

Cultivating Spiritual and Entrepreneurial Values

Problem Statement

- ▶ Traditional Konkani recipes, renowned for their unique flavors and health benefits, faced the challenge of modern consumer preferences leaning toward chemically preserved and processed foods. Farmers in the Konkani region struggled to secure fair prices for their produce, particularly for chemical-free fruits, leading to inconsistent supply chains and financial instability.

Key Intervention

- ▶ Yojak is dedicated to preserving traditional Konkani recipes without chemical preservatives, offering sustainable, healthy food. Their products maintain fruit's natural qualities, meeting health-conscious consumers' needs. Yojak also supports Konkani farmers by ensuring fair prices, securing a consistent supply of high-quality raw materials. Transparent farmer engagement builds trust and a win-win relationship. Most fruits used are chemical-free, except Alphonso Mango, ensuring top product quality and nutrition.
- ▶ Yojak has not only created unique, high-nutrition products but has also altered consumer perceptions. Items like Kokum Syrup, once viewed solely as medicinal, have transformed into delicacies enjoyed at gatherings and parties. This shift is the impact of his products on changing consumer preferences.

Impact

- ▶ DIC Ratnagiri facilitated Yojak in perfecting their traditional recipes while preserving natural qualities, enabling the creation of high-quality, chemical-free food products through various initiatives.
- ▶ Yojak established transparent engagement processes with farmers, ensuring fair prices and a reliable supply of raw materials, ultimately strengthening the region's agricultural economy.
- ▶ Yojak's branding and outreach efforts, reshaping consumer views toward traditional Konkani foods, aligning them with modern health-conscious demands.
- ▶ This partnership has catalyzed a transformative journey for Yojak, enhancing its products' market appeal while uplifting Konkani's farming community and preserving its culinary heritage.

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Guided by the wisdom of our spiritual Guru and fuelled by a commitment to ethical business, we have cultivated a legacy of health-conscious, sustainable products. Our journey is a testament to the harmonious blend of spirituality and entrepreneurship.

-Ms. Shamiko Bhide, Director Yojak Foods