

**Bean To Bar – The Innovations
In Horticulture Crops In And Around Jangareddigudem,
Andhra Pradesh– A Case Study Of
Palm Jaggery Organic Chocolate Making
In Economics Perspective**

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Abstract:

The THEOBROMACACAO, food of the Gods is now become the food of the masses with the regular and popular name chocolate. The Cocoa beans are now used in variety of forms to suit our style and taste, flavour or brand as chocolate, coffee, ice cream, confectionary, cakes and many more. According to many observations, these heavenly bites not only help us in having fun but also reduce blood pressure, heart diseases and relieve us from anemia and quite helpful in even facing the much talked hormonal imbalance and further troubles of menstrual cycle among middle aged women now a days.

Jangareddigudem in Eluru District, Andhra Pradesh is an upland area, the entrance to the nearby forest and Polavaram Project area mostly inhabited by the local tribal community and with a suitable weather for cocoa cultivation. Dr.YSR Horticulture University, venkatramannagudem near Tadepalligudem under its KVK Krishi Vijnana Kendra extension centre is very much active in educating the local farmers on various production and processing techniques regarding Horticulture crops in and around Jangareddigudem and other nearby areas.

The department of Economics in CSTS Govt. Kalasala, a government degree college in Jangareddigudem has launched a social entrepreneurship INCUBATOR recently to promote various innovative ideas to ground different social entrepreneurship projects. The ideas range from promoting chocolate making in organic way

naturally, with the help of palm jaggery and supporting local cocoa farmers with ideas of hydroponics production technology. It undertook a workshop recently for the benefit of self help group women of MEPMA/urban municipality project to take up chocolate making business activities with support from KVK, Dr.YSR Horticulture University, Venkatramannagudem. It further plans to help them by taking up baseline surveys, consultancy in funding, marketing and branding by coordinating with various government, non governmental agencies and students.

The present case study shows that the chocolate making process is poised to augment revenues by increased profit as the demand for naturally processed palm jaggery chocolates is high even in local areas. The department of economics, CSTS Govt.Kalasala, Jangareddigudem with the help of ATMA, NABARD, LEAD BANK MANAGER/Eluru Dist.. COCOA RESEARCH CENTRE OF ICAR, Dept. of Horticulture, National Horticulture Mission can prepare a case study and cost benefit analysis of palm jaggery organic chocolate making units in and around jangareddigudem with the help of the college level incubator.

Keywords:THEOBROMACACAO, incubator, CSTS

Methodology:

The paper is based on secondary sources of data and findings and suggestions are presented in descriptive form and with the help of single diagrams.

Research Questions:

1. How to take up a case study to understand the scope of cocoa production with the help of hydroponics technology in and around jangareddigudem by the local farmers groups through FPO farmer producer organisation method.

2. How to prepare a cost benefit analysis of production process of palm jaggery organic chocolate through the college level incubator.

The Dept. of Economics has always been interested in delivering skills instead of mere information. On 17.10.2023, it took the initiative on these lines in the form of a workshop on “Entrepreneurship Gap Analysis” for local SHG women in Jangareddigudem on the eve of UN - International day on poverty eradication.

MEPMA Mission for Elimination of Poverty in Municipal Areas is the organization helps the urban poorer sections under the aegis of Government of Andhra Pradesh. The Project Director, Eluru and the local head Municipal Commissioner, Jangareddigudem permitted the local SHG women to attend the workshop to improve their skills.

Amidst this background, the Extension wing of Dr.YSR horticulture university, venkatramannagudem near Tadepalligudem, supported this event and a theme demonstration was presented by Dr.RV Sujatha, Associate Professor, Agricultural Economics on behalf of the university. She gave a practical exposure to the food processing units especially, Chocolate making Units.The workshop also was helpful for the students as a questionnaire on Entrepreneurship Gap analysis was implemented and data was collected. The workshop was concluded with the inception of INCUBATOR named THINK FRESH for the benefit of students and outsiders of Jangareddigudem to take up start ups as a career. The workshop also involved a finance executive of local oil factory with a session on Millets for health and wealth through business.

The 1st year BA Honours Economics were very active in administering the questionnaire and the 2nd and final year students were very much cooperative and active in making the workshop a grand success and also supported through Origamy paper flowers

and bouquets and cloth banners with natural colours at a cheaper rates.

The Dept. of Economics has always been interested in delivering skills instead of mere information. It has always been organizing various academic events like awareness programmes on Financial Literacy by adopting the local Dangenagar Area near to college premises through the Departmental AMARTYASEN CLUB. It took the pains to interact with various stakeholders of the developmental process both from government, non government agencies and even Private Sector players. Earlier, the department of economics with the help of Lead Bank Manager of Eluru District and KVIC khadi and village industries commission, DIC district industries centre, organized an awareness programme on PMEGP Pradhan mantri employment generation programme for the benefit of students and local citizens on entrepreneurship opportunities.

Again on 17.10.2023, it took the initiative on these lines in the form of a workshop on “Entrepreneurship Gap Analysis” for local SHG women in Jangareddigudem on the eve of UN - International day on poverty eradication and International Year of Millets 2023.

The Department of Economics is keen on making the students aware of the scope of employment avenues in various fields and self entrepreneurship with a tinge of social entrepreneurship and ecopreneurship. It always wanted to make the department and college as a resource centre for the local community.

Jangareddigudem is an upland area and a two tier municipality with a population around 1 lakh mostly with low incomes groups with business and trade activities and horticulture backdrop. The recent relocation of Polavaram project based displaced tribal communities in the nearby taduvayi area seems the major reason for the recent increase of population in and around jangareddigudem. Much of the population of this region need a decent and sustainable employment opportunities.

In this backdrop, the department of economics has been intended to take up a entrepreneurship gap analysis survey to assess the needs of the local communities both the displaced migrants and local dwellers especially women. The department in fact wanted to coordinate the services of academic and other government funding, technical agencies in support of the underprivileged women of this region by launching a social entrepreneurship INCUBATOR.

MEPMA Mission for Elimination of Poverty in Municipal Areas is the organization helps the urban poorer sections by creating women groups under the aegis of Government of Andhra Pradesh. Immediately, after the formal interaction by the Department of Economics, Principal of the CSTS Govt. Kalasala with the Project Director, MEPMA, Eluru and the local head Municipal Commissioner, Jangareddigudem, the authorities permitted the local SHG women to attend the workshop to improve their skills. On this occasion, the staff B.SRINIVASA RAO, Lecturer in economics V.HANUMANTHA RAO, Lecturer in economics and the students of the Department of Economics along with honourable principal Dr.N.Prasada Babu, IQAC incharge of the college Sri Madhu extended their gratitude to the Project Director MEPMA, Eluru Sri Immanuel and Municipal Commissioner, Jangareddigudem Sri Bhavani Prasad for helping in the smooth conduct of the workshop. Nearly 45 SHG women group resource persons and members participated in this event. Later on a questionnaire was administered on 100 shg women members to collect the data on entrepreneurship gaps in and around jangareddigudem to further take up a baseline survey on resources and funding opportunities. This programme was intended to provide the marketing and branding opportunities for the benefit of local SHG women in the nearby future involving various government and private, ngo agencies through active participation of the students of the department of economics.

Amidst this background, the Extension wing of Dr.YSR horticulture university, venkatramannagudem near Tadepalligudem,

led by Dr.Karunasree, Professor and the honourable Vice Chancellor supported this event. As a result, a processing theme demonstration was presented by Dr. R. V Sujatha, Associate Professor, Agricultural Economics on behalf of the university. She gave a practical exposure to the food processing units especially, Chocolate making Units. The session was very much interactive which helped the participants to express and share their concerns with the expert and learn the updated market scenario. She started her presentation with the overview of various academic and extension activities conducted by the University at regular intervals for the benefit of students as well as the community around. The univeristy's HBIC horticulture business incubation centre activities were also explained at length on this occasion. On this occasion, the staff and students of the department of economics, CSTS govt. kalasala, jangareddigudem acknowledged and extended their gratitude to the Dr.YSR Horticulture University's honourable Vice Chancellor Dr.T.Janakiram and Director of Extension Centre incharge Dr.E.Karunasree. In this regard the department of economics, CSTS govt.kalasala is interested in receiving knowledge support from the HBIC of Dr.YSRHU and a formal request is being prepared to forward in the near future to help the recently formed think fresh, the incubator of this college. The local SHG women groups of MEPMA, jangareddigudem were keen in participating in the future knowledge sharing workshops on chocolate making processing units in Dr.YSRHU in the coming month.

The workshop also was helpful for the students as the questionnaire on Entrepreneurship Gap analysis was administered and data was collected. The workshop was concluded with the inception of a social entrepreneurship INCUBATOR named THINK FRESH for the benefit of students and outsiders of Jangareddigudem to take up start ups as a career. The workshop also involved a finance executive of local oil factory with a session on Millets for health and wealth through business. As a whole, the

workshop designed the following model of entrepreneurship for the women participants in and around jangareddigudem.

Model Of Entrepreneurship Workshop Is To Adopt This Model Of Thinking

1. Risk
2. Creativity
3. Accounting
4. Management Skills
5. Branding And Marketing
6. Women Entrepreneurship
7. Ecopreneurship
8. Social Entrepreneurship
9. Food Processing – Horticulture Crops - Millets – Organic/Natural – Quality Concious -Export Oriented
10. Report Making For Loans And Taxation - Raw Materials – Technology – Quality -Storage – Transportation – Packing – Accounting – Certification – Branding And Marketing
11. Mentorship – Incubator – Cesl – You Tube Links – College As A Resource Centre

Administering The Questionnaire

As a part of workshop, a questionnaire was prepared on entrepreneurship gaps among SHG women in and around jangareddigudem area under MEPMA groups. The final questionnaire was the product of continuous efforts by 1st year newly joined BA economics honours students for nearly one week. The students were exposed to the economic problems and need of entrepreneurship in regular class room lectures. They were asked to prepare rough draft as an assignment work for 3 days. They were also informed and convinced, motivated by explaining the need of a project report during their forthcoming CSP community service project and short and long term internships. The students were made aware of different set of questions and their importance in

eliciting the information without much trouble from the participants and methods of survey and reporting at this juncture.

The 1st year BA Honours Economics were very active in administering the questionnaire. They helped the participants by explaining the meaning and context of the questions and successfully elicited the information and learning the process of preparing a questionnaire and administering it and understood the process of taking up a survey.

Findings And Suggestions:

In continuation with the organised entrepreneurship gap analysis workshop, the participants were inspired by the Dr.YSR Horticulture University, Associate Professor, Dr.R.V.Sujatha, Dept. of Agriculture Economics, presentation about chocolate making Units, attended a training session in the University on their own. The training session exposed them, the concept and equipment details, the process relating to CHOCOLATE MAKING. The University after their training session, promised the participants to provide free chocolate preparation instruments and guidance in the next coming 2nd training session.

Nearly 10 members of MEPMA SHG groups in Jangareddigudem Municipality area attended the above mentioned training session. They were very much interested in launching a unit to go for production and business in further. The Department of Economics, again took initiative to contact Lead Bank Manager, Eluru District to provide the needy financial support through any scheme by the Banking system for the benefit of interested MEMPMA SHG group members.

It is heartening to note that COCOA which is an important raw material for the chocolate making units, is being grown to a reasonable extent in and around Jangareddigudem. Therefore, the Department of Economics is committed to provide further guidance and link up the SHG women groups with the cocoa growers. The

cocoa Research Board near can provide further technical, marketing and branding support.

Conclusion:

The present case study shows that the chocolate making process is poised to augment revenues by increased profit as the demand for naturally processed palm jaggery chocolates is high even in local areas. The department of economics, CSTS Govt.Kalasala, Jangareddigudem with the help of ATMA, NABARD, LEAD BANK MANAGER/Eluru Dist., COCOA RESEARCH CENTRE OF ICAR, Dept. of Horticulture, National Horticulture Mission can prepare a case study and cost benefit analysis of palm jaggery organic chocolate making units in and around jangareddigudem with the help of the college level incubator.

References

Dr.YSR Horticulture University
NABARD FPO
THINK FRESH...THE INCUBATOR OF the Dept. of Economics,
CSTS GK,JRG
MEPMA, ELURU
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ICAR
Primary survey conducted by the students
National horticulture Mission
AP HORTICULTURE DEPT.
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ICE institute of culinary education USA for hydroponics technology
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