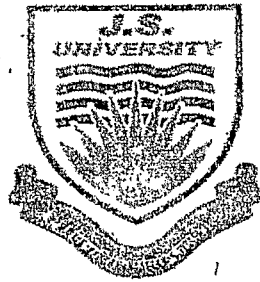


# J.S. University, Shikohabad

Established by UP Govt. Act No. 07 of 2015

Recognized by U.G.C. under section 2 (f) of Act-1956



## Value Added Course

VALUE ADDITION IN MILK,  
FRUITS & VEGETABLES

## Faculty of Agricultural Science

**COURSE TITLE:** Value Addition in Milk, Fruits and Vegetables

**DURATION:** 30 Hours (Theory and Practical)

**PREREQUISITES:** Learners should have a basic understanding of production of fruit and vegetables, as well as dairy farming.

**COURSE OBJECTIVE(S):**

1. To impart knowledge regarding value addition in milk, fruits & vegetables.
2. To sensitize, and bring the positive change in the attitude, skill, understanding, goal, action, and confidence of learners to perceive value- addition as employment opportunity at the grass-root level.

**ASSESSMENT CRITERIA/ AWARD OF CERTIFICATION:** Participants who secured 90 percent attendance and secured 80 percent marks for final quiz shall be awarded the completion of certificate.

**LEARNING OBJECTIVES**

1. To provide in-depth coverage of various aspects of entrepreneurship development, branding, and marketing.
2. To inculcate suitable skills in post-harvest management in processing sector per se.
3. To increase the awareness vis-à-vis government initiatives to promote agri- preneurship and agricultural export, which will encourage the learners to establish their own enterprise.

**COURSE OUTCOME**

At the end of the course the learners would be able to:

1. Understand the basics of entrepreneurship development
2. Have proper understanding regarding the prevention of post-harvest losses
3. Have increased awareness regarding the Government initiatives in the agri- processing sector.
4. Get sensitized regarding the start-up opportunities.
5. Gain the first- hand information regarding marketing and branding of processed agricultural produce.

## **COURSE SYLLABUS**

### **Module I : Value addition through processing**

- Opportunities of value addition in food processing sector
- Opportunities of value addition in dairy processing sector
- SWOT analysis and case- study of successful firms involved in processing of agri-produce

### **Module II: Transition from learners to agri-preneurs**

- Entrepreneurial opportunities in traditional Indian dairy products
- Entrepreneurship opportunities in functional & health foods
- Managing small dairy enterprises

### **Module III: Success mantra for food entrepreneurs**

- Post-harvest management of fruits & vegetables
- Supply chain challenges for agri- entrepreneurs in fruits & vegetables sector
- Value addition in fruits: a pathway to success for small entrepreneurs

### **Module IV: Startup & innovations**

- Managing startups
- Startup & innovation in fruits & vegetables processing sector
- Startup in dairy by value addition

### **Module V : Entrepreneurial schemes**

- Schemes for promoting entrepreneurship in food processing sector
- Schemes and initiatives for promoting entrepreneurship in dairy processing sector

## **PRACTICAL EXERCISES**

- Business- games (Gamut- running, Resource generation games, Resource- sharing, Snake and Ladder game etc.)
- Focussed Group discussion
- Building the blocks, Ring- toss exercise, tower building exercise
- Role play
- Case- studies


- Coverdale method of training

#### ASSESSMENT OF OUTPUTS AND OUTCOME OF THE COURSE

1. Norm-referred and criteria-referred evaluation
2. Rating of perceived effectiveness of course, teacher, teaching material, relevancy of content, and method of teaching by the learners
3. Knowledge test of the learners at the end of course
4. Follow-up through WhatsApp group regarding the problems, limitations, success, and failure while implementing the knowledge, awareness to the real employment opportunity

#### REFERENCES

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- Elik, A., Yanik, D. K., Istanbulu, Y., Guzelsoy, N. A., Yavuz, A., & Gogus, F. (2019). Strategies to reduce post-harvest losses for fruits and vegetables. *Strategies*, 5(3), 29-39.
- Kiaya, V. (2014). Post-harvest losses and strategies to reduce them. *Technical Paper on Postharvest Losses, Action Contre la Faim (ACF)*, 25, 1-25.
- Sudheer, K. P., & Prathap, S. K. (2021). Introduction to Entrepreneurship Development in Food Processing. In *Entrepreneurship Development in Food Processing*, 1-15. CRC Press.
- Grover, K., & Sharma, P. (2020). Food processing and value addition for nutritional and entrepreneurial development in India: Opportunities and challenges. *Indian Journal of Economics and Development*, 16(2), 152-159.

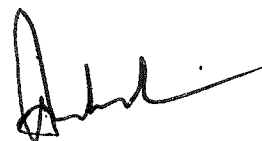
  
Dr. Swadesh

4 | Page

Course Co-ordinator



Dr. P. P. Singh  
Dean Academic



Dr. K. A. Kishwah  
Dean