

An Empirical Analysis of Product Innovation Practices in Tumkur District in Karnataka.

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Abstract

In Karnataka Tumkur district is the second-largest district and also included in the Smart Cities Mission list and is among the 100 smart cities to be developed in India. Tumkur is also known as Kalpataru Nadu in native language which means land of coconut for production of coconuts. The city is known for its high quality of education which attracts students, making it an education hub. With 75:14% of literate population, it is one of the educated districts of Karnataka. It is also home to India Food Park which is one of the Mega Food Parks in India with fully developed plots for entrepreneurs to set up food processing units. The population of Tumkur depends on agriculture and perennial plantation of crops such as coconut, areca nut and food crop paddy cultivation which attributes to its economy. The district also has a well-developed industrial sector to contribute to the economy. Micro, Small, Medium and Large enterprises are operating in the district. The performance of these industries are good. Major objective of the study is to examine the product innovation practices in Tumkur district in Karnataka. Nature and source of data; The study made with the help of primary as well as secondary data. With the help of this study it is possible to get knowledge about the of Product Innovation practices in Tumkur district in Karnataka. In Tumkur Accountant firms are often modest businesses with a limited staff. IT services frequently incorporate software development techniques to produce unique solutions that meet specific business requirements. In today's highly competitive world, organizations across all sectors are turning to IT service providers to help them reduce costs, boost productivity and enhance performance. Accounts payable, receivable, bank reconciliation, credit sales reconciliation, financial statement preparation, and accounting write-ups are all services that bookkeeping companies offer. In addition, in Tumkur, Agro based services located because it is the farming that is most profitable. The production and distribution of agricultural products through farming activities associated with animals and crops are the main focuses of the agricultural business of the district.

Keywords: *Startup, financial stability, Smart Cities Mission, Mega Food Parks, Agro based business.*

Section 1; Introduction

In Karnataka, Tumkur district is the second-largest district and also included in the Smart Cities Mission list and is among the 100 smart cities to be developed in India. Tumkur is also known as Kalpataru Nadu in native language which means land of coconut for production of coconuts. The city is known for its high quality of education which attracts students, making it an education hub. With 75:14% of literate population, it is one of the educated districts of Karnataka. It is also home to India Food Park which is one of the Mega Food Parks in India with fully developed plots for entrepreneurs to set up food processing units. The population of Tumkur depends on agriculture and perennial plantation of crops such as

coconut, areca nut and food crop paddy cultivation which attributes to its economy. The district also has a well-developed industrial sector to contribute to the economy. Micro, Small, Medium and Large enterprises are operating in the district. The performance of these industries are good.

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Section 2; Research Methodology Adopted

Major objective of the study is to examine the Marketing issue of Agricultural produce and industrial Area.

Specific objectives of the study is to examine the prices of various crops in Karnataka and Tumkur district. To examine the product innovation practices in Tumkur district in Karnataka and also Share of Various Crops in Value of Output (at 2011-12 prices) (Per cent) in addition value of Industrial area in Bangalore district in Karnataka.

Nature and source of data; The study made with the help of primary as well as secondary data obtained through Reports of APMC Yard of Tumkur district and Reports of KSIIDC, Economic Survey, Census Reports, Internet and Personal interview at APMC Yard of Tumkur district and obtained information about the procedure of the Marketing of various Agricultural produce.

Scheme of presentation;

Section 1 deals with Introduction and Research Methodology.

Section 2 deals with Analysis of the Results.

Section 3 deals with Conclusion and Suggestions.

Implication of the study;

With the help of this study it is possible to get systematic and scientific information and knowledge about the Marketing issue of Agricultural produce and value of Industrial Area and Product Innovation practices in Tumkur district in Karnataka.

Limitation of the Study

The study has been conducted only in Tumkur district in Karnataka. Hence the results of the study are more applicable to those areas where similar conditions prevail.

Section 3; Analysis of the Results

Table 1 : Market Prices of Karnataka, Tumkur as on 29th December 2022.

Commodity	Variety	Max Price	Average Price	Minimum Price	Last updated
Areca nut	Rashi	43,400	42,700	42,500	26, Dec 2022
Maize	Local	2,350	2,080	1700	26 Dec 2022
Rice	Other	4,600	3,200	2,700	26 Dec 2022
Tamarind Fruit	Tamarind Fruit	11,200	6,100	4,050	26 Dec 2022
Copra	Other	6,800	5,600	5,200	22 Dec 21022
Ragi Finger millet	Local	2,850	2,050	1600	22 Dec 2022
Soapnut Antawala/Retha	Medium	11,200	5,800	4,500	22 Dec 2022
Cocunut	Coconut	17,500	10,500	7,000	14 Dec 2022
CARIANDER LEAVES	Local	13,800	12,200	11,400	14 Dec 2022
Groundnut	Other	7,650	6,150	5,400	14 Dec 2022
Tamarind Seed	Tamarind Seed	1,700	1,450	1,250	19 Nov 2022
Wheat	Super fine	3,500	3,050	2,700	4 Nov 2022
Coconut Grade 1	16,500	9,500	7,500	21 Oct 2022	
Copra	Ball	13,600	12,600	12,050	21 October 2022
Green Gram/ Moong Whole	Green whole	8,600	6,800	6,100	10 October 2022
Onion	Other	2,420	2050	1820	30 September 2022
Paddy Dhan Common	Sona	1950	1620	1550	23 September 2022
Horse Seed	Horse Seed	3,800	3,200	2,800	2 Sep 2022
Areca nut	Other	50,200	49,800	49,400	12 Aug 2022
Kulthi Hrse gRAM	Whole	5,100	4,600	4,200	4 August 2022
Neem Seed	Neem S eed	4,650	4050	3600	30 July 2022
Cowpea Labia/Karamani	Cowpea whole	4,600	3,500	3,200	27 th July 2022

Source; Agricultural Produce Marketing Committee, 2022.

The above table gives the details about the market prices of Karnataka and in Tumkur district. During December 2022.

Table 2 : Determination of the final price list of Industrial Areas:

SL NO	INDUSTRIAL AREA	B.M.DATE	BASIC TENTATIVE PRICE PER ACRE. (RS IN LAKHS)	FINAL PRICE FIXED PER ACRE. (RS IN LAKHS)
1	BANGALORE URBAN & RURAL DIST.	06.07.1996	Rs.45,000/- to Rs.1.60 lakhs.	Rs.2.62 lakhs.
			Rs.2.00 lakhs.	Rs.2.89 lakhs.
			Rs.2.50 lakhs. to Rs.12.00 lakhs	Tentative price + Rs.75000/-

				towards capital cost of water supply.
	Actual Price.		Rs.3.27 lakhs.	Rs3.27 lakhs.
2. 3.	Bommasandra. Veerasandra.	31.05.1996 R	Rs.20,000/- to Rs.45,000/-	Rs.2.18 lakhs.
			Rs.80,000/- to Rs.1.00 lakh Rs.2.00 lakhs to Rs.15.00 lakhs.	Tentative price + Rs.75000/- towards capital cost of water supply
	Actual Rate		Rs.1,42,000/- and 2,65,000/-	Rs.2,72,500/
4.	Kachanayakanahalli	11.03.2015	Rs. 80 lakhs P.A.	Tentative Price + 10% extra (Rs.88,00,000/-)
5.	Yarandahalli Sublayouts	11.03.2015	Rs. 80 lakhs P.A.	Tentative Price + 10% extra (Rs.88,00,000/-)
			25 lakhs	25 lakhs
			30 lakhs	30 lakhs
	Actual Rate		Rs.23.12 lakhs.	Rs.23.12 lakhs.

Source; Karnataka State Industrial and Infrastructure development Corporation Limited ; KSIIDC, 2022.

The above table gives the details about the determination of the final price list of industrial areas in Bangalore rural and urban districts.

Analysis of the Results

Table 3 : Share of Various Crops in Value of Output (at 2011-12 prices) (Per cent)

Crops	1970-71	1980- 81	1990- 91	2000-01	2010- 11	2020-21
Rice	17.26	17.23	18.14	16.67	14.68	13.96
Wheat	6.67	9.09	10.05	10.63	9.87	9.68
Coarse Cereals	8.93	7.66	6.28	4.47	4.26	3.78
Cereals	32.46	33.60	34.24	31.74	28.81	27.41
Gram	3.50	2.54	2.03	1.71	1.98	2.28
Arhar	1.51	1.33	1.34	1.02	0.80	0.94
Pulses	8.39	6.53	6.23	4.73	4.45	5.26
Groundnut	4.70	3.91	4.40	2.79	2.27	2.28
Rapeseed and Mustard	1.33	1.31	2.15	1.90	2.26	2.22
Oilseeds	8.27	7.30	9.79	8.75	9.11	8.44
Sugarcane	5.35	4.74	5.05	5.09	4.37	4.93
Sugars	6.20	5.47	5.78	7.64	6.47	6.13

Cotton	3.22	3.62	3.55	3.11	5.11	5.15
Fibres	3.78	4.25	4.03	3.57	5.52	5.43
Tea	0.59	0.63	0.57	0.58	0.58	0.62
Coffee	0.42	0.51	0.49	0.66	0.58	0.46
Tobacco	0.96	0.96	0.84	0.68	0.73	0.40
Tomato	0.75	0.87	0.80	1.03	1.37	1.65
Onion	0.44	0.52	0.48	0.57	0.90	1.71
Potato	0.77	1.16	1.33	1.63	1.84	2.12
Fruits & Vegetables	14.11	16.73	15.88	20.55	23.58	27.77
Condiments & Spices	2.17	2.57	2.80	3.36	3.79	5.45
Others*	21.63	20.68	18.47	15.45	14.51	11.48
Total value of crop output	100	100	100	100	100	100

Source: Author's estimates from National Statistical Office data, MoSPI, Government of India.

The above table gives the details about the percentage Share of Various Crops in Value of Output at 2011-12 prices.

Innovative practices adopted in Industrial products in Tumkur district in Karnataka.

1.DME Automatic FRUIT FEEDER MACHINE, 100 Rpm, 400*200*500 of ₹ 2.5 Lakh

Machine Speed: 100 RPM

Brand: DME

Size: 400*200*500

Surface Treatment: YYE S

Width: 300

Phase: 440

2. TARGET 5HP Automatic Can Filling And Seaming Equipment, Packaging Type: Export Worthy, Capacity: Upto 300cpm of ₹ 35 Lakh.

Brand	TARGET
Capacity	upto 300CPM
Packaging Type	export worthy
Power	5HP

Salient

Features:

- ± 1 % Filling accuracy on single dose.

- No bottle No filling system.

3. Identified New Industrial Plants, Machinery & Equipment

- **Food Processing Machine**
 - Flour Mill
 - Rice Mill Machinery
 - Spice Processing Machines

- **Bag Making Machine**
 - Non Woven Bag Making Machine
 - Paper Bag Making Machine
 - Biodegradable Bag Making Machine

- **Snack Machine**
 - Popcorn Machines
 - Pani Puri Making Machine
 - Namkeen Making Machines

- **Bakery & Dairy Machinery**
 - Bakery Machinery
 - Bakery Oven
 - Sweets Making Machine

- **CNC Machines & Lathe Machine**
 - Lathe Machine
 - CNC Machines
 - CNC Vertical Machining Centers

- **Printing Machine**
 - Large Format Printers
 - Offset Printing Machines
 - Sublimation Printing Machine

- **Air Compressors**
 - Oil Free Air Compressor
 - Reciprocating Air Compressor
 - Refrigeration Compressors

- **Water Purification Plants**

- Water Softening Systems
- Water Treatment Plants
- Reverse Osmosis Plants

- **Food Processing Plants**
 - Animal Feed Making Machine
 - Sugarcane Juice Machine
 - Wet Grinder

Section 4 ; Conclusion

Price of Plantation crop such as Arecanut is relatively more compared to other crops in Agricultural sector. In Bangalore Rural and Urban districts increasing price of industrial areas noticed. Innovative practices has been s adopted in the area Industrial products. As a result of that new products emerged in the business market. Because of the implementation of the Karnataka Industrial Policy for 2014-2019 has revived the state's financial growth and improved employment opportunities the same policy has benefitted Tumkur. As a result of this farmers of Tumkur district and Industrialists of Tumkur district are getting enormous profits which is required for the survival of the farmers and industrialists in the economy of Tumkur in Karnataka.

Suggestion

1. Farmer of Tumkur district in Karnataka State should be aware about the State Governments launched schemes to get the benefits and to reap very good returns from their farms.
2. Industrialists should search for new markets, so that they can expect maximum profits ,then their Industrial enterprises will be more economically viable.

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