

A STUDY ON PROBLEMS OF PAPAD PRODUCTION AND MARKETING CHANNELS IN THE DISTRICT OF TIRUPATI

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Abstract:

This research work was carried out to improve the level of resistant starch (RS), fibre, potassium, vitamin and calcium in urad papad using unripe banana and sweet potato to investigate the effect of substitution of unripe banana and sweet potato. For urad flour on the texture of papad, dough and characteristic of papad while preparing urad papad, the urad flour was changed in variation with unripe banana and sweet potato with different degrees of substitutions including 20,25,30,40. The result indicated that substitution of unripe banana and sweet potato significantly affected the hardness and stickness properties of papad dough. Results found that the papad prepared from 25% unripe banana and 25% sweet potato and 50% urad flour indicated the greatest changes on the textural properties. It also showed that the highest value of sensory evaluation score was observed for 25:25:50- unripe banana: sweet potato: urad flour

Keywords: Papad, Marketing, Production, Culinary, Profitability

Introduction:

How to start papad making business

Before learning how to start a papad making business in India, let's learn a bit about its significance:

Papads have a special place in the hearts of several communities. No Rajasthani, Maharashtrian and Gujarati thali is complete without a crunchy papad along with it! People eat papad in two ways: roasted or fried. Apart from residential use, hotels and restaurants are the primary buyers of this product.

One of the most popular success stories in this sector is of Lijjat papad which was started in 1959 by seven women in South Mumbai with a capital of Rs 80. With only a profit of 50 paise at first, these women were able to turn this business into a multi-million-dollar venture. With its roots dipped into women empowerment, this establishment made papads and also lent out a helping hand to any woman in need of work. Papad has long been a part of the Indian culture, and many

people have opened papad business due to its increasing popularity. After all, the papad-manufacturing firm costs less capital and yields higher profits, making it a viable venture. So, let's take a look at the papad making business plan, papad making process, papad industry and everything else related to the papad business.

Papad making business

Starting a papad making business is not that difficult. However, you do have to follow certain steps to reach your goal. Your work would require everything from selecting the type of papad to purchasing a small-scale papad making machine and preparing a visionary business plan. Deciding the business financing, obtaining required ingredients, choosing a business/brand name, and marketing the product are important steps in setting up this business. Every business should have a market research strategy in place. Having a thorough understanding of the product and the papad industry is essential for the success of your business, irrespective of how large or small your investment is. To start any business, you must first get to know your customers because, ultimately, your customers will determine your company's success. So, to establish a papad making business, we've outlined all of the necessary steps to make your business lucrative in no time.

What are the different types of Papad

Let's start by learning about the various types of papads available in the Indian market. This will help you pick which one is the most suitable for you. In general, papad is prepared with a variety of pulses and ingredients such as Rice papad, Moong papad, Urad Papad, Garlic Papad, Sabudana Papad, Masala Papad, Palak Papad, Methi Papad, Aloo Papad, Moong Papad, Pudina Papad etc. You can either follow the papad making process at home and prepare them yourself, or you can hire a papad-making specialist. This is entirely dependent on the amount of money you are willing to invest.

REVIEW OF LITERATURE:

In this section, a review of literature related to the study is presented. Few studies are available on various aspects of the papad units such as 5 production and marketing of papad and the various problems associated with the manufacturing of papad. They are listed out below

Venkat ram (2004) 4 studied the economics of grape cultivation in Bangalore South Taluk by classifying costs into establishment and maintenance costs. He considered the expenditures incurred in the 1st year of planting as establishment cost and all other costs incurred in the subsequent years as maintenance cost. He extended the establishment cost over the life period of 25 years along with a 10 percent interest on apportioned value of land. The study indicates very high investments on fixed capital and comparatively small investments on variable capital.

Joseph Raj (2006) 5 divided the total costs into two groups namely those required to establish a vineyard and those required to maintain a vineyard. A charge of nine percent interest per annum on the value of land was included here. In order to work out the cost of production of one kilogram of grapes all the costs incurred in the first three years were added together and divided by the yield of grapes in kilogram obtained in the second and third years.

The researcher fitted a Cobb-Douglas type of production function to assess the resource productivity of the factor inputs. The researcher found that inputs like labour, fertilizer, irrigation and plant protection influenced the yield significantly.

Palanivel. V and Manikanda Muthukumar. C, (2008) this article examines that “Sakthi Masala” the Queen of spices as the household name among the millions today, it was doing Turmeric trading for some time. Later they entered into the arena of pure spice powders like Turmeric, Chilli and Coriander.

This inquisitiveness lets to enter into masala world with boldness. This masala encountered a lot of hurdles, since selling masala powders during those days to the oriental women who are traditionally conservative; it was not easy to sell. It was concept sealing on “Easy Cooking” rather than marketing food products with self-determination and persistent attempts it was able to get into the kitchens of our country and the rest of the world. The store may look like a miracle, but the hard work, the pot holes and the bumps on the way and the stormy inclement weather are known only to producer. The person who stood behind produce masala for all those achievements was with help of their business partner. This project entitled that customer satisfaction of Sakthi Masala Products. The overall analyse of the study indicate that at presents so many varieties of products available even the customer were satisfied product smell, taste, quality, cost, packing of the Sakthi Masala products in Dharmapuri District.

Poonam Bagal, (2009) this article analysis that Spices have been an integral part in every Indian food is prepared at home or elsewhere. In recent times, large scale production of spice powders, curry seasonings, masala powders, spice paste etc., has been taken up by many firms. Marketing of these brands has been aggressive since there are several brands firmly rooted in the market. The precise selection of spices for each dish is a matter of national or regional cultural tradition, religious practice and to some extent, family preference such dishes are called by specific names that refer to their ingredients, spicing and cooking methods. The general satisfaction level is very high among people with regards to Everest Masala. Another heartening trend in market is that people like spices in their daily food for change.

U. Dineshkumar and P.Vikkraman, (2012) analyzed in their study that Customer satisfaction is widely recognized as a key pressure in the formation of consumers’ future purchase intentions.

Bhagwati, S. and Deka, B. C. (2012)⁵¹ conducted an experiment in which ten bamboo species were screened to standardize the recipe for pickle preparation. The fermented product of Bholuka (*Bambusabalcooa*) secured the highest sensory score of eight among all the species. Among the recipes tried grating then blanching and treating with two per cent salt concentration, spicing and allowing for fermentation was found to be the best as it recorded the highest sensory score (8.00) Satisfied customers are also likely to tell others of their favorable experiences and thus engage in positive word of mouth advertising. The present study aims to investigate customer satisfaction in the organized retail outlets in Erode city of Tamil Nadu state in India. The objectives are to identify the determinants of customer satisfaction in the organized retail outlets in Erode city, to identify the attitude and behaviour of the customers those who are purchasing in organized retail outlets, and to study about the future prospects of organized retail outlets in the city. Customer satisfaction

is a significant subject for most marketers. A total of 200 questionnaires have been randomly distributed to retail customers. Using descriptive statistics method, cross table analysis, chi-square test and correlation method (to compare between different means) the data collected is analyzed. The result of this analysis suggests the degree of customer satisfaction in terms of services provided by organized retail outlets in Erode.

UBEJA, (2013) studied that the retailing sector in India has undergone significant transformation in the past ten years. The organized retail industry in India is to grow 40 per cent annually and would triple or four times in size by 2013-2014. Retailing is gradually inching its way towards becoming the next boom industry. The customer satisfaction process is a complex phenomenon. The purchase of goods or services includes a number of factors that could affect each decision. Customer satisfaction is more complex and even more important for retailers today than in past. The objectives of this study were to investigate the effects of sales promotion mix customer satisfaction in shopping malls of Jabalpur city and to study the variations in these factors across gender wise.

The sample included 200 active mall shoppers. The sales promotion mix on customer satisfaction were identified by a structure questionnaire and captured in 5 factors of sales promotion mix. The study will help the managers of shopping malls to understand the underlying sales promotion factors on customer satisfaction of the shoppers in the malls and help them to craft their marketing strategies; also study will help to understand the factor. Profiling customers by their choice of sales promotion mix provide more meaningful ways to identify and understand various customer segments and to target each segment with more focused marketing strategies.

Ramachandran & Gokila (2013) reported that Retailing is the largest private industry in India and second largest employer after agriculture. The sector contributes to around 10 per cent of GDP and 6 -7 per cent of employment. With over 15 million retail outlets, India has the highest retail outlet density in the world. This sector witnessed significant development in the past 10 years – from small unorganized family-owned retail formats to organized retailing. Liberalization of the economy, rise in per capita income and growing consumerism have encourage larger business houses and manufactures to set up retail formats; real estate companies and venture capitalist are investing in retail infrastructure.

Vijay Sathe (2016) 64 has identified the importance of product and ingredients of the product in the edible oil market. He has identified the role of refined oil and packed products in the edible oil market. The quality certificate from the government, product varieties, product quality and package of product are identified as the most important variables in the edible oil market to compete with the competitors in the market.

Many foreign retailers have also entered the market through different routes such as wholesale cash-and-carry, local manufacturing, franchising, test marketing, etc. With the growth in organized retailing, unorganized retailers are fast changing their business models and implementing new technologies and modern accounting practices to face competition. Productivity and efficiency in retail operations lowers price level and reduce distortions in the price structure.

Purushottam (2018) 83 listed ten issues in the adoption of Hill Agriculture Technologies in their descending order of importance. Majority of the respondents agreed to these issues for non-adoption of agricultural technologies in hills.

It is apparent that unavailability of agricultural inputs in farmers' locality (92 percent) was the first important reason for non-adoption of agricultural technologies.

Ravi Naware (2021) 87 reported that the ready-to-eat concept was not new to India. Pickles and rice mixes had long been part of our tradition. And in the 1970s and 1980s preserves, jam and tinned pineapple slices, tuna fish and sardines found a place in Indian homes. He further stated that the difference then was the availability of a range of curries and mixed rice. Earlier, the packaging technology used was primitive, which meant the addition of natural preservatives. But the retorting method had done away with preservatives and now marketers claim that the packaged food could remain fresh for two years even without refrigeration

Through backward and forward linkage, performance of retailing services affects the performance of interlinked sectors such as tourism, recreational and cultural services, manufacturing of consumers goods agro-good producing industries etc.

The present study is undertaken to understand the customer preference and satisfaction towards retail stores in Coimbatore city. Descriptive study was carried out by using a questionnaire and the collected data were analyzed by using Average rank, ANOVA and Chi square test.

3 SCOPE OF THE STUDY:

The researcher has undertaken this study only from the viewpoint of the manufacturers of papad. The manufacturing practices and the practical difficulties expressed by the manufactures related to the conditions prevailing in the study area. The scope of this study has been also limited to papad only. The present study enlists production aspects with cover the methods of production of papad and the problems encountered.

The marketing aspect includes the channels of distribution, mode of selling and the problems faced to reach the buyers of papad. This study would throw light upon various dimensions of production and marketing of papad in Tirupathi district of Andhra Pradesh.

STATEMENT OF THE PROBLEM

Papad or Appalam may not have a pride of place on shop racks, but one's meal is incomplete without crushing this thin, crispy disc-shaped with rice in plate. Among many small-scale industries thriving in Madurai, papad-making is significant as it employs more than fifty thousand people, mostly women.

However, the industry is beset with myriad issues of late with manufacturers struggling with labour crunch, fund shortage and raising cost of raw materials.

Papad is prepared from urad dal or black gram. The price of urad dal keeps fluctuating. However, there is a high demand for papad, especially during festival seasons. During other times, there is a slow movement of the product.

OBJECTIVES OF THE STUDY:

The overall objective of this study is to examine the present condition of papad units and various problems associated with it. The specific objectives are:

- To study the origin and growth of Papad units in India in general and Tirupathi in particular.
- To identify the socio-economic conditions of Papad manufacturers in Tirupathi district.

Hence, Papad manufacturers are unable to retain the labourers. As the second-generation of workers do not get into this work, it is difficult to get more hands even after wage revision. Storing of raw materials is a big problem as it requires more investments. Papad businesses are started as small scale industries, and therefore storage is a serious issue.

RESEARCH METHODOLOGY

Random sample method: The method adopted here is random sampling method. A Random sample is one where each item in the universe has as an equal chance of known opportunity of being selected. Research instrument

Questionnaire: A questionnaire is a carefully compiled logical sequence of questions directed to a define objective. It is the outline of what information is required and the framework on which the data is built upon.

Questionnaire is commonly used in securing marker information that its preparation deserves utmost skill and care. Collection of data: One of the important tools for conduction market research is that availability of necessary and useful data.

Date collection is more of an art than a science. The methods of marketing research are in a way the methods of data collection.

TOTAL NUMBER OF PAPAD UNITS IN BALAJI DISTRICT OF AP

Taluks in Balaji District	Number of Units
Tirupati North	45
Tirupati South	63
Pileru	10
Naidupeta	24
Sri Kalahasthi	36

Papad Making Business Plan

Before launching any business, you must first frame a business strategy. All of your discoveries, resources, funds required, machinery, suppliers, objectives, and goals must be included in a business plan. When creating a business strategy for papads, it is critical to evaluate the market opportunity, potential consumers, the papad type in demand, and understanding the trends in the papad industry.

As an entrepreneur, you must consider the amount of fixed capital required, the original investment amount, future business costs, profit margin, as well as competitive pricing strategies. A business plan provides a clear vision of your company's future so that you can avoid discrepancies that may affect your business. Therefore, with a papad making business plan or papad making business project report, you're one step ahead in starting your papad making business.

Financing Papad making business

Prepare a preliminary estimate of the costs associated with entering the papad making business in India. While certain costs are constant, others will vary depending on company conditions. Planning your funds ahead of time will be beneficial in starting your business.

You can use your savings or take a loan from a financial institution, either a term loan or a working capital loan. Having a solid business plan can help you get investors for your papad-making venture.

List of Licenses Required for Papad Business

Papad is classified as a fast-moving consumer good. As a result, you must secure essential business registrations and permits. The papad-making unit's licence requirements may differ from state to state, so make sure you check the state government's business regulations. The Government of India has authorised several licences for the papad sector. Because papad is a processed food item, failing to register can cause serious consequences for your business.

Let's take a look at some of the permits you'll need to run a papad making business:

Registration of business: You can start a small to medium papad making business as a sole proprietorship or a partnership. If you're launching a business as a one-person operation, you'll need to register as a sole proprietorship.

You can also register as a limited liability partnership or a private limited company with the [Registrar of Companies](#) to operate the business legally.

Goods and Service Tax (GST) Registration: With the implementation of GST, all businesses, no matter how small or large, are required to obtain a GST number. It is also necessary to obtain a tax identification number (TIN) and an insurance certificate.

Food Safety and Standard Authority of India (FSSAI): The papad making sector falls within the food processing industry; thus, you'll need to get an FSSAI licence without fail before starting the papad business.

Micro, Small and Medium Enterprise (MSME)/Small scale industries (SSI) Registration: MSME/SSI Registration makes you eligible for government programmes and services. Therefore, if you want to take advantage of government subsidies or programmes for your firm, you must first apply for MSME/SSI Registration.

Employee State Insurance (ESI) Registration: To establish a papad making business, you'll need to get employee state insurance, which is a type of worker's insurance.

Trade License: You're required to obtain a Trade License from local authorities to carry out ethical business operations.

Employees Provident Fund (EPF) Registration: If your small scale papad business has 20 or more employees, you must enrol in the Employees Provident Fund, which is required for businesses with more than 20 employees.

Prevention of Food Adulteration Act (PFA): For papad production, adherence to the PFA Act is required. Quality standards defined by the Bureau of Indian Standards (BIS) can be found in IS 2639:1984. You must also adhere to the BIS standard.

Importer-Exporter Code (IEC) code: If you want to export the papad to other nations, you'll need an IEC code required for any business that exports products.

Papad Making Unit : While the location is vital when establishing a business, you can start a Papad making business from your house or a Papad manufacturing unit. When choosing a location for the papad making unit, look for amenities such as water and power. Ensure that the location is easily accessible to the target market and raw material source.

Setup for Making Papads At Home

You may start a papad making business from home with a low investment. However, you must follow some government standards for food production to start a Papad business at home. One of the most important rules to follow is to construct a separate kitchen for food preparation and maintain its hygiene at all times. You can begin a papad making business with as little as 1000 square feet of covered space. Once you've decided on an area, you'll need to comply or register for government licencing or authorisation.

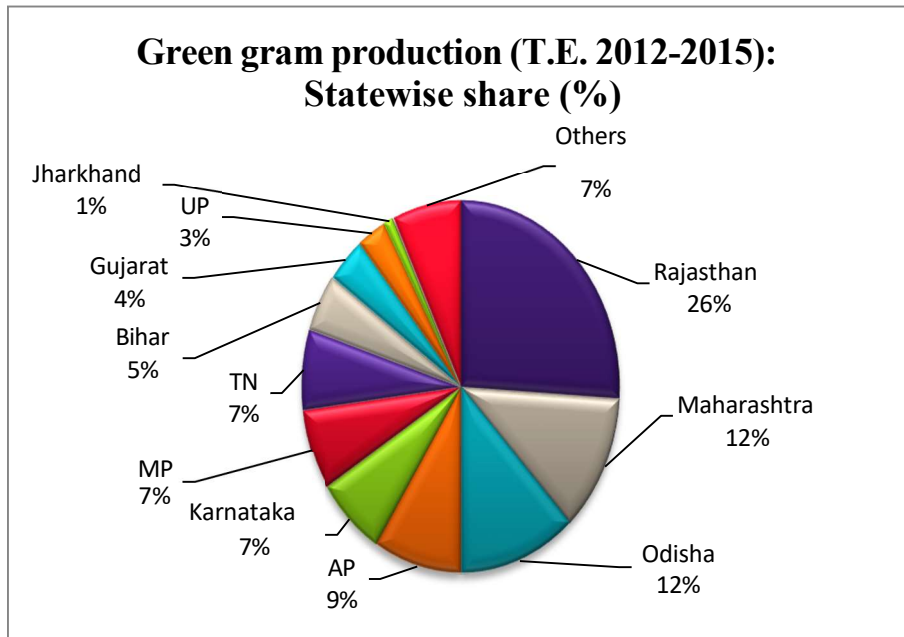
Papad Making Machinery & Costing:

Choosing machinery is a critical stage in the papad business; it acts as a game-changer. The machinery needed to make papad is mainly determined by the size of your business and the level of automation you want. There are three main types of machinery in the market for manual, semi-automatic, and fully automatic operations. You will receive a higher manufacturing output with a semi-automatic papad making machine unit than a manual method.

Fully Automatic Papad machines are long-lasting, reliable, and high-performing. Learn about the different papad making machine cost and evaluate the machines before proceeding with your purchase.

Sno	Items	Make	Unite Price	Qty	Ext Price
1	Fully Auto Pappad Machine	PP deluxe	565000	1	565000
	Flour Kneading Machine	inclusive of Pappad Machine			
	Flat Sheet Making	inclusive of Pappad Machine			
	Pappad Sheeter	inclusive of Pappad Machine			
2	Electric Drier		28250		282510
3	Sealing Machine		7000	1	7000
				Total	600250

Figure 1 Production of Papad and state wise share:



Raw Material and Ingredients: Raw banana, sweet potato, urad flour, asafotida, ginger, salt, black pepper, cumin seed, ajwain were obtained from local market in Murbad, Thane, India.

Formulation of papad

The prepared materials was then blend with urad flour and mixed with raw banana and Sweet potato and spices to form dough

- Hence these mixture was needed for 5 minutes to form the dough and hence after forming of dough make the equal quantity of small balls
- Roll out each ball on a rolling board with the help of rolling pins in a circular path apply oil if necessary if papad tends to stick on rolling board repeat with the remaining balls.
- The papad of uniform weight each with flat circular shape having 5cm radius and 0.3-0.5 thickness
- The papad was dried in a tray dryer at 50 degree Celsius to a moisture level of 14% and packed in polyethene bags
- The papad were fried for 4-5 sec in a groundnut oil at 180 degree Celsius.

Table-1 Formuzlation and preparation of Papad

Ingredient	T0	T1	T2	T3
Urad flour	40 gm	45 gm	45 gm	50 gm
Raw banana	30 gm	25 gm	30 gm	25 gm

Sweet potato	30 gm	30 gm	25 gm	25 gm
Salt	5 gm	5 gm	5 gm	5 gm
Black pepper	1 gm	1 gm	1 gm	1 gm
Asafoetida	2 gm	2 gm	2 gm	2 gm
Ginger	—	1 gm	1 gm	1 gm
Chilli (Green)	—	2 gm	2 gm	2 gm
Cumin seed	—	—	2 gm	2 gm
Ajwain	—	—	—	2gm

Table -2

State		2010-11	2011-12	2012-13	2013-14	2014-15
Andhra Pradesh	A	3.78	2.83	2.78	2.6	2.59
	P	1.66	1.62	1.94	1.7	1.669
	Y	439	572	698	654	645
Karnataka	A	4.02	2.93	1.75	3.2	2.63
	P	1.11	0.73	0.52	0.81	0.54
	Y	276	249	297	253	205
Madhya Pradesh	A	0.991	0.883	0.877	3.164	2.61
	P	0.35	0.221	0.409	1.461	1.243
	Y	353	250	466	462	476
Maharashtra	A	5.58	4.361	4.345	4.31	3.19
	P	3.74	2.554	2.124	2.08	0.89
	Y	670	586	489	483	279
Rajasthan	A	10.5	12.722	7.902	10.2	8.94
	P	6.525	6.472	2.343	3.912	4.606
	Y	621	509	297	384	515
Total	A	35.082	33.871	27.187	33.829	30.53
	P	18.002	16.344	11.862	16.058	15.087
	Y	513	483	436	475	494

Major Papad Production states

Papad making process:

Choosing a business name

Take 30 gm of raw banana and sweet potato and keep it

for boiling in vessel for 15 min



After boiling keep it for cooling and then peel out the outer covering of

raw banana and sweet potato



After peeling outer cover of banana and sweet potato mash it



Mix the samples with urad flour and add spices to it and blend it to form Dough



After forming dough pull out the uniform size of balls and roll it in a circular shape



Keep it for drying in dryer at 80 degree Celsius for one hour



After drying fry in a edible refined oil at 180 degree Celsius



Packaging prepared papad in polyethylene bags

Your company's name should reflect the nature of your business and its identity. It should be distinct and memorable since the customers' first impression of your company is largely based on its name.

Half of the branding is done with good and simple names that are easy to remember. A good business name might also help you stand out to potential investors. As a result, picking the correct business name for your papad business is critical.

Marketing and selling papad

Marketing for your papad business is critical because they are directly related to product sales. You can sell papad both online and offline. You can sell papad to the local retailer or sell papad in bulk quantities to the wholesale market. Register your business on sites like Amazon, Flipkart, and Big basket if you want to sell papad online. It's also possible to sell it on social media. Your company can reach new heights if you invest money and time in marketing it

The Business of Papad Manufacturing and Its Market Prospects

In India, the papad-making business is seen as a highly profitable opportunity in the food production industry. If a person so desires, he or she can begin a Papad-making enterprise. Small-scale, large-scale, or even a home-based foundation might be used. Starting with deep-frying, papads are then roasted, microwaved, or toasted according to their desired texture. As a cracker or flatbread, it's been referred to in the past.

Papad Types:

- Palak Papad
- Aloo Papad
- Rice Papad
- Garlic Papad
- Sabudana Papad
- Methi Papad
- Masala Papad

Surprising Reasons Why Papad Making Business is Growing Rapidly in India

The fried chicken Papad is a widely consumed culinary item throughout India and other parts of the world. It's a great way to jazz up a simple rice and dal dinner. Even when consumed in moderation, it can be a nutritious choice for more than just a light snack. Papads are a popular snack in India. It is possible to produce papad out of practically any type of bean, vegetable, or grain. Papad is a South Indian flatbread often made from dry dough made from gram flour and black gram. Pappad is an Indian side dish snack made by papad making machine manufacturers that looks like a thin, circular piece of seasoned bread. In India, Sri Lanka, Pakistan, and Bangladesh, papad is offered as a side dish to a meal. Let's take a closer look at Papad's numerous health benefits.

1. Snacking on Papads is a Smart Move

Healthy snacks on papad are the greatest option. All you're eating is fried papad with your favourite chips. You may spruce it up a bit by adding some veggies on top. Those on a low-sodium diet should be aware, though, because papad is low in salt and sodium is nothing other than sodium chloride. It's also a good idea to know what other dishes go well with papad before ordering. Dishes including such dal and grains are meaningless without this addition, as per Ms. Habib. It's a great appetizer for all ages, and it's easy to make. Make sure to avoid papad when consuming high-sodium foods, such as those found in ready-to-eat meals."

2. Foods Low in Calories

What are you doing to fight the bulge? To help you, we've come up with the best possible option. Papad is an option, but you'll want to consult an expert first. Also, eat a reasonable amount, according to the experts.

When consumed in moderation, papad-making machine price comes within your budget and gives good health. There are beans and other spices in the papad. It's devoid of gluten and digestible it is. It is cholesterol-free, sugar-free, and has no saturated fats or trans fats.

3. It's Highly Nutritious

Additionally, it is a good source of protein and may be relished by people of any age. But be careful not to overdo it. Also, roasted chicken is the only way to go, as the fried chicken will taste bad. Papad contains a beneficial probiotic that aids in the development of beneficial bacteria in the digestive tract. It creates enzymes and fluids that aid digestion and metabolism.

4. Dietary Fiber from Papad Helps in Digestion

"Do you even have any problems with your stomach?" If so, savor a piece of papad. Ms. Habib says that the enzymes are produced by making digestion easier. In addition, it aids in the treatment of various gastrointestinal issues by fostering the growth of beneficial bacteria.

5. Full of Fiber

Consuming meals high in fiber is critical, so be sure to do so regularly! Helps to regulate bowel processes. Papad has a lot of it. Because of this, it means you maintain your weight under control. Treating gastric and other gastrointestinal issues with Papad is possible. As a result, it is always paired with spicy dishes. Papad contains enzymes that boost metabolism and aid digestion, making it an ideal food for people who are trying to lose weight.

6. Protein-Rich

Papad is also a good source of protein. It has the potential to aid in the ingestion of beneficial nutrients. Papad is safe to eat twice or three times a week. Eat it in moderation and choose roasted rather than fried ones, as they are healthier options.

7. Gluten-Free

In general, papads are gluten-free since the flour used is manufactured from naturally gluten-free lentils. In terms of celiac disease, it's a safe option. Papad can be enjoyed by those who are gluten-intolerant without fear.

Required Papad Trade Licenses in India

In India, [papad making machine](#) for small business must have the following licenses- Papad production is a food manufacturing enterprise that falls under the purview of the Food Safety and Standards Authority of India (FSSAI). As a result, the FSSAI license is required. If you have an SSI/MSME license, you'll be eligible for government programs and services. Because of this, if you want to benefit from government programs and subsidies for your firm, you must register as an SSI/MSME. Enrollment for GST- Obtain a GST number, a TIN (tax identification number), and an assurance certificate, all of which are now required for all enterprises operating under the GST law. In India, you can start a small to medium-sized Papad-making firm as a Private limited company or Partnership Firm, depending on your circumstances. A proprietor registration is required for a Person Company starting a Papad-making business in the country. To conduct business as a partnership, you must register with the Registrar of Companies as an LLP (limited liability partnership) or a Pvt. Ltd. (ROC in short). A company that employs more than 20 people must register with the Employees' Provident Fund (EPF).

Conclusion

A successful papad business relies on two key elements: the recipe and marketing. To achieve significant heights, a small-scale papad business must have efficient distribution and sales promotion. Learn about the intricacies of papad making before entering this industry so that you can be well prepared to launch your business. You can download the Khatabook app to get a step ahead in making your business more feasible. This app aids small business owners in payments, generating business reports, creating entries and more. Therefore, with proper planning, you can start your papad making business in a few steps. Patanjali papad, bikaneri papad, and other popular

varieties of papad will all be outdone by papads. In most cases, the formula is the most important aspect in determining the success of a dish. Papad should be created by the preferences of your target audience. For the proper running of the Papad creating business in the country, you must also focus on Papad supply chain and distribution marketing.

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