



## **A Study of Manufacturing Process Management in Ashok Sahakari Sakhar Karkhana Ltd.**

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### **ABSTRACT:**

In ASSK production control process starts with marketing department, where it get demands on the basis of current market trends and it acts as a basis for developing production plan. It involves coordination with various departments of ASSK,

like it starts with marketing department and ends with logistics. ASSK's main focus is on customer building by fulfilling their demands on time with great quality.

Overall Production Process in ASSK is carried out

Marketing department: Marketing department forecasts the demand and gives it to other departments which are directly involved in production activities.

Production department: Production planning is carried out here based on the availability of the raw materials, finished goods in stock.

Logistics: Logistics of ASSK works in coordination with production and marketing department where it gets

Minimum Demand – In this, if the demand in the market is low then the ASSK must produce minimum demand to sustain in the market.

Import finished products - ASSK thinks of its customer very much. If the plant is under shut down because of certain reason, the company delivers the finished products by importing from other companies to maintain good relationship with their customers.

Focused customers – ASSK gives discount to customers who are taking the Products in bulk quantity and to its regular customers.

Overall project learning is about understanding all above aspects which are required for the smooth functioning of the production planning and control.

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### **1. Introduction:**

The discoveries of sugar from sugarcane have originated in New Guinea, and was spread routes to Southeast Asia and India. The Sugar Industry is the second largest agro-based industry next to textiles in India. In India, sugarcane is the key raw material for the production of Sugar. Sugar is produced from Sugar Cane & Sugar Beet, App. 70% sugar is produced from Sugar Cane & 30% produced from Sugar beet. Sugarcane is grown in semi-tropical region; Beet is grown in temperate climate. The Indian sugar industry is the second largest agro industry located in the rural India. The Indian sugar industry has a turnover of Rs.500 billion per annum and it contributes almost Rs.22.5 billion to the central and state as tax, and excise duty every year. It is the second largest agro processing industry in the country offers cotton textiles. About 50 million sugar cane farmers and a large number of agricultural labourers are involved in sugar cane cultivation and ancillary activities, constituting 7.5% of the rural population. Besides the industry provides employment to about 2 million skilled/semiskilled workers and others mostly from the rural areas. The industry not only generates power for its own requirement but surplus power for export to the grid based on by – product bagasse. It also produces ethyl alcohol, which is used for industrial and potable uses, and can also be used to manufacture Ethanol, an ecology friendly and renewable fuel for blending with petrol. The sugar industry in the country uses only sugar cane as input; hence sugar companies have been established in large sugar cane growing states like Uttar Pradesh, Maharashtra, Karnataka, Gujarat, Tamil Nadu and Andhra Pradesh. In the year 2003-04 these six states contribute more than 85% of total sugar production in the country. Sugar production is spread across the globe; it is produced in over 122 countries. Globally, two distinct raw materials are used for producing sugar via sugar beet and sugarcane. The use of sugarcane or sugar beet for producing sugar highly depends on the climatic conditions of the country. The tropical climate is apt for growing sugarcane whereas temperate regions are suitable for growing sugar beet. Thus, countries in the tropical or sub-tropical belts like Brazil, India and

Thailand use sugarcane whereas in countries like the US and EU, sugar beet is used for producing sugar. Globally, almost 70 per cent of the sugar is produced from sugarcane and the rest of the 30 per cent from the sugar beet. It was expected that the global sugar supplies would be back to comfortable levels after two years of shortfall, however extreme weather in Australia and Indonesia will lead to shortfall in production. World sugar production is estimated at 161.9 mn tonnes for the marketing year 2010-11 down by 1.9 mn tonnes of early estimates. The consumption is estimated at 158.9 mn tonnes, up by 1.2 mn tonnes of early estimates. Sugar production in Australia may plunge to its lowest level in 19 years to 3.58 mn tonnes due to Cyclone Yasi hitting Queensland coast. Queensland accounts for about 90 percent of Australian sugar production. The crop condition in Brazil, the largest producer and exporter of sugar, is not very good due to poor rains. The entire South Brazil crop which meets two- third of total global raw sugar 9 Global Production and Consumption (Sugar Season – requirement is rain-fed. As a result of these, global sugar prices have been rising since February 2011 and we expect the prices of global raw and sugar prices to remain firm over the next quarter due to tight demand supply situation.

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## 2. Literature Review:

- (1) The growth of sugar industry in the State started prior to independence in the private sector and in the co-operative sector since 1950 onwards. The co-operative movement in the State has been witnessed mainly in the sugar industry. The growth of this industry in the cooperative sector has certainly helped improve socio-economic life of the rural parts of the State. The State co- operative sugar factories are directly administered by the office of Commissioner of Sugar, Ministry of Co-operation and Government of Maharashtra.
- (2) Sugarcane has been the major cash crop grown in the State due to conducive environmental conditions for sugarcane growing, good quality of soil for cultivation and adequate irrigation facilities. New varieties are developed along with modern cultivation and irrigation practices. This has led to increased crop yield & sugar recovery, as compared to the other States. The highest recovery registered in last season was 11.65%, averaging 11.00% for the State, compared to 10.25 % all India average.
- (3) Maharashtra State assumes a leadership position in India related to sugar industry, in terms of area under sugarcane cultivation, number of sugar factories, sugarcane production, and sugarcane crushing by sugar factories, yield, and recovery and sugar production. There are 209 installed sugar factories as on date and several entrepreneurs, private companies & co-operative societies have been issued LoIs / IEMs for production of sugar.

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## 3. Objectives:

- To understand the nature of the ASSK 'S existing Manufacturing Process Management & its environment
- To understand benefits and challenges of Manufacturing Process Management respectively of ASSK.
- Implementation of Manufacturing Process Management
- To suggest the implementation of Manufacturing Process Management model for effectiveness in ASSK.
- The Primary objective of MPM is to study the scope and application of MPM in the Organization.
- The Secondary objective is to understand the benefits of MPM and the factors affecting the successful implementation of MPM in Organization.
- The sub objective is to Proposed a Model in Organization for effective Production..

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## 4. Research Method:

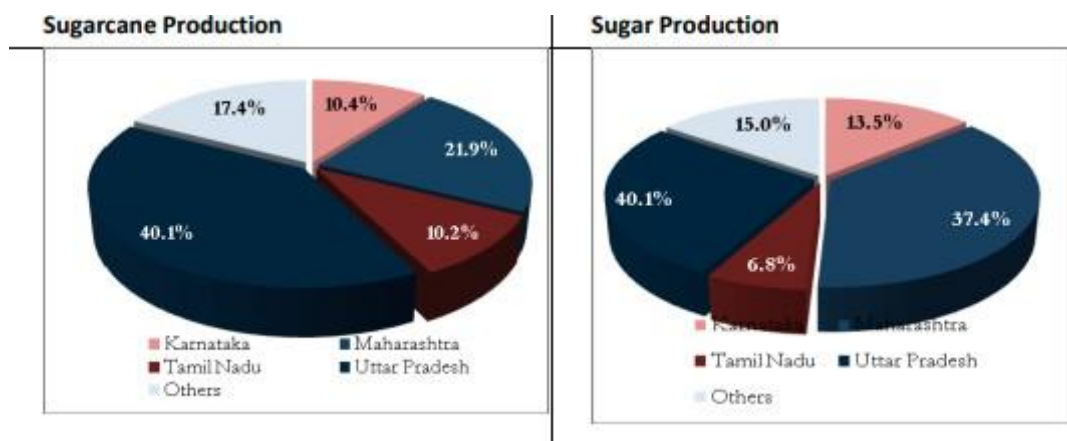
The various types of research which a researcher can apply in order to achieve one's desired objective. Therefore to achieve the objectives of my research I have used Qualitative Descriptive along with scientific research. This is based on proper research design to meet the objectives of the study. Sampling is done with combination of judgment & Convenience The process of judgment, or purposive, sampling is based on the assumption that the researcher is able to select elements which represent a 'typical sample' from the appropriate target population. The quality of samples selected by using this approach depends on the accuracy of subjective interpretations of what constitutes a typical sample. It is extremely difficult to obtain meaningful results from a judgment sample because no two experts will agree upon the exact composition of a typical sample. Therefore, in the absence of an external criterion, there is no way in which in the research results obtained from one judgment sample can be judged as being more accurate than the research results obtained from another. A sample of convenience is the terminology used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher. Convenience samples are sometimes referred to as

'accidental samples' for the reason that elements may be drawn into the sample simply because they just happen to be situated, spatially or administratively, near to where the researcher is conducting the data collection. The main assumption associated with convenience sampling is that the members of the target population are homogeneous. That is, that there would be no difference in the research results obtained from a random sample, a nearby sample, a co-operative sample, or a sample gathered in some inaccessible part of the population. As for judgment sampling, there is no way in which 50 the researcher may check the precision of one sample of convenience against another. Indeed the critics of this approach argue that, for many

research situations, readily accessible elements within the target population will differ significantly from less accessible elements. They therefore conclude that the use of convenience sampling is likely to introduce a substantial degree of bias into sample estimates of population parameters.

## 5. Data representation:

From the below fig. we can see that the statewise sugarcane and sugar production. We can see that the cost sugarcane production in the Maharashtra is 40.1% and most sugar production is also in 40.1% Maharashtra is the most sugarcane and sugar production state.



## 6. Conclusion

According to the various factors it suggests that Process management have assumed importance as tools for creating and sustaining competitive advantage. The integration strives to satisfy and promptly deliver the products, ensuring availability of product and maintaining profitability of the manufacturer. It ensures that better quality is offered, technology is implemented in a phased fashion and the connection from customer to supplier is extended. The evolution and implementation of Manufacturing Process Management is discussed. A Manufacturing model for efficiency of fully integrated organization and its implementation is discussed. A case study of Process Management is discussed to show the advantages of integration.

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