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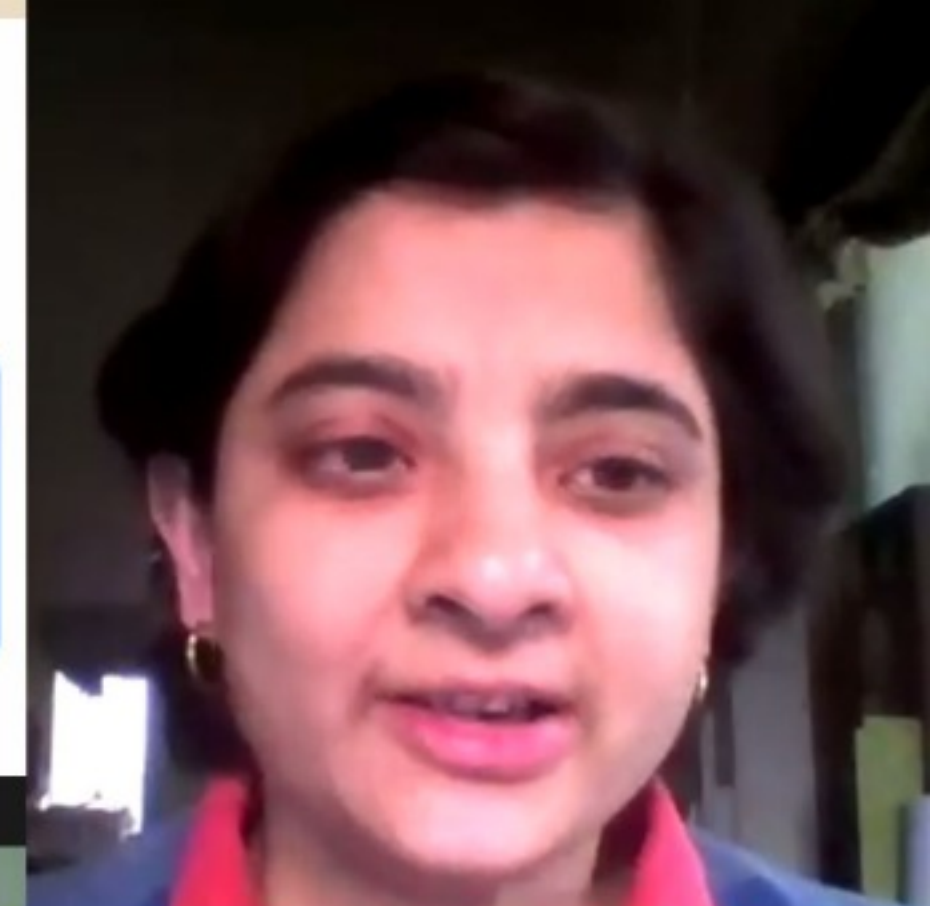
IMMERSIVE TALKS

WITH WASTE-TO-VALUE (W2V) DOMAIN EXPERTS

Overview of innovations in secondary agriculture and food/ agro processing / Jaggery as a product by Dr. Vishal Sardeshpande (CTARA, IITB)



Farm to market journey and stakeholders at each stage



Innovations in food/ agro processing for rural India – case study of Jaggery processing

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Founder SARVAAY Solutions



Customer segment-sample

Sr.	Customer segment	Drives for acquiring solution	Persona of the segment	Decision making points
1	Running stable and profitable agri or agri allied business	Diversification of business Leverage existing resources, skill, infrastructure, business knowledge	Combine family income source, tasted success in existing business, high family spirit, next generation ready to enter in the business	Family consensus, typically composed of economic decision maker, operation person, critique, external influencer (typically advisor, family friend, bank manager)
2	Stable income source from job / business with agriculture linkages	Additional source of income Want to help kin in agriculture Plan to quit the job in long term or diversify in agriculture Leverage manpower and resources	Age group 35-50 yr., residing in urban or semi-urban area, salary more than 50 k / month or equivalent business income, spouse working, cordial relationship with kin in agriculture	Consent of spouse, agri kin skills and willingness, trust and respect about each other
3	Progressive farmer inducing next generation	Induct next generation in agriculture Credible agro processing option for successor Assured income source for next generation Project image of a progressive thinker for social	Age group 50-65 yr., residing in rural area or semi-urban area, making agriculture operations profitable through technology, planning and marketing, strong local connection and recognition, qualified son without job	Single handed decision in consultation with son in some cases, social contacts influencing the decision making Marital status of son could be influencer, if he is not married then creating a respectable

Jaggery sector ground realities



- Jaggery processing is an option for farmers
- Sugarcane farming has challenge for right price and timely payment* from sugarcane factories
- Challenges for traditional plant operation
 - Inefficient technologies and unhygienic operations
 - Labor and space intensive drudgery prone operations
 - Use harmful chemicals for color and hardness
 - Dependence on process expert
 - Lack of consistent quality

Technology evolution timeline

2006 Study of sector



2013 Second pilot



2014 Research paper



2010 Research paper



2018 pilot



2011 First pilot



2020 customer installation



2011 Patent



Total Participants : 38
34 on zoom + 4 Fb Live