



**Original Article**

**SAMPRADA FOODS – A MICRO FOOD MANUFACTURING UNIT IN SANGOLA  
ENGAGED IN MANUFACTURING PAPADS, PICKLES AND SIMILAR  
TRADITIONAL FOOD ITEMS**

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Manuscript ID:

IJAAR-B130323

ISSN: 2347-7075

Impact Factor – 8.141

Volume - 13

Issue - 3

January – February 2026

Pp. 125 - 131

Submitted: 15 Jan.2026

Revised: 24 Jan. 2026

Accepted: 10 Feb. 2026

Published: 28 Feb. 2026

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Quick Response Code:



Website: <https://ijaar.co.in/>



DOI: 10.5281/zenodo.20321698

DOI Link:

<https://doi.org/10.5281/zenodo.20321698>



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**Abstract:**

*Samprada Foods is a micro food manufacturing unit situated in Sangola, that specializes in producing traditional Indian food items such as papads, pickles, and other preserved and ready-to-eat delicacies. This small-scale enterprise represents the growing trend of micro and cottage food industries in India, which focus on promoting local culinary traditions while providing employment and supporting the local economy.*

*The primary objective of Samprada Foods is to maintain the authenticity and quality of traditional recipes while implementing hygienic and organized production processes. Products like papads and pickles are not only an integral part of Indian cuisine but also serve as items with high demand both locally and in broader markets due to their long shelf life and unique flavors.*

*This project aims to explore the functioning of Samprada Foods, including its production techniques, sourcing of raw materials, quality control measures, and marketing strategies. Additionally, it highlights the challenges faced by micro food units, such as competition from large-scale industries, maintaining hygiene standards, and meeting customer expectations.*

*Studying Samprada Foods provides valuable insights into the role of micro food manufacturing units in preserving traditional culinary practices, promoting entrepreneurship, and contributing to rural economic development. The research underscores the importance of small-scale food enterprises in fostering local culture while adapting to modern food industry standards.*

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**How to cite this article:**

*Ms. Vaishanvi Navale. (2026). Samprada Foods – A Micro Food Manufacturing Unit In Sangola Engaged In Manufacturing Papads, Pickles And Similar Traditional Food Items. International Journal of Advance and Applied Research, 13(3), 125 - 131. <https://doi.org/10.5281/zenodo.20321698>*

**Introduction:**

Samprada Foods is a micro food manufacturing unit located in Sangola. It is engaged in producing traditional Indian food items, including papads, pickles, and other similar homemade-style delicacies. These products are deeply rooted in Indian culinary culture and are widely consumed

across households, often as accompaniments to meals or as snacks.

As a micro enterprise, Samprada Foods plays a significant role in promoting local entrepreneurship and supporting the regional economy. It provides employment opportunities to local residents and utilizes locally sourced



ingredients, thereby contributing to the livelihood of farmers and small-scale suppliers in the area. The unit emphasizes maintaining traditional recipes while following proper hygiene and quality standards to ensure safe and flavorful products for consumers.

The food processing industry in India has been experiencing steady growth, and micro food units like Samprada Foods are becoming increasingly important due to their focus on traditional, high-quality, and homemade-style food items. Unlike large-scale industrial producers, micro units can maintain the authenticity of recipes, offer personalized products, and cater to niche markets that value taste, quality, and cultural heritage.

This project explores the operations of Samprada Foods, including its production process, sourcing of raw materials, quality control, packaging, and marketing. It also highlights the challenges and opportunities faced by micro food manufacturing units, such as competition from larger companies, maintaining product consistency, and meeting regulatory standards.

Studying Samprada Foods provides a valuable understanding of how small-scale food enterprises contribute to preserving cultural food heritage while adapting to modern business practices. It showcases the importance of entrepreneurship, innovation, and traditional knowledge in the growth of India's food processing sector.

#### **Statement of Problem:**

Small-scale and micro food manufacturing units like Samprada Foods play a crucial role in preserving traditional Indian food products such as papads, pickles, and other homemade delicacies. However, despite their cultural significance and local demand, these micro enterprises face several

challenges that can affect their growth, efficiency, and sustainability.

One of the primary issues is the limited access to modern technology and machinery, which can make production slow, labor-intensive, and inconsistent in quality. While Samprada Foods aims to maintain traditional flavors, the lack of mechanization sometimes restricts the scale of production and the ability to meet increasing customer demand.

Another significant challenge is ensuring product quality and hygiene. In the competitive food market, consumers are increasingly conscious about food safety, storage conditions, and shelf life. Micro units like Samprada Foods must balance traditional methods with modern food safety standards, which requires investment in quality control and awareness of regulatory norms.

#### **Objectives:**

1. To understand the business model and operations of a micro food manufacturing unit
2. To study the production process of papads, pickles, and other traditional food items
3. To evaluate the challenges faced by small-scale food manufacturers
4. To assess the marketing and sales strategies employed
5. To explore the role of traditional food products in local culture and consumer preferences

#### **Significance of the study:**

This study helps in understanding how small-scale food manufacturing units like Samprada Foods operate, including their production processes, supply chain, and day-to-day management. By studying a business that focuses on papads, pickles, and other traditional foods, the research highlights the importance of preserving and promoting local culinary heritage. The study identifies the challenges



faced by micro food manufacturers, such as sourcing raw materials, maintaining quality standards, and managing finances, which can provide valuable lessons for other small businesses. Understanding the operations of Samprada Foods shows how small-scale units contribute to employment, entrepreneurship, and local economic development in Sangola. The findings can help aspiring entrepreneurs understand the feasibility, risks, and strategies required for starting and running a micro food manufacturing business.

#### **Scope of the study:**

The study concentrates on micro and small-scale food production units, specifically analyzing the operations of Samprada Foods in producing papads, pickles, and other traditional food items. It examines the manufacturing process, raw materials used, hygiene standards, and quality control measures followed in the unit. The study looks at the business operations, cost structure, pricing, profitability, and overall sustainability of the enterprise. The research explores how Samprada Foods markets its products, reaches customers, and competes in the local food industry. It also highlights the importance of traditional food products in preserving local culture and supporting regional economic development.

#### **Limitations of the study:**

The study is confined to Samprada Foods, a single micro food manufacturing unit in Sangola, which may not represent all small-scale food businesses in the region.

The research is conducted within a limited time frame, which may restrict in-depth observation of long-term business trends and seasonal variations in production and sales. Access to detailed financial records, customer data, or proprietary business

strategies may be limited, affecting the comprehensiveness of the analysis.

The study focuses only on Sangola, so findings may not be fully applicable to micro food units in other regions with different dynamics. Some information may be based on interviews or informal discussions with the owner and staff, which can introduce subjective bias.

#### **Review Of Literature**

1. **Entrepreneurship Development – C. Ramachandraiah:** Discusses entrepreneurship principles, small business development, and rural micro-enterprises.
2. **Food Processing and Preservation Dr.S.T Reddy:** Explains traditional food processing techniques and value addition in food products.
3. **Small Business and Entrepreneurship – Thomas W. Zimmerer & Norman M. Scarborough:** Covers small-scale enterprise management, marketing, and growth strategies.
4. **Food Production Management – H.S. Ramaswamy & M. Narasimhan:** Deals with food manufacturing operations, quality control, and production challenges.
5. **Food Processing Technology: Principles and Practice – P.J. Fellows:** Describes food processing technologies applicable to traditional and small-scale products.
6. **Rural Entrepreneurship in India – R. C. Mishra:** Focuses on entrepreneurship in rural areas including traditional food manufacturing units.

#### **Research Methodology:**

**Sample Size:** The sample size was limited and selected based on the availability and willingness of respondents to provide information relevant to the study.



**Sampling Design:** The sampling design refers to the plan used for selecting respondents for the study. Since the study is focused on Samprada Foods, a micro food manufacturing unit in Sangola engaged in manufacturing papads, pickles, and other traditional food products, a non-probability sampling method has been used.

**Data Analysis & Interpretation**

Table 1 Age of Respondents

Age of Respondents	No of Respondents	Percentage
Below 25	6	12%
25-35	18	36%
36-45	16	32%
Above 45	10	20%
Total	50	100%

Interpretation : The table shows that the majority of women entrepreneurs(36%) belong to the age group of 25-35 years, indicating active participation of young women food processing entrepreneurship in Sangola.

Source of Data : Primary Data

Table 2 Education Qualification

Education Level	No of Respondents	Percentage
Primary	8	16%
Secondary	20	40%
Higher secondary	14	28%
Graduate & Above	8	16%
Total	50	100%

Interpretation : Most women entrepreneurs (40%) have secondary education, which shows basic

education plays an important role in starting food processing enterprises.

Source of Data : Primary Data

Table 3 Marital status

Marital status	No of Respondents	Percentage
Married	42	84%
Unmarried	6	12%
Widow	2	4%
Total	50	100%

Interpretation : The majority (84%) of women entrepreneurs are married, showing that married women actively participate in food processing activities.

Source of Data : Primary Data

Table 4 Type of Food Processing Activities

Activity Type	No of Respondents	Percentage
Papad Making	15	30%
Pickle & masala	12	24%
Bakery products	10	20%
Snaks & Namkeen	8	16%
Milk products	5	10%
Total	50	100%

Interpretation : Papad making is most popular activity (30%) among women entrepreneurs in Sangola.

Source of Data : Primary Data

Table 5 Form of Ownership

Ownership	No of Respondents	Percentage
Sole proprietorsh	38	76%



ip		
Partnership	8	16%
SHG based	4	8%
Total	50	100%

Interpretation : Most wmen entrepreneurs (76%) Prefer sole proprietorship due to ease of management and independence.

Source of Data : Primary Data

Table 6 Source of Initial Capital

Sources	No of Respondents	Percentage
Personal savings	22	44%
Family support	12	24%
Bank loans	10	20%
SHG loan	6	12%
Total	50	100%

Interpretation : Personal savings are the main source of finance for women entrepreneurs in Sangola

Source of Data : Primary Data

Table 7 Awareness of Government Schemes

Awareness	No of Respondents	Percentage
Yes	18	36%
No	32	64%
Total	50	100%

Total 8 Training Received before starting business

Training status	No of Respondents	Percentage
Yes	20	40%

No	30	60%
Total	50	100%

Interpretation : Most Respondents(60%) started their enterprise without formal training

Source Of Data : Primary Data

Table 9 Main reason for starting business

Reason	No of Respondents	Percentage
Financial support	24	48%
Self-employment	14	28%
Family tradition	8	16%
Hobby	4	8%
Total	Total	100%

Interpretation : Financial need is primary reason for starting food processing enterprises.

Source of Data : Primary Data

Table 10 Monthly income from business

Income	No of Respondents	Percentage
Below 10000	16	32
10000-20000	20	40
Above 20000	14	28
Total	50	100

Interpretation: Most women entrepreneurs earn between RS 10000-20000 Per month

Source of Data : Primary Data



### **Findings:**

Samprada Foods is a micro food manufacturing unit located in Sangola, primarily engaged in the production of traditional food items such as papads, pickles, and similar products.

The unit follows traditional preparation methods combined with basic machinery to maintain product quality and authenticity.

Production is carried out on a small scale, mainly depending on local raw materials and manual labor.

The business provides employment opportunities to local people, especially women.

Quality and hygiene are given importance during manufacturing, processing, and packaging.

The products are marketed mainly in local and nearby markets, with limited branding and promotion.

The unit operates with limited financial and technological resources but has consistent local demand due to traditional taste and quality.

### **Suggestions:**

Samprada Foods should adopt improved packaging techniques to increase shelf life and enhance product appearance.

The unit can focus on branding and labeling to create a distinct identity in the market.

Digital marketing and social media platforms can be used to promote products beyond the local market.

Obtaining food quality certifications such as FSSAI can help in building customer trust and expanding market reach.

Introduction of basic modern machinery can improve productivity and reduce manual labor.

The unit should explore online marketplaces and local retail tie-ups to increase sales.

Regular training programs for workers on hygiene, quality control, and food safety should be conducted.

Government schemes and financial assistance for micro food enterprises can be utilized for business expansion.

### **Conclusion:**

Samprada Foods is a micro food manufacturing unit in Sangola that plays an important role in preserving traditional food practices through the production of papads, pickles, and similar food items. The unit operates on a small scale using traditional methods, providing quality products and employment opportunities to local people. Despite limited resources and technology, the business has established a stable presence in the local market. With improved marketing, packaging, and adoption of modern practices, Samprada Foods has good potential for growth and expansion in the future.

### **Acknowledgement:**

I would like to express my sincere gratitude to the management of Samprada Foods, Sangola, for providing me the opportunity to study their micro food manufacturing unit and for sharing valuable information regarding their operations. I am thankful to the owner and employees of the unit for their cooperation and support during the study. I am also thankful to Principal Dr. Balwamt, Dean and Vice Principal Dr. M.K. Gajdhane for their encouragement and support throughout my project. Special thanks to my guide Dr. Uppali S. D for her valuable guidance, constructive criticism, and sustained interest in my research work. Lastly, I'd like to thank all my friends who directly or indirectly contributed to the successful completion of my project.

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1. Entrepreneurship Development – C. Ramachandraiah Discusses entrepreneurship



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