

"Unleashing Global Opportunities: The Fish Processing Revolution from Raigad"

Problem Statement



- ▶ "FreshToSea" seized a significant fish industry opportunity, recognizing the need for accessible, high-quality processed fish. They emerged to address the gap between the demand for readily consumable fish and the high market prices. With a vision to make the ocean's delights affordable for all, they embarked on a journey of innovation and sustainability. Today, they stand as pioneers in providing top-notch processed fish, transforming the culinary landscape and empowering local communities in Raigad District.

Key Intervention



- ▶ Established state-of-the-art fish processing center. This strategic decision allowed for seamless integration of facilities and resources, catering precisely to the unique requirements of the industry.
- ▶ With a keen eye for innovation, the team diligently identified and procured the most suitable machinery, meticulously configuring the entire working plant. This holistic approach not only streamlined the processing workflow but also enabled enhanced productivity and quality control.
- ▶ A breakthrough was achieved in cost-effective processing and packing methods. By leveraging professional expertise and adopting innovative techniques, the center successfully produced final products at an impressively low cost. This pivotal breakthrough not only widened profit margins but also contributed to making the processed fish more affordable and accessible to a broader consumer base.
- ▶ As the center continued to thrive, it exemplified the potential of unlocking newfound opportunities in the dynamic and promising fish processing industry.

Impact



- ▶ Our dedicated team of experts achieved a groundbreaking milestone by identifying a professional low-cost approach for processing and packing, producing high-quality final fish products at an affordable rate, and paving the way for a more accessible and economically viable fish processing industry.



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With a professional low-cost approach, our highly skilled employees work tirelessly to minimize wastage, while our in-house packaging and transport system enable us to produce the end product at a remarkably low cost without compromising on quality. It's a recipe for success in the fish processing industry.

-Rohit Laxman Bhoir, Proprietor, Fresh To Sea