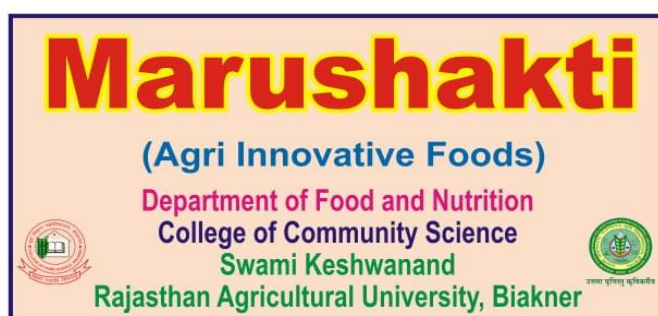


Dissemination of post-harvest technologies of arid foods for doubling the farmers income

Background:

Rajasthan is a colourful and sandy region which is as famous for its delicious food as it is for its folk arts. The aroma and taste of the food here are unique. The climate of Rajasthan is dry due to which the things produced here have different tastes and smells. Doing horticulture in the arid region is full of possibilities; there is immense employment potential in the value addition by processing the produce of the crop obtained through horticulture.

Everyone is aware of the innovations that are taking place in the field of food, in such a situation, there was a need to identify such areas, crops, products and opportunities, which along with making their identity, also prove the purpose of "Vocal for Local". Marushakti has made this purpose worthwhile.



"Marushakti - Agri Innovative Foods" has successfully completed its 2 years on 25th January 2022. In this one year, Marushakti has created a new identity among the people by its delicious, fresh and nutritious products. In this one year FSSAI registration, adherence to hygiene and other food standards, strict adherence to all safety standards even during the Corona period were the achievements. Not only this, all the products made here are free from harmful chemicals and are completely vegetarian. These qualities make it different from other products available in the market.



Marushakti is a tool for all those farmers, farmer families, small scale industries, by which they can increase their livelihood and find a safe source of income for themselves in the future. Recognizing its importance and opportunities, not

only the farmers but also the college students, set up their own bakery unit. Like joint unit of Dr.ReemaRathore, Sonia Grover and Tanushree named '**Bewust**'. Apart from this, Mrs. AlkaBhojak has also given a new identity to her skill by recognizing the immense potential in this field, as a housewife as well as setting up '**Mumma's Bakery**' as an entrepreneur. Cardeance Noksangra M. Marak, fellow student of from Meghalaya started her own bakery set-up named **Bake O'clock (Carde's)**.



Bakery Goods Skill Trainings also been organized under 'Skill Development for Small Enterprises' 24th & 25th January where the participants learned all the procedure about cream, icing, frosting and piping bags which is necessary for detailing as well as the packaging and marketing techniques.

Other than bakery, the establishment is also strengthening rural women by giving them trainings on value addition of local produce and increase their income by the funding provided by RKVY under the research project entitled "Dissemination of Post-Harvest Technologies of arid foods for doubling the farmer's income".





India is one of the largest countries in the food processing field, both in terms of production and consumption. Crops play an important role in meeting the nutritional requirement with maximum value addition and foreign exchange earnings. Post-harvest losses in fruits are very high (20-40%), about 10-15% fresh fruits shrivel and stale, lowering their market value and consumer acceptability. Considering these facts the need to uplift the processing and value addition of arid crops become more relevant and necessary. Trainings are given under the name of “Sustainable livelihood through processing and value addition of arid horticulture”

Activities conducted under trainings:

- Collection of baseline data on arid food products.
- Established Incubation Centre for disseminating processing techniques of arid foods for product development.
- Standardization and value addition of arid horticulture, development of ICT material for strengthening agri business.
- Young entrepreneurs trained and started their agribusiness of local arid horticulture through I-Start.
- Dissemination of processing technologies of arid foods for product development with use of electronic media (including print media and web promotion).
- Developed technology regarding increasing the shelf life of *bajra* by using blanching which inhibited enzymes present in it and can be stored up to six months.



ICT Material Developed

Publication





Future Thrust of Arid Foods

Arid ecosystem specially “Thar desert” of India possess highest flora and fauna among desert ecosystem of the world most of the native flora of this region is *Khejri, ker, kumath, karonda, katchri, lasora, tumba, kheep, etc.* are underutilized which require sincere research efforts for their conservation and sustainable utilization at commercial level. During this research project general mass was benefitted as products made out of arid foods were really appreciated and accepted by all. Further value addition can also be done to make new products. These foods can certainly reduce poverty and malnutrition by improving the nutritional quality of foods and ultimately ensure nutritional security of people below poverty line living in hot arid climate.

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