

- Gooseberry candies were sold @ Rs.50/- per pack of 300 gm.
- The income generated through processing of gooseberry was Rs. 13,000.00 during October 2012 to May 2013.
- The APPMS participated in Horticulture Fair – 2013 of Mizoram state and ATMA Exhibition 2013 of Serchhip District. They were awarded for their products in the ATMA Exhibition 2013.
- Value added product extracted per unit: 600 ml/kg (Gooseberry Juice), 300 gm/kg (Gooseberry candy), 180 gm/kg (Gooseberry powder).
- Average per unit production cost: Rs.40/- per 600ml (Gooseberry juice), Rs.40/- per 300 gm (Gooseberry candy), Rs.20/- per 180 gm (Gooseberry powder).
- Average price of the product in the market : Rs.100/- per 600 ml (Gooseberry juice) Rs.50/- per 300gm (Gooseberry candy) Rs.100/- per 180 gm (Gooseberry powder).
- Average per unit profit: Rs.60/- per ml (Gooseberry juice) Rs.10/- per 300 gm (Gooseberry candy) Rs.80/- per 100 gm (Gooseberry powder).
- B:C ratio 1:2.5 (Gooseberry juice) 1:2.5 (Gooseberry candy) 1:5 (Gooseberry powder).

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## Problem

- Inadequate infrastructure to preserve raw materials: As gooseberry is a seasonal fruit, during off-season processing cannot be done due to unavailability of required infrastructure to preserve the raw materials.
- Inadequate infrastructure for large scale processing: the other important problem with processing of gooseberry as found in the district is unavailability of machineries and equipment for grinding and drying in large scale.
- Inadequate financial back up: Prevalent poorness among the entrepreneurs acts as the other major problem to further enlarge the enterprise.

**LEAFLET NO.08/2016/KVK (NVLP)**

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# PROCESSING AND VALUE ADDITION

*Home Scale Processing of Gooseberry*

*(Ribes grossularia)*

*and*

*Marketing through Effective Linkage*



Publish under  
**National Initiative of Climate Resilient  
 Agriculture (TDC)**  
 2016-2017

## Prologue

Wild Amla (Gooseberry) is naturally grown in Serchhip District of Mizoram without any kind of human intervention. Although gooseberry is having lots of medicinal values, hence high economic potential, due to lack of knowledge among the local people including farmers regarding processing of the fruit, about 2/3 of the total produce is wasted. The Agricultural Product Processing and Marketing Society (APPMS) Serchhip took up initiatives to start up gooseberry based enterprises through processing of gooseberry and marketing of the processed products under the technical guidance of KVK, Serchhip, N.Vanlaiphai. The following products were prepared by the society.

### Product 1: Gooseberry drink

**Process:** The home-scale production of gooseberry drink followed a simple process. The ingredients used were (i) Gooseberry fruit (ii) Sugar and (iii) Warm water. The following steps were involved in preparation of the same.

1. All the stems were removed and the fruits were cleaned with fresh water.
2. The fruits were overnight soaked in warm water.
3. The surplus water was drained out and the fruits were kept aside to allow complete drying.

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4. The water soaked fruits were mixed with water in an already cleaned container, the lid of which was then tightly closed.
5. The container was kept for one month to allow juice to come out of the fruits.

### Product 2: Gooseberry candy

**Process:** The home-scale production of gooseberry candy also followed a simple process. Only gooseberry fruits and sugar was used as the primary ingredients. The following steps were involved in preparation of gooseberry candies.

1. All the stems were removed and the fruits were cleaned with fresh water.
2. These were parboiled for 5 minutes.
3. The seeds were discarded and then the fruits were shredded in same size for uniformity.
4. Sugar syrup was prepared in which the shredded fruits were overnight soaked.
5. The soaked shredded fruits were sundried and packed.

### Product 2: Gooseberry powder

**Process:** The home-scale production of gooseberry powder was very simple and economic. It followed the steps given below:

1. Gooseberry fruits were parboiled for 5 minutes.
2. The seeds were discarded and the fruits were shredded in same size.

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3. The shredded fruits were grinded and sun dried.
4. The sun dried pieces were then re-grinded to bring those into fine powder form.
5. The powder was ready to pack in air tight containers.

## Promotion

KVK, Serchhip District took the leadership role in identifying interested entrepreneurs to form group and society. The registration of the groups/society under the Co-operative Department, Govt. of Mizoram was thoroughly facilitated by the KVK.

- ✦ KVK, Serchhip provided hands on training to the entrepreneurs in home scale processing and value addition to gooseberry (Fig.1).
- ✦ To facilitate marketing of the processed products, the KVK developed linkage with the Department of Horticulture, Govt. of Mizoram for arranging participation of the entrepreneurs in exhibition and selling out the products in the horticultural fair organised by the Department.

## Prize

- The Agricultural Product Processing and Marketing Society (APPMS) could earn Rs.8000/- within 6 months in 2012-2013 by selling the goosedberry drinks @ Rs.100/- per 600 ml bottle.

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