Integrated Network for Global Competence for Selective SHGs in Tamil Nadu with Special Reference to Nutraceuticals

Dr. N. Murugeswari

Associate Professor, Department of Women’s Studies, Bharathidasan University, Khajamalai Campus, Trichirappalli-620 023.
dr.nmurugeshwari@yahoo.in

Abstract

Women empowerment could happen through their ability to contribute to earnings to the family thereby reduction of their dependency with other family members and SHGs provide a strong platform for them to contribute to economic situations of the family in a substantial way. Global Nutraceuticals Market to Cross US$243 Billion By 2015, owing to consumer desire for leading a healthy life and increasing scientific evidence supporting health foods. In the long term, the market is forecast to continue its growth at impressive rates, driven by favorable trends and lifestyle changes in emerging markets including the Asia-Pacific, Middle East and Latin America. In India if certain issues such as lack of awareness and no regulations were sorted out and if these issues are sorted out, the total market for these products in India can go up to Rs17,000 crore in the next four years. SHGs are member-based microfinance intermediaries inspired by external technical support that lie between informal financial market actors like moneylenders, collectors, and ROSCAs on the one hand, and formal actors like microfinance institutions and banks on the other. Other organizations in this transitional zone in financial market development include CVECAs and ASCAs. NABARD estimates that there are 3.2 million SHGs in India (SHGs not received bank loans are not included) and represents 48 million members, and South Indian states like Andhra Pradesh, Tamil Nadu, Kerala and Karnataka contribute nearly 60% of total number of SHGs in India. The objective of the study is to fabricate an integrated business strategy for selective SHGs in Tamil Nadu pertaining to Nutraceuticals Industry and to identify the competencies factors to be adhered in order to survive in the Global market. The nature of study was exploratory and considers various models and cases pertaining to Integrated SHGs initiatives and Global competency model framed by WHO is adapted to develop competencies. A list of herbs having market in nutroceuticals been identified and based on the geographical suitability the herbs to be cultivated could be decided. The Findings of the study were derived from the analyzed information and recommendations were made accordingly.

Keywords: Nutraceuticals, SHGs, Empowerment, Informal financial market, Competencies, Microfinance Institutions.

Introduction

Nutraceutical, a portmanteau of the words “nutrition” and “pharmaceutical”, is a food or food product that reportedly provides health and medical benefits, including the prevention and treatment of disease. Health Canada defines the term as "a product isolated or purified from foods that is generally sold in medicinal forms not usually associated with food. A nutraceutical
is demonstrated to have a physiological benefit or provide protection against chronic disease.” Such products may range from isolated nutrients, dietary supplements and specific diets to genetically engineered foods, herbal products, and processed foods such as cereals, soups, and beverages. With recent developments in cellular-level nutraceutical agents, researchers, and medical practitioners are developing templates for integrating and assessing information from clinical studies on complementary and alternative therapies into responsible medical practice.

The term nutraceutical was originally defined by Dr. Stephen L. DeFelice, founder and chairman of the Foundation of Innovation Medicine (FIM), Crawford, New Jersey. The definition of nutraceutical that appears in the latest edition of the Merriam-Webster Dictionary is as follows: A food stuff (as a fortified food or a dietary supplement) that provides health benefits. Nutraceutical foods are not subject to the same testing and regulations as pharmaceutical drugs.

There is minimal regulation over which products are allowed to display the nutraceutical term on their labels. Because of this, the term is often used to market products with varying uses and effectiveness. The definition of nutraceuticals and related products often depend on the source. Members of the medical community desire that the nutraceutical term be more clearly established in order to distinguish between the wide varieties of products out there. There are multiple different types of products that may fall under the category of nutraceuticals.

Overview of Global Nutraceuticals Market

Research conducted by GBI Research indicates that the global nutraceuticals market is forecast to grow at a healthy rate during 2010-2017. An increase in the elderly population, the affluence of the working population and increasing awareness of, and preference for, preventive medicine are expected to be the major factors to stimulate market growth in the top seven countries of the US, Japan the UK, Spain, Italy Germany and France. The market is forecast to reach $180.1 billion by 2017, after growing at a CAGR of 4.9% throughout 2010-2017. The functional food segment dominated the nutraceutical market. The functional food segment is expected to contribute 64.6% to overall global nutraceutical market revenue in 2017. With a CAGR of 5.3%, the functional food market will witness more growth than the dietary supplement market. The Japanese functional food market will account for 85% of the country's total nutraceutical market in 2017. The reason for such growth can largely be attributed to an increase in the elderly population, lifestyle changes, the growing incidence of chronic diseases and consequent increasing focus on preventive care in developed economies. The functional food market presents an attractive opportunity to companies operating in the nutraceutical market as the segment is expected to continue to experience expansion and development during the forecast period. Large global food companies, which are always on the lookout for ways to diversify their product line and still turn a profit, have set up functional food or nutraceutical divisions. Pharmaceutical companies are now adopting the nutraceuticals and the recent trend is convergence of food manufacturing companies with pharmaceuticals to implement the research necessary for drug discovery; the move into the less expensive and time consuming nutraceuticals research process.

Overview of Indian Nutraceuticals Market

Quality healthcare is the foundation of any prosperous nation. Nutrition care, which forms an integral part of preventive healthcare, is undergoing transformation in India. Nutrition related factors contribute to 40% deaths and 30% of overall diseases in developing countries. India is reeling under the burden of nutrition deficiencies with one fifth of population lacking the purchasing power to even consume a diet with sufficient calories. On the other hand intake
of high level of fat leads to people with cardiovascular and diabetes problems. The nature of India’s nutrition concerns are 1. Under nourished population (380 Million) 2. Nourished in calorie intake but not in terms of nutrient intake (570 Million) and 3. Excessive nutrients and calorie intake (80 Million). Indian nutraceuticals Industry grow by 15% to 18% in the last 5 years. The four drivers to the growth are 1.Increased affluence of the ever growing working population 2. Reduced affordability of sick care that in turn drives consumers towards wellness 3. Increased nutrition awareness and media penetration and 4. Increased accessibility of newer distribution channels. The obstacles for growth of nutraceuticals are 1. High price 2. Lack of credibility and 3. Non availability of regulatory framework. India holds less than 1% of global market share. Companies leading the way in this Indian market include Sami Labs, British Biologicals, Parrys India, Elder Pharma, Ranbaxy, Raptakos, Paras, Ce Chem and Tablets India, although several global pharmaceutical companies are dabbling also in India’s nutraceutical market. Companies competing in this market are finding a competitive edge in the areas of branding, pricing, promotional activities and channel partners. Probiotics is a nascent market in India but with activities of players it is set to grow rapidly Probiotics in India. According to Dr Kamal G Nath, professor and head, department of food science and nutrition, the growth of health ingredients and nutraceuticals segment holds immense potential.

Overview of SHGs

The origin of SHGs is from the brainchild of Grameen Bank of Bangladesh, which was founded by Mohammed Yunus. SHGs were started and formed in 1975. In India NABARD is initiated in 1986-87. But the real effort was taken after 1991-92 from the linkage of SHGs with the banks. A SHG is a small economically homogeneous affinity group of the rural poor voluntarily coming together to save small amount regularly, which are deposited in a common fund to meet members emergency needs and to provide collateral free loans decided by the group. (Abhaskumar Jha 2000). They have been recognized as useful tool to help the poor and as an alternative mechanism to meet the urgent credit needs of poor through thrift (V. M. Rao 2002) SHG is a media for the development of saving habit among the women (S. Rajamohan 2003). SHGs enhance the equality of status of women as participants, decision-makers and beneficiaries in the democratic, economic, social and cultural spheres of life. (Ritu Jain 2003). The basic principles of the SHGs are group approach, mutual trust, organization of small and manageable groups, group cohesiveness, spirit of thrift, demand based lending, collateral free, women friendly loan, peer group pressure in repayment, skill training capacity building and empowerment (N.Lalitha).In Tamil Nadu the SHGs were started in 1989 at Dharmapuri District. At present 1.40 lakh groups are function with 23.83 lakh members. At present, many men also eager to form a SHGs. There are needs for SHGs to be successful in activities like 1.To mobilizes the resources of the individual members for their collective economic development. 2. To uplift the living conditions of the poor. 3. To create a habit of savings. 4. Utilization of local resources. 5. To mobilize individual skills for group’s interest. 6. To create awareness about rights. 7. To assist the members financially at the time of need. 8. Entrepreneurship development. 9. To identify problems, analyzing and finding solutions in the group. 10. To act as a media for socio-economic development of the village. 11. To develop linkages with institutions of NGOs. 12. To organize training for skill development. 13. To help in recovery of loans. 14. To gain mutual understanding, develop trust and self-confidence. 15. To build up teamwork. 16. To develop leadership qualities and 17.To use as an effective delivery channel for rural credit and 18. To educate on long term orientation of stake holders.
Profile of the Study Area

Tamilnadu State is situated at the South Eastern extremity of the Indian Peninsula bounded on the north by Karnataka and Andhra Pradesh on the east by Bay of Bengal, on the South by the Indian Ocean and on the West by Kerala State. The State can be divided broadly into two natural divisions (a) the Coastal plains of South India and (b) the hilly western area. Parallel to the coast and gradually rising from it is the broad strip of plain country. It can further be subdivided into coromandal plains comprising the districts of Kancheepuram, Thiruvallur, Cuddalore and Vellore. The alluvial plains of the Cauvery Delta extending over Thanjavur and part of Tiruchirapally districts and dry southern plains in Madurai, Dindigul, Ramanathapuram, Sivaganga, Virudhunagar, Tirunelveli and Tuticorin districts. The State has an uninterrupted coastline of 922 Kms. According to the 2011 census, the total population stood at 7,21,38,958 with 3,61,58,871 males, 3,59,80,087 females, a sex ratio of 995 females per 1000 males, literacy rate of 80.33% and the density of population 555. 3000 and more plant species found in Tamilnadu, a majority are found in the mixed deciduous forests of this region. It is the eleventh largest state in India by area and the seventh most populous state. It is the fourth largest contributor (as of 2010) to India's GDP and ranks tenth in Human Development Index as of 2006. It is also the most urbanized state in India. The state has the highest number (10.56%) of business enterprises and stands second in total employment (9.97%) in India, compared to the population share of about 6%. Tamil Nadu is heavily dependent on monsoon rains, and thereby prone to droughts when the monsoons fail. The state has three distinct periods of rainfall: 1. Advancing monsoon period, South West monsoon from June to September, with strong southwest winds 2. North East monsoon from October to December, with dominant northeast winds and 3. Dry season from January to May. The normal annual rainfall of the state is about 945 mm of which 48% is through the North East monsoon, and 32% through the South West monsoon. It has 32 districts and 44% of population is urbanized enabling it as the most urbanized big state in India.

Conceptual Framework of the Proposed Model

The proposed business model works on identifying dozens of herbs having scope in global nutroceuticals market and also that could be commercially cultivated in various parts of Tamilnadu. 150 active SHGs in Tamilnadu would be identified based on their capabilities and potential of the location and 5 strategic zonal centres in Tamilnadu would be set up in Thiruvannamalai, Virudhunagar, Erode, Trichirapalli and Thiruvanur. The corporate Head office shall be set up in Trichirapalli because of its strategic advantage. 50 acre of land would be leased for 5 to 7 years with renewable options and along with those suppliers for such nutroceuticals input herbs shall also be identified. The storage, Processing, Quality control and Packing facilities shall be installed at Zonal centres and major facility shall be set up at the Corporate centre. Integrated purchasing and Logistics management, Storage Financial management, Manufacturing process control, Training and development, Marketing and Systemization could be done. The functional works shall be split at Zonal and Central manufacturing unit. The Financial management and sharing of profit shall be done based on the contribution of individual SHGs and communication stream shall be planned carefully so that potential differences shall be handled professionally. Centralized training and development wing shall be established to bring forth efficiency in operations.

Nutroceuticals Products

80 percent of the world population still depend on medicinal plants for their health care. Around 20 percent of the drugs in modern pharmacopoeias are also plant derived, either as pure phytopharmaceuticals extracted from plants or as synthetic derivatives of them. The various

Noni Capsules, Noni tonic, Shikakai Powder, Neem Powder, Vichu Health Mix, Potato Starch, Tomato Powder and many other herbal based nutroceuticals products are available in the global market.

Successful business cases using SHGs in the world

Hand in Hand's waste-to-energy project at Mamallapuram has been chosen by BBC’s Down to Business World Challenge Series for promoting sustainable livelihoods and enterprise creation across the world. The project now covers nearly 3600 households including the small businesses in the town. On an average nearly 4 metric tonnes of waste is collected out of which nearly 60% is processed and thereby diverted from the dump yard. The food waste is converted to vermi-compost in a compost park set up exclusively for the purpose. A successful approach has been implemented in the Dominican Republic, where a project created new income-earning opportunities for rural women by developing organizations with both social and economic functions. The project is named as south western region small farmers project has been focused on diversifying and intensifying agricultural production, enlarging the agricultural area, expanding marketing and improving technology. IFAD’s approved projects include, Philippines (Rural Micro-Enterprise Finance Project), Bangladesh (Employment-Generation Project for the Rural Poor), Colombia (Rural Micro-Enterprise Development Programme), India (Rural Women’s Development and Empowerment Project), Dominica and Saint Lucia (Rural Enterprise Project), Senegal (Rural Micro-Enterprises Project)and Gabon (Support to Rural Women Project) will carry forward this important objectives.

The Intensified Land Use Management Project in the Buberuka Highlands of Rwanda. The Hills Leasehold Forestry and Forage Development Project in South Africa. Sichuan Livestock Development Project initiated in Bangladesh. Smallholder Cattle Development Project (Phase I and II) and Eastern Islands Smallholder Farming Systems and Livestock Development Project in Indonesia. Goats, Ginger, Potatoes, shop-keeping and marketing related activities initiated by Production Credit for Rural Women (PCRW) group in Nepal. Projects initiated in Tamilnadu (South India) like land development and usage, Trees planting, Livestock, Agricultural equipment services, processing services, Bicycle renting services, Water services, Food and related items production, Candles production, Decorative items, Communal forestry activities, Retailing, Milk production, Looms etc. On-farm production and Off-farm projects to improve sanitation, health condition and also
improvement on nutritional status in countries like Angola, Eritrea, Ethiopia, Kenya, Mali, Namibia, Rwanda, Somalia, the United Republic of Tanzania and Uganda. IFAD project in Zambia that has HFS as a central objective. It also features strong support for a unified national food, health and nutrition monitoring information system (FHANIS), integration into a broader agricultural-sector programme and inter-agency collaboration with UNICEF, WFP and FAO. Kudumbashree model in the state of Kerala (South India) was able to integrate 18969 enterprises across the state covering urban and rural areas, ranging from “traditional” enterprises like Goat rearing and Dairy, Catering units, Multi Purpose job clubs, Health care enterprises, Computer hardware and data entry units, innovative enterprises like Clean Kerala Business in solid waste collection are a testimony to the resolve of women to succeed in enterprises. Successful manufacturing and marketing of Pickles by WMO (Well meaning organization) in the state of Jharkhand (India).

**Challenges anticipated in Integrated SHGs projects**

EDA conducted a study among 214 SHGs titled “The Lights and shades and was able to identify practical problems in SHGs Integrations. The Integrated business plan for selective SHGs should address the challenges in SHGs related activities like

1. Disputes related to Land or any assets owned by SHGs
2. Use of SHGs properties for personnel purposes
3. Enmity and differences of opinion interfering with organizational related works and decisions
4. Difficulty in establishing standard work culture
5. Inequalities in capabilities and interest levels
6. Disturbances from non included groups and also disturbances from other portion of society and sometimes within the same family circle
7. Leadership issues and formation of deviant Groups
8. Drop out and New members joining problems
9. Illogical and emotional based decision making
10. Difficulty in establishing favorable group dynamism and also in establishing sustainable harmony
11. Lack of maturity and difficulty in establishing mutual understanding 11. Lack of transparency
12. Short term orientation
13. Rumors and related disturbances
14. Differences in objectives of Individual members and also that of SHGs
15. Commitment
16. Difficulty in taking strict actions against few members
17. Influence of local issues, Politics and Family related issues on functional activities
18. Difficulty in profit distribution based on contributions
19. Tendency to give importance to personal priority over organizational priorities
20. Inadequacy of Infrastructural facilities
21. Lack of organizational discipline
22. Influence of external forces like Caste, Religion, Politics and Place (Location) based issues over functioning of organization
23. Irregular and Unequal participation
24. Absenteeism
25. Logistics problems
26. Heterogeneity
27. Complexity in decision making and hesitation in implementing organizational decisions that are against their preference

28. Cultural conflicts

29. Gossibing and Talkativeness

30. Problems in establishing quality in products and services. There are many other unidentified or novel problems of various dimensions and intensities that might affect the performance of the organization. Adequate preparatory works and comprehensive arrangements should be made in order to smooth and efficient functioning of the organization.

Trees and Herbs cultivation or sourcing Planning

In the first phase 50 acres of land in each zone shall be occupied with lease arrangements with or without trees for each zone and it amounts to 250 acres of land. The price factors shall be worked out and in case of variable lease amount per acre is unavoidable, it could be adapted. Apart from these inputs generation facilities additional supply contract shall be assigned with many farmers involved with plantations. A lease period of 5 to 7 years shall be worked out and in case of suppliers 3 to 5 Years agreement shall be worked out and related terms and conditions shall be arrived in consultation with Auditors and Legal advisors. On 17th March 2010 the state Government of Andra Pradesh (South India) appointed a Cabinet sub-committee headed by Revenue Minister D. Prasada Rao to work out the modalities for allotment of government and private land for cultivation to self-help groups of women on lease, normally for the period of 5 Years. In December 2004 the Institute of development alternatives came out with their report on problems for SHGs and rural development recommended the following support by Government of Tamilnadu for effective functioning of SHGs projects and they were

1. Better access to land- Surplus lands, govt. lands, common lands, forest lands. Leased to the poorest of the poor and the poor

2. Lease it through SHGs – Arrange to provide inputs and credit.

3. Skill formation for cultivation of marketable products

4. Market links for their products

5. JFM, CFM, Community ownership of water bodies, Community ownership of common land can enhance the use of land and water and the benefits would reach many. Mr.K.N. Nair and Mrs.Vineetha menon in the study titled ‘Lease farming in Kerala – Findings from micro level studies’ published on November 2005 indicates that 1.The lands leased on bulk area performed better 2.There is considerable spatial variation in the rent levels, presumably due to land quality variations and the demand for land on lease (3) Fixed rent and payment in cash are the dominant practices and in few cases fixed rent and crop share. (4) Rent is fixed per plant and per acre, the payment is effected at the time of planting /leasing/ at the time of harvest on an equal basis. The duration is usually one crop year. The study recommended active role of Government and Local bodies to act as intermediaries in leasing process.

The National Medicinal Plants Board attached to Ministry of Health & Family Welfare (Department of AYUSH) issued the guidelines for leasing arrangements and also for supply and Buy commitments between the producer and buyer in its notification titled ‘Promotional and Commercial Schemes - Operational Guidelines for Financial Assistance’ in October 2003. The major suggestions on cultivation of plants and herbs given by EPA that should be considered for efficient output of farming are

1. Location

2. Quality of soil
3. Water availability

4. Climate

5. All new crops should be cultivated in 2-acre feasibility studies for at least two years before expansion.

6. Proper seed or sapling or stem selection

7. Poly culture arrangements

8. Sufficient prevention and protection measures. Process clarity and implementation

9. Adequate Farm equipments

10. All new crops must be grown with "organic" techniques.

11. Crop selections should be designed for export.

12. Regular supervision and maintenance activities

13. Timing of harvest

14. Logistics and Preservation arrangements after harvest

15. Adequate manpower

16. Awareness on ecological cycles

17. External field safety against erosion and animal disturbances and

18. Usage of pesticides at right time.

**Technology adapted in Farming and Manufacturing**

Mr. Gyanendra Singh, Director of Central Institute of Agricultural Engineering (Bhopal (Central India)) in his study titled ‘Agricultural Machinery Industry in India (Manufacturing, marketing and mechanization promotion)’ has discussed about various technology and machineries available to support efficient cultivation of herbs. Hand tools for handling of soil, improved sickle, weeder, sprayer, duster, shelter, decorticator, etc are being manufactured by unorganized and organized sectors. WTO would encourage more and more farmers to adopt modern agricultural production technologies. The drip system is likely to increase for application of chemicals and fertilizers. Concerted efforts will be needed for controlled application of water through drip, sprinkler and micro-sprinkler systems to economize use of water and improving water use efficiency. The green house technology offers ample scope for increasing productivity particularly of high value cash crops like exotic fruits, flowers and bio-tech plants. A decentralized process method should be planned for each herb or trees cultivation and resources needed to achieve the process along with sources through which the resources shall be outsourced should be done at the planning stage. United Nations Industrial Development Organization and Food And Agriculture Organization of The United Nations had published an elaborate recommendations on technology related to herbs harvesting and processing titled ‘Herbs, Spices and essential oils – Post –harvest operations in developing countries (Post production operations) and it includes activities like Washing/ Threshing/ Sifting, Drying, Cleaning/ Sorting, Grading, Grinding/ Cutting/ Formulation Packaging, By -product Extraction (Essential oils, Oleoresins), Secondary Derived Products (Essential oils Oleoresin, Powder Blends, Isolated Compounds), Sterilisation (eg Irradiation), Packaging and Quality Assurance Testing (ISO, Spices Associations, Country or Industry Standards). Problems like contamination and contamination with extraneous matter are common processing problems. International sanitary and phytosanitary agreements define measures to be taken to protect against risks arising from additives, contaminants, toxins or disease causing organisms in food or foodstuffs. Poor storage facilities and unhygienic and improper storage methods also contribute to contamination with mammalian and other excreta, as well as moulds or other microbes. Post-harvest processing stages of plant production should maintain appropriate personal
hygiene and should have received training regarding their hygiene responsibilities. The harvesting requirements will differ for the final product sought, and there are specific needs such as maturity and evenness, that will dictate the harvesting management and timing. Plants should be harvested during the optimal season or time period to ensure the production of plant materials and finished spice products of the best possible quality. Consultancy support shall be obtained from experts and many Institutions that offer services related to Harvesting, Storage and processing of herbs and trees to the required forms that could act as input to Nutroceuticals.

Global Competences Development System

A working report by Jacqueline Tebbens titled ‘Functional foods and nutraceuticals – The development of value added food by Canadian firms’, ‘Strategic Integration of knowledge in Indian pharmaceutical firms: Creating competencies for Innovation’ by Kalpana Chaturvedi and Joanna Chataway and ‘Evolving supply chains in the nutraceuticals and functional foods Industry’ by Jill E Hobbs could provide the key factors that could provide global competencies in nutroceuticals. The factors are:

1. Monitoring of standard quality of products
2. Cost leadership
3. Efficient Supply chain management
4. Efficient preservation and storage mechanism
5. Investment on Research and Development
6. Continuous Innovations
7. Systemizing and efficient management of farming
8. Usage of high level technology
9. Obtaining patents for innovative products
10. Efficient marketing and trade mechanism
11. Efficient financial control and management
12. Efficient technology adoption
13. Ethical productivity
14. Organic farming
15. Better business model
16. Transparency
17. Efficient communication system
18. Absorptive capacity
19. High yield
20. Lean manufacturing system
21. Efficient outsourcing of required expertise
22. Well established process planning
23. Economies of scale
24. Proper scheduling and time management
25. Clean and sustainable energy usage
26. Efficient handling of natural influences
27. Increased productivity
28. Better relationship with social power centers
29. Building up core competency and differential competencies
30. Better bargaining of support from Government and Other National and International supporting Institutions
32. Efficient resource management.

The top management should have regular contact with various bodies that support the Industry like Central Institute of Medicinal & Aromatic Plants (CIMAP), Central Food Technological Research Institute (CFTRI), Institute of Himalayan Bio resource Technology (IHB), Institute of Microbial Technology (IMT), Indian Toxicology Research Centre (ITRC), National Botanical Research Institute (NBRI), National Environmental Engineering Research Institute(NEERI), National Geophysical Research Institute (NGRI), National Institute of Science Communication and
Phases of development

The proposed plan shall have 5 phases of development and in the first phase the focus would be on establishing Integration of the SHGs to zonal manufacturing facilities, Establishing system network across the zones, Installation of manufacturing facilities (I Level) and Entering in to outsourcing contracts and Carrying out formalities completion.

In the second phase establishing HR Training cell, Research and Development cell, Selection of herbs and trees to be cultivated and also standards, Samples production and Marketing efforts in Domestic and International market. In the third phase Patent formalities, High tech manufacturing facilities, Branding management, Sustainable Trade network and strengthening of supply chain management. In the fourth phase Investment of Research and Development, Scale up of Zones in South India, Consultancy services, CSR activities and Technology driven farming establishment completion. In the fifth stage Globalization of manufacturing and marketing activities, Launching of global brands, Research & Development, Establishment of more zones and many centralized manufacturing facilities and National level contributions. The organization would implement the priorities of Nation and also the Global level priorities like

1. Preservation of Nature
2. Clean energy usage
3. Sustainable development
4. Healthcare and
5. Social harmony.

More focus would be on Integrating the agro based efforts of the rural masses, Modernizing the farming process, Innovations, Employment opportunities in Rural India, Uplift of Poor people and women in India, Optimum use of natural resources and development of such resources and also brings in technology through outsourcing and Indigenous methods. The proposed plan needs to more planning process and each phases of development should be clearly charted and scheduled along with action plan, scheduling, Resources requirement estimation, Sources of resources and means to actualize the efforts. Planning and scheduling would take in to account various influencing extraneous factors and also the global and National trends and also the regulatory mechanism imposed by the concerned authorities.

Contributions of the Proposed Plan

The proposed plan shall produce significant contributions to Indian Nutroceuticals Industry and also notable contributions to Global nutroceuticals Industry. The plan would support to 5000 to 6000 SHGs members and also would play a significant role in employment of 1000 to 1500 and it would improve the economical conditions of the supply chain contributors, traders and marketers. The plan would contribute to health of 10 to 12 Lakh customers at Domestic and International markets. The plan would provide Land development in 250 acres and shall be diversified to the level of 1500 acres at later phases and it would substantially enlarge the benefit bundle of various stake holders. The consultancy and outsourcing services provided by the organization would provide significant contributions to various entities and also to its stakeholders. The Investment on Research and Development and the various contributions it could provide through contributions of healthcare products to the global customers. The successful implementation of plan would initiate starting of similar projects in Rural development projects and other integration process at National and International level. The plan would provide lot of hope on village communities and shall contribute to commercial success of many of the decentralized efforts. It could contribute in bring
in sustainable rural development and also social harmony. The plan would bring in Foreign exchange and also global opportunities to our Nation in the field of Nutroceuticals. The plan would bring in technology and scientific farming in to various parts of rural India and those development supporting factors would diffuse at faster rate.

**Scope and Limitations of the proposed plan**

The proposed plan is pertaining to Tamilnadu (South India) and uses SHGs activities in the field of Nutroceuticals. The proposed plan provide the basis for lot of planning and Implementation action plan with respect to the proposed activities related to Proposed plan like farming, Processing and marketing. The Inputs from the study would act as guidelines for specific plan. Costing, Estimation and Budgeting activities should be carried out from the basic structure of the study. The study was able to contribute many cases at various countries so that an effective model using the learning from various projects. Technology, Process and Planting methodologies should be framed for the various herbs proposed in the study. Herbs wise decentralized cultivation, processing and commercial scope and feasibility analysis should be performed as an extension of the plan. Cost benefit analysis and social impact analysis should be done for the study and financial planning and Management, Sharing of profit and also the legal issues should be analysed in depth. The Limitations of the study were

1. The study was conceptual and the specific details and information were not provided
2. The study was not able to do feasibility study thoroughly for the plan
3. The study was not able to establish willingness of SHGs for the plan
4. The study was not able to establish the profitability plan and also the nature of ownership and also Liability commitment and type of the firm.
5. The study was not able to establish the market scope and future projections for the herbs and plants discussed
6. The study has not included the specific global competencies of such organization.

**Recommendations of the study**

The study could provide recommendations such as

1. There is sufficient scope for India in the field of Global Nutroceuticals Industry
2. There are dozens of herbs and trees of Global significance in the field of Nutroceuticals and adequate farming would improve the Global presence of India in Nutroceuticals
3. Indian domestic market for Nutroceuticals has been growing at 15% to 18% for the past 4 Years and would grow in similar pattern for few more years ahead
4. SHGs network shall be effectively used for agro based commercial activities
5. A technology driven integrated efforts would provide adequate scope for Global competency in Nutroceuticals by an Indian firm
6. Government Intervention is required in solving Land disputes and also Infrastructure development for such Integrated projects
7. Any organization should focus on various competencies discussed in the study and should work on developing competencies and also should work on development of Core competency and differential competencies
8. Innovations, Patenting and also adequate Investments on Research and Development should provide strong foundation for Global competencies
9. Social and political influences should be analyzed carefully to provide sustainable implementation of the plan.

10. Efficient Supply chain mechanism should be established for the success of such projects.

11. A well Integrated Financial planning and control system would ensure profitability.

12. A full-fledged decentralized root level planning should be done at all modules of the plan.

13. An efficient feasibility study should be performed at all dimensions of the plan.

Conclusion

The study was able to provide inputs for an integrated business proposal in the field of nutraceuticals through network of selective SHGs in Tamil Nadu. The herbs and trees having global scope could be harvested using high level technology in farming and also processing with the support of various Institutions and Government. The macro plan shall be broken into various micro level modules and elaborate work plan shall be planned along with accurate budgeting and scheduling. The financial aspects should be handled efficiently and a sustainable project report shall be developed using the recommendations of the study. The Limitations of the study shall be reduced through further studies and also project preparation and extension. The herbs and trees significance in the nutraceuticals Industry. The study would be used to induce further proposals in nutraceuticals and related fields using SHGs network as the base.

References


Bureau of Indian Standards. 1995

Mr.Nair K.N., and Mrs.Menon Vineetha, “Lease farming in Kerala – Findings from micro level studies”, November 2005


Herschel S, “Impact Assessment of SHGs with a Specific Focus on the Need for Market Linkages and the Business Professionalization”, University of Cambridge, 2009


