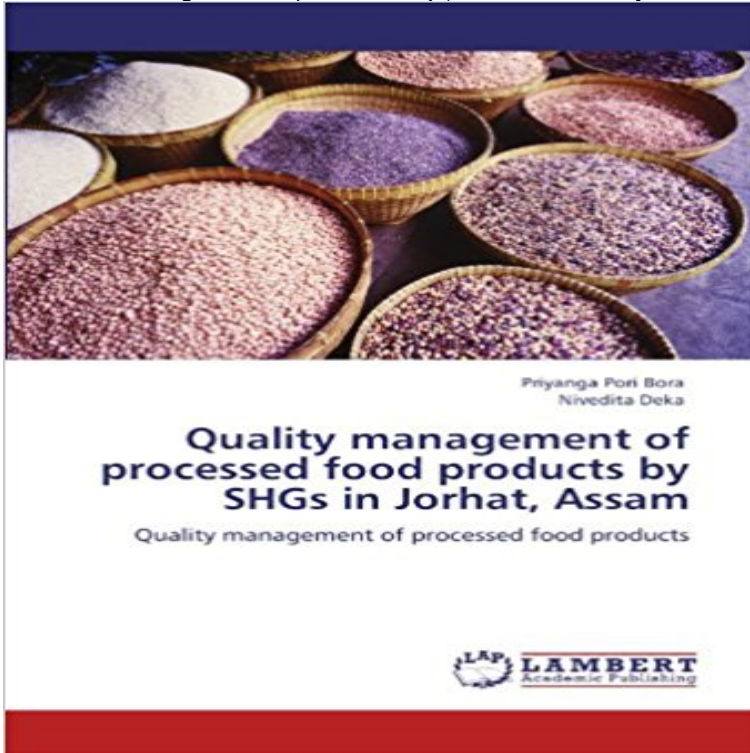


Quality management of processed food products by SHGs in Jorhat, Assam: Quality management of processed food products



This book is a part of the findings of MBA (Agribusiness) programme of Ms Priyanga at Assam Agricultural University, Jorhat, Assam. The most important quality factor of processed food is safety and reliability followed by deliciousness and price. Large food industry is already in for adoption of HACCP, ISO-9000, GMP, etc. to become competitive in the global food market. However, for domestic markets, food quality is regulated through compulsory legislations and voluntary standards. Food processing is emerging as a major industry in the State of Assam and has the potential of generating employment and raising farm incomes. Self-Help Groups (SHGs) are coming up in a big way with various processed food products. The study encompass the documentation of various processed food products prepared by the women SHGs in Jorhat District of Assam and about 47 processed food products have been documented. A number of problems faced by the SHGs were identified which act as hurdle in maintaining the proper quality of the products. It can be concluded that providing requisite training and making them aware of the marketing techniques these problems can be overcome.

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