

## Functional Analysis of Production Managers on Potentiality Developing the Conversive Industries in Semnan Province (Islamic Republic of Iran)

*Fakhraledin Aboeiyeh and Ali Badragheh*

Department of Agronomy, Islamic Azad University, Damghan Branch, Iran  
Department of Agriculture, Islamic Azad University, Eslam Shahr Branch, Iran

---

**Abstract:** According to the increasing rate of population and increasing demand for food resources, development of conversive industries in agriculture and animal husbandary is necessary. This research was done to survey the potentiality of developing the conversive industries in agriculture and animal husbandary in semnan province and obstacles and suggestions to reach this purpose with cross-sectional method in 2007. The survey was planned and written of 18 independent factors (the quality of yields production, suitable packaging, advertising, ...). The quality variables consist of the demand for yields production in conversive industries' factories, income and economic reason (for yields production) in conversive industries' factories motivation for developing the conversive, availability of cheap raw material and qualified raw material in order to create or confirm a relationship between dependent and independent variables. 75 questionnaire form 125 factories and 75 product workshops and analyzed concisely scientifically. The results showed that the effect of independent factories on increasing the sales rate and developing the conversive industries was considerable. Also computing correlation coefficient of independent and control variables showed that there is a clear and direct relationship between variables. ( $p < 0.01$ ). So for developing conversive industries in semnan province. We should try more in increasing the quality of products and developing the exports.

**Key words:** Developing conversive industries % Conversive industries in semnan province % Conversive industries in agriculture and animal husbandary

---

### INTRODUCTION

With modern agricultural methods to making consumption of natural non-chemical inputs and therefore healthier products with quantitative and qualitative properties Mtlvbtr level standard and promote food products in addition to domestic consumption share of the export to other countries in global markets gained [1].

Regional industrial development requires having any coherent program and principles of long distance time is a few tens of reasonable objectives to the desired result [2]. agricultural sector and Tvanatryn parts of the country's economic Bgvnhay that Iran is one of the five countries that produce more than 20 agricultural products manufacturers main component 10 is considered a world, way that the product pistachio, pomegranate, dates, cumin, saffron Barberry first place and is the world possesses [3].

More than 90% of food production in rural areas and is done mostly excluded [4].

Food production with the increasing population is obviously something [5].

Comments on areas of economic infrastructure and services are suffering from lack of development is not possible generating industries. Economic development based on agriculture and related industries alterant due to higher business performance time is less [6].

With respect to the increase of population growth, activities in and development of the food industries, aimed at expanding essential nutriment resources, it seems that the demand for food industries is rising in most parts of the world and resolving the problem of deficiency of foodstuffs is feasible only through coordinating the sector of producing food products and by reducing the spoilages in all stages, from harvesting the crops to consumption. Establishing and developing changeable industries cause a large number of people to work, thereby generating employment. But in the areas with personnel limitation, food factories are designed in a way that they will need fewer personnel, whereas an attempt is

made in the countries which have economic problems and in which the number of jobs is limited to base factories on traditional technology so that more laborers will work [7].

There are many methods of operations for producing foodstuffs. The simplest method is traditional and the most perfect one is industrial methods with high capacity. Modern technology and its effects on the society can be extremely wide. Hence, the factors available should be taken into consideration before any decision is made for these changes. Since one of the major and central problems with agricultural sector is middlemen, generation of false jobs and long distance between consuming market and production places, farmers constantly have to meet many costs in these two categories and, as a result, the profit arisen from agriculture and animal farm falls. On the one hand, the most important issue concerning this case in Semnan province includes wideness of the lands under cultivation and the ranges on which the livestock grazes and farm animal population of the province, increasing and growing population consuming farm animal and agricultural materials of the province, the factories of changeable industries heterogeneous with regional products, production middlemen, non-profitability of initial production of agricultural and farm animal products, non-economical nature of changeable industries and available food industries workshops, all of which display obstacles to process of developing changeable, agricultural and animal farm products of the province [8].

Food security of all people access to enough food at any time for a healthy and sufficient food and life eternal is important to involve the workforce and increase productivity in agricultural investment. Supportive government policies, actions and performance of agricultural products and increase Anv sustainability of soil and water resources to increase efficiency and reduce waste production and to reform the country is feeding pattern [9].

Any step taken to resolve food problems should be in coordination with the national development strategy. This method is definable only when relative importance of such factors as new employments is reconsidered, i.e. the social status quo is maintained, acquisition of foreign exchange is taken into account and self-sufficiency is considered. Hence, by investigating the possibility of developing changeable agricultural and animal farm industries of Semnan Province and generating local consumption market, a new horizon can be reached by developing

changeable industries factories in the above-mentioned categories to recognizing the factors of and obstacles to development of these industries and generation of employment and raising farmer and cattlemen's incomes, increasing income and net profit of owners of such industries and satisfying the customers. With respect to such development obstacles, an attempt has been made in this study to recognize and introduce solutions to development and ideal situation of existing circumstances, potentials of the province for reinforcement and movement towards ideality and final purpose of changeable industries [10].

## **MATERIALS ANDTHODS**

This study has been conducted with descriptive cross-sectional, correlation and causal-comparative methods. The population deal with included all factories and workshops of changeable agricultural and animal farm industries of Semnan Province. To collect precise and comprehensive information on the population, census method was applied. Only 75 scientifically precise and accurate questionnaires was returned to the researcher from 125 factories and workshops and analyzed. The questionnaire was designed and prepared based on the research hypotheses and question, covering 18 characteristics which are as follows:

- C Quality of the products by province factories
- C Suitable packaging
- C Suitable storage
- C Suitable advertisements and information
- C Suitable governmental planning and simple regulations for production start-up
- C Net profit and economic justification of production
- C Maintenance of added value
- C Omitting cost of missed opportunities
- C Boosting production and reducing fixed cost
- C Reducing production costs like duties and tax
- C Omitting middlemen
- C Reducing the distance between farms/gardens and factories as well as shipment fee
- C Reducing the price of production locations
- C Raising production quantity and reducing fixed cost
- C Suitable transportation to maintain product quality
- C Quality of products in farms and gardens (initial items of food industries factories)
- C Establishing production cooperatives and gatherings with partnership of farmers and garden-owners and
- C Granting long-term facilities with low interest [11-16]

Since there are too many independent variables and are measured only as questions asked from owners of changeable industries and establishing or proving the relationship between independent and dependent variables needs to the evidence which can be altered or reinforced in the province industry to make development of changeable industries possible, control variables were defined based on this, including:

- C Level of demand for products in changeable industries factories
- C Income and economic justification of changeable industries factories
- C Existence of the motivation for developing changeable industries
- C Existence of cheap raw materials and
- C Quality of raw materials

Research hypotheses were formulated based on the possibility of existence of relationship between improving changeable agricultural and animal farm industries of Semnan Province and control variables. To check the questionnaire for reliability, some copies were, having been exposed to some alterations made by masters of

food industries and research issues specialists, considered and tested by a similar statistical population in the city of Tehran [13]. After considering and making alterations to the questionnaire and assurance about the fact that it measures the desired variables and that it is reliable enough, it was used in the original population. To achieve this end, Alpha Kronbach coefficient was applied and the reliability of the questionnaire was calculated at  $\alpha=87\%$ , indicating the ideal reliability of these tools. When the desired data were collected and classified, frequency distribution of was obtained with descriptive statistics and such items as innovation, cumulative percentage, mean, etc. were computed. Then, they were analyzed with Spearman Rating Method, Kruskal-Wallis Test and SPSS/PC+ software [17].

## RESULT AND DISCUSSION

**Results of Data Descriptive Analysis:** The results of opinions expressed by owners of changeable agricultural and farm animal industries in Semnan Province about the effect of independent characteristics on the possibility of developing such industries are summarized in (Table 1).

Table 1: Distribution of 75 Industrialists of Semnan Province based on their Attitudes toward Effect of Various Factors on Possibility of Developing Changeable Agricultural and Farm Animal Industries in 2007

Dependent Characteristics/Freq./Net Percentage	Very High	High	Medium	Low	Very Low	Total
Quality of Products	61 84%	10 13.3%	4 5.3%			75 100
Suitable Packaging	42 56	15 20	12 16	6 8		75 100
Suitable Storage	30 40.1	16 21.3	13 17.3	16 21.3	6 8	75 100
Suitable Advertisements and Information	61 81.3	14 18.7				75 100
Governmental Suitable Planning and Imposing Regulations to Facilitate Production Start-up	25 33.3	31 41.4	12 16	7 9.3		75 100
Net Profit and Economic Justification in Fiscal Accounts	71 94.7	4 5.3				75 100
Maintenance of Added Value of Production Capital	15 20	23 30.7	32 42.7	5 6.6		75 100
Omitting Missed Cost	45 60	26 34.7	4 5.3			75 100
Boosting Production and Reducing Fixed Costs	67 89.4	8 10.6				75 100
Reducing Production Costs like Duties and Tax	70 93.4	5 6.6				75 100
Omitting Middlemen Production Course Located to Production in Factory	48 64	15 20	12 16			75 100
Reducing Distance between Production Location and Factory	52 69.4	17 22.6	6 8			75 100

Table 1: Continued

Reducing Final Price for Product	71	4			75
	94.7	5.3			100
Raising Level of Agricultural and Gardening and Farm Animal Products and Reducing Fixed Costs	68	7			75
	90.7	9.3			100
Suitable Transportation	43	17	15		75
	57.4	22.6	20		100
Quality of Agricultural, Gardening and Farm Animal Products	41	15	12	7	75
	54.7	20	16	9.3	100
Establishing Producing Cooperatives and Gatherings	28	31	11	5	75
	37.4	41.4	14.6	6.6	100
Granting Suitable Long-term Low-interest Banking Facilities	35	22	15	3	75
	46.7	29.3	20	4	100

The obtained results (Table 1) reveal that out of 75 returned questionnaires, 81% of industrialists believe that the quality of products greatly affect the increase of sales. 56% of them consider suitable packaging, too, as an effective factor in increase of their own sales (Table 1). Moreover, more than 61% of respondents considered suitable and on-time storage of products as an important factor and significant in the increase of sales and the other important factor in the increase of products has been suitable advertisements, information and marketing, in which all of the respondents believed (Table 1).

With regard to increase of factory income and economic justification of activities of workshops of the province changeable and animal farm industries, such factors as suitable governmental planning and imposing simple regulations for production with 74.7 agreement, net profit and economic justification in fiscal accounts with absolute agreement, maintenance of added value of initial capital with more than 50% agreement, omitting the cost of missed opportunities with more than 94% of respondents, increase of level of production and reducing fixed cost with absolute agreement, reducing production costs like duties and tax with absolute agreement are among important factors in development of Semnan Province's changeable industries. Such factors as omitting middlemen production course located to production in factory with 84% agreement, reducing the distance between location and factory and of shipment fee with 92% agreement, reducing final price for production of locations with absolute agreement and raising level of agricultural and gardening and farm animal products and reducing fixed costs with absolute agreement were among the most important factors in the cheapness of raw materials, which has been simultaneous with achieving cheap raw materials ideal for changeable industries industrialists in the province. In achieving quality promotion in the products, two factors, namely, suitable transportation with 80% agreement and quality of raw

agricultural and animal farm materials with more than 74% were deemed significant and, ultimately, to generate motivation for developing changeable industries in Semnan Province, owners of these industries stressed on two factors, i.e. production cooperatives and gatherings with more than 78% agreement and granting suitable long-term low-interest banking facilities with 76% agreement (Table 1).

The most important obstacles which industrialists put forward were: lack of suitable selling markets at home and abroad, of suitable marketing, packaging, advertisements and information, of exports and recognition of target markets, unsuitable quality of the production locations in the province, varying price for production locations, long distance between production locations and the factory, high price of production locations, high price for shipment. The most important solutions put forward by industrialists to resolve such problems were: developing and expanding domestic and foreign sales markets, generating suitable information system, promoting quality of agricultural and animal farm products, reducing the final price for products, granting banking facilities, simple regulations like reducing duties and tax, reducing shipment fee and establishing producing cooperatives and gatherings.

**Results of Inferential Data Analysis:** Computation of coefficient correlation of independent variable revealed level of demand for products manufactured in changeable industries factories and that of the dependent variable suggested the possibility of developing changeable agricultural and animal farm industries in the province and that there was a direct and significant relationship between the above-mentioned variables (characteristics [6-9] ( $p < 0.01$ )). The results also indicated that there was a significant relationship between the possibility for developing changeable agricultural and animal farm industries of Semnan Province and economic justification

of changeable industries factories (characteristics [11-16] ( $p < 0.01$ ). The results of the test for possibility of the relationship between existence of cheap raw materials in Semnan Province and developing changeable industries suggested that there was a significant relationship between them with 99% reliability ( $p < 0.001$ ). It was also revealed that the quality of raw materials in the form of agricultural and gardening products affected the possibility of developing changeable agricultural and farm animal industries of Semnan Province ( $p < 0.01$ ). The results suggested that more motivation for developing changeable agricultural and farm animal industries was reinforced in the form of financial aids, the most of these industries would develop in the province and there was a significant relationship between them ( $p < 0.001$ ).

Hence, with respect to the above-mentioned results, it is recommended that more efforts be made to develop exports, open the way for exporting the products of the province, expand E-commerce in the exports of manufactured products for reducing exports costs, promote the quality of manufactured products for boosting sales and suitable and on-time process of products, including packaging, storage, etc. 4 important role in the process of agricultural growth and economic development is as follows:

- C Food security and food security
- C Supply the required raw materials industry
- C Export and currency supply
- C Maintain and improve the environment for better life.

#### REFERENCES

1. [www.iranfoodnews.ir](http://www.iranfoodnews.ir)
2. [www.sanayenews.com](http://www.sanayenews.com)
3. [www.parstradeshow.com](http://www.parstradeshow.com)
4. Azkya Mostafa, 2002. *Nyaftgy Rural Development Sociology of Development*. Publishing information. Tehran. Iran.
5. Ranjbar, Beneficent Reviews how the interaction of food security with national security, 2004. *Fslnamhnam Agriculture and Natural Resources Engineering*. Third year. Th Number.
6. Mohseni Seyedhoseini, 2006. *Organic Agriculture path to green future*. *Moravvej monthly*. Vnzam Vice promote exploitation. Ministry of Agricultural Jihad. No. 65. Hyran Tehran.
7. Babran Sediqeh, 2003. *Tvssh World Summit document Phddar Hansbvrq 2002*. Translation. Books national sustainable development. Environmental Protection Agency.
8. Tavakkolipour, Hamid, 1997. *Principles of Food Industries Management*. Tehran: Mersa Publications.
9. Tahmabesh and Mohammad Jafar, 1988. *Agriculture, Economics and Management of Resources*. Tehran: Adineh Publications.
10. Delavar, Ali., 1991. *Statistical Methods in Psychology and Educational Sciences*. Tehran: Payame Noor Publications.
11. Seyf Naraghi, Maryam and Naderi Ezzatollah, 1999. *Research Methods in Humanities with Emphasis on Educational Sciences*. Tehran: Badr Publications.
12. Sharifi, Hasan Pasha and Taleghani Narges, 1997. *Research Methods in Educational and Behavioral Sciences*.
13. Tahouri, Homa and Mirnezami Hussein, 1996. *Investigating Natural Nourishment Covers and Their Applications to Foodstuffs Packaging*. University of Tehran Publications.
14. Fallahi Masoud, 1992. *Food Sciences and Industries*. Mashhad: Barshava Publications.
15. Meydani Javad, 1993. *Changing Principles and Maintenance of Agricultural Products*. Shaid Chamran University of Ahwaz Publications.
16. Mirnezami Ziabari Hussein, 1996. *Principles of Foodstuffs Packaging*. Tehran: Mersa Publications.
17. Industry and Mine Bank, 1996. *SPSS / Pc+ Statistical Program*. Tehran.