

Mr. Ruchir Joshi

Profile of Mr. Ruchir Joshi

- ♦ Mr. Ruchir is the Founder of Healthy foods.
- ♦ At Healthy Foods, his only objective with the current brand MOMOMAN is to make MOMOs at any time consumable snack a house hold snack of every Indian.

Specialities:

- ♦ Strategic planning, product/ brand positioning, creating a market for my products, franchise development, setting SOPs and standardizing quality and product experience, investor acquisition

Topic: Entrepreneurship in Food technology

Introduction to topic

Food technology is a branch of food science that deals with the production processes that make foods. Developments in food technology have contributed greatly to the food supply and have changed our world.

Session

Students during the session learnt alot about various developments which took place in our food industry. They are:

Momos is a Kolkata – based food tech startup that specializes in making Momos, a dish that is very popular in Mexico and gaining popularity in India, Nepal, US, UK and other foreign countries.

Learning outcomes from students perspective

Momo is definitely a promising startup whose business tactics are cutting edge. Considering that the Momo dish is gaining popularity in India, we can bet that this startup will succeed.

