

# Better days ahead for rice rubber rollers

As rice production is the main factor influencing the production of rice rubber rollers and polishers, the manufacturers can expect a good market in the years to come

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**R**ice rubber rollers and polishers are being used in rice mills for dehusking paddy and polishing rice. There are two types of rice mills. One is the conventional mill in which the rice is processed by custom or cooly milling. The second one is called modern rice mills. In a conventional rice mill, both the roller and polisher are required for processing - roller is required for dehusking the paddy and polisher for polishing rice. The advantage of modern and modernised rice mills is that, instead of using roller and rubber polisher separately a single rubberised roller is sufficient for both dehusking and polishing of rice.

There are two types of rollers being used in modernised and modern rice mills. They are: (a) Binny/Stake rubber rollers and (b) Schules/Dandekar rubber rollers

The dimension of these rollers

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varies depending on their application in different types of mills. The life and output capacity of rice rubber rollers vary according to their sizes as well as their uses, i.e., whether the rollers are used for raw rice milling or for parboiled rice milling. It is expected that of the total paddy milled in modern rice mills, about 90 per cent is milled after parboiling and the remaining 10 per cent in raw condition. The quality of the roller is assessed by its durability, i.e., the quantum of paddy that can be shelled under normal conditions by using a pair of rollers in a particular mill.

## Advantages

The major advantages of modernised and modern rice mills are that they increase the percentage of turnover and maintain the quality of rice, cooling system is not required, operational cost is comparatively low and they channelise the byproducts of paddy like bran and husk for better utilisation. As a result of modernisation, 4 to 8 lakh tonnes of bran oil can also be saved per year.

Table 1 illustrates the State-wise distribution of units engaged in the production of rice rubber rollers and polishers and their installed capacity. During 1989-90 period 116 units were given licences to produce these items with 4988 MT of natural rubber. But only 34 units were actively engaged in the manufacture of these products in 1989-90. In 1991-92 the number of manufacturing units increased to 43. Majority of them are in the small scale sector. For the purpose of analysis, the present study takes into account the details of these 43 units.

Table 2 shows the production made by these 43 units during the period 1989-90 to 1992-93. The average growth rate of production of rice rubber rollers and polishers is worked out as 8.5 per cent. The production of rice rubber rollers alone showed an upturn in 1990-91 accounting an increase of 17 per cent when compared to the production in 1989-90. But in 1991-92 a sharp decrease took place in its rate of growth by -3.2 per cent. In the following year (1992-93) rice

rubber roller production improved and achieved a rate of growth of 2.33 per cent. As a whole, the production of rice rubber rollers recorded an average rate of growth of 5.4 per cent during 1989-90 to 1992-93 period.

Production of rice polishers in 1990-91 witnessed a growth of 15.7 per cent over the previous year's (1989-90) production. In 1991-92 its

per cent. The item-wise analysis of capacity utilisation shows that rice rubber roller manufacturing units could utilise 75 per cent in 1991-92 and 76.8 per cent in 1992-93. The capacity utilisation of rubber polishers' was 63 per cent in 1991-92 and 66 per cent in 1992-93

Price of these products is generally decided by various factors like

these products is that, the role of intermediaries in this trade is very limited. Only a few units have dealers/agents to uplift the sales of their products on a commission basis which varies in the range of 5 to 10 per cent.

The study finds that many units could not utilise even half of their production capacity. The main reason attributed for low capacity utilisation as reported by the manufacturers is the marketing difficulty. The manufacturers are not able to identify the consumers and could not produce rollers and polishers to meet the requirements of customers. Similar problem arises at the consumers' end also. Due to communication gap they often face difficulties in knowing the whereabouts of producers and also the sources of procuring quality products. Therefore, to rectify this problem, it is suggested that the manufacturers may take special attention to give an exposure in the market. It is understood that majority of the rice mills are still of the conventional type. They are yet to know about the advantage of modernised and modern rice mills.

**Table 1. State-wise installed capacity of rollers/polishers' units**

State	Units	Installed Capacity (in pcs)	
		Rollers	Polishers
1. Delhi	3	40,300	84,300
2. Haryana	7	74,596	1,43,625
3. Karnataka	4	17,638	1,12,163
4. Kerala	6	Nil	6,66,300
5. Punjab	10	50,479	2,73,589
6. Uttar Pradesh	5	34,276	Nil
7. West Bengal	2	16,800	66,300
8. Others	6	46,976	1,22,926
	43	2,81,065	14,69,204

rate of growth was very low, only 6.8 per cent. The growth rate in 1992-93 also decreased to the level of 5.2 per cent. But its average rate of growth was 9 per cent during 1989-90 to 1992-93 period. From table 2 it is clear that the average rate of growth of polishers' production over the 4 year period was more than that of rice rubber rollers during the same period. The combined rate of growth of these items during 1992-93 was only 4.6 per cent as against 4.8 per cent during the previous period.

### Capacity utilisation

Capacity utilisation of the industry in 1991-92 is estimated at 65 per cent and in 1992-93 it increased to 68

raw material price, overheads, competitors' price, and profit including dealer's/agents' commission. As far as pricing system of rice rubber roller is concerned, producers in northern states enjoy the power of price leadership and others are generally forced to follow the terms and conditions decided by these price leaders. In order to capture the market they offer discounts generally in the range of 20 to 30 per cent. In the case of rice rubber polishers, units in Southern states particularly in Kerala, enjoy the power of price leadership as majority of rice polishers' units are concentrated in this state. The striking feature noted in the marketing of

### Good prospects

The demand for and supply of rice rubber rollers and polishers are directly related to the rice production. There was an increasing trend in rice production during 1989-90, 90-91, 92-93 and 1993-94. The production of rollers and polishers during this period also went up.

Since rice production is the main factor influencing the production of rollers and polishers, the manufacturers of these items can expect a good deal of market in the years to come. The rate of growth of rice production will be more and more in the coming years. It is estimated that rice production will be 88 million MT by 1996-



**Table 2**  
**Production of rice rubber rollers & polishers (in pcs)**

Item	1989-90	1990-91	% growth	1991-92	% growth	1992-93	% growth	Annual average
Rollers	186400	217965	17.0	211043	-3.2	215960	2.3	5.4
Polishers	749730	867475	15.7	926670	6.8	974578	5.2	9.0
Total	936130	1085440	16.0	1137713	4.8	1190538	4.6	8.5

97 and by the turn of this century it will be about 100 to 105 Million MT. Moreover, every year India exports larger quantities of rice to several countries. The increase in export of rice from India is due to the international acceptability of its quality which is due to the result of modernisation of rice mills. The Indian rice exports

offer a better scope for the manufacturers of rice rubber rollers and rice polishers.

#### **Raw materials**

The raw materials required for this industry are indigenously available at reasonable prices. There is also ready market for these products

as more and more rice mills are coming up. The existing rice mills are also coming forward to modernise their mills.

Considering all these views, it can be concluded that there is enough scope for setting up a few more roller and polisher manufacturing units in the country. □

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