



**Title:** Transformation of a Homemaker into a Successful Spice Entrepreneur-The Story of Tushar Masale

**Thematic Area:** Women Entrepreneurship, Value Addition in Agri-Food Products, Rural Livelihood

**Name:** Mrs. Shailaja Jagannath Raut

**Address of Correspondence:** At/Post- Padali Khurd, Taluka-Karveer, District- Kolhapur, Maharashtra – 416119

**Mobile No.:** 9545441099

## Introduction

Mrs. Shailaja Raut, a homemaker from the village of Padali Khurd in Kolhapur, Maharashtra, used her traditional culinary skills to build a thriving food processing business. With a limited formal education and no prior business exposure, she began by preparing traditional Kolhapuri spice mixes and chutneys in her home kitchen. Her first product, Kanda Lasun Masala Chutney, became a favourite in her community. Motivated by local demand and support from family, she founded the brand **Tushar Masale**, which is now known for authentic taste, hygienic processing, and empowering rural women through employment.



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## Resources Possessed/Socio-economic Profile

- **Land:** Family-owned house with attached plot for unit setup
- **Irrigation Source:** Borewell (for domestic and limited agricultural use)
- **Machinery and Equipment:**
  - Semi-automatic spice grinders
  - Roasting unit
  - Mixer-blenders
  - Weighing scales and pouch sealers
  - Labelling and packing machines
- **Human Resources:**
  - 10–15 women from local self-help groups trained and employed
- **Financial Resources:**
  - Initial capital from family savings and SHG loan
  - Gradual reinvestment of profit for machinery upgradation

## Source of Motivation to Adopt Occupation and Training Received

Mrs. Raut was inspired by community feedback and the success of her home-prepared masala. After seeing the popularity of her *Kanda Lasun Chutney* at local functions, she considered starting small-scale production. Training and exposure included:

- Participating in government-run women entrepreneurship exhibitions

- Informal learning through SHG programs and field visits
- Technical advice from local food technology experts and agri-extension workers
- FSSAI registration and MSME awareness sessions

### Technology and Innovations Adopted (Step-wise Description)

#### 1. Start-Up Phase (Home Kitchen):

- Manual spice preparation and sun-drying
- Hand-pounded masalas and chutney packaging in simple plastic bags

#### 2. Formalization Phase:

- Setup of an 800 sq. ft. production unit
- Adoption of spice grinders, mixers, and hygienic drying techniques
- Use of sealed pouches with basic labels for branding

#### 3. Diversification Phase:

- Introduction of a wide range of products beyond spices
- Batch-wise quality control and use of dry-roasting for masalas
- Participation in fairs and bulk supply to retailers

#### 4. Expansion and E-Commerce Phase:

- Launch of website: [www.tusharmasale.com](http://www.tusharmasale.com)
- Social media promotions via Facebook, Instagram, and WhatsApp groups
- Custom packaging for gift hampers during festivals

### Detailed Product Portfolio of Tushar Masale

Mrs. Shailaja Raut developed a unique taste of kolhapuri onion garlic chutney by specially prepared mix of spices. She is manufacturing 23 types of masala and Chutney of 06 types and mirchi powder of 04 types at their unit with a brand name of “Tushar Masale”. She is using different types of Chilli like Kashmiri, Bedgi, Jawari etc.

Category	Product Name
<b>Chutneys</b>	Kanda Lasun Masala Chutney, Groundnut chutney, black sesame seeds Chutney, Flaxseed chutney, Coconut-Garlic Mix, Methkut, Daanger pith
<b>Spices</b>	Chicken Masala, Mutton Masala, Ghoda Masala, Biryani Masala, Garlic Masala, Pav Bhaji Masala, Chhole Masala, Chat Masala, Akkha Masur Masala, Dam Biryani Masala, Misal Masala, Malvani Masala, Chicken Mutton Fry Masala, Fish Fry Masala, Kala Mutton Masala, Kitchen King, Paneer Tikka, Paneer Makkhan, Butter Chicken, Godwa Masala, Green Chilli, Green Mutton Masala Etc.
<b>Powder</b>	Mirchi powder, Jeera powder, Dhaniya powder and Turmeric powder.
<b>Pickles</b>	Desi Mango Pickle, Tamarind Pickle, Mine Mula Lonache, Mirchi Pickle, Lemon Pickle, Mixed Pickle
<b>Snacks &amp; Festival Foods</b>	Chakli, Chivda, Besan Ladoo: Homemade Diwali special snacks using pure ghee and traditional recipes
<b>Gift Packs</b>	<b>Festival Hampers:</b> Customized combos of chutneys, masalas, laddos, and snacks in festive packs

## Achievements/Results

### Products Manufactured Annually:

Year	Products Sold (Kg/Ltrs)	Total Sales (INR)	Net Profit (INR)
2022-23	2500 kg	₹63,00,000	₹38,00,000
2023-24	3200 kg	₹75,00,000	₹46,00,000
2024-25	3800 kg	₹ 96,00,000	₹ 62,00,000

### Marketing Strategy:

- Direct retail supply to grocery stores in Kolhapur, Ichalkaranji, and Sangli
- Receiving order From Video seen by people on **Youtube channel** of “**Tushar Masale**.”
- Website-based orders and social media selling
- Participating in Mahila Bachat Gat exhibitions
- Word-of-mouth and loyal customer referrals
- Festive hampers sold during Diwali and weddings

### Value Addition:

- Custom spice blend consultation to restaurants
- Festival orders and corporate gifting packs
- Eco-friendly and attractive packaging for urban markets

### Contributing Factors for Success of Enterprise

- **Family Support:** Financial and moral support from husband and children
- **Women SHG Participation:** Helped in production, sales, and micro-credit
- **Government Support:** Participation in MSME schemes, women entrepreneur expos
- **Expert Advice:** Krishi Vigyan Kendra, Kaneri, Kolhapur, Local NGOs and food technologists supported packaging and preservation
- **Marketing Networks:** Leveraged rural-to-urban migration networks for spreading brand awareness

### Award/Recognition Received

- **Rajarshi Chhatrapati Shahu Ji Maharaj Achievement for Excellence Award** by Peoples arts society, Mumbai.
- Featured in Marathi entrepreneurship magazines and local newspapers
- Recognition certificate from KVK, Kaneri, Kolhapur (2022-23)

### Importance for Other Farmers / Entrepreneurs

The Tushar Masale enterprise has become a model for women-led micro food enterprises in Maharashtra. It has inspired:

- Over **100 rural women** to consider home-based food processing at regular basis
- Formation of **new SHGs** “Abhang Mahila Bacht Gat” has gained popularity working with me and they are now selling different types of Papad, snacks and other value added product in Padali and Uchgaon
- Awareness of **traditional preservative-free food** among health-conscious consumers

- Covered villages: Mudshingi, Shiye, Uchgaon, and parts of Karveer Taluka
- Frequent visitors include women entrepreneurs from Kolhapur, Satara, and Sangli districts seeking guidance

**(Prepared By: Dr. Ravindra Singh and Dr. Sunil Kumar, KVK, Kaneri, Kolhapur, Maharashtra)**



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