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AN ANALYTICAL STUDY ON PROBLEMS AND PROSPECTS OF COCONUT OIL INDUSTRIES – WITH REFRENCE TO TUMKUR AND HASSAN DISTRICT IN KARNATAKA

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Abstract

Coconut is an important source of food and vegetable. Coconut plantation and processing industries provided income to the farmers end employment to. Coconut is the popular palm grown in about 90 countries of the world and occupying about 10 million hectares of the land and producing nearly 42 billion of nuts per year. In india on an average there is 1921 (000) hectares under coconut from where 13 billion nuts are produced annually. Coconuts is used for direct consumption and a major part is converted into copra from which oil is extracted. The present study is focus on the problems and prospects of the coconut oil industries in Tumkur and Hassan district, because Tumkur and Hassan districts are cultivation of major part of the coconut in Karnataka and also it is a major part or raw materials of the coconut oil industry, But still the industries are facing some problems like labour, materials, finance, etc.

Key Terms*: Coconut, Oil Industries, Problems.*

Introduction

Coconut oil is considered as a premium priced oil on account of its unique inherent qualities, varied uses ad application for both edible and non-edible purposes. Even through coconut products and by products like copra, desiccated coconut powder, coconut oil, copra, coconut milk, palm sugar, coir and coir products. The Coconut oil being an important item in the export basket of countries like Indonesia, Philihines, Thailand, Srilankha. Coconut oil is extracted from the dry kernael or meat of matured coconut; it is generally extracted from copra by expeller or rotary mills. Coconut oil is heat stable an excellent cooking and frying oil. Coconut oil is also used as industrial oil for the manufacturing of soap and toiletry oils. inkerala and the adjoining district like Tamilnadu and Karnataka coconut oil is used as the main cooking medium and hence is an important vegetable oil. Typically fresh coconut kernel contains 50% moisture, 34% oil. 2.2% ash, 3% fiber, 3.5% Protein and 7.3% Carbohydrate. Coconut has the highest oil content among all oil bearing crops. With an oil 4-6% moisture level.

Coconut oil is an important cooking medium in Southern parts of the country especially in Kerala State. Besides, the oil has varied industrial applications. It is used in the manufacture of toilet soaps, laundry soaps, surface active agents and detergents, hair tonics, cosmetics, etc. It is used throughout the country as hair oil as it helps growth of the hair. As massage oil it has a cooling effect on the body. Owing to these qualities coconut oil has a potential market in the country. Since the price of coconut oil in the international market is very much lower than the domestic price, the quality and attractiveness of consumer packs are important factors to compete in the world market. While the demand for coconut oil for cooking purpose is elastic, its demand as hair oil is in elastic for the extraction of oil from copra the common method still prevailing in our country is by using rotary chucks. But the efficient system of extraction of oil is by the use of expellers.

Well dried copra with a moisture content not exceeding 6 per cent is cleaned well from any foreign matter. It is then cut into small chips in a copra cutter. The chips are fed into steam jacketed kettles and cooked mildly at a temperature of 70oC for 30 minutes. After proper cooking, the cooked material is fed into the expeller continuously and pressed twice. The combined oil from the first and the second pressing is collected in a tank provided separately. This oil is filtered by means of a filter press and stored in MS tanks. Bulk packaging is done in tin containers. HDPE containers and polymeric nylon barrier pouches are used for small consumer pickings. The quality of copra is related to the quality of coconut oil.

Two types of copra namely milling and edible are made in India. Milling copra is used to extract oil while edible grade of copra is consumed as a dry fruit and used for religious purpose. Milling copra is generally manufactured by adopting sun drying and artificial means, substantial quantity of milling copra is manufactured using modern hot air driers resulting in the availability of superior quality copra which is required for the manufacturing of the best grade coconut oil. A good number of farmer's co-operative societies are also involved in the manufacturing and marketing of milling copra. Milling copra is

available in different grades. Edible copra is made in the form of balls and cups. Different grades of edible copra are available in the market according to the size and color etc.

The coconut oil is used in the country as a cooling fat, hair oil, body oil and industrial oil. Coconut oil is made from fully dried having maximum moisture content of 6%. Steam cooking of copra is also practiced by some millers to enhance the quality and aroma of oil. Coconut oil is marketed in bulk as well as in packs ranging from sachets combining 5 ml to 15 kg tins. The refined coconut oil is used in the manufacture of biscuits, chocolates, and other confectionery item, ice-creams pharmaceutical products and costly paints generally filtered coconut oil is used for cooking and toiletry purposes

Coconut oil is largely used for edible purpose it is prepared domestically by squeezing fresh, grated coconut through muslin, the emulsion (coconut milk) is itself used in curries and sweets. When the emulsion is heated clear oil separates, refining process include alkali. Washing etc. remove tree fatty acid and leave the oil neutral. Physical or chemical treatment to decolorize the oil and deodorization by passage of steam or the inherent gas to obtain an odorless and tasteless product. The separates alkaline solution or soap stock can be used as a raw material of soap making or acidified and the fatty acids so separated enter into other industrial process.

Review of Literature

A.M.Marinna, Y.B. CheMana.B and I. Aminb C (2009) they represents their study on "Virgin coconut oil emerging functional food oil" Since its first appearance, VCO has gained wide attraction among the public and scientific community as functional food oil. Some studies pertinent to VCO have been described in this review article. From the health point of view, VCO has been documented as having more beneficial effects in clinical trials such as having more antioxidant potential compared to refined coconut oil. The underlying justification was based on the fact that VCO did not undergo the RBD process, which destroys some of the biologically active components such as phenolic compounds. A number of studies confirmed the higher content of phenolic contents, which correlated with higher antioxidant activity in VCO, compared with refined coconut oil. Attention was also addressed by investigators in developing methods for detection of adulteration in VCO. The overall knowledge improvement allowed the identification of suitable new techniques to better differentiate VCO from other vegetable oils, especially from refined coconut oil. Further studies are needed to establish effective purity criteria for VCO.

BM Hegde (2006) they represents in their study one could easily surmise that coconut oil that has been our staple food for thousands of years, could not have suddenly become so bad in the 1930s that it had to be thrown out of the window. Our thousands of years of observational research is any day more reliable compared to the short term cross-sectional motivated research today. Although Aristotle did say that truth could only influence half a score of men in a century, truth will have to triumph at the end. The sad state of the Polynesian migrants to the west coast of America is there for all to see. Prof. Castle's elegant studies did show the curse of acculturation of these long living sturdy people whose main food was coconut till they became American citizens. With modernity, Polynesians were succumbing to all the degenerative diseases precociously. They never had their calories coming from coconut. Long live the coconut tree, the venerated kalpavriksha, for the common good of humankind.

SILALAHI, YADEMETRIPERMATA, EFFENDY DE LUX PUTRA (2014) In Their Study on "ASSIAN ANTIBACTERIAL ACTIVITY OF HYDROLYZED VIRGIN COCONUT OIL JANSEN" in their study represents on Un-hydrolyzed VCO is not active as antimicrobial, but partial hydrolysis will increase antibacterial activity. The longer incubation time in enzymatic hydrolysis and the higher the percentage of NaOH relative to total saponification during alkaline hydrolysis resulted in the more effective in antimicrobial activity of hydrolyzed VCO.Hydrolyzed VCO is more effective against Pseudomonas aeruginosa (gram negative) compared to other tested bacteria. Hydrolyzed VCO is not as effective as tetracycline and ampicillin. Ampicillin is not effective against Pseudomonas aureginosa. The benefit of VCO used orally as antibacterial is that VCO does not cause any side effect since it is a common food component which will be hydrolyzed by lipase in the gastrointestinal tract. Antibacterial activity of hydrolyzed VCO is necessary evaluated by in vivo experiment in order to determine the effective dosage of VCO.

Chiaw Mei Sia*, Hip SengYim, Choon Mei Lai (2010) they presents in their study on "Commercial virgin coconut oil: assessment of antimicrobial potential" The antimicrobial activity of commercial virgin coconut oils were investigated through three methods, agar well diffusion test, agar disc diffusion test and broth dilution test. However, all three methods did not show any antimicrobial activity. In turn, bacteria were isolated from the oil samples. In the previous studies, scientists used synthetic monolaurin which is in the form of sn-1 monolaurinforantimicrobial testing. It is suspected that the sn-2 monolaurin

formed by sn-1, 3 lipase producing bacteria does not exert any antimicrobial activity [32]. Apart from that, the non-specific lipase produced by bacteria will release all the three fatty acids attached to the glycerol backbone. Lauric acids released by both bacteria lipases only possess weak antimicrobial activity and will not be able to inhibit the growth of bacteria at low concentration [9, 12]. Another possible factor that contributes to this result is the low quality of the coconut source. Once the coconut is harvested, lipolysis will begin through microbial or natural occurring enzymes to produce free lauric acid which possess weak antimicrobial activity. Four different morphologies of gram negative bacteria were isolated from the oil samples. They arecoccus, streptobacilli, bacillus and coccobacillus. Bacteria can be isolated from the samples because raw and unprocessed coconut can support the growth of bacteria and there is no sterilization process done during the whole process of the extraction [35]. Furthermore, the rate of conversion of lauric acid to monolaurin is less than 3% in coconut which is not enough to inhibit the growth of bacteria

Objectives:

1. To know the process of coconut oil making.
2. To study the benefits of Coconut Oil.
3. To analyses the problems of Coconut Oil industries.
4. Uses of Coconut Oil in Various Field.
5. To know the Area of Cultivation, Production, and Productivity of Coconut in selected district in Karnataka. (Tumkur and Hassan)

Limitations

1. The study is consider only a selected product of Coconut (Coconut Oil)
2. The study is restricted to only selected district in Karnataka i.e. Tumkur and Hassan.
3. The study is considered only 100 respondents due to area restricted
4. The respondents answer some time may not be true because they give answer with imagination or they may fail to remember or they may be error.
5. The date is collected through primary and secondary sources

Hypothesis

1. H0: there is no influence of Occupations on opinion provided by the respondents regarding service/problems of the selected industries. So null hypothesis is accepted.
   H1: Hence alternative hypothesis is rejected.
2. H0: there is no influence of Occupations on opinion provided by the respondents regarding service/problems of the selected industries. So null hypothesis is accepted.
   H1: Hence alternative hypothesis is rejected.
3. H0: there is no influence of Occupations on opinion provided by the respondents regarding service/problems of the selected industries So null hypothesis is accepted.
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4. H0: there is no influence of Occupations on opinion provided by the respondents regarding service/problems of the selected industries So null hypothesis is accepted.
   H1: Hence alternative hypothesis is rejected.

Statement of the Problem

Coconut is an important tropical oil seed crop, which gives coconut water, kernel, oilcake for cattle etc. Since, it is one of the leading commodities in agricultural exports; the production programme of the crop is of critical importance in improving the efficient use of resources. The cost of production and net return obtained per unit, would determine the profitability of the crop. The profitability of an enterprise depends upon the efficient use of the resources in production. Though production is the initiation of the developmental process, it could bring less gain to the producers unless there exists an efficient marketing system. The producers depend upon the market conditions to fulfill their hopes and expectations. But forced sales, multiplicity of market charges, malpractices in unregulated markets and superfluous middlemen are the problems faced by the cultivators and industries. The market imperfection and the consequent loss in marketing efficiency are more pronounced in markets for perishable commodities which require quick transportation and better storage facilities. Though coconut has a pride, not only for its diverse uses but also for its special preference to consumers, both rich and poor, it is subjected to the above stated production, Labour, and marketing problems. The Tumkur and Hassan District of Karnataka is one of the rich coconut cultivation and oil producing regions and hence the present study is an attempt to analyze the problems and prospects of production and marketing of coconut oil in the districts.

Scope of the Study

Coconut is a principal crop cultivated in Tumkur and Hassan Districts. It contributes to the district's economic, social and cultural development in many ways. It is also a primary source of food to the people of the district. Coconut provides the basic raw materials to the oil industries in the districts. The present study covers production and marketing of coconuts Oil industrial activities involving problems and prospects. The study has been undertaken from the point of view of the coconut oil Industries, and market functionaries.

Methodology of the Study

Data is an important tool for the success of the study. In order to make a meaningful research a suitable methodology has to be adopted. The study was based on the primary data collection and secondary data collection. As the study is descriptive in nature, the primary data can be collected either through observation or through direct communication with the respondents (Questionnaire) in one form or the other. In spite of a big universe and a large sample size the tedious work of collection of data has been completed successfully. For the purpose of investigation and data collection, survey method was used as it is very common in communication and marketing researches. As the present study is based on primary data and secondary data which are collected with the help of questionnaire, and journals, internet, books, websites, and etc.

Coconut production area, production and productivity in million nuts -Tumkur

Years	Area (Hectare)	Million Nuts	Productivity (Nuts/Hr)
2000 -01	100810	6632.83	6580
01-02	110993	5477.67	4936
02-03	111248	5490.26	4936
03-04	109443	5401.18	4936
04-05	110937	5474.91	4936
05-06	122690	6054.94	4936
06-07	125511	6194.16	4936
07-08	124110	6837.65	5510
08-09	132587	9945.66	7502
09-10	138660	9859.00	7111
10-11	142248	13477.00	9575
11-12	142880	13495.86	9446
Avg 2000-12	**122676.42**	**7861.76**	**6409**

Coconut production area, production and productivity in million nuts -Hassan

Years	Area (Hectare)	Million Nuts	Productivity (Nuts/Hr)
2000 -01	49079	2717.05	5537
01-02	55056	2285.96	4153
02-03	57885	2403.42	4153
03-04	60075	2494.35	4153
04-05	61098	2536.94	4153
05-06	61775	2564.94	4153
06-07	61788	2565.47	4153
07-08	61805	2968.79	4804
08-09	61880	3471.67	5611
09-10	62256	4427.00	7111
10-11	62390	4040.12	6476

11-12	62575	6221.56	9943
Avg 2000-12	**59805.17**	**3224.76**	**5392**

Method of Drying Copra

Copra is produced by drying the coconut kernel. The copra quality is strongly dependent on the drying techniques. Inadequate drying gives rise to the growth of Alfa toxins and affects the amount of coconut oil that can be derived from a nut. Proper post-harvesting methods including drying and storage can increase the oil yield per nut by about 20% (Ref: FAO). It is important to reduce the water content by drying to about 6% (coconut fruit has a water content of about 50%).To achieve this, husking and drying of the copra should take place within 48 hours of harvesting.

Solar drying:- Inexpensive but can only be done during dry days. This process is suitable for small quantities of nuts. As solar energy is abundant in the PICs, this method should be employed wherever possible using solar dryers.

Kiln drying:- Drying is done using smoke .There are two types of dryers in use:

1) Direct dryer

a) Easy to build, low cost : grilled platform , coconut husks as fuel
b) Copra produced is dark and at times burnt.

2) Indirect dryer

a) Coconuts are indirectly heated. Average capacity – 2000 nuts in 20-25 hours
b) Suitable for smallholders, Economical
c) Good quality copra (~ 6% moisture content)

3) Hot air Drying

a) Nuts are heated indirectly by hot air. The copra produced is clean and white.
b) Expensive. Maintenance and repair costs are high.
c) Suitable for larger plantations

4) Multi fuel dryer

This dryer recently developed by CPCRI India, is essentially a solar dryer but can also be
Run on a number of fuels: biomass as well as electricity. It has a capacity to dry about 2000 nuts every 24 hours. Once we have good quality copra it is ready to be converted into Coconut oil.

Process

Well dried copra with a moisture content not exceeding 6% is cleaned well from any foreign matter. It is cut into small chips into copra cutter. The chips are fed into steam jacketed kettles and cooked mildly at a temperature of 70 degree 'C'for 30 minutes, after proper cooking the cooked materials is fed into expeller continuously and pressed twice. The combined oil from the first and the second pressing is collected in a tank provided separately. This oil is filtered by means of a filter press and stored in MS tanks. Bulk packing is done in tin containers. HDPE containers an polymeric nyilon barrier pouches are used for small consumer packings. The quality of copra is related to the quality of coconut oil.

The oil cake obtained as a by-product will find a ready market as a cattle feed and in the manufacture of mixed cattle feeds or as a raw materials for the extraction of remaining oil by solvent extraction method.

Product Specification

Moisture % Wt, Max	0.25
Colout in 1.4 celllovibond y + 5R, not deeper	4
Acid Value, Max.	2.0
Unsap. Matter % by wt, max	0.8
Polenske value, Min	0.8

Project Cost (3 tons per day capacity)

Land (cost variable)	50 cents
Building - 3500 sq.ft. @ Rs.1000 per sq.ft.	Rs.30 lakhs
Plant and Machinery (does not include DG set, weigh bridge and other items not directly connected with process operation)	Rs.25 lakhs
Electrification	Rs.3 lakhs
Preliminary and preoperative expenses	Rs.2 lakhs
Working capital (Margin Money	Rs.12 lakhs

Yield

Raw Materials	5 tones of copra
Coconut Oil	3 tonnes

Salient Features

Sales Turnover	Rs.315 lakhs
Net Profit	Rs.12 lakhs
Return on investment	28 Percent

Coconut Oil Production in India from 2000-2013

Year	Production (Million nuts)	Unit of Measures	Growth Rate
2000	448	(1000 MT)	0.67 %
2001	430	(1000 MT)	-4.02 %
2002	445	(1000 MT)	3.49 %
2003	451	(1000 MT)	1.35 %
2004	462	(1000 MT)	2.44 %
2005	462	(1000 MT)	0.00 %
2006	382	(1000 MT)	-17.32 %
2007	428	(1000 MT)	12.04 %
2008	448	(1000 MT)	4.67 %
2009	447	(1000 MT)	-0.22 %
2010	447	(1000 MT)	0.00 %
2011	447	(1000 MT)	0.00 %
2012	447	(1000 MT)	0.00 %
Average form 2000-12	**441.84**	**1000 MT**	**3.1%**

Why is coconut oil your weapon to fight Cholesterol?

- It is composed mainly of medium chain fatty acids (MCFA) or medium chain triglycerides (MCT) that are burned almost immediately to produce energy for the body.
- They are not converted into body fat or cholesterol to the degree other fats are.
- Coconut oil, has low poly unsaturated fatty acid, is very stable and resistant to oxidation.
- This makes it excellent cooking oil, thereby protecting our cells against damage.

- Since coconut oil is naturally saturated (>90%), it does not need hydrogenation, thereby considerably reducing the chances of high blood cholesterol and high low density lipoproteins (LDL).
- On the other hand, it helps retain high-density lipoproteins (HDL) - the good cholesterol.
- A diet that consists of coconut oil with its MCTs (Medium Chain Triglycerides) ensures higher energy levels, a rise in metabolism and consequently, reduced body weight.
- Coconut oil is effective in reducing body fat and lowering weight because it contains fewer calories than any other fat.
- Coconut oil possesses a distinct short and medium chain fatty acid composition.
- Over 70% of the saturated fatty acids present in coconut oil are short and medium chain containing less than 12 carbon atoms.
- The medium chain fatty acids account for 63.5% of the total fatty acids.
- The Medium Chain Triglycerides (MCTs) undergo a faster and more complete digestion in the stomach and upper small intestine than the Long Chain Triglycerides (LCTs).
- The products of MCT hydrolysis are absorbed into the intestinal cells almost as fast as glucose and are carried directly to the liver.
- The LCTs on the other hand, undergo a slow process of digestion and the products of digestion are then transported to the liver via the lymphatics and systemic circulation.
- Consequently, the LCTs are distributed systematically to all parts of the body before reaching the liver.
- LCTs are therefore, more prone to be deposited as fat in the peripheral tissues or fat depots than the short and medium chain fatty acids.

Saturated Fat - with a difference

- Coconut oil is a saturated fat from plant origin and cannot be equated with saturated fat from animal sources.
- Coconut oil is healthy because it is predominantly comprised of MCFAs or MCTs, which are readily metabolized in the body and converted to energy instantaneously.
- Coconut oil being naturally saturated oil does not contain any trans-fat.
- Saturated fats are classified into two primary categories (1) long chain fats and (2) short and medium chain fats.
- Medium chain fats in coconut oil are similar to fats in mothers' milk.
- Thus, despite the fact that saturated fats are harmful, those present in coconut oil are in a league of their own.
- Lauric acid, prominent among the MCFAs present in coconut oil has qualities similar to mother's milk.
- When lauric acid enters human body it gets converted to monolaurin, an immunity enhancing compound.

Good for Diabetics

- Coconut oil with its MCTs, put less of a demand on the enzyme production of the pancreas.
- This lessens the stress on the pancreas during meal time when insulin is produced most heavily, thus allowing the organ to function efficiently.\
- Coconut oil improves the secretion of insulin thus controlling blood sugar.
- It also helps in effective utilization of blood glucose.

Virgin Coconut oil: Mother of all oils

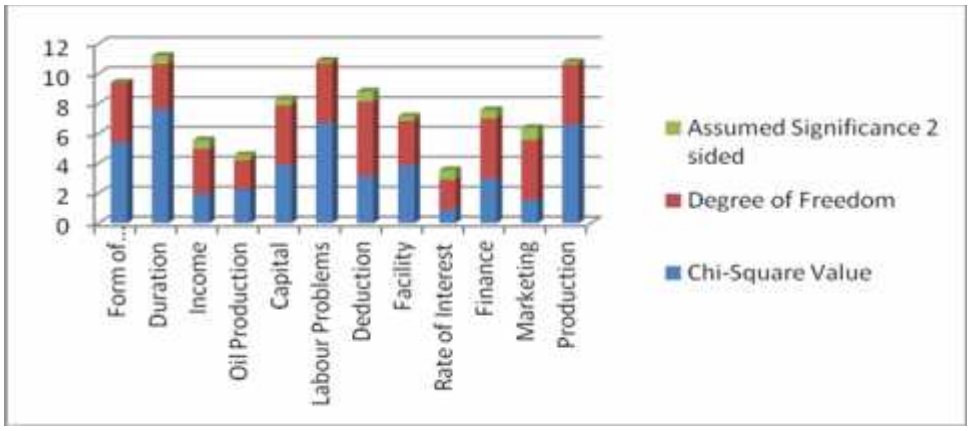
- Virgin coconut oil (VCO) is abundant in vitamins, minerals and anti-oxidants, thus making it the 'mother of all oils'.
- Extracted from fresh coconut kernel without any chemical processes, it is the purest form of coconut oil, water white in colour..
- Virgin coconut oil is a major source of Lauric Acid and Vitamin E.
- The virgin coconut oil is free from trans fatty acid, high in medium chain fats (MCFA) or medium chain triglycerides (MCTs) known as lauric acid, which is identical to special group of fats found in human breast milk.
- VCO is widely consumed as MCT oil for weight loss treatment, etc.
- MCT's are more easily and rapidly digested than other types of fats, as they require lower amounts of enzymes and bile acids for intestinal absorption.
- MCT's are metabolized very quickly in the liver and are reported to encourage an increase in energy expenditure, while decreasing fat storage.

- Numerous studies suggest that substituting MCT Oil for other fats in a healthy diet may therefore help to support healthy weight and body composition.
- High quality of this oil makes it an ideal massage oil for babies and also for skin and hair applications.
- It protects the skin from infections caused by bacteria, viruses and fungi, prevents dandruff and hair loss.
- It even eases muscular pain.
- Supplement your body with antioxidants. Antioxidant is your body's natural defense against free radicals.
- It prevents the chain reaction of free radicals and mars sagging and unsightly wrinkles.
- Rich in Vitamin C and Vitamin E, virgin coconut oil slows down the ageing process and assures the best of life and beauty to your skin.

Problems of Coconut Oil industries

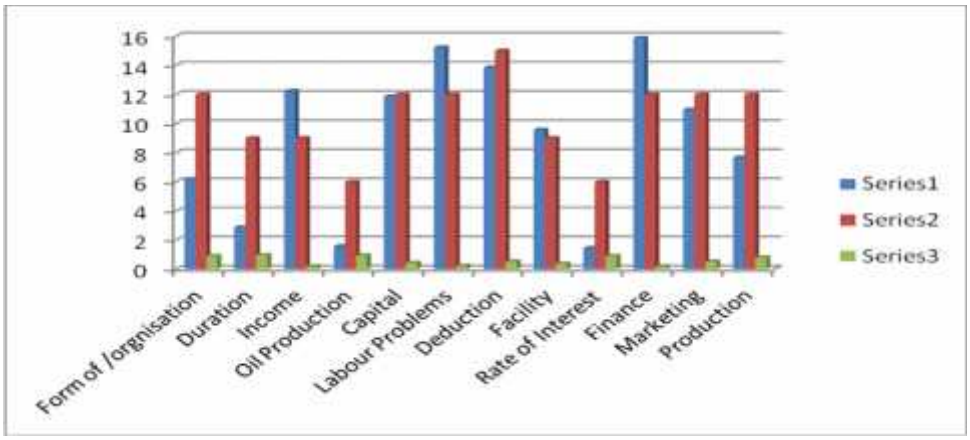
- Non availability of raw materials
- Price fluctuations of raw materials
- Scarcity of Labour/Water
- Non availability of skilled / semi-skilled labours
- Higher rate of wages
- Absenteeism
- Labor turnover
- Lack of advanced technology and
- Climate change

There is no influence of Gender on Opinion Provided by the respondents regarding services/Problems at the selected industries.

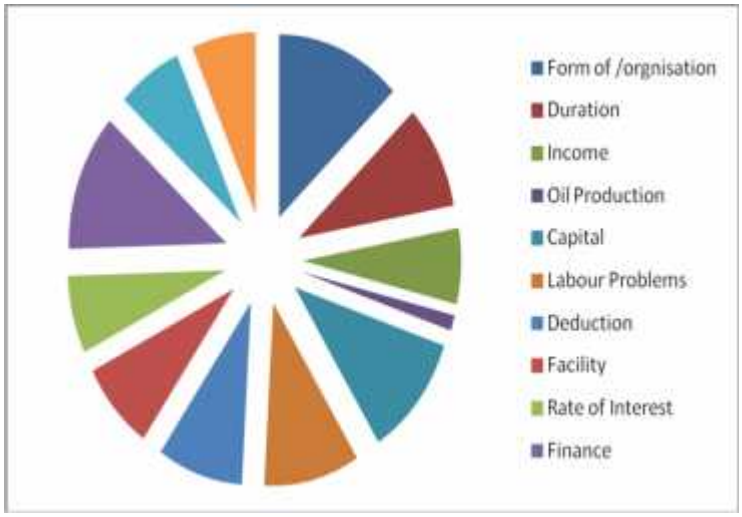


There is no influence of Age on opinion provided by the respondents regarding service/problems of selected industries					
Servicess	Chi-Square Value	Degree of Freedom	Assumed Significance 2 sided	Ho	
Form of /orgnisation	6.174	12	0.907	Accepted	
Duration	2.875	9	0.969	Accepted	
Income	12.247	9	0.2	Accepted	
Oil Production	1.587	6	0.954	Accepted	
Capital	11.869	12	0.456	Accepted	
Labour Problems	15.231	12	0.229	Accepted	
Deduction	13.848	15	0.537	Accepted	
Facility	9.581	9	0.385	Accepted	
Rate of Interest	1.451	6	0.903	Accepted	

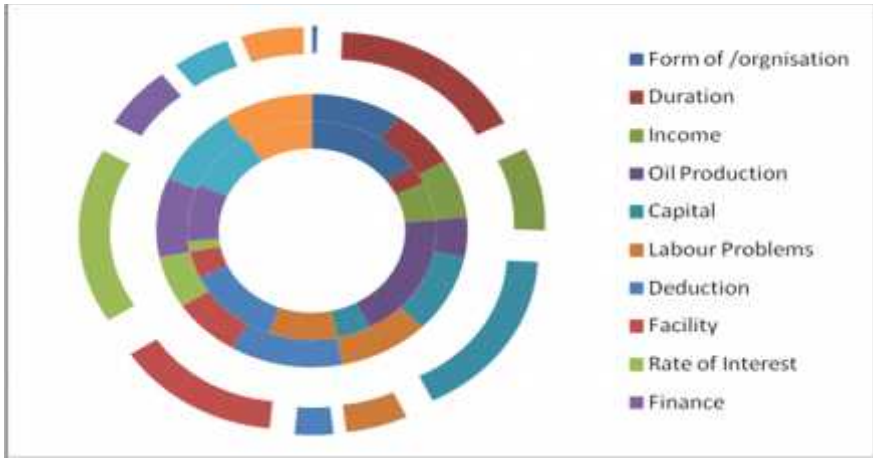
Finance	15.87	12	0.197	Accepted	
Marketing	10.961	12	0.532	Accepted	
Production	7.675	12	0.81	Accepted	



There is no influence of Qualification on opinion provided by the respondents regarding service /problems of selected industries					
Servicess	Chi-Square Value	Degree of Freedom	Assumed Significance 2 sided	Ho	
Form of /orgnisation	21.318	16	0.167	Accepted	
Duration	15.347	12	0.223	Accepted	
Income	11.125	12	0.518	Accepted	
Oil Production	2.273	8	0.971	Accepted	
Capital	18.101	16	0.318	Accepted	
Labour Problems	16.227	16	0.437	Accepted	
Deduction	14.591	20	0.799	Accepted	
Facility	13.081	12	0.363	Accepted	
Rate of Interest	11.459	8	0.177	Accepted	
Finance	20.272	16	0.208	Accepted	
Marketing	11.045	16	0.807	Accepted	
Production	10.938	16	0.813	Accepted	



There is no influence of Occupations on opinion provided by the respondents regarding service/problems of the selected industries.				
Servicess	Chi-Square Value	Degree of Freedom	Assumed Significance 2 sided	Ho
Form of /orgnisation	24.09	12	0.02	Accepted
Duration	4.774	9	0.853	Accepted
Income	9.318	9	0.408	Accepted
Oil Production	30.568	6	0	Accepted
Capital	7.223	12	0.843	Accepted
Labour Problems	14.568	12	0.266	Accepted
Deduction	20.156	15	0.166	Accepted
Facility	6.274	9	0.712	Accepted
Rate of Interest	2.558	8	0.862	Accepted
Finance	13.862	12	0.31	Accepted
Marketing	14.857	12	0.249	Accepted
Production	14.479	12	0.271	Accepted



Conclusion

The present paper attempts to, the study of perception of industrialist towards various problems lile Raw materials, labour, finance, etc. the study brought to light the industrialist perception on various problems. The results reveal that to secure the industrialist to achieve the target or reduce the problem faced by industrialist. So the study is make attempt reduce the problems results were observed: The greater proportion of the Oil product manufacturers facing higher production related problems, Problems similarly and as such the relationship between Demographic (marital status, Qualification, Occupation, and income) and non-demographic i.e, production, marketing, finance related problems were statistically not significant. It was understood that there was a significant relationship between the Oil manufacturers and production related problems faced by them.

Finally the study conclude that, try to reduce the problems like production, marketing, and finance, so to take necessary steps to overcome this,