



Gauribidanur Women Lead Papad Making Cluster



Situation Analysis

- Around 18 years back, a team of enterprising women started this activity with the help of young men from the hamlet (who reach out to Bangalore market). Slowly this group took the shape of an SHG and got the official tag.
- Even the kids get up at 4 am and help their mothers to process the dough. Most of the SHG members are engaged in the production of these items.
- They make around 20 varieties (Tomato, Pudina, Carrot, Onion, Masala etc.). The base material is Rice, Tur Dal, Lentils and Locally grown greens and vegetables
- Due to non-availability of standard facilities, they are preparing the base material on the roadside, very next to the open running drains
- The firewood results in uneven cooking of rice dough and adds huge quantities of CO₂ to the atmosphere causing health hazards to women.
- As the material is cooked in aluminium vessels, it sticks to inner surface and leads to a wastage of approx. 20%. Use of aluminium adds dangerous metal to food.
- Onset of COVID-19 and heavy rains have impacted the women in recent years. Some disappointed women threw all of the wet Papad on railway tracks.
- None of the Govt. schemes were made available to them till now. Whenever these SHG members raise their issues in an open forum, the officials give false assurances. They feel that people come only for photo sessions and not to help.



Major Gaps In The System

- As seen in the picture, they are preparing and drying the papad in the open spaces next to an open drain, a very unhygienic condition that can transmit pathogens to consumers. Hence the need of the hour is to provide a Common Facility Centre (CFC) for the SHGs for processing and production of their products in a hygienic manner and for the best utilization of the available space.
- Most of the SHG members are not exposed to any kind of technical training or new product development aspects.
- They are all just following traditional route of making papad and sending it to the Bangalore market through their family members.
- Many of them are supplying the papad in bulk to major brands in Bangalore who intern repacking under their brands and selling it with added margins.



Gap Filling Exercise & Solutions

WCS Proposes the following actions:

- Project Conceptualisation
- Sectorial Training and design thinking on products such as products mixing, customised products, new variants, new value-added products for attracting metro market customers
- Undertake Capacity Building including visits to production facilities of major FMCG brands
- Set up infrastructure for Common Facility Centre to enhance productivity

For Sectoral Training & Capacity Building, WCS Proposes the following:

- Providing training on uniformity in product attributes such as size, shape, quality, taste, colour, flavour, look etc.
- Providing training on product value addition and branding aspects such as brand awareness, packaging, presentation skills and customer interactions
- Provide training on marketing skills such as Customer interactions, Sales follow-ups, Repeat orders, Customer satisfaction etc.
- Food Safety standards as per GoI guidelines



SELCO's Support For The Papad Program



SELCO

Solar based interventions and equipment included in papad value chain

- Pulverizer
- Solar powered Papad Making Machine:
 - Conveyor belt type with Atta Kneader/Dough maker
- Solar based Drying Facility
- Packing/Sealing machine



Solar powered Pulverizer Machine

