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A Indian Cottage Industry

The item –Papad– is synonymous with the indigenous cottage industry pertinent to the Indian sub-continent. Papad is basically a derivative from the Malayalam word, –Pappadum.– A Papad is a thin crisp cake created from rice or lentil pastes baked in butter. Papad is an accompaniment to the normal meals of an Indian and also forms a kind of an appetizer or as a snack that can be consumed with chutneys or sauces and condiments. The spicy nature of the papad makes it one of the most popular snacks in India. Papad in its uncooked form is also used in cooking of curries and vegetable preparations. Papad has become gained

immense popularity not only amongst the native Indians across the country in its various forms, but has also become a delicacy in foreign countries. People abroad relish the tangy and spicy taste of papad and prefer it to be served as a side dish.

The Evolution

The Papad making industry has evolved in the country as a cottage industry that is mostly in the hands of women who are engaged in making papad. There is a rge variety of papads that are made which people enjoy along with their food. Papads are light on the stomach and contain digestive properties that have earned it an enviable reputation not only in India but in other countries as well. Pickles, bhujia and chutneys form another integral part of this industry. There are a large number of papad manufacturers India that are engaged in making a large variety of papads to satiate the appetite of millions of Indians.

Besides papad manufacturers, there are several pickle manufacturers, bhujia manufacturers, chutney manufacturers along with spices manufacturers. The preference for pickles, chutney and papads amongst people in other countries has provided a boost to the exports of these items. It is also one of the most significant commodities for exports.

Export Market

The popularity of Indian manufactured snack food has resulted in an upsurge in exports of papads, bhujia, chutneys and spices. Despite the consumption of these snacks in the domestic market, the preference of these snacks has provided an impetus to the export to several countries in the western hemisphere and Asian countries. The rise in exports of these products has been due to the diversification from the domestic market to the international market by papad exporters, chutney exporters, spices exporters and pickle exporters. These exporters have made a dent in the exports of snack foods earning valuable foreign

exchange for the country.

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