



ROHINI
COLLEGE OF ENGINEERING & TECHNOLOGY

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(AUTONOMOUS)

**DEPARTMENT OF AGRICULTURAL
ENGINEERING**

IV YEAR – 07TH SEMESTER

OFD352:TRADITIONAL INDIAN FOODS

**UNIT 4: COMMERCIAL PRODUCTION OF
TRADITIONAL FOODS
ROLE OF INDUSTRIES**

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Self-Help Groups (SHGs)

Role of Self-Help Groups (SHGs)

1. Preserving Traditional Recipes: SHGs help preserve traditional recipes and cooking methods, passing them down to future generations.
2. Promoting Local Ingredients: SHGs promote the use of local, seasonal ingredients, supporting local farmers and the local economy.
3. Empowering Women: SHGs provide a platform for women to come together, share knowledge, and develop entrepreneurial skills.
4. Food Processing and Preservation: SHGs learn and implement various food processing and preservation techniques, increasing the shelf life of traditional foods.
5. Marketing and Sales: SHGs help market and sell traditional foods, providing a source of income for members and promoting local cuisine.

Benefits of SHGs

1. Improved Livelihoods: SHGs provide a source of income for members, improving their livelihoods and economic stability.
2. Empowered Communities: SHGs empower communities, especially women, by providing a platform for social and economic development.

3. **Preservation of Traditional Knowledge:** SHGs help preserve traditional knowledge, recipes, and cooking methods, promoting cultural heritage.
4. **Promoting Sustainable Agriculture:** SHGs promote sustainable agriculture practices, supporting local farmers and the environment.

Conclusion

- Self-Help Groups (SHGs) play a vital role in promoting traditional Indian foods, preserving traditional knowledge, and empowering communities. By supporting SHGs, we can help preserve our cultural heritage and promote sustainable development

Small and Medium Enterprises (SMEs)

Characteristics of SMEs in Food Processing

1. **Small Scale Operations:** SMEs typically operate on a small scale, with limited production capacity.
2. **Limited Resources:** SMEs often have limited financial, human, and technological resources.
3. **Innovative and Agile:** SMEs are often more innovative and agile than larger companies, allowing them to quickly respond to changing market trends.

4. **Focus on Local Markets:** SMEs often focus on local markets, catering to regional tastes and preferences.

Benefits of SMEs in Food Processing

1. **Job Creation:** SMEs create employment opportunities in rural and urban areas.
2. **Innovation and Product Development:** SMEs drive innovation and product development in the food processing industry.
3. **Increased Competitiveness:** SMEs increase competitiveness in the market, driving growth and development.
4. **Preservation of Traditional Foods:** SMEs help preserve traditional foods and recipes, promoting cultural heritage.

Challenges Faced by SMEs in Food Processing

1. **Limited Access to Finance:** SMEs often face challenges in accessing finance and credit facilities.
2. **Compliance with Regulations:** SMEs must comply with various regulations and standards, which can be time-consuming and costly.
3. **Competition from Large Companies:** SMEs face competition from larger companies, which can be challenging to overcome.

4. **Limited Marketing and Distribution Channels:** SMEs often have limited marketing and distribution channels, making it difficult to reach a wider audience.

Government Initiatives to Support SMEs

1. **MSME Act:** The Micro, Small and Medium Enterprises (MSME) Act provides support and protection to SMEs.
2. **Food Processing Policy:** The food processing policy provides incentives and support to SMEs in the food processing industry.
3. **Credit Guarantee Fund:** The credit guarantee fund provides financial support to SMEs.
4. **Training and Capacity Building:** The government provides training and capacity-building programs to support SMEs.

Conclusion

- SMEs play a vital role in the food processing industry, driving innovation, job creation, and economic growth.
- However, SMEs face various challenges, including limited access to finance, compliance with regulations, and competition from large companies.
- Government initiatives and support can help overcome these challenges and promote the growth and development of SMEs in the food processing industry.

national and multinational companies

National Companies

1. Haldiram's: A leading Indian food company offering a range of traditional snacks and sweets.
2. Britannia Industries: A well-known Indian food company producing biscuits, cakes, and other baked goods.
3. Parle Products: A popular Indian food company manufacturing biscuits, snacks, and confectionery.
4. ITC Limited: A diversified Indian company with a significant presence in the food processing industry, offering brands like Aashirvaad and Sunfeast.

Multinational Companies

1. Nestle India: A subsidiary of the global food giant Nestle, offering a range of products like Maggi noodles, KitKat chocolates, and Nescafe coffee.
2. PepsiCo India: A subsidiary of the global food and beverage giant PepsiCo, offering brands like Lay's potato chips, Kurkure snacks, and Tropicana juices.
3. Unilever India: A subsidiary of the global consumer goods company Unilever, offering brands like Knorr soups, Lipton teas, and Magnum ice creams.

4. Mondelez India: A subsidiary of the global snacking powerhouse

Mondelez International, offering brands like Cadbury chocolates, Oreo biscuits, and Tang fruit drinks.

Impact of National and Multinational Companies

1. **Increased Competition:** National and multinational companies increase competition in the market, driving innovation and growth.
2. **Improved Quality and Safety Standards:** These companies adhere to strict quality and safety standards, raising the bar for the entire industry.
3. **Expanded Distribution Networks:** National and multinational companies have extensive distribution networks, making products more accessible to consumers.
4. **Job Creation and Economic Growth:** These companies create employment opportunities and contribute to economic growth, both directly and indirectly.

Conclusion

National and multinational companies play a significant role in the food processing industry, driving growth, innovation, and competition.

While they offer many benefits, it's essential to ensure that they adhere to quality and safety standards, support local communities, and contribute to sustainable development.