

Success story of Tooba Foods- A successful Food Processing Entrepreneur

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Mr. Faris Mushtaq, the 22 year old founder of the Tooba Foods, conceived the idea for his big break when he participated indifferent training programmes in Food Processing. He is a boy hailing from outskirts of District Srinagar, besides pursuing his master's he started his own entrepreneurship in Food Processing.

Mr.Faris Mushtaq is a unique example of agri-entrepreneur in food processing and value addition, previously besides sharing various additional farm responsibilities. He used to prepare processed food products only for domestic consumption. During the lean period, due to lack off job opportunities in the district almost every home maker prepare traditional processed products like pickles, jams, purees, sauces, and spice cakes etc. for house hold. Mr. Faris Mushtaq inclined towards the vast market potential of value added products and established his food processing unit and emerge as a successful entrepreneur. His family has 20 kanals of land where they cultivate vegetables like tomatoes, carrots, chillies, garlic, shallots, kale and kholkhol etc.

Mr. Faris Mushtaq participated in the vocational, skill based training programme conducted by Krishi Vighan Kendra, Srinagar from time to time. During time to time he got apprised with different aspects of scientific processing as well as the marketing of the value added products. For capacity building the plan was designed and conceptualized using participatory approach (intervention of technologies/ techniques in processing through method demonstration, training, exhibitions and exposure visits), skill oriented income generating training course on fruit, vegetables and cereals/ grain processing and value addition was organized and regular guidance and support was provided for technological backstopping for establishing small scale enterprise through technology standardization, awareness, and initiating and nurturing income generation activities. He was also exposed to purchase of raw materials, source of equipments, packing and labelling of products.

Consistency in food quality is probably the single most important indicator of success for Mr. Faris Mushtaq. He prepared various value added products like vinegar, Canned cherry, canned tomato puree, pickle of local as well as underutilized fruits / vegetables, tomato sauce, apple jam, spice cake etc. Besides adding value to agricultural produce, the budding entrepreneur was introduced with the concept of door to door selling technique, now he is selling his product under the brand name TOOBA FOODS with an annual income of about 5lac to 7lac.

Though the entrepreneur is budding and working at small scale. The entrepreneur is fully equipped with all common food processing equipment's facilities viz. Canning Line, Autoclave, Pulper machine, Fruit Mill, Water Treatment unit 300 lt/hr, steam Jacketed kettle, boiler, slicer, pickle Mixer and spice grinding machine.

Motivated by the achievements of this entrepreneur, other farmers of adjoining villages are coming forward for the adoption of these activities. Besides running his own enterprise, Mr Faris also provides employment to other unemployed youth as helpers, service providers and middle man



Some products of Tooba Products

Awards:

Received an certificate of Appreciation letter and a gold medal on occasion of *Kissan Saman Diwason* 24th of Dec 2022 by Honourable Vice Chancellor SKUAST K for outstanding performance in the processing and value addition sector on the recommendation of KVK Srinagar and shared her experience with fellow farmers.

