produced comes from India, China, Japan, Indonesia, Thailand, Burma, and Bangladesh. Asian farmers still account for 92-percent of the world's total rice production. More than 550 million tons of rice is produced annually around the globe. In the United States, farmers have been successfully harvested rice for more the 300 years. There are thousands of strains of rice today, including those grown in the wild and those which are cultivated as a crop.

**WORLD TOP 10 RICE PRODUCING COUNTRIES**

* China
* India
* Indonesia
* Bangladesh
* Vietnam
* Thailand
* Myanmar
* Japan
* Philippines

**SOME OTHER RICE PRODUCING COUNTRIES**

* Afghanistan
* Argentina
* Australia
* Bhutan
* Bolivia
* Burkina Faso
* Cambodia
* Cameroon, Colombia, Cuba
* Iran
* Italy
* Nepal
* Nicaragua
* Niger
* Nigeria

**SOME IMPORTANT FACTS ABOUT RICE IN WORLD SCENARIO**

* Global rice production in the recent years has fluctuated between 375-400 million tons. Consumption at around 410 million tons has been above production in the recent years.
* Global ending stocks, which had average above 120 million tons in the 1990's is currently getting reduced to 80 million tons.
* Asia is the biggest rice producer, accounting for 90% of the world's production and consumption of rice**.**
* Per capita rice consumption has declined in recent years in many of the wealthier rice consuming countries, such as Japan, Republic of Korea and Thailand, because rising incomes have enabled people to eat more varied diet.
* Although rice is widely grown and consumed, less than 6% of world production (20-24 million tonnes) is traded annually.
* Major importing nations of rice are West Asian countries and African countries. Apart from its countries like Japan, Malaysia, and Brazil also figures in top 10 importing countries. In West Asia and Middle East Basmati rice is favorites and India is the major supplier in this category.
* Through rice is cultivated largely in Asia its export mostly originates from other continents. Major rice exporters are Thailand, United states, Pakistan, Vietnam, India, Italy, Uruguay, Australia, China, and Argentina.
* The Western countries are not major producers, but at the same time their consumption is negligible. Thus, a significant portion of their production is exported.

**INDIAN SCENARIO**

India is an important Centre of rice cultivation. The rice harvesting area in India is the world`s largest. Rice is grown in many regions across India. For about 65% of the people living in India, rice is a staple food for them. Rice is essential to life in India. It is a part of nearly every meal, and it is grown on a majority of the rural farms. Worldwide. India stands first in rice area and second in rice production, after China. It contributes 21.5 percent of global rice production. Within the country, rice occupies one-quarter of the total cropped area, contributes about 40 to 43 percent of total food grain production and continues to play a vital role in the national food and livelihood security system. However, India did not become a major rice exporting country for a long time. Its share in world rice trade, mainly in the form of small-volume exports of highly prized basmati rice, was insignificant (5 percent). It was not until the mid-1980s that the quantum of export started to grow, from 110000 tons in 1978/79 to 890613 tons in 1994/95 and to a record 5.5 million tons in 1995/96, second only to Thailand (at 5.9 million tonnes).

The regions cultivating this crop in India is distinguished as the western coastal strip, the eastern coastal strip, covering all the primary deltas. Assam plains and surrounding low hills, foothills and Terai region- along the Himalayas and states like West Bengal, Bihar, eastern Uttar Pradesh, eastern Madhya Pradesh, northern Andhra Pradesh and Orissa. India, being a land of eternal growing season, and the deltas of Kaveri River, Krishna River, Godavari River and Mahanadi River with a thick set-up of canal irrigation, permits farmers to raise two, and in some pockets, even three crops a year. Irrigation has made even three crops a year possible. Irrigation has made it feasible even for Punjab and Haryana, known for their baked climate. to grow rice. They even export their excess to other states. Punjab and Haryana grow prized rice for export purposes. The hilly terraced fields from Kashmir to Assam are idyllically suited for rice farming, with age-old hill irrigational conveniences. High yielding kinds. enhanced planting methods, promised irrigation water supply and mounting use of fertilizers have together led to beneficial and quick results. It is the rain fed area that cuts down average yields per hectare.

**SOME IMPORTANT FACT ABOUT RICE IN INDIAN SCENARIO**

* Agriculture is the main source of income for families in India. Farms cover over half the land and almost three-quarters of that land is used to grow the two major grains: rice and wheat.
* India is the second leading producer of rice in the entire world, preceding only by China.
* India's annual rice production is around 85-90 million tonnes. Annual consumption is around 85 million tonnes.
* In India Rice is cultivated in both seasons winter and summer.
* West Bengal, Uttar Pradesh, Andhra Pradesh, Punjab, Tamil Nadu. Bihar, Orissa, Assam, Karnataka and Haryana are the major producing states. More than 50% of total production comes from the first four states.
* Food Corporation of India purchases around 20 to 25% of the total rice production in the country both under levy from the rice mills and directly in the form of paddy from the farmers at Minimum Support Price announced by the Govt. More than 4000 varieties of rice are grown in India.
* India is the world's largest exporter of basmati rice to Saudi Arabia and other Middle East Countries, Europe and the United States.
* India has the potential to export one million tonnes of basmati rice.
* Major destinations of Indian non-basmati, white/parboiled rice are Bangladesh. Indonesia, Philippines, Nigeria, South Africa, Ivory Coast and other African countries.

**EXPORTING OF RICE**

Among the exporting countries. Thailand, Vietnam, India and Pakistan are the major countries exporting rice in sizeable quantity. Rice is one of the important cereal food crops of India. Rice contributes about 43% of total food grain production and 46% of the total cereal production in the country. It continues to play vital role in the national exports. The percentage share of rice in total national export was 4.5% during 1998-99. The percentage share of agriculture export in total national export was 18.25, whereas the percentage share of rice export in total agriculture export was 24.62 during 1998-99. Thus, rice export contributes nearly 25% of total agriculture export from the country.

From a nation dependent on food imports to feed its population. India today is self-sufficient in grain production and also has a substantial reserve. The progress made by agriculture in the last four decades has been one of the biggest success stories of free India. Agriculture and allied activities constitute the single largest contributor to the gross domestic product, almost 33% of it. Agriculture is the means of livelihood of two-third of the work force in the country.

**INDUSTRY IN KERALA**

Paddy is cultivated in almost all districts in Kerala. Rice production has experienced continuous decline in area over 2 decades, rice production touched it's of around 14 lakhtonnes in the mid-seventies. Even at its peak level internal production was hardly sufficient to meet 50 per cent of state's requirement. Consequent to the enormous pressure which high value crops like Coconut, Banana, Pineapple and rubber have exerted area under paddy has declined from its peak coverage of 8.81 lack hectares in mid-seventies to 3050 lack hectares in 2003-2004. The production of rice is declining every year. This is an indication of the problems faced by the cultivators of Kerala. If proper measures are not being taken to overcome this situation, then this sector will be abolished from the state within no time. The main problems concerning these cultivators are high cost of cultivation and less return for their products, the products from other states is also affecting themadversely.

**COMPANY PROFILE**

**1.8 ABOUT KOTTAKAL AGRO FOODS PRIVATE LIMITED**

Name of the organization is Kottackal Group of Company. The organization was set up in 1967 by Mr. K.V Varghese, a man who set out with the vision to bring quality rice into the traditional homes of Kerala. A venture which started out with traditional method of boiling. sun drying and milling. Mayil is the brand name in which Kottackal Group of Company markets rice and other food products. The factory of Rice mill is located in green, pollution free, Angamaly, Mookkannoor near Kochi in Kerala in South India.

Rice is the world's favorite grain. Its cultivation is intimately entwined in the culture of our land. Rice is an ideal grain a complex carbohydrate source that is low in fat and calories. contributing over 15 essential nutrients to the diet.

Kottackal Group of Company is in the midst of prime rice growing region of Kerala. We have direct access to the best paddy harvested here. The paddy is milled, washed, cleaned, dried and destoned utilizing our fully automatic parboiling, drying and milling machines. Digital Computerized Colour Sorting machine from Japan has 120 channels. It scans each rice grain and discards discolored, broken rice, stones and impurities. Only nice that is completely full-sized, of the same texture and bran is packed. Which is why MayilSortex Rice' is today a household name in Kerala, and the Middle East.

The Kottackal Group of Company is located close to the banks of the river Periyar. This gives us access to perennial fresh water. Our personnel are trained for achieving the highest standards in product quality during production. Our laboratory conducts extensive checks for particulate contaminants, microbial contamination, fertilizers and pesticide residues. Only on complete satisfaction of their absence will any batch of paddy be processed. The production process involves removal of stone, dust, sand and all other impontis by cleaning paddy four times. It is then hoiled in a highly efficient boiler in stouts and inter automatically steam dried Hulling unit consists of paddy cleaner, rubber shelter, pakly separator, compolisher, whitener silky polisher, and magnet filter. The packing is done using automatic packing machines.

At Kottackal Group of Company, their passion for offering a wholesome range of rice, wheat, spices and pickles and other food products has known no boundaries for over 37 glorious years. From their base at Kalady, the birthplace of the sage Sri Shankaracharya, we are involved in the trade and processing of rice, wheat and food products, which is incidentally our traditional family business for generations.

Mr.K.V. Varghese first established the Kottackal Rice Mill; it marked the beginning of a new era in rice milling. In this region. When we began to export processed rice in 1991, we were also amongst the foremost. In 1994, plant was modernized with the induction of world-class state-of-the-art processing plant. The sophisticated technology resulted in an incomparable advancement in quality of our products along with the most stringent hygiene standards. Consequently, the company was re-christened as Kottackal Group of Company.

A modern, efficient management and marketing expertise of Mr. K.V. Anto propel Kottackal Group of Company into new dimensions of exports and customer satisfaction. Today our brand Mayil encompasses a wide range of superior rice, wheat and processed food products with a reach all over Kerala and exported to the Middle East countries.

**Mission**

Company mission is to produce healthy foods, which are convenient to use, and excellent value for money. They are prepared using the freshest ingredients, straight from farms near our plants and processed straightaway utilizing our special process, which preserves the true taste of the wholly natural ingredients. Our extensive range, which includes rice, wheat powders, spices, masalas, pickles and more are wholesome and nutritious.

**Finest Quality**

Rice is the world's favorite grain. Its cultivation is intimately entwined in the culture of our land. Rice is an ideal grain a complex carbohydrate source that is low in fat and calories. contributing over 15 essential nutrients to the diet.

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The production process involves removal of stone, dust, sand and all other impurities by cleaning paddy four times. It is then boiled in a highly efficient boiler in steam and later automatically steam dried. Ilulling unit consists of paddy cleaner, rubber sheller, paddy separator, com polisher, whitener silky polisher, and magnet filter. The packing is done using automatic packing machines.

**Taste and Purity**

Before every batch of rice is released into the market, it is tested at their development kitchen for its gluten, cooking time, taste and quality Through constant quality checks id writ control over the quality of products on a continuous basis, we have been certified as per 150 9001 By AQA (American Quality Assessors; in the year 2002.

A testimony to our high quality has been the increasing number of customers buying our products, the marketing reach, widening markets and the brand recognition achieved by their brand "Mayil".

**Product Showcase**

Under the Mayil Brand, we can find one of the largest varieties of rice to suit all tastes. From long grained to traditional short thick brown rice to the tiny jeera rice. Their products as available in packages of 5 Kg. 10Kg, 25Kg and 75 Kg and special bulk packs for bulk orders.

**PRODUCT PROFILE**

The Kottackal Group of company is now all set to become to recon within foods. The group has plan to set up a food park with facilities to process and manufacture a wide range of food products like spices, pickles, and other product for world markets.

**RICE**

* Jyothi Rice
* Palakkadan Matta Rice
* Jaya Rice
* Surekha Rice
* Ponni Rice
* Sonamasoori Rice
* Kuruva Rice
* Idly rice
* Kaima Rice
* Raw Rice
* Matta Broken Rice
* Raw Matta (Payasam)
* Basmati Rice

**Rice Powder (Flour)**

* AppamPodi
* ChembaPuttuPodi
* DosaPodi
* Fried Rava
* Idly Podi
* Pathiri Podi
* PuttuPodi
* Rice Powder

**Pickles**

* Cut Mango
* Lemon
* Tendor Mango
* Mixed Vegetable
* Garlic
* Gooseberry Ginger
* Puliyinchi

**Other products**

* Jaggery
* Tamarind
* Kudampuli (Cambogia)
* Coconut oil
* Chilli powder
* Turmeric powder
* Coriander powder
* Garam masala
* Chips
* Pappadam
* Pepper
* Cardamom
* Tea Dust
* Nutmeg

**FEATURES OF KOTTACKAL AGRO FOODS PVT LTD**

* Affordable
* No storage space required
* Environment friendly
* Lower labour and supervisory cost
* No wastage at site
* Excellent quality for the product
* No wastage at site
* Excellent quality for the raw material site
* Use high quality of raw material at site
* It offers a permanent solution to the perennial problems.

**ORGANIZATIONAL STRUCURE**

An organizational structure defines how job tasks are formally divided, grouped and co-ordinate. Managers need to address six key elements when they design their organization's structure, work specialization, departmentalization, and chain of command, span of control, centralization and decentralization and formalization.

Chairman

Vice Chairman

General Manager

Finance Manager

Personal Manager

Marketing Manager

Production Manager

Purchase Manager

Cost Accountant

Area Sales Manager

Purchase manager

Store Keeper

Sales Executive

R&D Department

Vehicle Manager

Quality Controller

Export Manager

Export Assistant

Micro Biologist

**DEPARTMENT DETAILS**

The organization is made up of different departments. Departmentalization is the process of grouping of various activities into separate unit or departments. A department is a distinct section of the business establishment concerned with a particular group of business activities. The actual number of departments in which a business house can be divided depends upon the size of the establishment and its nature. Departmentalization aims at;

* Specialization of activities for efficient performance.
* Simplifying task of management within a workable span.
* Maintaining co-ordination and control of the various activities.;
* It increases the efficiency of the enterprise since various activities are grouped into workable units.
* It renders the task of fixation of accountability for results very easy since activities are well defined and responsibilities are clearly laid.
* It provides for fixation of standards for performance appraisal and thus, ensures effective control
* It creates opportunity for the department heads to take initiative and thus develops managerial facility

GENERAL MANAGEMENT PRACTICE

The development of the organization can be achieved through the development of the people of the organization. So, we can say that workers are the backbones of the organization. The impressive level of productivity is a hallmark of Kottackal group of company and today the company have highly committed and disciplined workforce, which leads a high degree of productivity with impressive levels of quality. For the sustainability of every business, it is necessary to have productivity, efficiency, and profitability. So, the general management practitioners are focuses on these matters.

The company gives importance for employee welfare and individual development of them. The organization promotes the concept of participative management, especially in the quality circle, employee suggestion scheme etc.

The general management practices of Kottackal Group of Company consist of planning process, decision-making process, information systems, communication system, control mechanism, duties and responsibilities of the top-level managers etc.

**PLANNING PROCESS**

Planning is one of the crucial functions of management. It is basic to all other functions of management. There will not be proper organization and direction without proper planning. It states the goals and means of achieving them.

Planning process consist of setting up of business objectives and allocation of resources for achieving them. Planning determines the future course of action for utilizing various resources in a best possible way. It is a combination of information handling and decision-making systems based on information inputs, outputs and a feedback loop. In Kottackal Group of Company the planning process has been done through various departments.

For example, in the cases of marketing the sales executives have to submit the day-to-day report about the sales to the sales manager and the sales manager analysis the report about whether there is any need of more actions to take or policies to implement etc. Besides the above departmental planning process there is a separate department called Research and development department they focus on finding new opportunities and the implications of present standards.

DECISION-MAKING PROCESS

The company gives importance for employee welfare and individual development of them. The organization promotes the concept of participative management, especially in quality circle, employee suggestion schemes etc. Management by objectives is one of the successful decision-making concepts adopted in Kottackal Group of Company. But in some circumstances where the management has to keep some matters as confidential, the concept of management by objective is not applicable and the top-level management committee takes decisions on those matters.

INFORMATION SYSTEMS

The company has various suppliers and distributors for their products and services. So, the company collects the information from them and also through the department called Research and Development department also in the case of external information system and in the case of internal information system there is any automated information system in the organization beside the Tally 9 software for the accounts department, and the other matters are passed through documents in printed format.

COMMUNICATION SYSTEMS

The company follows the formal communication system in the organization. But in case of any emergencies, they follow the Fayol's gang plank method of communication. The most of the company worker have some relationship (relatives, friends) with each other, so it is very difficult for the company to follow formal communication method strictly.

CONTROL SYSTEMS

In Kottackal Group of Company controlling is considered as the major duty of the management. The manager is responsible for whatever work is assigned to him. Control is mainly the functionof line organization but manger may ask for data from staff personnel. The control system in the company consists of:

* Setting up of standards
* Monitoring the actual performance
* Comparing actual with the standards
* Taking corrective actions

The control systems inKottackal Group of Company involves budgetary control, inventory control, cost control, statistical data analysis etc.

DUTIES AND RESPONSIBILITIES OF TOP MANAGEMENT

The major duties and responsibilities of top management to perform are:

* Proper utilization of resources
* . Improving performance
* Productivity, profitability and efficiency
* Mobilizing best talent
* Future plans
* Controlling
* Guiding the lower level
* Decision-making
* Problem solving

**DEPARTMENTS**

1. Production Department
2. Human Resource Department
3. Marketing Department
4. Finance Department
5. Quality Assurance Department
6. Store Department

**1.PRODUCTION DEPARTMENT**

Production is the process by which goods and services are created. It is the conversion of raw materials into the finished products and the services by using the different processes. Machines, men, tools and etc.

**STRUCTURE OF PRODUCTION DEPARTMENT**

Production Manager

Paddy inspector

Maintenance in charge

Milling supervisor

Electrical in charge

Packing Supervisor

Plant Operators

Electrician

Mechanics

Brain packing &loading

Rice Packing

Paddy Packing &Loading

Sortex Operators

Husk Packing & Loading

Packing Section

Milling Operators

Boiling Operators

Parboiling Operators

PRODUCTION PROCESS

The production process in brief includes the following

* Paddy Pre-Processing
* Milling of Rice
* Cleaning
* Dehusking
* Husk Separation
* Paddy Separation
* Compartment Type Separator
* Polishing
* Grading
* Color Sorter
* Weighing and packing

**Paddy Pre- processing**

A. Paddy Cleaning

Paddy after harvesting and thrashing contains some foreign matter depending upon harvesting, thrashing and handling methods. The foreign matter may be other seeds, straw, chaff, sand: stones, dust, soil and iron particles. Paddy received in the mill must be first cleaned to remove these foreign matters before it can be properly stored. Otherwise they may cause deterioration of the paddy during storage or may damage or obstruct the conveying and milling machinery. The first cleaning operation of paddy after thrashing is called 'Scalping'. It removed the bulk of the foreign matter. But the paddy is not completely cleaned. The small amounts of impurities that still remain are later removed during the next cleaning operation during the rice milling process. Scalper cleaners use both sieves and aspirators.

B. Paddy Drying

Intake paddy also generally contains more moisture than is safe for storage and has to be dried. Freshly harvested paddy normally has moisture content of 18% to 25%. This moisture must be brought down by drying to ensure a good storage quality. A moisture content of 14% is considered safe for short periods of storage. For long storage, the grain should be dried to 13% moisture or less. During the process of drying, cracking of paddy may occur if drying is not proper. This will lead to breakage of rice during milling. Therefore, drying process must be so adjusted that cracks to not develop in the grains. The high moisture gradient between the grain center and the surface causes cracking. Drying should not be continuous, but in stages, with the rest periods between drying stages. These periods are called tempering. This avoids cracking of paddy while drying. It is said that not more than 2 to 4% moisture should be removed in one drying stage in the case of mechanical drying with hot air. Paddy may be dried for, say half an hour then tempered for 6 hours, then dried again. This cycle is followed till the paddy is dried to required moisture. Several methods of drying are adopted viz., Sun Drying, Mechanical Drying, Batch dryers or continuous flow dryers. Paddy husk is the most common fuel used for drying paddy.

C. Paddy Storage

Paddy is harvested twice or thrice in a year. But rice is consumed throughout the year. Therefore, paddy is stored to meet the need between harvests. Storage must keep the paddy safe and also maintain its quality. It should provide protection against weather, insects, pests, birds, microorganisms, moisture and any type of contamination. Care should also be taken to store different types of paddy separately to avoid mix up. Paddy dried to a moisture level (less than 14%) should be maintained dry and cool during storage.

Paddy can be stored in bags or in bulk. The choice between the two systems depends on a number of local factors including cost of local construction, bags, operating and handling equipment, transport system, labour and investments. Either method can provide safe storage as long as scientific storage practices are observed. Storage bins can be either of steel or concrete.

**Milling of Rice**

Unlike other food grains, rice is mostly cooked and consumed in whole form. Hence the milling operation should provide maximum out turn of milled rice and with a minimum of brokens. Before the paddy is kept ready for milling operation, it is necessary to bring all the grains, preferably to a uniform moisture content level which may vary from 10% to 14% for optimal milling yields and avoid excessive breakage. The different kinds of milling are hand pounding, huller, sheller cum huller.

The operations of a MayilRice Mill are

* Cleaning: Removing foreign matter such as sand, stones, straw, seeds etc.
* Dehusking: Removes husk from paddy with minimum of damage to the grain.
* Husk separation: Removes the husk from the mixture obtained after dehusking.

**Cleaning**

Cleaning is the first step in rice milling. It enables the production of clean rice and provides protection to other milling machinery, thereby increasing milling capacity. Impurities that are lighter than paddy are removed by an aspirator. Metallic (iron- impurities) are removed by the use of a magnet. Impurities larger or smaller in size but heavier than paddy are removed by sieves. Vibrating sieves are used. Impurities that have the same size as paddy but are heavier than paddy are removed by specific gravity separator namely destoners.

**Dehusking**

A rubber- roll sheller consist of two rubber roller rotating in opposite direction at different speeds, both rollers have the same diameter, but one roll rotates about 25% faster than the other. The differences in peripheral speed subject the paddy grains falling between the roll to a shearing action that strip of the husk. One roller is fixed in position and the other is adjustable laterally in order to increasing or decreasing the clearance between the two rolls. Rolls are cooled by blowing air on the roll surface. The shelling i.e., dehusking rate is generally maintained at about 85%, compared to the disc shelling. Some breakage invariably occurs and the fine brokers may be blown off along with the husk. The degree of Shelling with the rubber roll can be raised to about 85% without much of grain breakage, whereas the disk sheller can be operated at not more than 60-70% degree of shelling, to keep breakage at a low level. However, rubber roll wear out fast and have to be replaced often. This, though a disadvantage, is offset by the reduction in breakage and increase in total rice outturn.

**Husk Separation**

A mixture of dehusked rice (brown rice), remaining unshelled paddy, some broken rice and husk that has been split off the paddy comes out of the sheller. This mixture is subjected to sieving cum aspiration to separate brokens and husk. Sieving prior to aspiration helps in separating and recovering the small brokens formed during shelling. Light weight paddy husk is separated from the heavier paddy and rice by aspiration.

**Paddy Separation**

Shelling is not possible to a level of 100%. The grains differ in size due to which some grains remain unshelled. Therefore, a paddy separator is used to separate the remaining unhusked paddy from husked brown rice. The unhusked paddy is returned to the dehusker while the brown rice is carried forward to the polisher. The separation is accomplished in the separator by taking advantage of the difference in physical density (heaviness), size and surface smootheness (or toughness) of paddy and brown rice.Paddy collected from the separator is called return paddy. for it has to be returned to the sheller: The return paddy grains are shorter or thinner than normal paddy. Hence it is preferable to collect the return paddy in a bin and shell it at the end with closer clearances between the rolls.Alternatively; the return paddy can be shelled in a separate small sheller. This will increase the efficiency of the plant. If return paddy is returned to the original sheller with same setting.

**Compartment Type Separator**

The oscillating table is-divided into zigzag channels and is inclined from one side to the other along the zigzag channels. The surface of the table is of smooth steel. The table oscillates cross wise, ie, perpendicular to the direction of the grain flow. The mixture of paddy and brown rice is fed from the hopper to the center of the channels. The impact of the grains on the sides of each channel causes the unhusked paddy grains to move up the inclined slope toward high side of the table. The dehusked brown rice slides down the slope to the lower side of the table. The slopeandstroke of the table are adjusted to meet the needs of paddy of different size or condition, to ensure complete separation. Usually there are several decks one above the other to increase capacity.

**Polishing**

The brown rice is next polished to remove bran layers. Some amount of polishing is essential for easy cooking and storage, although excessive polishing reduces the nutritive value of rice. There are three whiteners, one glaze master and one silky polisher in the unit for effective polishing of brown rice.

**Grading**

After the polishing operation, the milled rice contains, in addition to white grains, broken grains of different sizes as well as some bran and dust. Separation of these materials must be done. Bran and dust particles are removed by aspiration. Broken rice may be separated either by a Plan sifter or by a Trieur.

**Color Sorter**

Color sorter is used for sorting out discolored grains from the lot. Optical sensors are adopted here to compare the color of the Individual grains. The discolored grains are blown out of the main stream.

**Weighing and Packing**

This can be manual or automatic. An automatic intake weigher receives rice in a continuous flow and releases it in exact predetermined quantities by weight. At the same time, the number of weighments made is recorded by an automatic counter, thus giving an accurate record of the total weight of material processed in the mill.

**THE PROCESS FLOW CHART**

Paddy pre processing

Milling of Rice

Cleaning

Dehusking

Husk Separation

Paddy separation

Compartment Type Separator

Weighing and packing

Color sorter

Grading

Polishing

**2. HUMAN RESOURCE DEPARTMENT**

The development of the organization can be achieved through the development of the people of the organization. So, we can say workers are the backbone of the organization. The impressive level of productivity is a hallmark of KKR Group of companies and today the company have highly committed workforce which leads a high degree of productivity with impressive levels of quality.

STRUCTURE OF HR DEPARTMENT

HR MANAGER

HELPERS

SECURITY HEADS

RECEPTIONIST

HR EXECUTIVE

FUNCTIONS OF HR DEPARTMENT

* Estimating man power needs.
* Recruiting and selection of staffs Training and development
* Promotion and transfer Remuneration
* Performance appraisal
* Financial and non-financial incentives employing most suitable persons.
* Keep pace with new development
* Maximum utilization of man power Ensuring job satisfaction
* Placement of manpower

The major activities of HR manager include performance appraisal, employee welfare, disciplinary proceedings, etc. The legal issues are also carried out by the Human resource Manager.

Welfare and Amenities within the establishment provided by Mayil rice Industry

It is the employer's responsibility to provide facilities within the establishment, as they form a part of working conditions. The facilities within the establishment are regulated by the factories Act 1948, the plantation Labor Act 1951 and the mines Act 1952.

The followings are the Welfare and amenities within the establishment.

* Washing and rest shelters.
* Latrines and urinals.
* Arrangements for drinking water.
* Arrangements for prevention of fatigue.
* Shift allowances.

The followings are the other Welfare and amenities provided by Mayil rice Industry for the workers.

* Medical facilities.
* Housing facilities.
* Clothing facilities.
* Traveling allowances.
* Dearness allowances.
* Bonus
* Social insurance measures, including gratuity, pension provident fund.

Wage distribution

All the wages to the workers are distributed by the office. For the overtime the double wages will be given and others will get the single wage accordingly and respective to the work done.

There are two types of the wage distribution systems in Mayil rice Industry namely:

* Time rate system

Under this system, the payment is made to the workers according to the time taken to perform the job. This wage distribution system is applicable only to the semi-skilled, skilled, clerical and the technical workers as it is based on the monthly bases.

* Piece rate system

Under this system, a worker is paid a fixed amount per unit produced without any regard to the time taken and this is applicable to all the un-skilled workers.

**Management Worker Relationship**

The management is having a view that the success of the company depends very much on the healthy relationship between the management and staff. The management encourages employee participation in the overall activities of the company. The management of Kottackal Group of Company has a good relationship with the workers, so there is no trade union in the company.

**Training And Development**

Training and development are a subsystem of an organization. It ensures that randomness is reduced and learning or behavioral change takes place in structured format. Sales training is conducted once in 3 months for the representatives and executives. Training will be conducted by the trainers from outside centers. Fresher who are having the technical knowledge will be given on the job training. Job rotation is given to workers for developing their skills in different areas.

**Performance Appraisal**

People differ in their abilities and their aptitudes. There is always some difference between the quality and quantity of the same work on the same job being done by two different people. Performance appraisals of employees are necessary to understand each employee's abilities, competencies and relative merit and worth for the organization. Performance appraisal rates the employees in terms of their performance. The most common performance appraisal method is rating method. Appraisal report is forwarded to the HR manager by each department head. The employees are given salary increment on the basis of the performance.

**3.MARKETING DEPARTMENT**

Marketing is indeed an ancient art and it emerges as a management discipline and it can be further defined as an integrated communications-based process through which individuals and communities discover that existing and newly-identified needs and wants may be satisfied by the products and services of others

DISTRIBUTION CHANNEL

The varied products are supplied to all the retail outlets all over Kerala. Direct marketing system is followed. The company is also having a small outlet for the sales of the products.

Company 🡪 Distributes 🡪 Wholesalers/Retailers 🡪 Customers

The main dealers include the super markets, wholesale institutional buyers , grocery shops ,pan shops etc.

POLICIES AND PROGRAMMES

Modern business is regarded as an integral component of the society. In today's world, society is expecting much more from business than in past. Modern business must demonstrate social awareness, sensitivity and social performance. The manager should consider the effect of their decision upon all stake holders who are interested in the enterprise directly or indirectly and who may be adversely affected by these corporate decisions.

**MARKETING PROCESS**

CONCENTARTION

Under this process goods and products are collected together at a central point to facilitate further action upon them. It is concern with gathering, collecting and concern rating raw material, partially finished goods and finished products etc at central points. These concentrations to a certain extent embrace various other functions also such as assembling. storage, financing, grading, standardization, risk taking etc.

EQUALISATION

Equalization consists of the adjustment of the supply to the demand on the basis of the time and quality. This sort of adjustment can be done through storage and transportation in market centers.

DISPERSION

It refers to the allotment of the raw materials to the producer and the final products to the consumers in lots of small and big sizes suitable for their consumption.

PROMOTIONAL ACTIVITIES

It is the process of communicating about the product to current and potential customers in order to pursue them to buy the product. Promotional activities like advertisement, trade or dealer promotion, increasing rate of commission to the representatives etc. are followed by the company. Kottackal group of company gives offers to the dealers which will also benefit the customers.

ADVERTISING AND PRICING

Advertising is the process through which the consumers are getting information about the product. It pursues the consumers to buy the product. It helps in increasing the sales and creates a brand name and consumer loyalty.Advertising has been a boosting tool for the company last year. Last year Kottackal group of company started advertisements in television channels and other medias with the film actress and after that the demand has been increased for the Mayil products.

PRICING STRATEGY

Pricing decisions are made on the cost of production which includes the cost of raw-materials and other charges. It also depends on the factors such as competitor's price, buying pattern of customers and distribution channel. Some products of the company get a high profit while others get a less amount of profit only. Even then for the existence in the market and to push up sales of other products, the company continues to sell those products also in the market.

**KEY PERSONS**

SALES AND MARKETING MANAGER

The major responsibilities of the marketing and sales manager are

* Give orders and instructions to sales executives
* Conduct market analysis
* Give promotional techniques
* Solve complaints of the customers
* Prepare details of shops and quantity of sales
* Check whether there is any pending in the product supply

SALES EXECUTIVE

* The major responsibilities of the sales executives are
* Collect orders from different shops
* Identify the complaints of the customers
* Give information about the customers and the shop keepers
* Inform about market which has more and less sales

**4.FINANCIAL DEPARTMENT**

The finance department deals with the procurement of money at the time when it is needed and its effective utilization in the enterprise, as it is required to purchase machines and materials, to pay wages and salaries to employees and to allow different allowances to the employees.

STRUCTURE OF FINANCE DEPARTMENT

FINANCE MANAGER

BANKING SECTION

CASHIER

COST ACCOUNTANT

ACCOUNTANT

ASSISTANT CASHIER

Finance is a life blood of a business. The operations of the business cannot be carried on without adequate financial resources. So, it is essential for a firm to ensure the availability of funds when it is required. Finance is concerned with acquisition and utilization of capital in meeting the financial needs and the overall objective of a business enterprise. Management of finance broadly concerned with acquisition and use funds by business firms. Financial management is the job financial department. Mayils financial department is headed by General Manager. Financial analysis is helpful in assessing the financial position and profitability of a concern. This is done through comparison by ratios for the same concern over a period of one year.

The objectives of analysis of financial statement are to assess:

* The present & future earning capacity or profitability of a concern
* The operational efficiency of the concern as a whole and of its various parts of departments
* The short term and long-term solvency of the concern for the benefits of the debenture’s holder and trade creditors
* The financial stability of a business concern
* The real meaning and significance of financial data
* Long term liquidity of its funds

Significance of business finance:

* Purchase of fixed asset such as land, building, plant, machinery etc.
* Meeting the cost of current assets such as sundry debtors, bills receivable, inventory etc.
* Meeting the cost of promotion.
* Cost of establishing the business.
* Cost of finance such as brokerage underwriting commission etc.
* Purchase of intangible assets such as goodwill, patent, copy writes etc.
* growth and modernization of business.

**FUNCTIONS OF FINANCIAL DEPARTMENT**

By producing an accurate portrayal of the potential of the profits and cost of each title, the finance department aids all departments in making the best financial decisions.

* Forecasting, budgeting and strategic planning
* Accurately projecting the company’s financial performance
* Controlling cost through internal auditing
* Developing business plans and models for the growth of the company.

The finance manager, who is the head of the department, provides various financial. Information for taking decisions. All other employees concerned are responsible to him. He is entrusted with the duty to the insurance and the other finds generating formalities. Working capital management is another main function of the department. The main functions of the department are:

* Obtain finance
* financial accounting
* Banking relationship
* Internal audit
* Cash management
* Taxation
* Management of accounting
* Preparation of financial report
* Payment collection of all department
* Expenses analysis
* Funds management
* Acquisition of funds
* Determining the source of funds
* Effective use of resources
* Planning of resources
* Controlling of resource

OBJECTIVES OF FINANCE DEPARTMENT

Finance is one of the basic and core functional area of any of the business enterprise. Hence the objectives of finance department must match up with the overall objectives of the enterprise, so that these objectives would directly contribute towards the achievement of the overall organizational objectives.\

The followings are the objectives of finance department of Kottackal Agro Food Products.

* Ensure that there are adequate funds available to acquire the resources needed to help the organization achieve its objectives.
* Ensuring regular and efficient supply of capital to the business.
* Ensuring a fair rate of return on capital to the supplier.
* Ensuring better utilization of capital by following the principles of Liquidity. profitability & safety.
* Ensure costs are controlled.
* One of the major objectives of finance department is to identify appropriate financial information prior to communicating this information to the managers and decision makers, in order that they would make the better judgments.

FUNCTIONS

* Costing is undertaken Payroll activity consisting mainly of Salary, Provident fund, Income taxes.
* Supplier billing
* Payment to suppliers
* Rate fixation General accounts such as schedules, Trial balance
* Cash and Bank balance.

BOOKS MAINTAINED

General Ledger, Purchase Ledger, Main cash book. Sales Registers, Petty cash books, Sundry Debtor registers, Sundry creditor registers, Wages. Allowances. Loan records etc

RESPONSIBILITY OF FINANCE MANAGER

* Cash arrangement in a schedule wise
* Maintain credit for distribution
* Immediate draft and cheque are provided as per the requirement
* Day to day company expenses is maintained
* Yearly return, sales return, auditing
* ISO auditing to be done in every six months

RESPONSIBILITIES OF COST ACCOUNTANT

* Ascertain the cost per unit of different product manufactured by a business concern
* Provide a correct analysis of cost both by process or operations and by different element of cost profit can be maximize
* Ascertain the profitability of each product and advise the management to how the profit can be maximize
* Helps in preparation of budget and implementation of budgetary control
* Advise management on future expansion of policies and proposed capital project Guide management in the formulation and implementation of incentives, bonus plan based on productivity and cost savings
* Organize the cost reduction program with the help of different department manager
* Supply useful data to management for taking various financial decision

**5.QUALITY ASSURANCE DEPARTMENT**

DEPARTMENT STRUCTURE

Quality assurance department consist of QA- Head, QA-inspector and primary inspector and Lab Assistant

The company has a well- equipped quality control section with advanced techniques for testing the quality of the product. The quality control section carried out different test to detect whether quality is as per the standard. Every year quality assurance department prepares internal audit report in recognition of commitment quality.

Quality circles are small group of employees who meet regularly for! solving for different problems related mainly with cost, quality, efficiency, safety etc. Quality generally recommends solutions for quality which may be implemented by the management. It has a quality cycle group members of the group meet at period intervals to discuss the quality related activities. Its ultimate purpose is to improvise original functioning. Qualitative products are processed by hygienic systems using a series of outstanding machineries. Quality is the degree to which a specified product is preferred over competing products of equivalent grade. This is based on comparative tests by customers and is normally excellence of the product.

KOTTACKALS AGRO FOODS PRODUCT PVT LTD Company assured the ISO 9001 and Hazards Analysis Critical Control Point (HACCP).

Hazards Analysis Critical Control Point (HACCP)

kottackals agro foods product pvt ltd has directly collected the raw material into the farmers. These farmers are mainly used bio fertilizer into the field. The raw materials are each sack selected and if it is found defective it would return to the farmers. The good quality raw materials are only selected. Each step of the production process observes the quality of the product.

The quality control process involves the following steps:

* Preparation of policies regarding quality
* Fixation of quality plans relating to material and processes
* Designing the processing procedure
* Production on goods and services
* Inspection of final product

QUALITY PARAMETERS

1) Moisture test for content

2) Kett-test

3) Field admixture

QUALITY POLICY

Quality policy of Kottackal's Agro Foods Pvt Ltd is to manufacture as per national and international standard and to make them available as per customer requirements

QUALITY OBJECTIVE

* Improving the product quality through technological upgrades.
* Ensuring systematic communication of customer feedbacks towards improving
* process control. Maintaining good degree of quality awareness among the employees through periodic training programs.
* Ensuring good working condition and fulfilling the eminent norms as stipulated by statutory agencies.

FUNCTIONS OF QUALITY ASSURANCE DEPARTMENT

* Improvement of existing processes
* New process development
* New product development
* Waste utilization
* Assuring quality of product from the initial stage

**6.STORE DEPARTMENT**

DEPARTMENT STRUCTURE

STORE DEPT.HEAD

🡫

PURCHASE & STORES DEPT.HEAD

🡫

PURCHASE ASISSTANTS

🡫

STORE KEEPER

Store is the sense of tangible goods, which are held for sale, in the process of production and available for ready consumption. Store is the largest component of the production. It requires special attention with regards to price, store quantity and store control. The need for store department is the time gap between placements of an order, arid time of actual supplies store keeper must prepare the records for the purchase of raw materials, machinery, packing materials etc. The store keeper is responsible for identifying the material that has reached the recorded level and is responsible for storing.

Inventory control is the systematic location storage and recording of goods in such way that desired degree of services can be made available in operating shops at minimum cost. Inventory control is the means by which material of the correct quantity and quality is made available and when required. With due regard to the economy of storage and ordering cost, purchasing price, working capital etc. A business store department is by its nature temporarily the firm expects to hold an individual item as inventory for relatively brief period of time**.**

**FUNCTIONS OF STORE DEPARTMENT**

1**.** Ensure timely availability of the material

Inventory control helps in preventing delays due to lack of material by ensuring regular supply of proper quality of material at the right time. So, it ensures timely availability of material and avoid built up of stock levels.

2. Preparation of accurate material report

Inventory control helps in keeping perpetual inventory system and other records to facilitate the preparation of accurate material reports. Perpetual inventory is a system of records maintained by the controlling department, which reflect the physical movement of the stocks and current balances.

3. Provides protection against uncertainties and supply

Maintenance of specified raw materials general supplies, work in process and component pans in sufficient quantities to meet the demand of production. The customers are not wait for you. If it is possible for you to supply in time, you lose a customer.

4. To minimize wastage

Inventory control system also aims at controlling all type of wastages and losses of materials, which may arise due to carelessness in storing, issuing and handling of the materials. It helps in eliminating the wastage in the use of materials by controlling the absolute items and slow-moving items cost and losses.

5. Determination of result

The proper determination of profit depends on the proper valuation. A major objective of accounting for inventories is the proper determination of the income through the process of matching appropriate cost against revenues. Inventory control is the technique maintaining stock keeping items at desired level, whether they are raw materials, goods in process or finished products. Inventory control keep track of inventory. The balance between high level and low level can be done by means of effective inventory control.

A separate store is maintained for raw material. The stores maintain the following registers:

* Purchase order
* Approved list of suppliers
* Goods receipts note
* Material inspection report
* Inspection note
* Store advice note
* Job work order
* Stock card
* Finished goods register
* Die register
* Tools and jobs register
* Delivery Chelan
* Dispatch register

**SWOT ANALYSIS**

SWOT Analysis is a comparison of strengths, weaknesses, opportunities and threats. The central purpose is to identify the strategies that will create a firm specific business model that will best align fit or match company's resources and capabilities to the demands of the environment in which it operates.

Once we became aware of the threats and opportunities in the external environment and the strength and weakness in the internal environment of the organization a comprehensive analysis of these elements assists organization in relationship to its environment. This comprehensive analysis is known as SWOT analysis.

STRENGTHS

* Brand Name of the Company
* A Young and Dynamic Team of professionally qualified personnel at all levels of management.
* ISO certified company
* Wide Network exclusive agencies
* Modem manufacturing facilities
* Efficient network marketing
* Efficient management and man power
* Good government support
* A good reputation among the industry players
* No trade union
* Good infrastructure facilities.

WEAKNESSES

* High cost of production
* Accumulation of dealership in some areas
* Scarcity of raw material
* High competition
* Less market share.
* Since raw materials are imported from states like Tamil Nadu, Karnataka, Andhra

Pradesh etc, the transportation cost is very high.

* Absence of long-term policy for the sale of products

OPPORTUNITIES

* FMCG S are gaining demand in the markets.
* It can easily keep in reach beyond seven areas and can be globally accepted.
* Improvement in market penetration.
* Good scope for new products like food supplements
* Expansion of production capacity.
* Introduction of product varieties and improved promotional efforts through Audio Visual medias.

THREATS

* Tough competition in the market.
* High cost of production.
* Competition from other firms.
* Extinction of paddy cultivation in Kerala.
* Increasing raw materials prices.
* Extended network of multinational companies with improved technology and
* attractive packaging.

**CHAPTER 2**

**REVIEW OF LITERATURE**

**TajzadehNaminA: RahmaniVahid: TajzadehNamin Aidin (2012)**

analyzed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings a significant relationship between the variables "brand attitude", and " product (cell phone) choice". In addition, no significant relationship was found between individual decision-making processes (independent or mediated) and product choice**.**

Brand awareness is necessary for developing brand equity **(Kotler and Keller, 2016)**. It refers to the extent to which a consumer can identify a brand. Similarly, (Kotler and Keller, 2016) also argued that brand awareness is related to the strength of brand information that allows marketers to measure consumers' ability to identify brands in various conditions. Further, according to **(Aaker, 2015**), brand awareness is an asset affecting perceptions, likes, and even consumer behavior. It can bring impacts to purchase decisions about brands which at the end will enhance loyalty (Mathew et al., 2014). Previous studies show that brand awareness had a positive effect on brand image. (Bilgin, 2018); (Permana and Ilham, 2018) confirmed this finding in packaged drinking water product; (Saleem et al., 2015) in the beverage industry; (Schivinski and Dabrowski, 2015) in social media communication; (Su and Chang, 2018) in the fast fashion industry; and Tran, Nguyen, Tran, Tran, and Huynh (2019) in the tourism industry. Besides, the brand awareness was also found to have a positive effect on brand trust (Bart et al., 2005; Bilgin, 2018: Cassia et al., 2017; Das. 2016: Lee and Jee. 2016; Han et al., 2015). Researches by (Alkhawaldeh et al., 2017); (Alkhawaldeh and Eneizan, 2018); (Bilgin, 2018); (Kim, and Petrick, 2018); (Su and Chang, 2018); (Das, 2016): (Su, 2016); (Tran et al., 2019) also supported that brand awareness had a positive influence on brand loyalty. For this reason. hypotheses that can be formulated are as follows:

**Androulidakis: G. Kandus (2011)**

correlated the brand of mobile phone to users' security practices, Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using as such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the use.

**Kevin Lane Keller and Donald R. Lehmann (2006**)

in their paper Brands and Branding Research Findings and Future priorities quoted that Branding has emerged A top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms have Their paper identifies some of the influential work in the branding area. such as brand positioning, brand integration, brand awareness measure men brand growth, and brand management. The paper also outlines some gaps that exist in the research of branding and brand equity and formulates a series of related research questions.

**Susan M. Broniarczyk and Andrew D. Gershoff (2003)**

conducted a research in the topic, "the Reciprocal Effects of Brand Awareness and Trivial Attributes" The authors present two experiments that examine the effect of brand equity on consumer valuation of such trivial attributes and the reciprocal effect that may have on brand equity The results show that both high and low equity brands benefit from offering an attractive trivial attribute in the absence of a disclosure of its true value Competing low equity brand benefit by sharing the trivial attribute with a higher equity brand, whereas competing high equity brands benefit from uniquely offering a trivial attribute

Brand awareness refers to the level of consumer recognition, acceptance, and recall of a brand in any case (Percy and Rossiter, 1992; Perreault et al., 2013: 199). According to **Aaker (1991:61**) brand awareness is “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category”.

**Keller (2009)** has stated that brand awareness is about track or crowd power in consumers’ memories that reflect consumers' ability to remember or recognize a brand in different conditions. Brand awareness reduces the time and risk that consumers will spend searching for the product that they will buy (Verbeke et al., 2005: 7).

In this respect, consumers are expected to choose the brand that they have information. **Aaker (1996: 10-16**) has stated that brand awareness consists of four levels: brand recognition, brand recall, top of the mind brand and dominant brand. Brand recognition is associated with brand familiarity of the consumer while brand recall is the thinking the brand at first when a range of product is introduced (Farjam and Hongyi, 2015). Being a brand that comes to mind at first refers to becoming the most aware of brand in product category. The level of brand dominance refers to the level at which the brand replaces the product category (Aaker, 1996: 15).

**CHAPTER 3**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

This chapter is mainly looking to the research methodology that was implemented in this study. It provided an in-depth description of research approach adopted in this study. Research design, population of the study, sampling, sample size, instruments used for the study, sources of knowledge collection, software used for the analysis were presented within the subsequent sections Research is defined as a careful consideration of the study on a particular concern or a problem with the help of scientific methods. consistent with the American sociologist Earl Robert Babble, “Research may be a systematic inquiry to describe, explain, predict and control the observed phenomenon”. Research includes two methods they're inductive method and deductive method. Inductive research methods are used for analyzing the observed phenomenon whereas; deductive methods are used for verifying the observed phenomenon. Inductive approaches are related with the qualitative research and deductive methods are more commonly connected with quantitative research. Research means look for knowledge. Research methodology aims at discovering the reality. It’s an essential and powerful tool for which helps in making progress. Research methodology undertaken to get answers to questions is by applying some scientific methods. Research is carried on both for locating new facts and verification of old ones. Research methodology is carried on for identifying hidden things. consistent with Clifford woody, "Research comprises of defining and redefining problems, formulating hypothesis, collecting, organizing and evaluating data, making deductions and research conclusions and eventually carefully testing conclusion to determine whether they fit the formulated hypothesis". Research is just too systematic solving the research problems. It involves all those methods and techniques that are adopted for the gathering analysis of interpretation of data to solve the problem. This includes research designing, sort of data collected, method used for collecting and analysis the info, statistical tool etc. Research in technical sense is a tutorial activity. Clifford woody (Kothari 1988) defined research as “an activity that defining and redefine problems, formulating a hypothesis; collecting and evaluating data; making deductions and reaching conclusions; and punctiliously testing the conclusions for understanding if they support the formulated hypothesis”. Research may be a way to preparing the mind to look at things in a different way.

**3.2 Research Design**

Research design is the systematic procedure with which a research would be conducted. It serves as a plan for data gathering, measurement, and analysis. The study method is defined by the research design. After the formulation of the research design, the research design is created. The preparation of such a design facilitates the research to be as efficient as possible and yielding maximum information. **Descriptive research** is the method used in this study. Descriptive research is a sort of fact gathering research. It is commonly utilized in research in the physical, natural, and social sciences. The primary goal of descriptive research is to provide a description of the current situation. Descriptive research, when a particular phenomenon is under study, the research is needed to describe it, to clarify and explain its inner relationships and properties. The descriptive research will portray an accurate profile of people, surveyed and the method of analysis prior to beginning of data collection. In other words, people, events and situations. Descriptive research in contrast with exploratory research defines questions, people surveyed and method of analysis prior beginning of data collection.

**3.3 Population**

Population refers to the total number of people that are the subjects or respondents of the study. The population here is the customers of rice.

**3.4 Sampling**

The primary data collected using **Convenience sampling technique.**

Convenience sampling

Convenience sampling is a sampling method that uses participants who are most conveniently available. This sort of sample is usually biased. It most likely does not fit the correct definition of random sample, where everyone in the population has an equal 83 chance of being selected. Since it does not truly represent the population, it is limited when it comes to generalization. Valid inferences about the large groups cannot be made based on the results drawn from the convenience samples. Convenience sampling is a non-probability method, which may be appropriate when a researcher wants to get a gross approximation of the truth, while avoiding the time and cost of a random sample.

The data were collected by questionnaire method through online mode.

**3.5 Sample size**

A sampling is a finite part of a population whose properties are studied to gain information about the population. When dealing with people, it can be defined as a set of respondents (people) selected from a large population for the purpose of a survey. A sampling method is a procedure for selecting sample members from a population. In research study, 112 respondents are taken and these respondents have been considered for understanding awareness of Mayil brand over other brands of rice in the market. The 112 respondents are taken from the population.

**3.6 Data Collection**

Data collection is a term used to describe a process of preparing and collecting data. The purpose of data collection is to obtain information to keep on record, to make decision about important issues. to pass information on to others. Primarily, data is collected to provide information regarding a specific topic. The planning of data collection for research work is generally developed in early stage of the research for its important and impact on the research work. While deciding about the method of data collection to be used for study, the researcher used way is;

* Primary data

**Primary data**

Primary data are those data which are collected for the first time. Primary data can be obtained either through observation or through direct communication. In this sample, A sample survey was used for collecting the primary data. The primary data is collected by using a questionnaire method through online.

Data Collection Tool

The tool used for data collection is through questionnaires using Likert scale, which is termed as a summated instrument scale. It consists of a number of statements which express whether a positive or negative attitude towards the object of interest. The respondents are asked to agree or disagree with each statement. Each response is given a mathematical score to reflect its degree of attitude, and the scores are equaled to measure the respondent’s attitude.

**3.7 Statistical Treatment**

Statistical treatment means the tool or technique that is used for analyzing and interpreting the data. Through this researcher can do an easy study on data collected by him and make the interpretation. The statistical action used for the clarification is: Percentage Analysis.

Percentage analysis

Percentage analysis is the method to signify raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

**3.8 Software used for the study**

This project research used the MS Excel in order to analyse the data and find out conclusions

MS Excel

Microsoft Excel is a spreadsheet programme that is available for Windows, Mac OS X, and iOS. It includes calculating, graphing tools, pivot tables, and Visual Basic for Applications, a macro programming language. It has developed the manufacturing standard for spreadsheets for these schemes, particularly after version 5 in 1993, when it out of date Lotus 1-2-3 as the industry standard. Excel forms part of Microsoft Office.

**CHAPTER 4**

**DATA ANALYSIS & INTERPRETATION**

**INTRODUCTION**

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting, conclusions, and supporting decision making. Data analysis has multiple faces and approaches, encompassing diver’s techniques under a verity of names, in different business, science, and social science domains. Data analysis is engaged in after all data has been collected and is process used to analyze the collected data. The type of data analysis the tool that was used is depended on the type of data. Before processing the responses, the completed questionnaire was edited for completeness and consistency.

The data required for the study were collected from a sample survey of 112 respondents through convenience sampling method. Collected data were analyzed using appropriate tools. In the present study data were analyzed by percentage analysis. The data collected were tabulated and converted in to percentage. Then the percentage shown graphically with the help of MS Excel. Finally, inferences should be drawn on the basis of tabulated data and charts. The result of the analysis is given in the tables followed by interpretation

Table 4.1 Brand comes to the mind first when you think of rice

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Nirapara | 18 | 17 |
| Mayil | 50 | 44 |
| Periyar | 9 | 8 |
| Pavizham | 6 | 5 |
| others | 29 | 26 |
| Total | 112 | 100 |

Chart 4.1 Brand comes to your mind first you think of rice

Interpretation

From the above table and chart, it shows that 44% of respondents are first think about Mayil rice and17% of respondents first think about Nirapara, 8% of them think about Periyar rice, 11 % of the respondents think about pavizham rice and least 26% of them think about other rice.

Table 4.2 Names of five rice brand you are aware.

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Mayil | 97 | 87 |
| Nirapara | 105 | 94 |
| Periyar | 92 | 82 |
| Pavizham | 84 | 75 |
| Keerthi | 41 | 37 |

Chart 4.2 Names of five rice brand you are aware.

Interpretation

From the above table and chart, 94% of the respondents recognized nirapara rice brand, 87% of the respondents recognized Mayil rice brand,82% of them recognized periyar ,75% recognized pavizham rice, only 31% recognized Keerthi rice.

Table 4.3 A rice brand which starts with M

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Mayil | 105 | 94 |
| Mothers | 4 | 4 |
| others | 3 | 2 |
| Total | 112 | 100 |

Chart 4.3 A rice brand which starts with M.

Interpretation

From the above table and chart, it shows that 94% of the respondents are mostly aware of the rice brand which starts with M is mayil rice, 4% of the respondents are aware of Mothers rice brand, and the remaining 2 % of them are not aware of rice brand that starts with M.

Table4.4 Identify the tagline

|  |  |  |
| --- | --- | --- |
| Particulars | Yes | No |
| Mayil | 108 | 4 |
| Nirapara | 103 | 9 |

Chart 4.4 Identify the tagline

Interpretation

From the above table and chart, 108 respondents identified the tagline of Mayil rice. 103 respondents identified the tagline of Nirapara.

Table 4.5 Can you recognize the below rice brands

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Nirapara | 105 | 94 |
| Periyar | 92 | 82 |
| Mayil | 97 | 86 |
| Pavizham | 84 | 75 |
| Keerthi | 41 | 36 |

Chart 4.5 Can you recognize the below rice brands

Interpretation

From the above table and chart, 94% of the respondents recognized the Nirapara rice brand, 86% of the respondents recognized mayil rice brand, and 82% recognized Periyar rice brand,75% recognized Pavizham rice brand and 36% recognized the Keerthi rice brand.

Table 4.6 identification of brand logos.

|  |  |  |
| --- | --- | --- |
| Particulars | Yes | No |
| Periyar | 103 | 7 |
| Mayil | 110 | 2 |
| Pavizham | 105 | 7 |
| Nirapara | 109 | 3 |

Chart 4.6 Identication of brand logos

Interpretation

From the above table and chart, 103 respondents identified the periyar rice brand logo, 110 respondents identified the Mayil rice brand logo, 105 respondents identififed Pavizham rice brand logo, and 109 respondents identified Nirapara rice brand logo.

Table 4.7 Logo identification

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Yes | 100 | 89 |
| No | 12 | 6 |
| Total | 112 | 100 |

Chart 4.7 Logo identification

Interpretation

From the above table and chart, it shows that 89% of the respondents can identify the logo. 11% of them can’t identify the logo.

Table 4.8 Have you heard of mayil rice?

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Yes | 108 | 96 |
| No | 4 | 4 |
| Total | 112 | 100 |

Chart 4.8 Have you heard of Mayil rice?

Interpretation

From the above table and chart, 96% of the respondents are heard about mayil rice.

Table 4.8 .1 If Yes How?

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Word of mouth | 38 | 34 |
| Advertisements | 32 | 29 |
| Neighbours | 23 | 20 |
| Shopkeepers | 19 | 17 |
| Total | 112 | 100 |

Chart 4.8.1 If Yes How?

Interpretation

From the above table and chart, the 34% of respondents are heard about the mayil rice through word of mouth, 29% of the respondents are heard about through advertisements, 20% through neighbours and 17% through shopkeepers.

Table 4.9 Which factor do you consider while purchasing rice?

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Price | 27 | 24 |
| Quality | 72 | 64 |
| Brand Name | 6 | 5 |
| Availability | 7 | 7 |
| Total | 112 | 100 |

Chart 4.9 factor you consider while purchasing rice

Interpretation

From the above table and chart, it shows 64% of the respondents consider quality for purchasing the rice, 24% of the respondents consider price for purchasing rice, 7% of them considers availability and 5% of them are considers brand name.

Table 4.10 How do you come to know about your rice brand

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | percentage |
| Word of mouth | 38 | 34 |
| Neighbours | 18 | 16 |
| Advertisements | 37 | 33 |
| Shopkeepers | 19 | 17 |
| Total | 112 | 100 |

Chart 4.10 Awareness about your rice brand

Interpretation

From the above table and chart, 34 % of the respondents are know about their rice brand through word of mouth, 33% of the respondents know their rice brand through advertisements, 17% through shopkeepers and 16% through neighbours.

Table 4.11 rice product do you prefer mostly

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Rice | 104 | 93 |
| Rice powder | 8 | 7 |
| Total | 112 | 100 |

Chart 4.11 rice product do you prefer mostly

Interpretation

From the above table and chart, 93% of the respondents are mostly prefer Rice products 7% of the respondents prefer rice products.

Table 4.12 Improvement that you would like to see in your rice brand

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Lower pricing | 33 | 30 |
| Improvement in packing | 14 | 12 |
| Improvement in quality | 53 | 47 |
| Easy availability | 12 | 11 |
| Total | 112 | 100 |

Chart 4.12 Improvement that you would like to see in your rice brand

Interpretation

From the above table and chart, 47% of the respondents would like to see improvement in quality in their rice brand, 30% of them said lower pricing.

Table 4.13 How often you consume rice product

|  |  |  |
| --- | --- | --- |
| Particulars | Respondent | Percentage |
| Daily | 20 | 18 |
| Weekly | 21 | 19 |
| Monthly | 68 | 61 |
| Special Occasions | 3 | 2 |
| Never | 0 | 0 |
| Total | 112 | 100 |

Chart 4.13 Consumption pattern of respondents.

Interpretation

From the above table and chart, it shows that 61% of the respondents consume rice products monthly, 19% consume rice products weekly, 18% consume daily and 2% only on special occasions.

Table 4.14 Age

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Below 20 | 6 | 5 |
| 20 – 30 | 81 | 72 |
| 30 – 40 | 12 | 11 |
| 40 – 50 | 7 | 7 |
| Above 50 | 6 | 5 |
| Total | 112 | 100 |

Chart 4. 14 Age

Interpretation

From the above table and chart, it shows 72% respondents are aged between 20 – 30,

11% of them are 30 – 40.

Table 4.15 Gender

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| Male | 48 | 43 |
| Female | 64 | 57 |
| Prefer not to say | 0 | 0 |
| total | 112 | 100 |

Chart 4.15 Gender

Interpretation

From the above table and chart, 57% of respondents are Female, 47 % of the respondents are Males.

Table 4.16 Number of Family Members

|  |  |  |
| --- | --- | --- |
| Particulars | Respondents | Percentage |
| 1 – 2 | 1 | 1 |
| 2 – 4 | 15 | 13 |
| 4 – 6 | 96 | 86 |
| Total | 112 | 100 |

Chart 4.16 Number of Family Members

Interpretation

From the above table and chart, 86% of the respondent’s family consists of 4 – 6 members,13% of respondents consist of 2 – 4 members, and 1% consists of 1 – 2 members in their family.

Table 4.17 Occupational status

|  |  |  |
| --- | --- | --- |
| Particulars | Respondent | Percentage |
| Student | 55 | 49 |
| House wife | 13 | 12 |
| Employee | 41 | 37 |
| Business | 3 | 2 |
| Total | 112 | 100 |

Chart 4.17 Occupational status

Interpretation

From the above table and chart, 49% of the respondents are students, 37% of them are employees, 12% of them are house wife and 2 % are doing business.

**CHAPTER 5**

**DISCUSSION**

**FINDINGS**

**5.1 Summary of findings**

* From the study it is clear that 72% of the respondents are in the age 20-30 and 11% of respondents are in the age 30 - 40. So Mayil rice have a good awareness among youngsters and adults
* According to the study conducted it is clear that major respondents are Female.
* The study shows that majority of the people think about mayil rice brand first when they think about rice.
* Most of the respondents are mostly aware of Nirapara rice as compared to mayil rice

And other rices.

* 94% of the respondents are aware of the rice brand that starts with M is Mayil rice. This indicates that, majority of the peoples are aware of mayil rice brand.
* From 112 respondents 94% of respondents recognized rice brand is Nirapara.The

Peoples are mostly aware of nirapara rice.

* 96% of the respondents are heard about mayil rice through word of mouth.
* 64% of the respondents consider quality for purchasing the mayil rice, 24% of the respondents consider price for purchasing rice.
* Majority of the respondents consume rice monthly.

**SUGGESTIONS**

**5.1 Suggestions**

* The company should advertise more about their brand
* Keep advertising on the media
* The firm must also give importance to promotion of their products through online
* Introduce more new varieties of rice products.
* Offer discounts for bulk purchases.

**CONCLUSION**

**5.3 Conclusion**

The study is entitled A STUDY ON BRAND AWARENESS OF MAYIL RICE OF KOTTAKAL AGRO FOODS PVT.LTD” was undertaken to study the brand awareness of customers. Kottakal group of companies is a leading manufacturer for the quality assured branded rice marketed under the brand name “MAYIL”.

Through this study, it is found that increasing the frequency of advertisement on mass media will improve the product awareness among the public. It is found that advertisement affect the consumption among the consumers. The company should focus more on promotional activities and need to advertise more on tagline of the product. And company should introduce new flavours to the market to attract customers.

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**APPENDIX**

**QUESTIONNAIRE**

**Hi I am a student of Master of Business Administration affiliated to the University of Calicut. As a part of my dissertation, I am conducting research for the fulfilment of MBA degree course. I would be very thankful if you can answer the survey and share it among your family and friend.**

1. Which all brand comes to your mind first when you think of rice?

………………

1. Please write any five names of rice brand you are aware of?

……………….

……………….

……………….

……………….

……………….

1. A rice brand which starts with M?

………………..

1. Can you identify the tagline?

 

…………………. ………………….

1. Can you recognize the below rice brands?

N\_ \_a\_ \_r a

P e\_ \_y \_

M\_ \_ I \_

P\_ v I \_h\_ m

\_ e e \_ t h i

…………………………………………

1. Can you identify these brand logos?

 

………………………….. …………………………

 

……………………………. …………………………

7. Have you seen this logo before?



YES 🞏 NO 🞏

8. Have you heard of Mayil rice? If yes, how?

YES 🞏 NO 🞏

IF YES;

Word of mouth 🞏 Advertisement 🞏

Neighbours 🞏 Shopkeepers 🞏

9. Which factor do you consider while purchasing rice?

Price 🞏 Quality 🞏

Brand name 🞏 Availability 🞏

10. How do you come to know about your rice brand?

Word of mouth 🞏 Neighbours 🞏

Advertisements 🞏 Shopkeepers 🞏

11. Which type of rice products do you prefer mostly?

Rice 🞏 Rice products 🞏

12. What improvement that you would like to see in your rice brand?

Lower pricing 🞏 Improvement in packing 🞏

Improvement in quality 🞏 Easy availability 🞏

13. How often you consume rice product?

Daily 🞏 Weekly 🞏 Monthly 🞏 Special occasions 🞏 Never 🞏

14. Name (Optional)

15. Age : 18 – 35 🞏 35 – 60 🞏 Above 60 🞏

16. Gender : Male 🞏 Female 🞏 Prefer not to say 🞏

17. No. of family Members: 1 – 2 🞏 2 – 4 🞏 4 – 6 🞏

18. Occupational status : Student 🞏 House wife 🞏 Employee 🞏 Business🞏

19. Contact No. :

20. Email ID :