

Sugarcane juice

Importance and Opportunities in Employment Generation in Rural Sector During Post Covid-19

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Sugarcane juice, a magic juice, is good for human health. People consume it as an energy drink without knowing the diversified health benefits. Proper awareness and frequent publication regarding benefits of sugarcane juice at Government level through electronic and print media is essential for maintaining good health of the people. Diabetic patients can also consume sugarcane juice because of low glycemic index (GI). Sugarcane juice demand can easily be seen by the crowd rounding the roadside stalls, waiting a glass of sugarcane juice. Installation of sugarcane juice bars/outlets/stalls within the airports, railway stations, bus stands, hospital campuses, shopping malls, market complexes, educational institutes, different government offices, IT parks, kishan mandies, parks, tourist spots, religious places, etc. by government/private companies/cooperatives/individual farmers can drastically change the scenario and having huge opportunities of employment generation as well as increase the income of the sugarcane growers in India.

Keywords: Employment, Nutritional value, Sugarcane juice

SUGARCANE (*Saccharum* spp. hybrid complex) is one of the important cash crops used mainly for production of sugar and cultivated commercially in about 80 countries in about 27 million ha in the World. India, Brazil and China contribute about 63% of World's sugarcane production and India alone contributes about 29%. Sugarcane is generally grown in almost all the tropical and subtropical states of India. In addition to that about 15% of sugarcane grown in India is first used to make *gur* (jaggery) and *khandsari* (unrefined or brown sugar). The second largest agro-based industry after textile, is sugar industry, which provides livelihood to 6 million sugarcane growers and 10 lakhs workers employed in sugar mills and jaggery units in India. Sugarcane juice is extracted from the cane and is nutritious, refreshing and contains naturally occurring sucrose which is metabolized by the stomach.

Sugarcane juice contains high polyphenols, which are powerful phytonutrients with the qualities of antioxidants and loaded with vitamins and minerals. Sugarcane juice helps to strengthen liver and is thus suggested as a remedy for jaundice. Sugarcane juice has a strong defence against cancer, especially breast and prostate cancer. Diabetic patients can also consume sugarcane juice because of low glycemic index (GI). Sugarcane juice contains naturally occurring sucrose which is metabolized by the stomach, relieving the pancreas of the need for all that insulin to break it down and convert into useful energy.

Nutritional value of sugarcane juice

Sugarcane juice contains high polyphenols (phytonutrients with the qualities of antioxidants), vitamins and minerals (vitamin B₂, B₁, C, B₆; calcium, magnesium, potassium, manganese, iron etc), provides

essential aminoacids (help burn fat and build muscle). Sugarcane juice is alkaline in reaction and most human diseases cannot survive in an alkaline environment.

Health benefits of sugarcane juice

Sugarcane juice builds up plasma and body fluids and helps counter dryness and fatigue; helps strengthen liver; good for the health of pregnant women; laxative properties; eliminate toxins from the body and fight against harmful foreign substances; very important in boosting immunity; antioxidants are also useful for neutralizing bilirubin; removes acne naturally; a strong defense against cancer; prevents heart diseases and stroke; and in treating fever.

Employment opportunities in marketing of sugarcane juice

Some people expect huge profits by investing money in a big business

set up but few invest a little amount of money that too in a risk free business and they gradually keep adding investment to improve business and ultimately aim for huge profits. Sugarcane juice business can be started with very little investment and on the other hand growing potential in this business is huge. Some people think that Sugarcane juice business falls under seasonal business because demand for sugarcane juice is during summer only. But it is not always true. Sugarcane juice business runs round the year as demand for sugarcane juice is high during summer and medium during other seasons. There are many people in the country who are employed in sugarcane juice business as a best money making business as it is more profitable with less investment of money. The below mentioned points are to be kept in mind before starting marketing of sugarcane juice.

Selection of location for sugarcane juice bar/outlet/stall:

There is not a single permanent sugarcane juice bar/outlet/stall within the Airports, Railway Stations, Bus Stands, Hospital campuses, Shopping Malls and Market complexes, where people crowd round the clock. People generally take different drinks, always not by choice, but also due to availability of such stalls/outlets. In addition to that any places such as campuses/premises of different

educational institutes, government offices, IT Parks, Kishan Mandies, Regulated Market complexes, Parks, Tourist Spots, Religious places, etc. can be effectively selected for installing sugarcane Juice bar/outlet/stall. So selection of site is very important for maximum profit and employment generation. About 50-100sq.ft. place is sufficient to run the business smoothly.

Health risks of sugarcane juice:

The benefits of sugarcane juice are many and does not give any adverse effects on health, if it is extracted in a hygienic condition and consumed as soon as it is extracted because it tends to get oxidized within 15 minutes. Drinking a glass of sugarcane juice is very easy for you, but if it is not clean then it can also cause diarrhea as sugarcane juice is the best place for the development of microorganisms. Do not drink more than two glasses a day unless you have jaundice. Any surplus can be harmful to our body. Be safe and drink it keeping the hygiene conditions in mind.

Economics of a model sugarcane juice bar/stall/outlet: Sugarcane varieties produces thicker canes are generally used for juice purpose. A model sugarcane juice bar having 150-200 customers selling 300 glass (Approx.) juice/day (10 hours). The detail calculations are as follows:

- 100 stalk of Sugarcane weighing on an average 1.25 kg each is required to produce 300 glass

juice (Single Cane- 1.25 kg (Avg. weight) produces 3 glass of juice @ 200 ml/glass)

- Cost of 100 stalk of Sugarcane weighing on an average 1.25 Kg each is ₹ 1200 only including carrying cost i.e. ₹ 12 per stalk.
- Cost of Eco friendly glass, Ice and Lemon- ₹ 3/glass.
- Recurring expenses including depreciation cost monthly (Max.)- ₹ 15,000.
- Labour cost (Monthly basis) @ 10,000/employment for two employments- ₹ 20,000.
- Total Sugarcane stalks requirement for running the sugarcane juice bar- 100 stalks (with average weight 1.25 kg) × 365 days= 100 stalks × 365 = 36,500 Sugarcane Stalks.
- Sugarcane Farmers get a price of ₹ 10 for each cane- ₹ 10.00 × 36,500 = ₹ 3,65,000.
- To produce 36,500 sugarcane stalk, maximum 1.0 acre land is required.
- Maximum cost of cultivation of 1.0 acre to produce 36,500 sugarcane stalk- ₹ 80000.
- Sugarcane farmers also get assured profit of (₹ 3,65,000-80,000) = ₹ 2,85,000 from 1.0 acre land in a year.

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Jai Kisan, Jai Vigyan

- A total of ₹ 788.33 crores have been sanctioned for opening six new agricultural colleges for eastern India under Central Agricultural University, Imphal, and a new Central Agricultural University in Meghalaya.
- For the establishment of two new agricultural research institutes in Assam and Jharkhand, a sum ₹ 100 crores is allocated.
- First academic session of the Rani Lakshmbai Central Agricultural University has been allocated for four new agricultural colleges in Datiya and Jhansi.
- A Memorandum of Understanding was signed for transforming the Rajendra Central Agricultural University, Pusa, Samstipur, Bihar. A proposal of ₹ 400 crores is submitted in EFC.
- Post-Graduate Institute of Horticulture is being established in Amritsar, Punjab.
- Foundation stone of the Indian Institute of Agricultural Biotechnology is laid in Ranchi for promoting Agricultural Biotechnology.