

CSIR-IHBT invites Expression of Interest (EOI) for Technology Transfer

"Technology for commercial production of ready-to-eat ethnic food especially Kangra Dham (Rajma ka Madra, Taliye Dal, Khatta Chana, Raita (Mithri) etc."

CSIR-IHBT has developed technology for commercial production of "**Ready to eat ethnic foods especially Kangra Dham**". EoI are invited from interested Industries / SMEs / Progressive Entrepreneurs for technology transfer. The application should include details of company profile and marketing stratégies. The selected parties shall be called for discussions.

Interested parties may send their Expression of Interest in a sealed cover superscripting "Expression of Interest" addressed to

The Director CSIR-Institute of Himalayan Bioresource Technology Post Box. No. 6, Palampur – 176 061 (H.P.) Email: <u>director@ihbt.res.in</u>, <u>bdmu@ihbt.res.in</u> Ph: +91-1894-230411



Technology for production of Ready To Eat ethnic foods (Kangri Dham)

Technology background

- Kangri Dham is one of the most important or famous cuisine of Kangra region of Himachal Pradesh.
- Kangri Dham is cooked by Boti's only who are Brahmin. It is cooked in the special vessels and specific process that exhibit unique taste and palate because of its regional cooking style and ingredients, which have specificity corresponding to its region
- These products are authentically prepared and served during marriages, family occasion and religious events in local Himalayan region

Advantages of the product /technology

- An efficient process for manufacturing of long shelf life of ready to use processed foods
- It provide high quality, economically viable technology for RTE Kangra Dham
- Prepared products using the invented manufacturing process has rich in traditional taste and flavour
- Opportunity to generate employment
- Shelf life up to six month at room temperature
- Patent filed
- The processing technologies include information as to how to retain the health promoting attributes of natural resources



Market Potential

- Indian ready to eat market valued was at INR 225 crore in 2013
- Expected to grow at 25-30% over the period of next five years the RTE market is expected to grow to INR 3200 crore by 2016

Technology Transfer

Technology has been transfer to M/s. Sai Food, Baijnath (HP) on non-exclusive basis and product has launch dated on 8, August, 2016

Contact:

Director

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