

## **Success Story of Hygienic meat store established under guidance of AICRP on PHET, Chennai Centre**

### **Background information of entrepreneur**

Mr. F. Mohamed Batcha is a Post-Graduation in Industrial Management from Indian Institute of Technology, Chennai (1975) and his daughter Ms. Fathima Batcha, did post graduate degree in Master of Information Systems Management from Carnegie Mellon University, Pittsburgh in 2007 and worked with Cognizant Business Consulting, Chennai. They have been motivated by AICRP on Post Harvest Engineering and Technology, TANUVAS, Chennai and the scientists provided them all sort of technical know-how about the hygienic handling of meat, meat processing, scientific means of fabricating mutton and chicken for marketing, meat preservation and packaging.

The BatchaBai meat shop has given solution for handling and transportation of meat, (end to end approach) in hygienic and fresh conditions. Right from procuring the meat to cutting and selling it to the customers, at each stage utmost care is taken to keep the meat fresh and free from microbes. The society is found to be benefited in terms getting of succulent chicken, mutton custom cut and other products such as mutton curry cuts, minced meat, mutton boneless, lamb chops, lamb shanks in hygienically packed in special food grade packaging and transported in refrigerated van, designed by AICRP on PHT. Cryo freeze is being used for small quantity storage and transport. The customers have multiple choice of in-store shopping, calling/ placing their orders online ([batchabai.com](http://batchabai.com)) for door delivery (about 5 km radius) at reasonable prices. Moreover customers have the convenience of making payments in cash or using a credit card when taking delivery at home by refrigerated van. A provision of dedicated call centre for door delivery further facilitates customer purchase. During interview of the entrepreneur, he has informed that the business involved huge investment, although the returns are equally good and payback period is around three years.

<b>Name and Address of the beneficiary</b>	:	Batcha Bai Meat Store, Chennai
BatchaBai shop 		Refrigerated van for transport of carcass and home delivery of meat packets 
<b>Photographs of entrepreneurs</b>		 
<b>Name of entrepreneurs</b>	Mr.F.Mohamed Batcha	Fathima Batcha D/o Mr.F.Mohamed Batcha

➤ **Trivandrum:**

- Three incubates/entrepreneurs groups trained at Techno incubation centre launched their products (Brand name: Nutriroots, Gajananam and Niram) in a function chaired by Shri. Sudarshan Bhagath, Hon'ble Minister of State for Agriculture and Farmers Welfare on 28<sup>th</sup> January 2017
- Coconut milk based extrudate "KalpaKrunch" was successfully launched for commercialization by Hon'ble Union Minister for Agriculture and Farmer's Welfare on 29<sup>th</sup> September 2016 at ICAR-CPCRI Regional Station, Kayangulam, Kerala.
- Prototype of ohmic heating unit was designed, fabricated and successfully tested for three liquid foods.

➤ **Solan:**

- Fabrication of apple seed corer and apple seed extractor and utilization of apple fruits for value addition
- Utilization of Apricot (*Prunusarmeniaca*) for value addition and extraction of kernel oil.
- Post-harvest management of white button mushroom (*Agaricusbisporus*) and its value addition
- Optimization of commercial method for preparation of osmo-dried destoned plum (*Prunussalicina* L.)
- Utilization of sand pear (*Pyruspyrifolia* L.) for value addition
- Commercialization of developed technologies through Revolving Fund Scheme.