WATER AS A COMMERCIAL COMMODITY: AN ANALYSIS OF WATER PLANT

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INTRODUCTION:

Thisanalysis deals with the water as a commercial commodity and water plants, with reference to the data regarding drinking water plant of three districts of south western Maharashtra i.e. Kolhapur, Sangli and Satara.

A) OPINIONS OF THE PLANT OWNERS:

The data relating to the water as a commercial commodity an analysis of water plant is analysed and presented below: water as a commercial commodity with the analysis of water plant is analysed in terms of selective variables such as the district wise distribution of the water plant, age, sex, religion, caste education, intention behind business, having technical knowledge, number of employee working in plant, salary given to employee, economy of water plant, per day total production, precaution for environmental pollution, alternative for plastic bottles, having political relation, contribution in corporate social responsibility etc. The sample for the present study was selected from Kolhapur, Sangli and Satara district of the south western Maharashtra.

DISTRICT-WISE DISTRIBUTION OF THE WATER PLANT:

The data relating to the district-wise distribution of the water plant have been presented below:

District	Frequency	Percentage
Kolhapur	25	50.0
Satara	14	28.0
Sangli	11	22.0
Total	**50**	**100**

In the beginning of the packaged drinking water industry there were very less plants but presently the number of plant is increased. Water industry is booming industry.

The data presented in the above table shows that 25 or 50 percent water plants were from Kolhapur district, and 14 or 28 percent of the water plant were from Satara and remaining 11 or 22 percent of the water plant were from Sangli district. There is variation in the number of water plant according to district because geographical locations are different and the availability of water is also different.

CASTE/COMMUNITY WISE DISTRIBUTION OF THE PLANT OWNER:

The data relating to the community- wise distribution of the plant owner have been presented below:

Community- Wise Distribution	Frequency	Percentage
Brahmin	2	20.0
Maratha	5	50.0
Jain	3	30.3
Total	**10**	**100**

In the process of globalisation though we are technology oriented,community is the factor were it is affecting on the profession or businessof the people. In India there are some communities who are contributing at high in business sector.

The data presented in the above table regarding caste/community wise distribution of the plant owner indicates that 50 percent of the plant owner belongs to Maratha caste and subsequently 30 percent of the plant owner belongs to Jain Community and remaining 20 percent of the plant owners were from Brahmin caste.

RELIGION-WISE DISTRIBUTION OF THE PLANT OWNER:

The data regarding religion-wise distribution of the plant owner have been presented below:

Religion-Wise Distribution	Frequency	Percentage
Hindu	07	70.0
Jain	03	30.0
Total	**10**	**100.0**

The philosophy of religion is playing important role in community development in terms of economic and social. Max Weber's The protestant Ethics and Spirit of Capitalism is a study of the relationship between the ethics of ascetic Protestantism and the emergence of spirit of modern capitalism

The data presented in the above table indicates that majority 70 percent of the plant owners belongs to Hindu religion. Subsequently 40 percent of the plant owners belong to Jain religion. The numerical preponderance of Hindu is not surprising because Brahmin and Maratha caste including in Hindu religion therefore the number of Hindu plant owner is high.

SOURCE OF FINANCIAL CAPITAL FOR PLANT SETUP:

The data regarding the sources of financial capital for plant set up have been presented below:

Source of Financial Capital	Frequency	Percentage
Bank	6	60.0
Own	4	40.0
Total	**10**	**100**

The data presented in the above table shows that majority of the plant owners have taken lone from bank for plant set up at the interest rate of 12 percent per annum. And remaining 4 or 40 percent of the plant ownerhave not taken loan from bank or other sources. They had their own support and well financial background.

B) ECONOMY OF WATER PLANT

In the economy of water plant it is important to study the expenditure on investment by the owner. Because business is always depends upon the investment. The output of business depends upon the performance and quality maintained by the concerned industry. The important factors are plant development, labour force, maintenance of the plant, electricity supply, annual income tax etc.

EXPENDITURE ON PLANT DEVELOPMENT:

The data relating to expenditure on plant development by the plant owners have been presented below:

Expenditure on Plant Development	Frequency	Percentage
Up to Rs.40,00000	2	20.0
Rs.40,00001 to Rs.50,00000	3	30.0
Above Rs.50,00000	5	50.0
Total	**10**	**100.0**

The data presented in the above table regarding money spent by the plant owner for the development of the water plant shows that 50 percent of the plant owner have spent above Rs. 50,00000. Subsequently 30 percent of the owners have spent Rs. 40, 00001 to 50, 00000 and remaining 20 percent of the plant owner have spent

Rs. Up to 40,00000 for plant development.Such kinds of amount have been spent by the plant owners and this is depends on the production capacity of the plant and complete structure of plant developed by the owner.

MONTHLY EXPENDITURE ON LABOUR FORCE BY THE OWNER:

The data regarding monthly expenditure of plant owner on labour force have been presented below:

Monthly Expenditure on Labour Force	Frequency	Percentage
Up to Rs.100000	3	30.0
RS.100001 to 200000	5	50.0
Rs.200001 to 300000	2	20.0
Total	**10**	**100.0**

The data presented in above table about monthly expenditure on labour by the plant owner indicates that Majority 5 or 50 percent of the plant owner were spending Rs.100001to 200000 per month on labour force, followed by 30 percent of the plant owners were spending Rs. up to 100000 and 20 percent were spending Rs.200001 to 300000. There is variation in the monthly salary on labour force which going to provide by the plant owner because it is depend on the production capacity of the water plant and profile maintained by the plant owner in the market.

MONTHLY ELECTRICITY GOING TO PAID BY THE PLANT OWNER:

The data relating to monthly electricity paid by the plant owner have been presented below:

Monthly Electricity	Frequency	Percentage
Up to Rs.20000	2	20.0
Rs.20001 to 30000	1	10.0
Rs.30001 to 40000	3	30.0
Above Rs.40000	4	40.0
Total	**10**	**100.0**

The data presented in above table regarding monthly electricity paid by the plant owner indicates that majority 40 percent of the plant owners were paying above Rs. 40000 per month. Subsequently 30 percent of the plant owners ware spending Rs. 30001 to 40000 per month electricity, then 20 percent of the plant owners were spending up to Rs.20000 per month electricity and remaining 10 percent of the plant owners were spending Rs. 20001 to 30000 per month. Through this data it is clear that there isvariationin the monthly electricity bills which are going to paid by the plant owners because the production capacity and use of electricity is different from each other.

PER DAY PRODUCTION OF BOTTLED WATER:

There are different kinds of water bottles in the market which is going to produce by the plant owner and it is depend on demand and supply. The packed drinking bottles are in the quantity of 300ml, 500 ml, 1 litter, 2 litter, 5 litter, and jar of 20 litters etc. In regards of profit from per day production researcher has not got actual information from plant owner, they have given tentative information of production cost according to packages of bottles. Majority of the plant owners were refused to provide information regarding production cost and dealer price, apart from this market price is known to everyone those who drink packed water. These plant owners are producing thousands of bottles per day means it's a mass level production and whenever mass production is their definitely there would more and more profit no doubt. Majority of the plant owners said that profit is our personal and institutional matter we don't want to disclose it. But according to per day production it is came to

know that water plant owners are making huge of profit from bottled water therefore this profit based business.

CONTRIBUTION IN CORPORATE SOCIAL RESPONSIBILITY BY PLANT OWNER :

The data relating to Corporate Social Responsibility by the plant have been presented below:

Corporate Social Responsibility	Frequency	Percentage
Yes	3	30.0
No	7	70.0
Total	**10**	**100.0**

A company or industry is responsible for the repercussion its activities have on the community and it has to take the initiatives as responsibility to make good. Corporate social responsibility may also be referred to as a corporate citizenship and can involve incurring short term costs that do not provide immediate financial benefits to the company but instead promote positive social and environmental change. The initiative a company takes as part of corporate social responsibility is more than what is required by environmentalist as well socialist.

The data presented in the above table regarding contribution in Corporate Social Responsibility by the plant owner shows that Majority 70 percent of the plant owners do not have contribution in CSR. Followed by 30 percent of the owners have contribution in CSR. The activities under CSR by owners are tree plantation; providing packed drinking bottles free of cost once in a year to the people at the time of rally which is going to Pandharpur (Pandharpur is a religious place of god Vitthala in Maharashtra).

The percentage of CSR is very low; the reason behind this is they are not interested to contribute in CSR.

In the view of water as a commercial commodity through packed drinking water it has analysed in terms of commodity. When natural things are going to convert in commercial commodity then behind that there are so many processes. In this regard for making commodity to water first there is requirement of certification of various agencies and these agencies are branding to specific good as a commodity. The agency like FDA (Food and Drug Administration) is responsible for protecting and promoting public health through control and supervision of food safety, it means FDA is working quality control agency. This agency has designed some standards according to goods which are going to produce in the factory or industry. If the concern company qualify the rules and regulations of FDA, and after that the industry should ready to produce and sell the products in the market.

The bureau of Indian standard (BIS) is the national standard body of India. The activities of this body are standard formulation and certification activities as well testing samples at laboratory. Along with this FSSAI is also autonomous body established under the ministry of health and family welfare. FSSAI is also responsible for protecting and promoting public health through regulation and supervisionof food safety. The ISI mark is recognised certification mark in the Indian subcontinent. The ISI mark is mandatory for certain products to be sold in India. For producing any good or product in the factory they should have to follow the legal regulations of packed drinking water. At the time of producing goods the concern industry should have to survey the market and then produce it for the selling.

In the analysis of the bottled industry researcher has found majority of the plants are in Kolhapur region, because the density of the ground water is high than

Sangli and Satara region. In the view of the social background of the plant owner majority of the plant owner belongs to upper caste, because people from the upper caste are getting easy accessibility of resources which are important for forming any business. Apart from the social background economy, investment, and output of the plant owner is very much important to getting the ideas of commodities such as drinking water. All the important issues regarding economy of water plant have been described and analysed by researcher very genuinely.

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