

**A STUDY INTO WINE CONSUMPTION PATTERNS OF INDIANS WITH SPECIAL
REFERENCE TO THE NASHIK DISTRICT**



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ABSTRACT

The research involved collecting comprehensive information on the pattern of wine consumption, wineries' information, best wine brands, wine festivals, people's preferences for drinking wine, the health benefits of wine, people's perceptions of wine, their level of satisfaction with wine, wine buyers' perceptions of wine, wine experts' knowledge of wine, as well as the taste and price parameters of different wine brands in the Nashik district. Primary and secondary data were collected in order to perform the research. Initial data were gathered through using close ended questionnaire method, and a thorough analysis. Analysis is carried out using several statistical tools. The main information was gathered via direct meeting with wine consumer of 15 Taluka in Nashik district. Discuss and interact with wine consumers in wine fest, visiting wineries, restaurants and bars in Nashik district. Data was collected at wine consumer, retailers and wineries at the time of wine festivals or events. Secondary data will be gathered from various government publications, the Indian Census Board, books, periodicals, wine magazines, Articles from journals, books, and the internet.

Despite the fact that wine is frequently associated with women because it is their preferred alcoholic beverage, this study found that men consume 47.11% of wine and women consume 52.88%. Additionally, 35.55% of people consume and enjoy wine at wine festivals, 19.11% visit wineries to buy wine, 23.33% frequently visit bars to do the same, and 14.44% order wine with their meals at restaurants. 91% per cent of people in the Nashik district also say that wine is their preferred alcoholic beverage. Red wine consumption is more popular among Nashik District people. Red wine is consumed by 70% of individuals, because of its health benefits. 24% of people choose to drink wine over other beverages, and 94.44% of people are aware of the many advantages of wine consumption. White wine is preferred by 22.22% of peoples.

Key Words: Consumption Patterns, Red wine, White wine, Perceptions, Wine Fest, Wine Health benefits.

1. Introduction

India at present has the second-biggest populace on the planet. The assessed absolute populace in India added up to around 1.38 billion individuals. We could be consuming around 250 million litres of wine every year. Wine is a cocktail produced using aged grapes. The regular synthetic equilibrium of grapes allows them to age without the expansion of sugars, acids, chemicals, water, or different supplements. Wines produced using natural products other than grapes are normally named after the organic product from which they are created (for instance, pomegranate wine, apple wine and elderberry wine) and are conventionally called natural product wine

Investigation, wine would mean, the beverage produced using Grapes there are numerous tales about how wine was first made. A run of the mill wine contains ethyl liquor, sugar, acids, higher alcohols, tannins, aldehydes, esters, amino acids, minerals, nutrients, anthocyanins, minor constituents like enhancing compounds etc. This item is presumably the oldest matured refreshment. Depending upon the varied attributes like cultivar, stage of ripening of fruits, chemical composition of juice, use of additives.

White wine isn't by and large white it is frequently yellow, gold or straw shaded, contingent upon whether it incorporates the skin of the grape or simply the juice. White wine can be made by the alcoholic aging of the non-shaded mash of green or gold hued grapes or from chose juice of red grapes, created in Europe, and various different places like Australia, California, New Zealand and South Africa, etc. It is dealt with to keep yellow straightforward shading in the eventual outcome. Red wine is formed from red grapes, which are literally closer to black in color. There are many different types of red wines. This is considered to be the most classic in the kingdom of wines, mixing the delicious red grapes with a wide range of aroma. Pink wine having a light pink tone these wines are made up of a mix of "black" and "white" grapes, using the technology of manufacturing white wines.

The Indian wine industry has grown significantly over the last two decades, with more than 200 wineries across the nation producing quality wines. Indian winemakers have embraced modern technology and viticulture practices to create high-quality wines with distinct regional characteristics. The majority of India's wineries are located in the western state of Maharashtra, which is the largest producer of wine in the country. The state also has the highest grape cultivation area, with more than 12,000 hectares of vineyards. Nashik, located in Maharashtra, is the centre of Indian wine production. It is home to some of the country's most renowned wineries, including Sula Vineyards, York Winery and Grover Zampa Vineyards. Other prominent wine-producing regions in India include Karnataka, Andhra Pradesh, and

Himachal Pradesh. In recent years, some wineries have also opened up in the northeastern states of Manipur and Sikkim, as well as in the union territory of Puducherry. Indian wines are typically made from local grape varieties such as Chenin Blanc, Sauvignon Blanc, Shiraz, Cabernet Sauvignon and Zinfandel.

The way people consume wine varies by region, culture, and personal preference. Generally, wine is consumed either by itself or with food. In European countries, wine is typically consumed before, during, and after meals. In the United States, wine is generally consumed as an accompaniment to meals. In some parts of the world, wine is consumed for religious or medicinal purposes. Wine can be consumed in a variety of ways such as in a glass, a bottle, or a box. Some people prefer to drink wine straight from the bottle, while others prefer to pour it into a glass. Wine is also often consumed in a carafe or a decanter. Wine can be consumed chilled or at room temperature, depending on personal preference. Red wine is typically served at room temperature, while white wine is served chilled. Sparkling wine is often served well-chilled. The amount of wine consumed depends on the occasion and personal preference. Many people only drink a few glasses of wine at a time, while others enjoy drinking an entire bottle.

Objectives of the Research:

1. To study the degree of approval of wine during a family surrounding
2. To assess the wine buyers' insight towards wine
3. To work out the influence of information of wine on drinking pattern
4. To investigate customer fulfilment level.
5. Study the market potential for wine in Nashik district.
6. To study consumption patterns of wines in Nashik district

Hypothesis of the Research:

1. a) There is a major connection among wine consumption and age groups
b) The age group has a significant impact on wine consumption.
2. a) There is a major connection among wine consumption and pay levels.
b) Pay level influence on purchase decisions of wines
3. a) There is a major connection among wine utilization and education levels.
b) Educational level has significant influence on wine consumptions & health benefits.
4. a) Female consumers like better to consume wine rather than other cocktails.
b) Female consumers given preference to consume wine because of its health benefits.

Review of Literature:

APEDA Annual Report (2022): In terms of output, growth, consumption, and export, the food processing sector is one of India's largest. Fruits and vegetables; spices; meat and poultry; milk and milk products, alcoholic beverages, fisheries, plantations, grain processing, and other consumer product groups such as confectionary, chocolates, and cocoa goods are all part of India's food processing sector. Soy products, mineral water, high protein foods, and so forth.

MOFPI Annual Report (2021-2022): A major concern confronting the country is ensuring fair prices for farmers' produce. If surplus grains, fruits, vegetables, milk, fish, meat, and poultry, among other products, are processed and marketed both within and outside the country, there will be more prospects for farmers' income and employment.

Sula wine Industry report 2022: During fiscal year 2021 to 2025, the Indian wine market is predicted to develop at a CAGR of 14% in terms of volume, with domestic players dominating volumes.

Pooja Dhuri, Janhavi Lokegaonkar 2022: The Indian grocery food sector is currently valued US\$1.3 billion and expanding at a 20% CAGR. The organic food market in India is predicted to triple by 2021-2022. India's food processing sector includes fruits and vegetables, meat and poultry, milk and milk products, alcoholic beverages, fisheries, plantation, grain processing, and other consumer product groups such as confectionary, chocolates and cocoa products, soya based products, mineral water, high protein foods, and other consumer product groups.

Pravin Shardul 2020: Wine tourism is the new concept of tourism from in last decade of 21st century. Whose purpose is includes the testing consumption or purchase of wine often at near the source, where other types of tourism are often passive in nature wine tourism can consist of visits to wineries, testing wines wine yards walks or even taking on active part in the harvest. Wine tourism is relatively new form of tourism its history varies greatly from region to region.

Ridhi Singh, Anupriya Singh 2020: Wine tourism is a novel notion that emerged in the latter decade of the twenty-first century. Whereas other types of tourism are frequently passive in nature, wine tourism might consist of visits to wineries, tasting wines, walking through wine yards, or even taking an active part in the harvest. Wine tourism is a relatively recent form of tourism, with varying histories from place to region.

Anupama S Kotur 2019: Wine festivals and other wine-related special events are an essential component of wine tourism. Wine tourism knowledge can be provided in a variety of ways, the most prominent of which are events and festivals. Wine festivals are viewed by consumers as a special occasion in which guests actively participate for the enjoyment of wine and the entertainment provided by other leisure activities.

PazhaniSaranraj ,PanneerselvamSivasakthivelan, Murugadoss Naveen (2017) :

In the eyes of consumers and the market, wine is essentially symbolic. As a result, it may result in a different consideration and impression of purchasing local wine, which may be perceived as a social experience rather than an instinctive activity.

Dr. RajendrasingPardeshi 2016:With a compound annual growth rate (CAGR) of 20-25 percent, the Indian wine market is projected to be worth \$150 million. Domestic and imported wine account for 70% and 30% of the Indian wine market, respectively. There are around 50 vineyards in and around Nashik, with 40,000 hectares of grape cultivation, of which only 2% is used to manufacture wine.

2. Research Methodology:

2.1 Population of concern:

The population of Nashik city was used as target Population for this study. The research study was conducted in the Nashik district of Maharashtra, India. Nashik district is the third largest district in Maharashtra.

2.2 Research Design:The proposed research study is survey based descriptive in nature. The research design would make an attempt to focus on objectives formulated for the study and general hypothesis of the study.

2.3 Sampling method:In this investigation, a simple random sampling method was employed.

2.4 Sample size:450 respondents from the Nashik district were gathered.

2.5 Data Collection:Data of this research was collected in two categories:

Primary data was collected from consumers, retailers and from wineries in Nashik district by using close ended questionnaire method.

Time Period: Jan 2nd 2023 to 30th March, 2023.

Secondary data was collected from books, periodicals, wine magazines and information and data from wineries.

2.6 Data Validations:

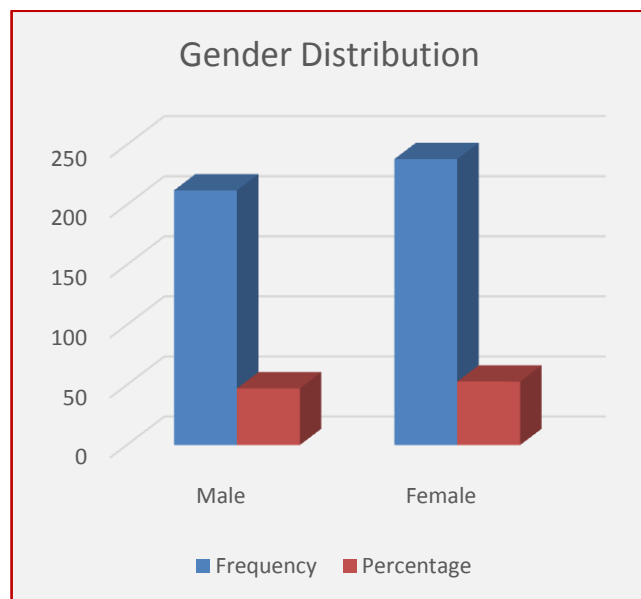
Data was collected at wine consumer, retailers and wineries at the time of wine festivals or events. The responses of 450 persons were chosen for data analysis as they fulfilled all criteria required for the study.

2.7 Tools and techniques of analysis: Analysis was carried out using statistical software. The tools used for analysis were Microsoft Excel30 and IBM SPSS Statistics.

3. Data Analysis and Hypothesis testing

Analysis of the data collected from wine consumers in Nashik District revealed the preferences of the consumers. The analysis also showed the perceptions the wine consumers have about wine.

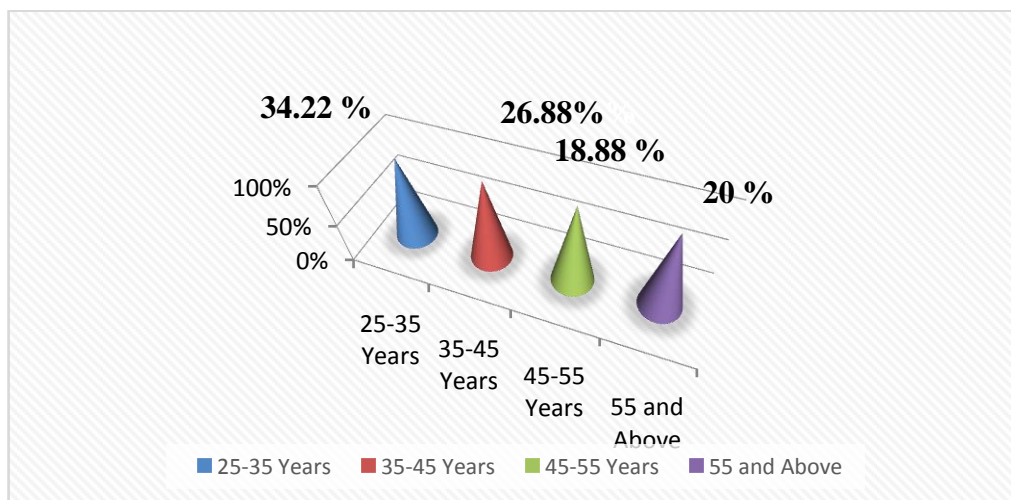
Q. 1. Background Information



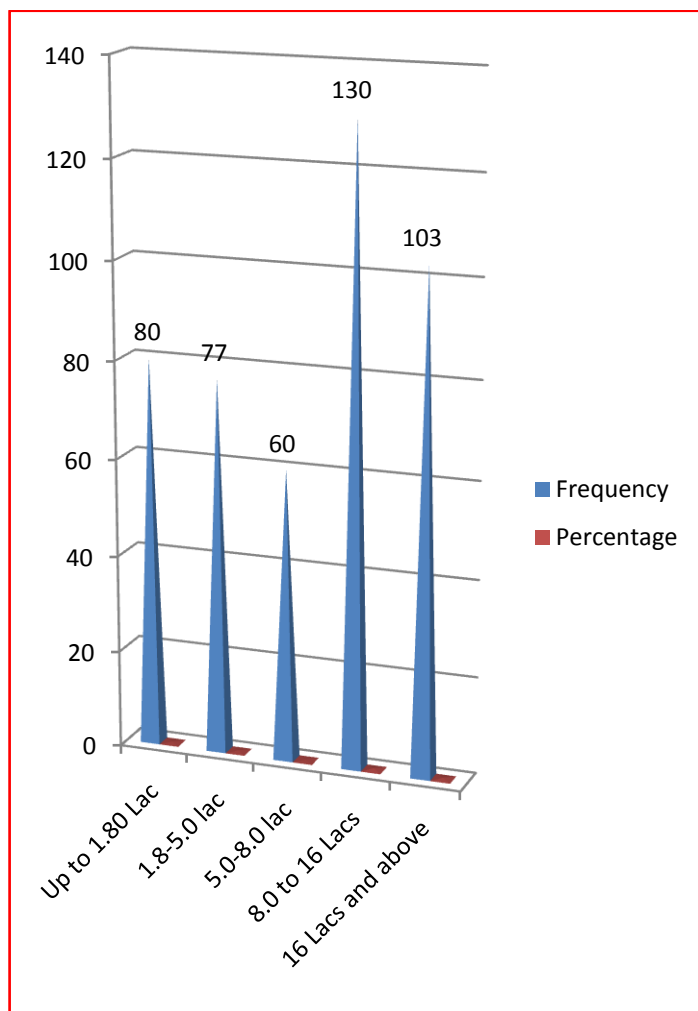
The residents of Nashik are educated and more focused on maintaining good health. Wine has some health benefits, thus many drink it. Women prefer to drink wine more regularly than men do since it contains less alcohol and greater health advantages. In Nashik, males consume 47.11% of wine and women consume 52.88%, despite the fact that wine is often associated with women because it is their preferred alcoholic beverage.

Q.2. what is your age?

The aforementioned table demonstrates that younger age groups those aged 25 to 35 consume more wine on average because they have more spare income and frequent wine festivals than older age groups, which tend to be mostly retired. Age groups 35 to 45 years old consume 26.88% of wine, 45 to 55 years old consume 18.88%, and 55 years and beyond consume 20%.



Q.3. what is your annual income range?



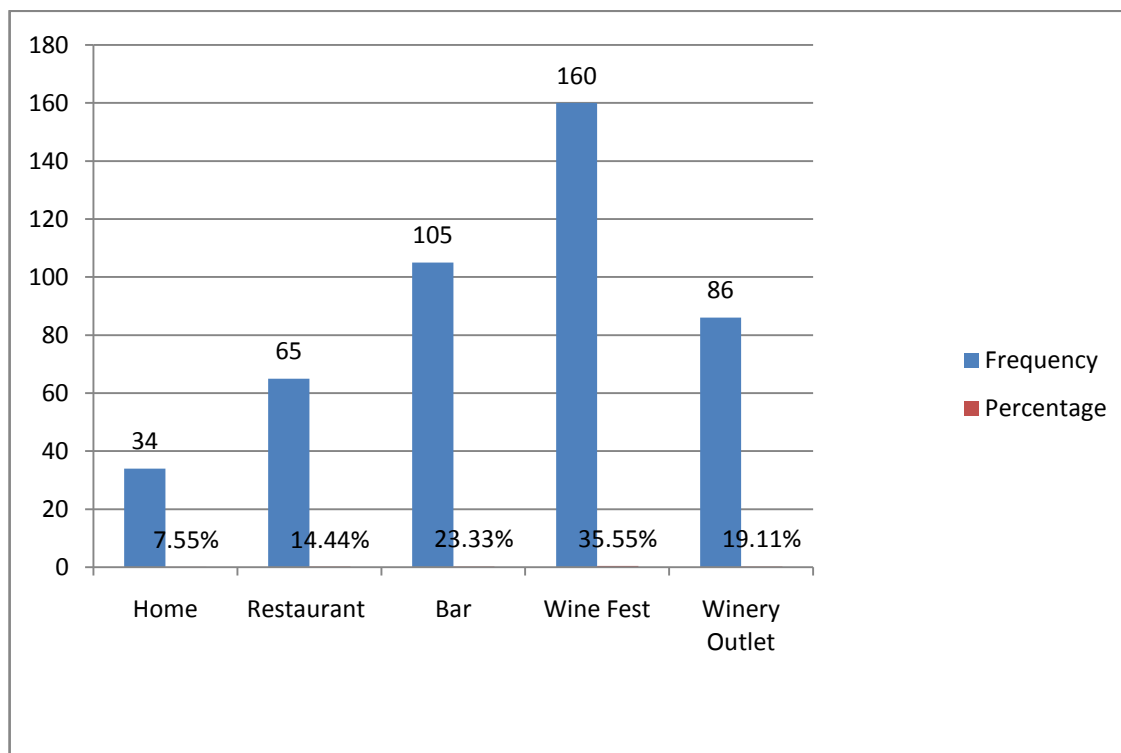
Wine is more expensive than other fermented drinks like beer, cider, and other types of hard liquor. This is true for both domestic and foreign wine. Wine's cost varies according to its grade, quality, style, year of production, and place of origin.

Unlike other alcoholic beverages, wine is typically purchased by the bottle rather than by the glass or peg. The wine needs to be drunk right away after it is opened to prevent spoilage. Wine is therefore relatively expensive both to buy and to consume.

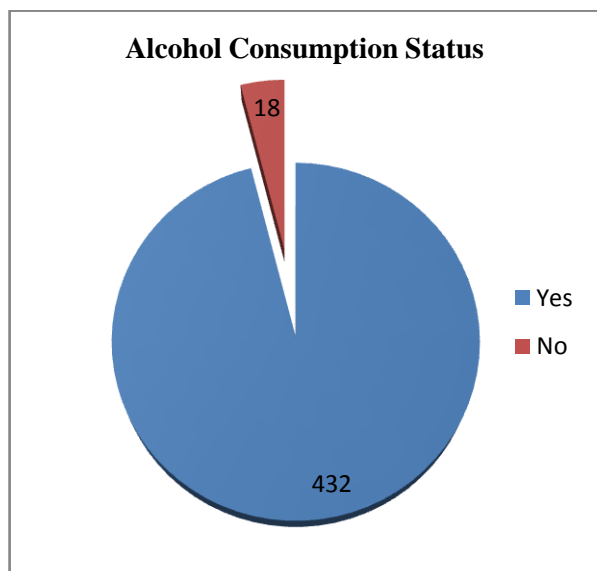
The upper income bracket income group has more disposable income. They are more likely to spend more on entertainment and eating out at upscale clubs and lounges. It is anticipated that people in the upper income brackets will consume wine more frequently.

Q.4. where do you most frequently drink wine?

Most people choose to choose restaurants, bars, wine festivals, and wine outlets instead of drinking wine in front of their families out of respect for them. Most people prefer wine festivals, and they favor that location for wine consumption. In Nashik, 35.55% of people consume and enjoy wine at wine festivals, 19.11% of people visit wineries to purchase wine, 23.33% of people regularly visit bars to do the same, and 14.44% of people order wine with their meals at restaurants. Only 7.55% peoples are purchase wine from wine shop and consume wine in home along with family members.



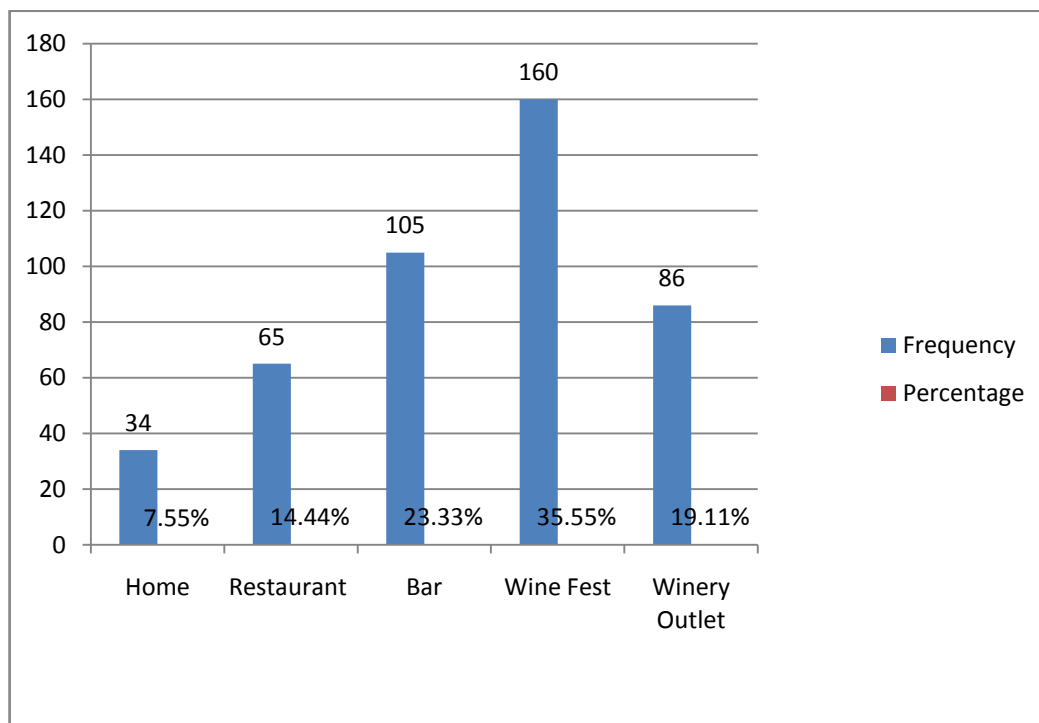
Q.5. Have you ever consumed alcohol before?



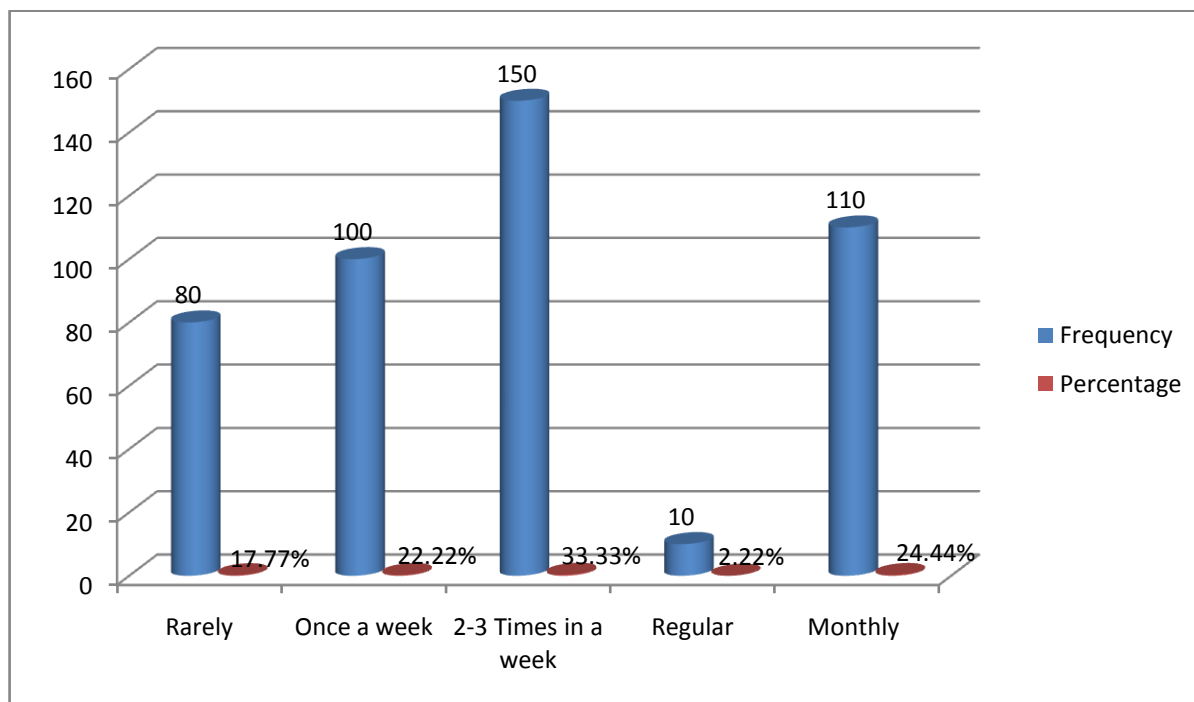
People in the Nashik district drink alcoholic beverages before they drink wine. In Nashik, 96% of individuals drink alcohol before drinking wine, while only 4% of them drink wine straight instead of other alcoholic beverages. Because of the health benefits of wine, more individuals are choosing to drink it. The world’s total wine consumption in 2019 was 27.5 billion litres, with France, Italy, and the United States being the top three consuming countries billion litres respectively

Q.6. where do you most frequently drink wine?

Most people choose to choose restaurants, bars, wine festivals, and wine outlets instead of drinking wine in front of their families out of respect for them. Most people prefer wine festivals, and they favor that location for wine consumption. In Nashik, 35.55% of people consume and enjoy wine at wine festivals, 19.11% of people visit wineries to purchase wine, 23.33% of people regularly visit bars to do the same, and 14.44% of people order wine with their meals at restaurants. Only 7.55% peoples are purchase wine from wine shop and consume wine in home along with family members.



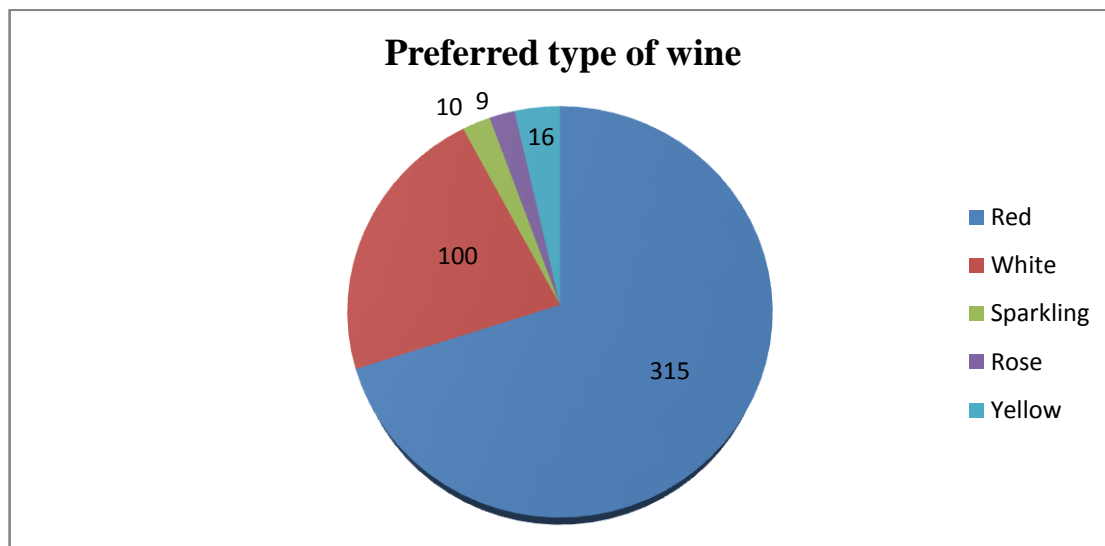
Q.7. Are you a regular wine drinker?



Wine consumption pattern of Nashik district is highly interesting. Peoples are consuming wine as per their preferences of wine brands. Sula wines are famous brands for wine consumption in Nashik, most of the people prefer wine as per their fruit content, taste, qualities and brand name. Peoples are consuming wine rarely, in a week, 2-3 times, some peoples are consume wines regular mode and some peoples given preferences once in a month. In Nashik district people 17.77% peoples are consume wine rarely, 22.22%

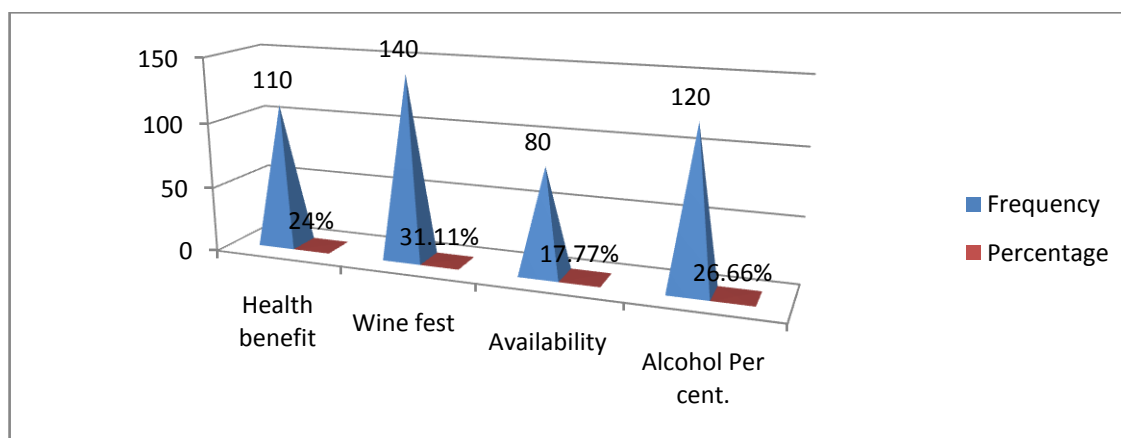
peoples are consume wine in once a week, 33.33% peoples are consume wine in 2-3 times in a week, 2.22% peoples are regular wine drinker, 24.44% peoples are consume wine brands in monthly.

Q. 8. What is your preferred type of wine?



Red wine consumption is more popular among the residents of the Nashik District. 70% of people drink red wine. White wine is preferred by 22.22% of those who drink wine. 2.22 percent of people prefer to drink sparkling wines. Rose wine drinking is preferred by 2% of individuals, whereas yellow wine consumption is preferred by 3.5% of people.

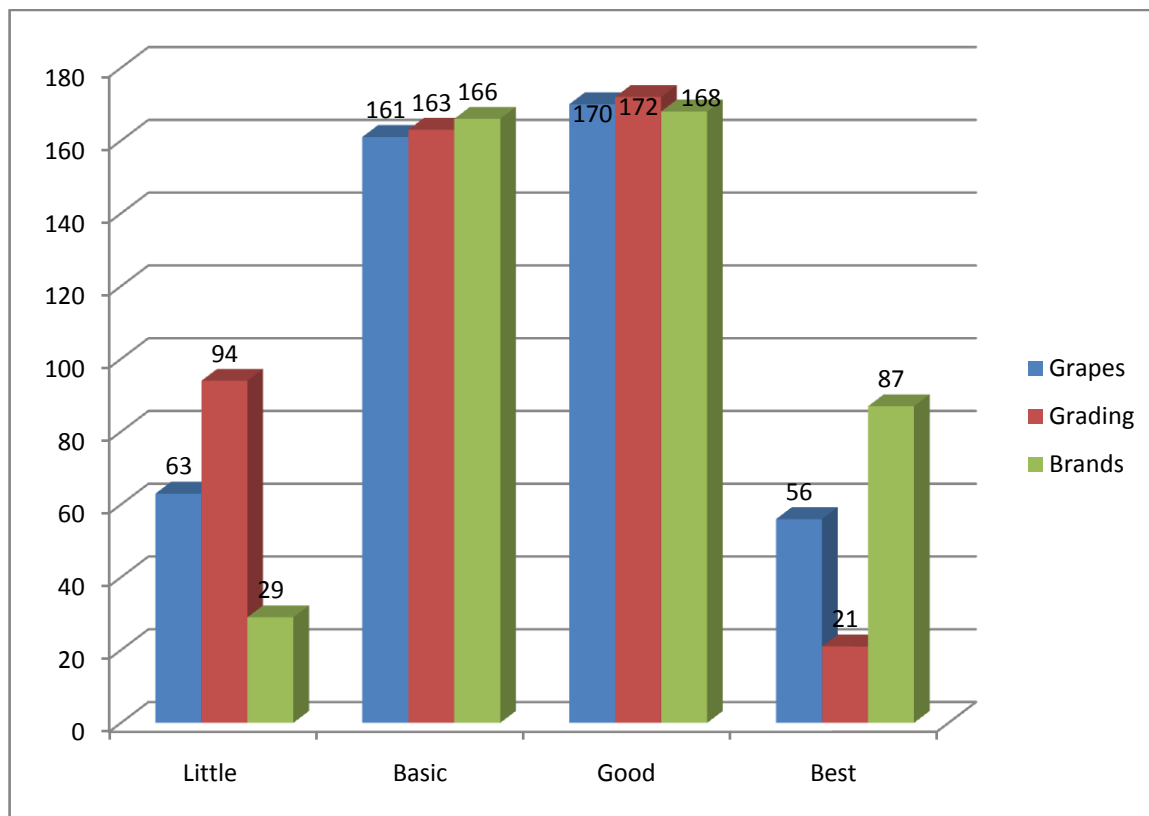
Q.9. which important wine attributes when purchasing?



Wines having several health benefits so peoples think that and consume wines. In Nashik district 24% of people given preference to consume wine as compared to other drinks because of its health benefits. Studies have found that moderate wine consumption may help protect against heart disease by increasing levels of good cholesterol and reducing levels of bad cholesterol. Wine consumption also reduces the risk

of type 2 diabetes. Moderate wine consumption may lower your risk of developing type 2 diabetes. Moderate wine consumption also reduces the risk of stroke and several studies on that. Studies suggest that moderate wine consumption may reduce your risk of developing certain types of cancer, including colorectal and breast cancer.

Q.10. knowledge on specific attributes of wine:

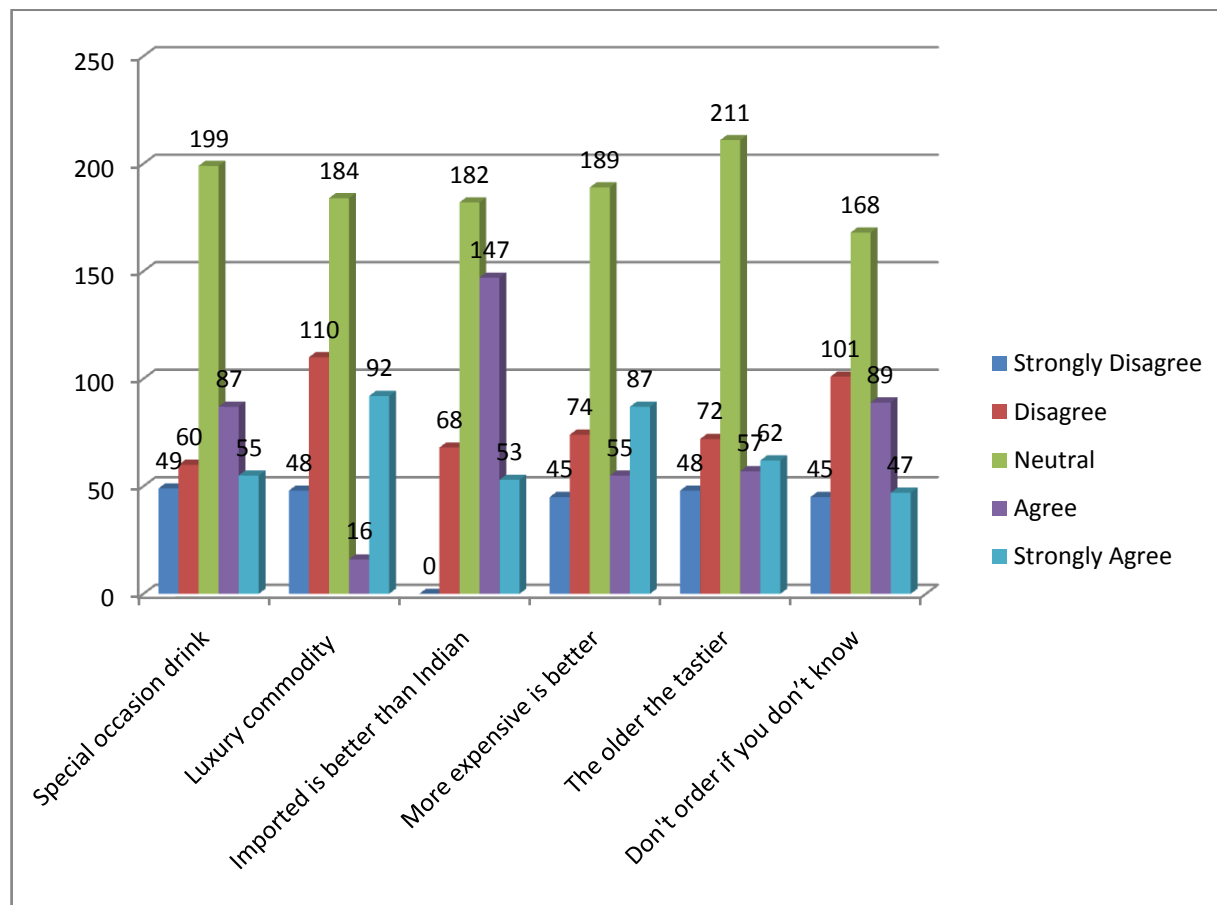


Peoples in Nashik district having knowledge of grapes, grading and brand. This knowledge categorized in terms of little, basic, good and best. 63 peoples having little knowledge of grapes, 161 peoples are having basic knowledge of grapes. 170 peoples are having good knowledge of grapes. 56 peoples are having good knowledge of grapes. Grading of grapes is most important in terms of size, taste, colour and variety. 94 peoples are having little knowledge of grapes. 163 peoples are having basic knowledge of grading. 172 peoples are having good knowledge of grading. 21 peoples are having best knowledge of grading. 29 peoples are little aware about brands, 166 peoples are having basic knowledge of wine brands. 168 peoples are having good knowledge of wine brands and 87 peoples are having best knowledge of wine brands in Nashik district.

Awareness of best wine brands is most important in terms of taste, quality, health benefits and popularity of wine brands in Nashik district. There are several types of popular brands in Nashik namely sparkling

rose, Sula's Sauvignon Blanc, Viognier, Merlot, Late Harvest (sweet wine), Syrah @ Chateau D'Ori, Viognier Reserve @ Vallonne Vineyards, Rose Wine, shirage, vintage, burt and others brand.

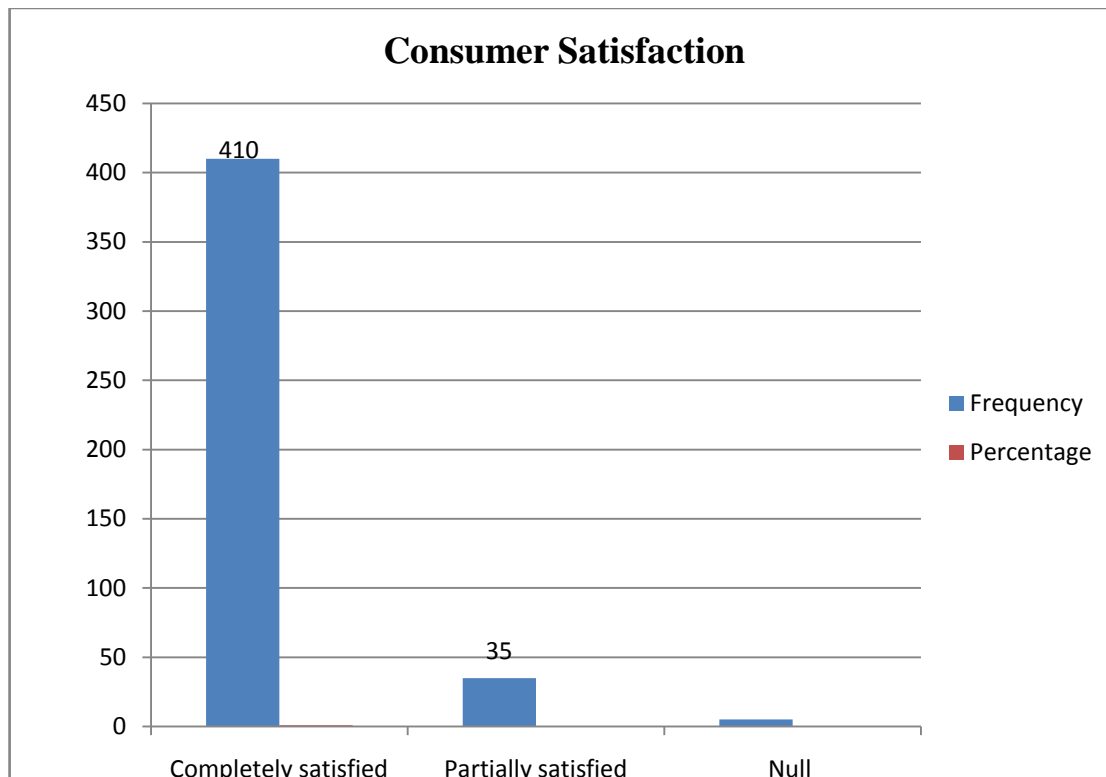
Q.11. Wine buyer's insight towards wine on general conceptions of wine.



The majority of consumers disagree with the statement. Though wine is relatively expensive when compared to other liquors, most wine consumers do still not consider it a Luxury item. 48 consumers are strongly disagreeing and 110 consumers are disagreeing of this statement. 199 consumers are neutral and 87 consumers are agreeing as a wine is a special drink for occasion.

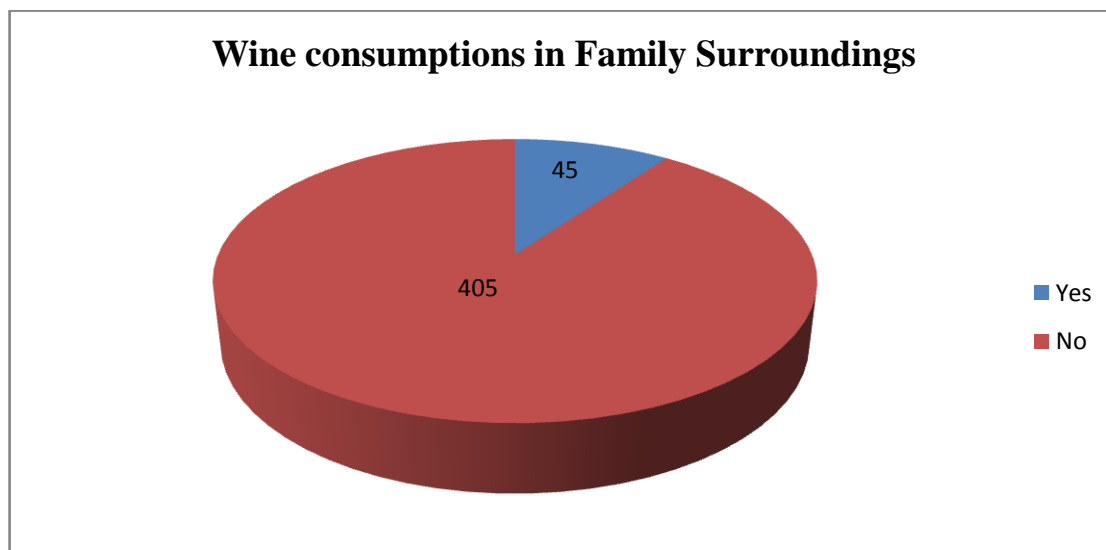
By reading the label of an imported wine the consumer can immediately identify the quality and know what to expect in terms of taste. With Indian wines, it is often a trial and error as far as selection of wines is concerned. 147 consumers are agreeing these statements and 53 consumers are strongly agreed of these statements. The 62 peoples are strongly agreed with these statements and 57 peoples are agreeing with these statements. 211 peoples are neutral with these statements. The 89 peoples are agreed with these statements and 47 peoples are strongly agreed with these statements.

Q. 12. Are you satisfied consuming wine than beer?



Consumer satisfaction level is most important because of various wine and beer brands availability in Nashik. Wine success, marketability and future growth depends on consumer satisfactions. 91.11% peoples are satisfied in wine brands than beer. 7.77% peoples are partially satisfied than beer. 1.11% consumers are null.

13. You consume wine in family surroundings?



Most of the peoples are consume wine by visiting wine fest, wineries and restaurants. The majority of people drink wine by going to wine festivals, wineries, and restaurants. Because they respect one another

and find family sitting uncomfortable, the majority of families in Nashik avoid drinking wine together. 90% peoples are not consuming wine in family surrounds and sitting. 10% peoples are consuming wine in home or family surroundings.

Findings:

1. Women consume wine more frequently than males since it contains less alcohol and has more health benefits. The majority of males in Nashik drink wine, although female drinkers respond to wine more than other beverages.
2. The frequency of wine drinking increases with education level.
3. The majority of wine was consumed outside. The majority of consumers choose wine festivals and that place for wine consumption. The majority of people in Nashik consume and appreciate wine at wine festivals.
4. Red wine consumption is more prevalent among Nashik District population.
5. Nashik wine drinkers choose Indian wine on a regular basis. In restaurants and bars, most people choose Indian wine.
6. The majority of people in the Nashik district are entirely delighted after consuming wine.
7. In the Nashik district, the most popular wine brands are Rasa Cabernet Sauvignon (By Sula Wine), Sula Brnt, Sula Sparkling Shiraz, and Sula Seco Rose.
8. The majority of people in the Nashik district believed wine to be a special occasion drink.
9. According to my research, the majority of people in the Nashik district can afford to buy and drink wine.

Conclusions:

1. Despite the fact that wine is frequently linked with women because it is their preferred alcoholic beverage, males consume 47.11% of wine in Nashik and females consume 52.88%.
2. The bulk of wine drinkers have advanced degrees. Graduates drink 30% more wine than certificate holders (16% more), but just 9% more than PhD holders.
3. In Nashik, 35.55% of people consume and enjoy wine during wine festivals, 19.11% go to wineries to buy wine, 23.33% go to bars to do the same, and 14.44% order wine with their meals at restaurants. Only 7.55% of people buy wine from a wine shop and drink it at home with family members.
4. Red wine consumption is more prevalent among Nashik District population. Red wine is consumed by 70% of the population. White wine is favoured by 22.22% of wine drinkers.

Sparkling wines are preferred by 2.22 percent of the population. Rose wine consumption is preferred by 2% of people, whereas yellow wine consumption is preferred by 3.5%.

5. Because of its health benefits, wine is preferred by 24% of residents in the Nashik district over other drinks. 31.11% of respondents favour wine festivals for wine consumption and enjoyment.
6. Wine is preferred by 24% of people in the Nashik district above other drinks because to its health benefits. 31.11% of respondents favour wine festivals for wine consumption and enjoyment.
7. Wine brands are preferred by 91.11% of people over beer brands. 7.77% of individuals are satisfied with beer. Consumers make up 1.11% of the total. According to my research, 88.88% of people can afford to buy and drink wine. Only 11.11% of people are displeased with wine brand price hikes because they affect wine affordability.
8. Residents of the Nashik district like sula wine brands such as Rasa Cabernet Sauvignon (By Sula Wine) 15.55%, Sula Brnt 21.11%, Sula Sparkling Shiraz 17.77%, and Sula Seco Rose 20%.According to 38.88% of respondents, Sula is the greatest winery in the Nashik district because of its production methods, facilities, drinking spaces, wine tasting rooms, best environment, culinary options, and green surroundings.
9. 46.66% of individuals buy wine from wine shops. By visiting wineries, 42.22% of people in the Nashik district purchase wines. Only 11.11% of individuals buy wine from a store..
10. In the Nashik district, 84.44% of individuals drink wine on occasion. Because of the winery setting and taste, 15.55% of consumers drink wine on a regular basis.
11. 94.44% of people are aware of the numerous advantages of wine intake. Only 5.55% of people are unaware of the numerous benefits of wine intake.

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