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**"CONSCIOUS EFFECT ON MAINTAINING THE QUALITY IN THE
FOOD PROCESSING INDUSTRY"**

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Abstract

The food processing industry has in recent years gained importance as a sunrise industry for the accelerating economic development in India. Green marketing is a challenge handled by company in addition to environmental issues connected with manufacture and processing. Green commercialization is an organization's attempt to create, distribute, price and advocate end products which do not harm consumption, manufacturing resources and the environment. The main objective of this paper was to understand industrial youth behaviour with regard to diet and to understand the connection between workers' wage and dietary food by using a structured survey, as well as the data collected at different locations in the suburban area of Bhopal. 100 participants participated. These studies provide a helpful insight into foodstuffs by analysing the richness factor and food awareness.

INTRODUCTION

Healthy diets are a diet that helps maintain or improve health overall. The body has a diet: fluids, macronutrients, micronutrients and enough calories. For healthy people, a nutritious diet is not difficult and mainly includes fruit, vegetables and whole grains, with a little amount or no food and beverages processed. A combination of plants and foodstuffs may supply the requirements for a balanced diet, however for those who follow vegan diets, non-animal sources of Vitamin B12 are required. However, people globally eat too many unhealthy diets or junk foods. [1]

Unhealthier diets represent about 11 million dead every year, with about 15 percent of all years of sick health, one of the world's biggest contributions to global disease burden. The health care community has gained greater importance in promoting

unhealthy chains, food environments and consumer behaviour, as powerful private actors, including multinational food manufacturers. A broad variety of suppliers that can only sell their goods to a limited number of prevailing food businesses characterise the food processing industry in many sectors worldwide in relation to structural market circumstances (which is controlled by just a few enterprises). [2] The nutritional quality of food has been affected by factors such as the quality of the raw materials, transportation, processing, packaging, storage, and the whole food chain. Today, an incredible process of the worldwide relocation of ready-to-eat meals substitutes for conventional fresh food cooking. Pre-cooked, pre-cleared, usually packed and ready to be consumed without prior preparation or cooking. The food is categorised as ready-to-eat. [3] These characteristics are mirrored in contemporary food processing advances, including considerable progress on food production, storage and monitoring techniques and processes. Consumer demand focuses on comfort and simplicity of serving new foods. Consumers are more aware of the need for safer products and the requirement for non-synthetic chemical preservatives for fresh or low processed foods. Processed foods are often regarded to be less than raw foods. A packed meal may be recalled with several ingredients, maybe including fake colours, tastes, and so on. The use of processed foods, or preparation meals, may lead to a pandemic of obesity and a rise in the prevalence of chronic conditions such as heart disease and diabetes. [4]

The food processing industry is undergoing significant changes with the assistance of improving the political environment. It provides the fundamental link between industry and agriculture and is very important for India's development. There are enormous opportunities for increasing the amount of processing as India shifts from shortages to food production surpluses. [5]

Production advantages (2018-19)

- 1. Cereals** - second largest producer of food grains globally (284.95¹ million tons)
- 2. Fruits & vegetables** - Ranks as the second largest producer of Fruits and Vegetables (F&V) in the world (311.7¹ million tons)
- 3. Milk** - largest producer of milk globally (176.35 MMT)
- 4. Meat** - largest livestock population in the world (7.7 MT of meat produced annually)
- 5. Poultry** - around 95.2 bn eggs annually
- 6. Marine** - second largest fish producer in the world (12.60 million metric tons)

LITERATURE REVIEW

Matthew N. O. Sadiku, Sarhan M. Musa, Tolulope J. Ashaolu (2021) In the food industry is engaged a complicated network of activities related to food supply, consumer and catering. It plays a major role in the economic development of any country. It is one of the world's most dynamic economic sectors. A quick introduction to the food industry is available in this article. [6]

Arvind Kumar, Surbhi Sharma, Sunil Kumar, Humaira Fayaz, Firdous Kouar (2020) TQM is a way to manage the whole business in order to make progress on all areas of products and services important to consumers. It is based on the principle of preventing or minimising mistakes and avoiding defects in order to continuously improve the process. The creation of the critical control point (HACCP) for the hazard analysis represents a move to a preventive risk

management at all stages of the food supply chain from resource-intensive inspection and testing of the product end. It also recognises and manages hazards important for food safety. In order to manage the quality and safety of milk products, an integrated strategy to apply the ISO standards and HACCP concept is essential, ensuring that certified items meet the internationally defined minimum requirements. [7]

Max Roser and Hannah Ritchie (2020) The emphasis of this paper is on the environmental impacts of food. Sustainable access to nutritious foods for everyone across the globe is one of the major issues. We deal with food and nutrition in various food products, including starvation and malnutrition, a lack of micronutrients, food per person, diet and obesity. [8]

Mireille Serhan and Carole Serhan (2019) The objective of the study was to discover different features of the food services in a rural university cafeteria that influence overall customer satisfaction. For 676 cafeteria customers, including academics, staff and students, a convenience sample was performed for five weeks. They carried out an anonymous evaluation of the quality of food and drink, quality of service and the environment, food service quality (n=29) satisfaction with the questionnaires closed. In order to analyse data the existence and extent of significant linkages between different research variables, Pearson correlation coefficients were employed. Mean values and frequencies were calculated. Results indicate that customer satisfaction with different service qualities is greater than average. The overall satisfaction of all service qualities is significant and good. [9]

Moses Laksono Singgih, I Ketut Gunarta Endang Retno Wedowati (2018) This article covers recent research into the food and food sectors as well as the possibility for mass applications for the customization of the food business. Different product architectures in which a restricted quantity of raw materials may be used, at the customer's option, are the feature of food processing sector production patterns. Usually a two-phase procedure involves the food processing system: processed and mixed. The intermediate product is often treated throughout the processing step. The intermediate products are combined into a final product during the mixing process. Literature research shows that the study of the system of food production addresses the scope of manufacture and time, establishes a purchase strategy, the idea of a disconnected point, the postponement concept and the associated problem of mass food customization (MC). [10]

METHODOLOGY

The main and secondary data are based on this document. The basic information was obtained by means of a standardised questionnaire to assess the response of industrial young people to dietary items, 100 respondents and data collected at different Bhopal suburban locations. The sample reflected Bhopal's population generally fairly. Secondary data have been collected from different sources and publications.

Content

A healthy diet includes choosing the best food, quality and quantity of essential alternative foods. "Food and behaviour are consistent with health enhancement." Physical activity and a balanced diet are the foundation of health. Healthy diet, food contributes to bodily function and diet promotes healthy body weight to prevent

disease. The unhealthy diet has minimum intake of fruits, milk, vegetables and large amounts of food, e.g. The use of poor nutrition leads to many diseases, including cardiac problems, diabetes, breast, colon, and cancers of the endometrium. India has a category of obese in 2020 of 9,0 million males and 25 million females. In 2020 the country rated 5th for males and 2nd for women in obesity considerably. It had been 19th in 1975 before. Obesity in India in the 21st century has become an epidemic, affecting 5% of India's population. 14% male and 17.3% female in Karnataka were classified as obese whereas 12% male and 16% female were obese throughout India.

Meal habits among people have changed; they make unhealthy choices due to many reasons, such as working pressure, unawareness of dietary foods and nutrient foods, junk food appeal, less time and so on. People with equipment have to be mindful of their meals and thus have a balanced diet that is important for the workshop floor. Two important elements, i.e. industrial young people's behaviour towards food and the effect on food purchases, are discussed in this article. The purchasing of food such as age, sex, availability, education, sensitivity, money, and so on has many factors.

Young people in the industrial sector are persons between the ages of 15 and 25 years old. Youth may describe it from childhood through adulthood. Either a child or an adult is not a person. It's a life.

Healthy diet is food which helps to maintain a healthy weight. Many individuals nevertheless feel that diets imply a minimum of calories for meals that help to weight loss and not to weight gain. More fruit, vegetables and dairy items are included here.

The body has a necessary nutritional supply: a fluid diet that contains the right vital protein amino acids, essential fatty acids, vitamins, minerals, antioxidants, fibre and sufficient calories. Simply put: 'eat less; practise more; consume plenty of fruit and vegetables;'

ANALYSIS AND INTERPRETATION

Chi-square tests are calculated in order to assess knowledge of dietary food among industrial youths. A desire for a nutritious diet for industrial young people.

Table 1: Awareness among Industrial People

Sl. No	Values
1	6
2	50
3	22
4	22

H0: 70% of industrial youngsters are not conscious towards diet food

H1S: 70% of industrial youngsters are conscious towards diet food.

Expected frequency= total frequency/total number

$$100/4=25$$

Chi-square = sigma

$$(O_i - E_i) / E_i = [(6 - 25)^2 / 25] + [(50 - 25)^2 / 25] + [(22 - 25)^2 / 25] + [(22 - 25)^2 / 25] = 39.57$$

Degree of freedom= (n-1)

$$(4 - 1) = 3$$

Alpha value=0.06

Table value=7.82

Interpretation: The idea shows that 0.05 or 95 percent and 3 degrees of freedom are the alpha values hidden. This rejects the zero hypothesis. Therefore, an alternative hypothesis is developed stating that '70% of industrial young people are food conscious.'

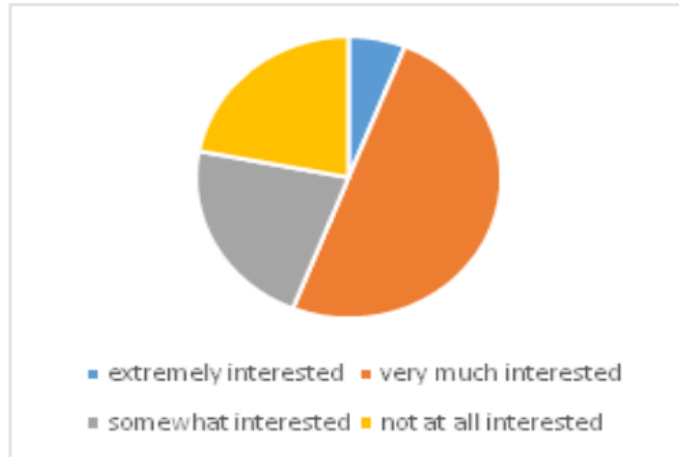


Figure 1: Industrial Youth involvement

Inference: extremely interested 6/100=0.06

Very much interested 50/100=0.5

Somewhat interested 22/100=0.22

Not at all interested 22/100=0.22

In question 4, options were extremely fascinating, somewhat interesting and not at all interested. Of the 50% of the sample size, a healthy diet definitely is interested.

Correlation is Calculated to Analysis the Relation Between Income and Diet Food

H0: There is no relation between income of employees and diet food.

H1: There is a relation between income of employees and diet food

X= income

Y= diet food

Table 2: Income of Employees and their Diet

x	y	X ²	Y ²	Xy
36	28	1296	784	1008
26	35	676	1225	910
18	20	324	400	360
20	17	400	289	340
Total=100	Total=100	Total=2696	Total=2698	Total=2618

$$r = \frac{[N\sum XY - (\sum X)(\sum Y)]}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

$$= \frac{4*2618 - (100)(100)}{\sqrt{[4*2696 - (100)^2][4*2698 - (100)^2]}}$$

$$= \frac{472}{\sqrt{784} * \sqrt{792}}$$

472/28*28.14

Correlation=0.599

Interpretation: As a consequence, the positive association between staff revenue and nutrition is 0.599.

Table 3: Positivity in relationship with staff income

options	percentage
A: low calorie food	14
B: low fat	62
C: low sugar	14
D: other	10

Inference: low calories $14/100=0.14$

Low fat $62/100=0.62$

Low sugar $14/100=0.14$ Other $10/100=0.1$

There were four options for the question: low calories, low fat, low sugar, and others. Low fat responded 62 percent of the sample size.

CONCLUSION

The food processing industry is rapidly growing and has a tremendous untapped economic potential. This sector also has the ability to use green marketing in its local and worldwide operations. Food processing is vital because it affects food maintainance by extending food life by discriminating against viruses to guarantee that food is safe. Food processing is important. Also in preparing food should consideration be made of client requirements such as the need of halal cuisine for Muslim consumers. Contemporary and innovative methods are also beneficial in preserving nutrients and food quality. They are also helpful. The results demonstrate that industrial children are aware of dietary foods and the link between income and nutrition. It is suggested that food demands, wants and attitude to increase sales be studied and used as a marketing strategy and that customers be encouraged to follow healthy diets.

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