

Food Processing: Pivotal for Job Creation and Economic Growth

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Food processing is essential for boosting the food system and raising the nutritional content of food products. With people becoming health-conscious, the demand for certain variants like high-protein or low-fat food is also there. The product cannot be processed using traditional ways to meet the demands of the Indian market. India's

agricultural biodiversity may benefit the food processing sector. Processes that can enhance the value of the products are essential. These procedures include a variety of methods, including fortification, canning, drying, packing, and cooking. They contribute to extending food goods' shelf lives, enhancing their nutritional content, and improving their flavor and texture. Increasing the availability of nutrient-dense foods is one of the main advantages of food processing.

Fruits and vegetables can be preserved through food processing, allowing consumers to enjoy them even while they are in season. This is particularly crucial in



areas where access to fresh produce may be limited. Furthermore, value-adding techniques like fortification can raise the nutritious content of food items and increase consumer accessibility.

Rapidly Growing Industry

Food processing is a rapidly growing industry that plays a crucial role in providing nutritious and safe food products to consumers. Convenient and healthful processed foods are becoming more and more in demand as people realize how important it is to eat well. Food processors have a lot of opportunities due to the rising demand for nutrient-dense processed foods. The creation of new goods tailored to the

demands of niche markets, including athletes, kids, and the elderly, is one of the main potential. Food processors can create goods that specifically benefit certain populations by knowing their specific nutritional demands.

Development of Personalized Nutrition Products

The creation of products with personalized nutrition is one area of great attention. These are goods that are customized to meet each customer's unique dietary requirements. This can be accomplished by food processors creating goods that specifically address the dietary requirements of each individual customer through the use of data analytics and other technology. The creation of goods that address certain health issues, such as obesity, diabetes, and heart disease, is another area of opportunity in the sector. By creating goods that are especially made to deal with these health issues, food processors can provide products that not only taste good but also provide specific health benefits to consumers.

Employment Generator

Food processing industries can address the problem of disguised unemployment in the rural economy. The marginal productivity can be increased by involving surplus labor in food processing. The GDP of the economy is also going to increase in this way. The processing plants set up by Anand Dairy have helped in providing a stable income to three lakh dairy farmers. We are procuring milk from 6000 villages. The payments are made digitally into their bank accounts by Ananda Dairy.

Promotion of Economic Development

When considering things from a broader perspective, food processing is essential to fostering economic

growth. Providing jobs and revenue, the food industry plays a vital role in the economies of many countries. Processors can expand their market reach and boost the price of agricultural commodities by adding value to culinary items. By assisting local farms and communities, this can promote economic growth and development. Moreover, government initiatives supporting the food processing sector might enhance food security. Processors can contribute to ensuring that people and communities have access to the food they need to maintain good health by expanding the availability of wholesome and safe food products. This is particularly crucial in areas where food insecurity is a significant problem.

Benefits of Food Processing

Even though India is one of the world's top producers of food, we only process about 10% of what we cultivate. Both farmers and the general public will gain much from raising this percentage.

- ❖ **Opportunities for Work:** Expansion of the food processing industry will provide employment to a lot of currently unemployed youth.
- ❖ **Nutritional Enhancement of Food:** Practices such as fortification can help in making nutrition more accessible to people who struggle to meet nutritional requirements.
- ❖ **Availability Round the Year:** As opposed to seasonal fresh food, nutritious packaged food is available through out of the year.
- ❖ **Removal of Middlemen:** Middlemen eat into the margins of farmers. Direct connection of farmers and companies is beneficial for both.
- ❖ **Improvement in Practices:** Sorting and other practices at farms have to be improved if we are to

meet standards for exports which can be a big driver for growth.

❖ **Government Support with Respect to Policies:**

Expansion of the food processing industry is key to reducing a lot of the problems currently plaguing our agricultural sector. However, several measures need to be undertaken to fuel this expansion.

❖ **Incentives for Companies:** Incentives offered to companies for food processing can act as a big catalyst and can help grow the industry tremendously.

❖ **Potential of Employment For 9 Million By 2024:**

The Food Processing Industry is expected to provide employment to 9 million people by 2024.

This number can be much higher if the industry grows at a faster pace.

Conclusion

The food processing business has a significant potential, if not a responsibility, to supply consumers with nutritious and safe food items. Food processors may assist to establish a more sustainable and nutritious food system for everybody by adopting new technologies, generating novel products, and addressing the unique demands of different consumer groups. However, the industry must also handle the numerous issues it faces, such as balancing safety and nutrition, meeting changing consumer needs, and ensuring operational efficiency and profitability.

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