

Entrepreneurship in Meat Processing

Muthukumar

ICAR- National Research Centre on Meat, Hyderabad, Telangana 500 092

Meat sector is an integral and important component of agro-food industry in India, which contributes immensely for nutritional security, employment generation and earning much required foreign exchange. India produces about 8.1 million tonnes of meat annually (DADE, 2019). Around 72% of Indians are now on non-vegetarian dietary habit and regular meat consumption has rigorously increased over the years. Holding 11.6% of world livestock population and 17.71% of the world human population, India has tremendous potential in meat production, processing and marketing. The Indian meat market was valued close to USD 30 billion and is one of the fastest growing industry at a CAGR of 22% (Mintel Industry Research Report, 2017). Rapid consolidation in meat processing, more vertical integration and large number of smaller processing units will be the key trends in future.

Key words: Meat product processing, Value added meat, Wholesome meat production

AGRI-BUSINESS Incubation centre at National Research Centre on Meat, Hyderabad, a pioneering initiative in the domain of meat processing technology, was set up in 2016 with support of Indian Council of Agricultural Research, New Delhi to foster the growth of meat processing ventures in our country. The ABI, in addition to the requisite in-house expertise in the relevant focal areas of meat processing and technologies for commercialisation, has state of art primary and secondary meat processing facilities with FSSAI and FSMS certification. This centre envisages facilitating incubation of new startups/entrepreneurs and enterprises for innovative technologies by providing need based physical, technical, business and networking support, facilities and services to test and validate their innovation before successful establishment of enterprises. Presently, the ICAR-NRCM-ABI centre is promoting entrepreneurs in fields of meat animal and poultry production, wholesome meat products processing, value addition

of animal byproducts, enhancement of meat quality and safety.

Meat business: Not only a man's world anymore: Triusha Foods

Dr. (Mrs.) K. Martina Rani is a Mother and a teacher, who paved her way in the male driven meat business world. She didn't spend tons

of money to set up a unit, and she didn't have a major plan, except to share with others about her everyday life as a homemaker, as a pioneer woman. She knew who her target audience would be, and what she is going to deal with and believed in it.

Dr. Martina, aged 41 years, along with her husband Mr. Donbosco,





M/s. Triusha Foods signed MoU with ICAR-NRC Meat for incubation support.

approached ICAR- NRC on Meat and shared her vision to start a meat based venture. NRC provided basic guidance about the meat business and hinged them in the 5 days' entrepreneurship development training programme on value added meat and meat products processing. Soon after the training programme she conducted the market study and found her niche. Dr. Martina says "I worked ten years in Academics and learnt about business management and wrote many articles about women empowerment programmes. Nevertheless, I wanted to start my business in meat and meat products.

On 18th August 2018, she signed MoU with NRC- meat. The centre for Agribusiness Incubation at NRC- meat has provided the hand-holding support and registered the firm under MSME as "M/s. Triusha Foods". The firm has opened their outlet at Suchitra layout, a developing area near to Secunderabad, which was inaugurated by former MLA, Medchal. The firm has also hired 3 women employees on pay rolls. Currently, the firm is processing value added products such as Nuggets, Sausages, Burgers, Meat Balls etc. They are planning to start the fresh meat supply soon.

Lazeez Eats

Mr. Waseem Akther, an entrepreneur from Hyderabad has launched an innovative mobile app "Lazeez Eats" that allows customers to order chicken, mutton, seafood, exotic food, eggs and ready to eat

items online. *Lazeez Eats* is a feature-rich and user-friendly application which allows the customers to schedule their delivery date and time.

Selling meat online is not new to Hyderabad, but what's peculiar about *Lazeez Eats* is that the company

completely source its products directly from the farmers, which is fresh and hygienically processed at their unit with technical guidance and support from ICAR-NRC on Meat. Furthermore, the company has complete control over the end to end supply chain and long term aim to change the meat buying experience for the consumer through a technology integrated platform and solve the issue of finding safe meat.

Lazeez Eats was idea of Mr. Wasem Akther, a trainee of September 2018 batch of EDP conducted by NRCM on Value added meat and meat product processing. *Lazeez Eats* is the brand registered under Hyderabad based company Annum Agro Tech Pvt. Ltd which works in the field of agriculture and livestock production. The start-up delivers to selected

locations at Hyderabad as of now on B2C and B2B revenue model.

Mr. Waseem got inspired, while he was purchasing the meat from a local store by seeing the unhygienic way of handling and cutting the meat. He thought to start an enterprise that sells directly sourced meat from their farmer network. Talking about the app at the launch event, Mr. Waseem said that, *Lazeez eats* value proposition is Halal meat delivered to home. The meat is hygienic, hormone-free, antibiotic-residue-free and chemical-free, which is completely processed at company owned unit and they do not source from any third party processors.

From the operation itself the company sales started picking up slowly and now the company have delivery over selected pockets of Hyderabad. In addition to fresh meat it is now selling Sea foods, RTE, RTC products also.

Bloom Foods

After working for more than 10 years in several software companies in Middle East countries, Mr. Sidharth Nallu, returned to India for setting up his own business. He launched *Bloom Foods* in 2016 with the hand holding support of ICAR-NRCM and ICAR-NAARM. Being from Hyderabad, Mr. Nallu has created an iconic position for Bloom Foods in Non-Veg Pickle Market. Bloom Foods is currently one of the leading Manufacturer and Marketer of



Chicken, Mutton, Prawns and Fish Pickles.

The idea of Non-Veg pickles was inspired by seeing most of the pickle brands in the market which are pumped with chemicals, stabilizers and other preservatives to increase shelf life. Thus, he decided to make use of the opportunity and create a space in the pickle segment for non-chemical and less preservative non veg pickles.

During the initial days, the shelf life of the products was a problem. Thus, he decided to work with ICAR NRCM for enhancing the shelf life of pickles and with the support of ICAR NAARM he has created a B2B and B2C platform to sell pickles online. At present bloom foods is selling around 1,000 kg Pickles monthly. In addition to this bloom foods are also marketing through all social media platforms. Mr. Nallu says that they get an average of 5-10 posts a day just on Facebook and Instagram of people tagging @bloomfoods in stories, pictures and videos of themselves posing with our pickles.

Journey from an ordinary meat shop owner's wife to owner of Meat Pickle Manufacturer. Smt. Sarika Gokarni at present is a successful food processing entrepreneur based in Boduppal, Hyderabad. Being married to meat shop owner and mother of two kids, she found that her husband's income is good enough to run the family. But she had an unquenched thirst in food processing. With treasured recipes in hand, Sarika began pickling as a



hobby and used to make pickles for her friends and relatives, which always got her great appreciations. One of her friends asked her to sell the pickles from which she can have a good income. But she was afraid because she did not know anything about business.

She came to know about Agribusiness incubation Centre of ICAR-NRCM through newspaper and contacted the same. The NRCM -ABI Centre, gave her some idea about entrepreneurship and asked to attend the EDP training programme. Without any idea and with lot of confusion, she attended the programme conducted in February, 2018. At the end of completion of the programme, she was very clear about meat business and got much hope to face the problems. With that intent, she joined in NRCM ABI Centre for hand holding support and established her venture in Hyderabad. Currently, she is

manufacturing chicken, mutton and prawn pickle and also selling value added meat products. The raw materials are sourced from her husband's meat shop. This seems a good example for integrating the backward supply chain, as the cut-up parts and left over after deboning are utilised for manufacturing pickles.

Being a home-grown brand comes with its share of challenges. For her, competition is both with the local pickle seller who offer low price points and the multinational brands who are able to dominate shelf space across cities. She has recruited two marketing boys who look after the distribution and marketing. Sarika admits that her "biggest USP—quality and marketing has been through word".

Corresponding author's e-mail:
muthukumar55@rediffmail.com.

Jai Kisan, Jai Vigyan

- A total of ₹ 788.33 crores have been sanctioned for opening six new agricultural colleges for eastern India under Central Agricultural University, Imphal, and a new Central Agricultural University in Meghalaya.
- For the establishment of two new agricultural research institutes in Asom and Jharkhand, a sum ₹ 100 crores is allocated.
- First academic session of the Rani Lakshmbai Central Agricultural University has been allocated for four new agricultural colleges in Datiya and Jhansi.
- An Memorandum of Understanding was signed for transforming the Rajendra Central Agricultural University, Pusa, Samstipur, Bihar. A proposal of ₹ 400 crores is submitted in EFC.
- Post-Graduate Institute of Horticulture is being established in Amritsar, Punjab.
- Foundation stone of the Indian Institute of Agricultural Biotechnology is laid at Ranchi for promoting agricultural biotechnology.