

From Wheels to Meals: The Entrepreneurial Journey of Roshan Birthare

Roshan Birthare, hailing from Indore, Madhya Pradesh, embarked on his professional journey with a degree in commerce. Initially, he ventured into the distribution of two-wheeler spare parts, a business that kept him



engaged but did not satisfy his entrepreneurial spirit. With a keen eye for opportunities and a desire to dive into something more impactful, Roshan began exploring the cashew nut processing industry.

His curiosity and determination led him to the Agri-Business Incubation Centre at the ICAR-Directorate of Cashew Research in Puttur, Karnataka. Here, he not only gained in-depth knowledge about cashewnut processing but also received hands-on training that equipped him with the skills necessary to launch his own venture.

Armed with newfound expertise, Roshan established Shatashi Food Corporation, a cashewnut processing unit in Indore. His venture quickly gained momentum, processing an impressive 25 tonnes of cashews per month. By sourcing raw cashew nuts from the bustling ports of Mundra and Mangalore, Roshan ensured a steady supply chain that kept his operations running smoothly.

The impact of Shatashi Food Corporation extended beyond Roshan's success. The unit provided employment opportunities to 28 individuals, many of whom were rural women. This initiative not only generated significant revenue but also uplifted the local community by offering stable jobs and fostering economic growth.

Shatashi Food Corporation specializes in supplying plain cashews in 10kg tins directly to retail shops across Madhya Pradesh. This direct-to-retail approach has made high-quality cashews more accessible to consumers and has cemented Roshan's reputation as a reliable supplier.

Roshan's rapid success has inspired others to consider the cashew nut processing business seriously. His story is a testament to the power of determination, continuous learning, and community support. From his humble beginnings as a spare parts distributor to becoming a prominent figure in the cashew industry, Roshan Birthare's journey is a shining example of entrepreneurial spirit and innovation.