INVESTMENT PATTERN OF PADDY PROCESSING UNITS: A CASE OF EAST GODAVARI DISTRICT IN ANDHRA PRADESH

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ABSTRACT

Paddy is one the major food crop in India. The present study made an attempt to examine the Investment Pattern of Paddy processing units in West Godavari district of Andhra Pradesh. The study was taken up in 2011-12. For the study, five Paddy mills were purposively selected. The study analysed the investment pattern (2007-08 to 2011-12). The technique used to analyse the investment pattern is Percentage change analysis. Further, variables of Capital, Owned Funds, Secured Loans, Unsecured Loans, Current Liabilities, Current Assets, Fixed Assets, Cost of Goods Sold (COGS), Net Sales, Gross Profit, Net Profit were analysed to see the percent change in them. The results were illustrated with appropriate graphical and tabular representation. Out of the five units, three units showed a positive percentage change, while the other two showed a negative change. Four of the Paddy processing units exhibited positive percentage change in owned funds.

KEYWORDS: Paddy Processing, Rice Mills, Percentage Change Analysis, West Godavari