

Startup created by ICAR-NRC on Pig “Khaisua Foods” has operationalized its processing facility

One of the startups created by ICAR-National Research Centre on Pig viz. Khaisua Foods Private Ltd located at Amingaon, Guwahati, Assam has operationalized its processing facility. The facility was inaugurated by Dr. Vivek Kumar Gupta, Director, ICAR-National Research Centre on Pig on 11th August, 2023. The unit has state-of-the-art facility for processing shelf stable products using retort technology. Khaisua Foods is an incubate of ICAR-NRC on Pig and the institute has supported the firm to develop and optimize the technologies for processing different shelf stable pork products. The firm has adopted both online and offline business strategy for reaching out to its customers. Khaisua Foods offers shelf stable Assamese traditional pork dishes, among others, to satisfy the taste buds of the customers throughout the country. The startup is an initiative of two young entrepreneurs viz. Dhruva Jyoti Kalita and Sharanan Gogoi. The officials from DIC, Govt. of Assam, Assam Gramin Vikas Bank, marketing partners and well-wishers were also present during the inauguration programme.

