



CSIR-IHBT

READY TO EAT ETHNIC FOODS

Indian ready-to-eat market value estimated at Rs. 225 Cr. in 2013 and expected to grow with increasing demand for convenience and on-the-go foods by 25-30% to Rs. 2900 Cr. by 2020. With the change in consumer preference, the demand for shelf-stable products in convenient and well packaged form is increasing rapidly in these years.

Kangri Dham is the most famous cuisine of Kangra region of Himachal Pradesh. It is comprised of a series of individual relishing dishes like Rajma ka Madra, Retta, Khatte Chane and more. The traditional regional cooking style and specific ingredients attribute to unique aroma and taste.

Rajmah Ka Madra



Khatte Chane



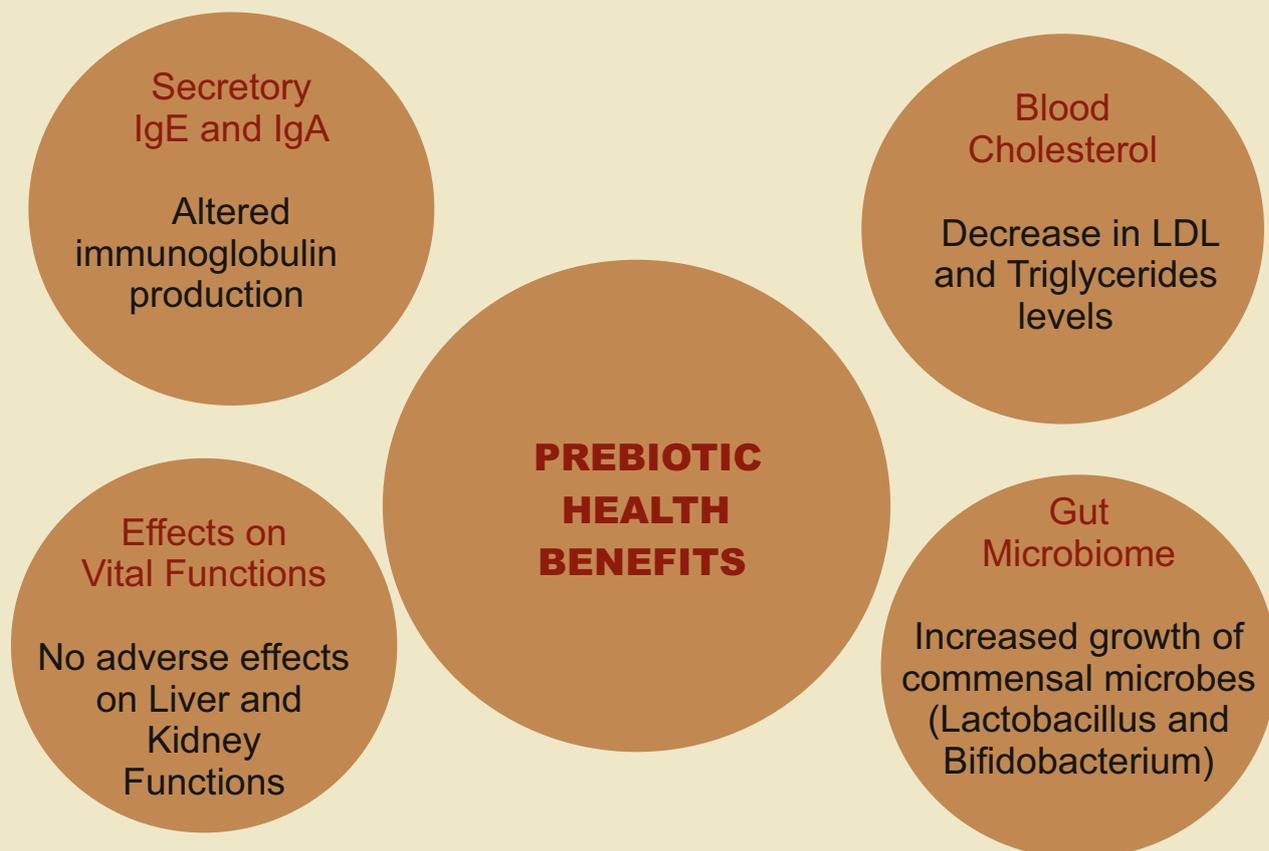
Dry Fruits Retta



Tailiye Mah



CSIR-IHBT has developed an indigenous technology for commercial production of ready-to-eat foods without adding any chemical preservatives. The greatest advantage is that these products remain fresh for seven months without loss in original taste and flavour. Regulatory studies have shown prebiotic health benefits of these products.



Impact of Developed Products

- The developed products are new of their kind.
- Changing food habits and life style attracts demand for RTE foods.
- Long shelf-life and availability round the year in convenience packages
- Prebiotic health benefits
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Societal benefits

- It will help generate higher income for local farmers of the region by growing selected legumes, pulses and other ingredients used in Kangri Dham
- It will help to improve quality of life
- The technology will generate employment opportunities for the local people

Technology Transfer

Recently, the CSIR-IHBT has transferred the technology for ready-to-eat Kangri Dham to M/s. Sai Foods at Baijnath in Himachal Pradesh who have started commercial production of Kangri Dham. The company has invested more than Rs. 14 lakhs for up-gradation of the processing plant. Ten new employees have been inducted for manufacturing the products at large-scale. The company has sold more than sixty thousand packs of Kangri Dham. Negotiations are in progress to establish a chain of distributors for supply of the products in the national and international markets.