

Empowering Healthy Living: ODOP Thane – Millet Success Story



Problem Statement



Modern lifestyles and dietary habits have led to an over-reliance on junk food, contributing to lifestyle diseases. Innovated by replacing refined flour, sugar, and oil with healthier alternatives like whole grains, jaggery, and cow ghee. Millets have proven nutritional benefits and environmental sustainability, their adoption in mainstream food products remained limited. Additionally, First Gen entrepreneurs like Dr. Vidya faced challenges in accessing resources, certifications & market visibility to scale operations.

Key Intervention

With the handholding support of JDI, Konkan Region & DIC, Sakas Foods overcame multiple barriers, achieved remarkable milestones and business growth through improved branding.



- ▶ **Brand Recognition:** Being selected under the ODOP initiative for Thane District helped Sakas Foods gain recognition in Maharashtra and beyond, including representation at Pragati Maidan, Delhi, Sampark Event, WTC, Mumbai, Millet Mahotsav, Thane and various high-profile events.
- ▶ **Business Growth:** Guidance & Support received from JDI Konkan & DIC Officials led to improved branding, product presentation and participation in significant events like Invest India which enhanced brand's visibility & increased sales.
- ▶ **Market Expansion:** The interventions provided a platform for Sakas Foods like GeM Portal & ONDC to expand its reach through national distribution channels and set the foundation for export opportunities.
- ▶ **Certifications:** Sakas Foods enabled secured ISO 22000:2018 and ZED certification (Bronze), establishing credibility and readiness for scaling operations.

Impact



- ▶ **Promoting Millets:** Successfully repositioned millets as healthy, tasty and versatile snacks, aligning with modern health trends.
- ▶ **Economic Growth:** Boosted sales and created a robust supply chain benefiting local farmers and small retailers.
- ▶ **Market Penetration:** Increased visibility through online platforms (Amazon, BigBasket, etc) & retail chains (Apna Bazaar & Organic Stores) making millet-based products widely accessible.
- ▶ **Sustainability:** Enhanced consumer awareness about sustainable and chemical-free food options, contributing to environmental and societal well-being.



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Where there is a will, there is a way—and my journey with Sakas Foods has been made possible by the unwavering support of JDI, Konkan Region & DIC Thane. Together, we are transforming lives one millet snack at a time.

-Dr. Vidya Shirsagar, Entrepreneur, Sakas Foods

