

Who are Eligible?

Aspiring entrepreneurs interested in starting Micro Food Enterprises, Startups in food processing, SHGs, Catering professionals, Homemakers and Students.

Prospects of training

This hands-on training will be the enabler that will provide the critical knowledge required in preparation, packaging, labelling, and marketing of fruit pickles.

Scope of Pickle industry:

Pickles are considered as appetizers and makes a bland meal tasty due to the spicy ingredients. It improves digestion and has its own health benefits if consumed in moderation. Annually more than Rs. 2000 crores worth pickles are believed as traded domestically besides export of 3.7 million tonnes worth 9.3 million USD.

Prospects: The Pickle industry in India is expected to grow by CAGR 3.2% between 2018 -23. However, niche markets such as exotic pickles, health recipes, medicinal pickles, rare ingredient pickles would be growing at a faster pace than the other general market. Distribution of pickles in the processed foods market across India in 2016, highest area was occupied by western region (44%) followed by northern region (24%), southern region (20%), Eastern region(10%) & north eastern region (2%).

Export Industry:

The export market for processed food accounts for 13 per cent of India's exports and six percent of total industrial investment. The Indian gourmet food market is currently valued at US\$ 1.3 billion and is growing at a Compound Annual Growth Rate (CAGR) of 20 per cent. India's organic food market is expected to increase by three times by 2020. Being an integral part of the global demand for Indian specialty food, pickle industry is also expected to grow substantially in the coming future.

Overview of training programme.

Due to various restrictions and limitations in view of COVID-19 pandemic, a compact one day training module is planned to teach scientific principles of preservation of fruits through pickling, medicinal values of ingredients, process of preparation, packaging, foods safety standards and licensing requirements. The training also consists a practical demonstration of making 2 pickles and 1 chutney/ sauce involving the participants. A recipe book with over 10 different kinds of pickles will also be provided. A training certificate will also be given to each participant.

About BESST - HORT

BESST-HORT is a Technology Business Incubator of ICAR-IIHR, Catalysed and supported by NSTEDB Division, DST, GoI, for facilitating incubation of new start-ups, entrepreneurs & enterprises for innovative technologies by providing necessary technical & business mentoring, physical infrastructure, networking support, facilities and services to test and validate their venture before successful establishment of their scaled up enterprises.

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