

PROCESSING ACTIVITIES OF PADDY PROCESSING INDUSTRIES IN SOUTHERN TAMIL NADU – A SWOT ANALYSIS

V.M. INDUMATHI¹, K. MAHENDRAN² & S. MOGHANA LAVANYA³

¹Research Scholar, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University,
Coimbatore, Tamil Nadu, India

²Professor, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University,
Coimbatore, Tamil Nadu, India

³Assistant Professor, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University,
Coimbatore, Tamil Nadu, India

ABSTRACT

Rice is the staple food of Asian countries. China and India are the two important rice production centres that supply half of the world's rice. Production in Tamil Nadu was 5536.9 tonnes during the same year. Rice milling is the largest agro-based industry wherein the outer layer (husk) and inner layer (bran) of the paddy was removed and rice is obtained. There are different forms of rice processed in Tamil Nadu and most of the consumers preferred single boiled rice. Paddy processing units processed different forms of rice namely raw rice, steam rice, single boiled and double boiled rice. Husk, Bran and Broken were the by-products.

KEYWORDS: By-products, Paddy Processing Units, Process Flow Chart, SWOT Analysis