

INSTITUTIONAL FRAMEWORK FOR PROMOTING JACKFRUIT VALUE-ADDED PRODUCTS IN KERALA: AN OVERVIEW

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Abstract

In terms of product diversity and value addition, Kerala trails far behind a number of other Indian states. Rapid growth is also being seen in the state and overseas in the market for a variety of jackfruit products with added value, such as jackfruit ice cream, retort-packed jackfruit cubes, and jackfruit chips. The rate of expansion is still insignificant even with the growing contribution of value-added jackfruit products. Even in One of India's top-producing states, the majority of it is consumed fresh. But the fruit frequently goes to waste since adequate processing methods aren't readily available. Several organizations have been established to help in the production and marketing of jackfruit value-added products in order to boost the value addition of jackfruit in Kerala. This paper intends to investigate these organizations and how they support Kerala's jackfruit value-added product industry. The paper will examine the initiatives, activities, and programs undertaken by these organizations to promote Kerala's value-added jackfruit products industry. The results of this study would be helpful in understanding the current situation of Kerala's value-added jackfruit industry and informing the development of more efficient marketing strategies for this sector

Key words:- Jackfruit, value-added products, tropical fruit, Promotion, Jacalin.

Jackfruit is a tropical fruit widely farmed worldwide, notably in Southeast Asia, Bangladesh, and India. Despite being widely consumed and having a high nutritional value, jackfruit is frequently neglected and underrated, with

most of the fruit being consumed exclusively fresh. Theophrastus, a Greek philosopher who lived in the third century B.C., described the tree as having enormous, deliciously sweet, and big fruits that the Indian sages used as a diet (Matin, 2015).

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Unlike other species, this tree is not regarded as an invasive species. (Rahaman *et al.* 1999; Elevitch and Manner, 2006). Compared to other common fruits, jackfruit has higher levels of protein, calcium, iron, vitamins, and other essential minerals required for the human body (Prem *et al.*, 2015). The versatile fruit (*Artocarpusheterophyllus*), also known as the poor man's fruit, is now regarded as a miracle food of South and South-east Asia because it is likely to prevent millions of people from going hungry when major staple crops like wheat, corn, and rice fail to thrive in unfavourable climatic conditions (Matin 2015). However, there is an increasing interest in using jackfruit as a source of food ingredients and products, and this trend is being propelled by the need to reduce food waste as well as the rising demand for plant-based diets. This tropical fruit is widely grown in Kerala also. The state boasts a strong jackfruit industry in addition to being well-recognized for exporting cardamom, cashew nuts, pepper, coffee, and tea.

Statement of the problem

Jackfruit, a major agricultural crop in Kerala, is often discarded or left to rot due to its perishable nature and the lack of proper processing techniques. This leads to a significant amount of waste and missed opportunities for farmers to earn income. The study aims to explore the potential for promoting value-added jackfruit products in Kerala and the role that various organizations can play in this process, including identifying market demands, developing processing methods, and establishing distribution networks. The research paper will examine

the extent of the role and functions of existing organisations to develop and promote value-added products in Kerala.

Objectives of the Study

1. To find out various organizations help to develop and promote jackfruit value-added products in Kerala.
2. To assess their role and functions in developing and promoting jackfruit value-added products in Kerala.

Methodology

This paper is a study of organizations in Kerala that assist and promote jackfruit value-added products. This is a comprehensive search of academic databases, and relevant websites and also direct interviews were carried out with the officers of these organizations, conducted to obtain relevant information on their activities. The data collected were analyzed to provide an overview of the role of these organizations in promoting the value-added jackfruit industry in Kerala.

Kerala Scenario

In India, Kerala ranks second in terms of jackfruit production according to the statistics of APEDA for 2021-22. The evergreen latex-producing *Artocarpusheterophyllus* (Jackfruit) tree species are members of the Moraceae family. Archaeological evidence indicates that jackfruit was initially grown in India between 3000 and 6000 years ago, and it has been a key part of Indian agriculture for many centuries. Vitamins and minerals are rich in jackfruit. It is comparable to avocado and olives in terms of a healthier nutrient combination for human

nutritional needs and almost exactly matches the nutritional makeup of mother's milk. Its seeds include nuts that are incredibly nutrient and protein-rich. 'Jacalin', a component of this fruit, lowers the prevalence of diseases like AIDS and colon cancer. Due to the jackfruit's perishable nature, there is a substantial supply and demand imbalance, which results in post-harvest losses of 20–30%. This problem can be fixed by prolonging the shelf life of the fruit by improving a variety of goods, such as jam, sweets, halwa, chips, papad, and mixes. Even during the off-season, it offers farmers significant opportunities to increase their income.

Jackfruit Production in India during the year 2021-2022 according to NHB published by APEDA

To promote the value addition of jackfruit, a number of organizations have

been established to assist in the production and marketing of jackfruit value-added products in Kerala. These organizations play a crucial role in promoting the value-added jackfruit industry in Kerala and providing support to farmers, processors, and marketers. In fact, the ultimate aim of this study is to find out the various organizations that develop and promote value-added jackfruit products in Kerala.

Findings

Kerala is home to several groups that help and promote jackfruit value-added products. These organizations engage in a variety of activities, such as capacity building, marketing and promotion, financing, research and development, to advance the value-added jackfruit sector. There are mainly six organizations working with the objective of promoting jackfruit value-added products in Kerala. They are:

Table 1
Production of Jackfruit in India during 2021-2022 (000 'Tons)

Sl. No	State	Production	Share (%)
1	Orissa	312.18	16.63
2	Kerala	263.00	14.01
3	Assam	212.16	11.31
4	West Bengal	207.14	11.04
5	Chattisgarh	204.14	10.88
6	Jharkhand	199.96	10.66
7	Tripura	133.88	7.13
8	Karnataka	94.96	5.06
9	Madhya Pradesh	88.88	4.74
10	Tamilnadu	69.01	3.68
Total		1,785.31	100.00

Source: National Horticulture Board

1. Jackfruit Promotion Council.
2. Kerala Agricultural University.
3. Kerala State Horticultural Products Development Corporation Limited.
4. Kerala State Co-operative Agricultural and Rural Development Bank.
5. Kerala Agricultural and Rural Development Society.
6. Krishi Vigyan Kendra.

1. Jackfruit Promotion Council

In order to promote jackfruit in the context of food security and the production of value-added goods for general consumption, eminent nonprofit organisations and local self-government institutions (LSGIs), in partnership with the State Horticulture Mission and NABARD, established the Jackfruit Promotion Council (JPC). A statement published here claims that the JPC was founded in response to the city's 2011 Jackfruit Festival. It is a government-run organisation with the mission of advancing jackfruit cultivation, processing, and commercialization throughout the state. In conclusion, Kerala's Jackfruit Promotion Council (JPC) is essential to the state's efforts to promote value-added jackfruit products. The development of the market for value-added jackfruit products has benefited from JPC's activities. The initiatives of JPC have had a positive impact on the development of the value-added jackfruit products industry, and its support has contributed to the improvement of farmers' and processors' skills, knowledge, and market access.

Functions of the Jackfruit Promotion Council

Here are the key functions of the Jackfruit Promotion Council

- **Research and Development:** The council conducts research and development activities to improve the cultivation practices and quality of jackfruit in the state. It also works towards creating new and innovative methods of processing and preserving jackfruit.
- **Promotion and Marketing:** The council promotes and markets jackfruit through various initiatives, such as fairs, exhibitions, and workshops. It also works with local farmers and processors to develop new products and improve the packaging and labeling of jackfruit products.
- **Capacity Building:** The council provides training and capacity-building programs for farmers, processors, and marketers to help them improve their skills and knowledge about jackfruit cultivation, processing, and marketing.
- **Networking and Collaborations:** The council collaborates with other organizations, both public and private, to promote jackfruit and its products. It also works with local, national and international organizations to promote jackfruit as a nutritious and delicious food item.

- **Market Linkages:** The council provides market linkages to farmers and processors to help them reach new markets and improve their income. It also works with processors and marketers to improve the value chain of jackfruit and its products.

2. Kerala Agricultural University

The Kerala Agricultural University is a state university located in Vellanikara, Kerala. It conducts, interfaces, and integrates education, research, and extension in the fields of economic endeavour in order to provide the human resources, skills, and technology needed for the sustainable development of Kerala State's agriculture, which is broadly defined to include all production activities based on land and water, including crop production, forestry, and co-operatives. Kerala Agricultural Universities have played a vital role in the development and promotion of value-added jackfruit products in the state of Kerala. To address this issue, Kerala Agricultural Universities have taken various initiatives to promote the use of jackfruit in the food industry. The universities have established research and development centers to study the different processing techniques that can be used to make value-added jackfruit products. They have also organized workshops, training programs and seminars to educate the local farmers and entrepreneurs about the importance of value-added jackfruit products and the various methods to process them. Their efforts have not only resulted in the creation of new income-generating opportunities but also in the overall

development of the state's agriculture sector. The universities will continue to support and promote the development of value-added jackfruit products and contribute to the growth of the state's agriculture sector.

Role and Functions of Kerala Agricultural University

- **Conduct research:** One of the key functions of these universities is to develop new and innovative value-added jackfruit products that cater to the changing demands of the market. They conduct research to find out the different ways in which jackfruit can be used in the food industry, such as making jams, jellies, syrups, pickles, and dried fruits. The universities also work on improving the quality of the products and reducing the waste generated during processing.
- **Provide technical support:** Another important function of Kerala Agricultural Universities is to help the local farmers and entrepreneurs in setting up jackfruit processing units. They provide technical support to entrepreneurs to help them start and run their businesses successfully. They also assist them in obtaining the necessary certifications and licenses required to sell their products in the market.
- **Provide training:** Kerala Agricultural Universities conduct training programs for prospective entrepreneurs who wish to start businesses in the area of value addition of jackfruit.

- **Conduct awareness programs:** In addition to the research and development activities, the agricultural universities also work closely with the government and other stakeholders to create awareness about the benefits of jackfruit as a value-added product. This is done through exhibitions, seminars, and other public awareness programs.

3. Kerala State Horticultural Products Development Corporation Limited

The Kerala State Horticultural Products Development Corporation is a wholly owned corporation by The Department of Agriculture, Government of Kerala. The State Government has entrusted Hortcorp with the responsibility of procuring, processing, storing and marketing horticultural products across the State, encouraging local farmers to increase their vegetable production while also averting unjustified price increases. In Kerala, the KSHPDCL is essential to the growth and marketing of jackfruit products with value-added. The firm also offers technical assistance to farmers and business owners, such as training, direction and access to cutting-edge equipment.

Functions of Kerala State Horticultural Products Development Corporation Limited

- **Provide a platform for the marketing of products:** The Corporation provides a platform for the marketing of these products to the customers and acts as a facilitator for the farmers and entrepreneurs who are involved in

the production of jackfruit value-added products.

- **Provide financial assistance:** The KSHPDCL also provides financial assistance to the farmers and entrepreneurs who are involved in the production of jackfruit value-added products. This financial assistance is in the form of loans, which is made available to the farmers and entrepreneurs at a lower interest rate compared to commercial banks. This helps to reduce the cost of production and increase the profitability of the value-added jackfruit products.
- **Creating a strong marketing network:** The KSHPDCL is responsible for the marketing of jackfruit value-added products in Kerala and other parts of India. The corporation has established a strong marketing network that includes retail stores, supermarkets, and online platforms. The KSHPDCL also participates in various exhibitions and trade fairs, which provide an opportunity for the corporation to showcase the value-added products of jackfruit to the customers.

4. Kerala State Co-operative Agricultural and Rural Development Bank (KSCARDB)

The Kerala State Cooperative Agricultural and Rural Development Bank have consistently been at the fore of committed efforts to boost the social climate of the local community. Since its creation, it has led and streamlined these

programs in its capacity as the state's primary cooperative agricultural and rural development bank. In reality, the KSCARD Bank has come a long way since its early years, when its primary concentration was on the forgiveness of previous debts owed by rural farmers. The emphasis now is on a finance strategy that is production-oriented and uses long-term loans for development. KSCARDB is the primary financial institution in the state, providing credit and other support services to farmers and agri-businesses. The bank plays a vital role in promoting value-added jackfruit products by providing financial support to farmers and agribusinesses engaged in the production and marketing of these products. The bank offers various financial services such as short-term loans, working capital loans, and term loans to support the production, processing, and marketing of jackfruit-based products. KSCARDB also provides technical assistance to farmers and agribusinesses engaged in the production and marketing of jackfruit-based products. The bank has a team of experts who provide training and guidance on best practices for cultivating jackfruit and processing it into value-added products. The bank also helps farmers and agribusinesses to access markets for their products by providing information on market trends and linking them with buyers.

Functions of Kerala State Co-operative Agricultural and Rural Development Bank (KSCARDB)

- **Credit support:** Farmers and agribusinesses engaged in the manufacturing and selling of

jackfruit-based products receive financial assistance from KSCARDB. The bank offers short-term loans, working capital loans, and term loans to support the production, and marketing of jackfruit value added products.

- **Technical assistance:** The bank provides technical assistance to farmers and agri-businesses worked in the field of production and marketing of jackfruit-based products. The bank's team of experts provides training and guidance on best practices for cultivating jackfruit and processing it into value-added products.
- **Market linkages:** KSCARDB helps farmers and agri-businesses to access markets for their products by providing information on market trends and linking them with buyers. The bank also helps farmers and agribusinesses to participate in trade fairs and exhibitions to showcase their products.
- **Capacity building:** The bank provides training and capacity-building programs to farmers and agribusinesses to help them improve their skills and knowledge in the production and marketing of jackfruit-based products.

5. Kerala Agricultural and Rural Development Society

The Kerala Agricultural and Rural Development Society (KARDS) is an organization established to promote and support the development of agriculture and rural areas in the state of Kerala, India.

The society is actively involved in the promotion of value-added products of jackfruit in Kerala, which is one of the major agricultural products of the region. The goal of KARDS is to ensure fair prices for farm products by avoiding middlemen, to promote the production of high-quality organic produce and to support the sustainable management of natural resources through education, promotion and eco-friendly agricultural practices. KARDS plays a vital role in the promotion of value-added products of jackfruit in Kerala by providing various services and support to the farmers and entrepreneurs involved in the production and marketing of these products. The society provides technical support and training to farmers and entrepreneurs on the production of value-added jackfruit products such as jackfruit chips, jackfruit flour, jackfruit pickle, jackfruit juice, and others. This helps to improve the quality and production of these products and increase their marketability.

Functions of Kerala Agricultural and Rural Development Society

- **Technical Support:** KARDS provides technical support to farmers and entrepreneurs on the production of value-added products of jackfruit. This includes training on post-harvest management, processing and packaging of jackfruit products.
- **Market Linkages:** The society helps farmers and entrepreneurs in establishing market linkages for their products. KARDS facilitates the introduction of farmers and entrepreneurs to potential buyers and

helps them to negotiate better price for their products.

- **Packaging and Labeling:** KARDS provides support for the development of packaging and labeling of value-added products of jackfruit. This helps to improve the marketability of these products and increase their appeal to consumers.
- **Research and Development:** KARDS is involved in research and development activities related to the production and promotion of value-added products of jackfruit. The society provides funding and support for research projects aimed at improving the quality and production of these products.
- **Networking and Collaboration:** KARDS promotes networking and collaboration among farmers, entrepreneurs, and other stakeholders involved in the production and promotion of value-added products of jackfruit. The society facilitates the exchange of information and experiences among these stakeholders, which helps to improve the overall promotion and development of these products.

6. Krishi Vigyan Kendra (KVK)

The Krishi Vigyan Kendra (KVK) is a farm science center established in India by the Indian Council of Agricultural Research (ICAR) with the purpose of promoting the dissemination of agricultural technology and providing extension services to farmers. The KVKs serve as a link between the farmers and

the agricultural universities, research institutions, and other organizations involved in the field of agriculture. One of the main functions of the KVKs is to promote the use of value-added jackfruit products in Kerala, which is a major jackfruit-producing state in India. Jackfruit is an important fruit in the local diet and economy, but its perishable nature and limited shelf life often lead to waste. To mitigate this issue, KVKs promote the use of value-added jackfruit products such as jams, pickles, and processed foods. These value-added products not only help to reduce waste but also increase the income of farmers by providing them with a wider market for their produce. In Kerala, there are 14 KVKs are functioning.

Functions of Krishi Vigyan Kendra

- **Conduct Training programs:** The KVKs in Kerala conducts various activities to promote the use of value-added jackfruit products. These activities include training programs for farmers and entrepreneurs on the production and marketing of these products.
- **Providing technical support:** KVK gives technical support for the development of new products from jackfruit.
- **Organizing exhibitions and fairs:** one of the main activities of KVK is to organize exhibitions and showcase the products.
- **Provide financial assistance:** KVK provides financial assistance to the farmers and entrepreneurs by collaborating with other organizations such as the National

Bank for Agriculture and Rural Development (NABARD) and the National Cooperative Development Corporation (NCDC) for setting up jackfruit processing units.

- **Conduct research:** In addition to promoting the use of value-added jackfruit products, the KVKs in Kerala National Bank for Agriculture and Rural Development (NABARD) and the National Cooperative Development Corporation (NCDC) for putting in jackfruit processing units. They conduct research on various aspects of agriculture such as crop production, soil science, and animal husbandry and transfer the results of these studies to the farmers.
- **Provide Technical Assistance:** They also provide technical assistance to farmers in areas such as soil analysis, seed selection, and pest management.

Conclusion

In conclusion, the study highlights the role of various organizations in promoting jackfruit value-added products in Kerala. These organizations play a crucial role in providing support to farmers, processors and marketers and promoting the value-added jackfruit industry in Kerala. The findings of this study provide valuable insights into the current state of the value-added jackfruit industry in Kerala and inform the development of more effective strategies to promote this industry. The promotion of the value-added jackfruit industry in Kerala should be a priority for policymakers and stakeholders in the agriculture and food industries.

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