

# **Value addition in sweet potato and cassava: New vista for entrepreneurship development**

**Regional centre of ICAR-CTCRI, Bhubaneswar-751019, Odisha**

## **Background & objectives**

In Odisha, root and tuber crops are important particularly in the tribal belts where they have traditional place in the daily diet. Odisha state is endowed with varied agro-climatic conditions which are suitable to grow most of the roots and tuber crops. The important tuber crops grown in Odisha include sweet potato, yam, colocasia, elephant foot yam, cassava, yam bean and arrow root. Ganjam, Koraput, Bolangir, Dhenkanal, Sundargarh and Mayurbhanj are the major sweet potato growing districts of Odisha.

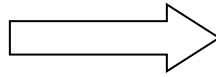
Being the leading producer of sweet potato and other tuber crops, there is no any processing units or processed product on sweet potato. The problem faced by farmers and entrepreneurs are lack of facility and knowledge on commercialization and value addition of sweet potato as well as other tuber crops. The farmers are selling these tubers in very low price and earning less income. Consumption of boiled sweet potato and making curry are the traditional ways of consumption.

## **Intervention**

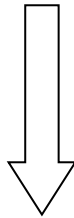
Odisha government sanctioned an amount of Rs. 133.75 lakhs under RKVY for “Establishment of Techno-Incubation Centre” at ICAR-Central Tuber Crops Research Institute, Regional Centre, Bhubaneswar. This centre has procured the equipments like Slicer/Chipping machine, hammer mill, sieving machine, mixture making machine, pasta/noodle making machine, Twin screw extruder, Baking oven, Automatic packaging machine, papad making machine etc. With the support of Government of Odisha our centre has conducted training on value addition of sweet potato and other tuber crops to create awareness among the start up entrepreneurs. More than 3000 farmers visited this techno-incubation centre (TIC) and learn methodology to prepare the value added products from sweet potato at home scale. More than 20 entrepreneurs registered as incubitee to start up their business on value addition of sweet potato and other tuber crops. The students from OUAT/Utkal University have also using this facility for their research work in post graduation.



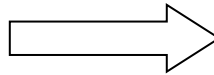
**Sweet potato tubers**



**Sweet potato chips**



**Sweet potato flour**



**Sweet potato sticks**

### **Sweet potato chips and sticks production processes**

#### **Outcome**

Mr. Govind Chandra Swain is the retired employ of bank, resident of Bhubaneswar has working as Incubatee of Techno Incubation Centre (located at ICAR-CTCRI, Regional Centre, BBSR funded by RKVY Govt of Odisha) and preparing sweet potato flour, sweet potato chips, sweet potato pasta and cassava sticks. He established the Ranjeeta's Agrifoods Healthy and Hygiene Pvt. Ltd and promoted sweet potato based products in the market. He is getting good amount of income and increases overall profit. He is the first person in Odisha to start up business on these healthy sweet potato tubers. Sweet potato tubers are available in local market from November to February. The farm gate price is Rs 10-12 per kg of tubers. Mr. Govind Chandra Swain used to produce 40 kg sweet potato chips and 80 kg sweet potato sticks per month. During the last four months he has produced and sold 160 kg sweet potato chips and 320 kg sweet potato sticks. He used to pack the sweet potato chips and sticks in 50 g pack. The

marked MRP of sweet potato chips is Rs 10 per packet (50 g) and sweet potato sticks is Rs 12 per packet (50 g). He sold the chips and sticks to retailer at the rate of Rs 8 and 10 per packet of sweet potato chips and sticks respectively. The sold sweet potato chips for Rs 25600 and sticks Rs 64000 during four month period. The production cost of sweet potato chips is Rs 5 per packet (50 g) and sweet potato sticks is Rs 7 per packet (50 g). He earned profit of Rs 9600 in sweet potato chips and Rs 19200 in sweet potato sticks. He is looking for increasing volume of production of sweet potato based products and approaching banks for financing to establish small unit of sweet potato chips and sticks production near Dhenkanal district of Odisha. He thanked the Odisha government particularly RKVY cell for funding to Establishment of Techno-Incubation at ICAR-CTCRI, Regional Centre, Bhubaneswar.

Production and marketing of diversified tuber crops based products create demand for tuber crops and ensure stable price, thereby increase in area of tuber crops cultivation.



Mr. Govind Chandra Swain with sweet potato chips and sticks