

4th Entrepreneurship Development Programme “Micro Processing of Litchi Beverages”

The food processing industry is considered as a ‘Sunrise sector’ offering tremendous scope for growth and investment. Processing fruits and vegetables into different products is one of the most popular ways of value-addition. Since fresh produce are perishable with short shelf life, producers are bound to sell or market them immediately. This is particularly true in case of our country where on-farm storage facility and cold rooms are unavailable. Besides, due to seasonal nature of fruits, markets can be flooded with fruits at one particular time upsetting the demand-supply factor. It is for this reason that glut and distress sale is of regular occurrence, which only results in drastic reduction in farm income. Processing can diversify these fruits into different products that keep longer. This allows for planned marketing, meaning that the producer can store the product and supply to the market as per demand. Processing, thus, helps producers in mitigating the uncertainty of glut and distress sale. In the process, it also helps in price stabilization and income. From a consumer perspective, a wide variety of processed products constitute an increase in product mix and options to satiate the taste palate, along with availability any time of the year. With increase in family income and standard of living, Indian household consumption is expected to triple by 2030 making India the 5th largest consumer.

The ICAR-National Research centre on Litchi, Muzaffarpur, Bihar has developed protocols for processing of litchi into different value-added products. The basic product is the fruit juice or pulp which can be marketed on business to business (B2B) mode and becomes the primary ingredient for further processing. Consumer or retail products such as beverages (squash, RTS, crush, cordial, and wine), litchi nut, canned litchi, dehydrated litchi pulp (litchi raisin) are some popular products that can be marketed directly in retail to consumers (Business to consumers, B2C) or even as B2B. All these products are shelf-stable and if provided with the correct storage conditions can be stored for relatively longer duration. This provides an added advantage for marketing as per demand and price dynamics.

Entrepreneurship Development Programme

An Entrepreneurship development programme will be held at ICAR-NRC on Litchi, Muzaffarpur, Bihar from **21-23 January 2021**. The programme will encompass all relevant matter related to litchi-based beverages namely, litchi pulp, litchi squash and litchi ready-to-serve (RTS). The programme will include both theoretical information in classroom mode and hands-on practical training, where participants will learn by doing every aspect of the protocols. On successful completion on the programme, technology will be transferred to the participant in the form of Licence (Non-exclusive). Licence transfer is, however, the decision of the participant.

Who can participate

Any individual having atleast passed the Senior Secondary school (12th Standard) may apply. Representative (s) of group of individuals / Farmer Producer Organisation / Self Help

Group / Cooperatives etc may also apply. We are an equal opportunity organisation, and female applicants are strongly encouraged to apply.

Programme Fee and Payment Details

The entrepreneurship training programme will include the following fee and charges as given below:

1. Training and registration fee : Rs. 1500/-
2. Licence fee : Rs. 5000/-

Interested applicants are requested to make online payment of Rs. 6500/- (Rupees Six Thousand Five Hundred only) to the bank account provided below:

Account Name : ICAR UNIT NRC FOR LITCHI
Account No : 30043154027
Bank : State Bank of India, Branch – Musahari
IFSC : SBIN0014283

Alternatively, payment can also be made in the form of Demand Draft (D.D.) drawn in favour of the account details mentioned above.

How to apply?

1. Download the EDP application form for Technology Transfer
2. Fill up the application form, complete in all respect
3. Send the duly filled and signed application form along with a copy of the receipt of fee deposit via email (nrclitchi@yahoo.co.in, alemwati@gmail.com) or by post / courier to reach us latest by 19th January 2021.

Director

ICAR-National Research Centre on Litchi

Mushahari, Muzaffarpur – 842002, Bihar

Note: Participation in the programme will be confirmed only upon receipt of full training fee and duly filled application form.

COVID-19 Precautions

Since the training cannot be complete without hands-on training, it is imperative that physical training will be organized. The training will adhere to sanitary measures as well as social distancing protocols to the extent possible. All participants will adhere to COVID-19 pandemic guidelines as issued from time to time. All participants are advised to arrange necessary items such as mask, hand sanitizers etc.

For further details, contact

1. Dr. Alemwati Pongener, Programme Coordinator, Email: alemwati@gmail.com, Mobile No: 7761951999