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## Assessment of participants' response in a business meet on post-harvest and value addition technologies

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### Abstract

A business meet in virtual mode was conducted at ICAR-CIPHET, Ludhiana under the chairmanship of Dr. K. Alagusundaram, former DDG (Engg) to showcase ICAR-CIPHET, Ludhiana developed recent technologies to the prospective stakeholders including Agri-preneures, food processors, new start-ups, process machinery manufacturers, women farmers, and rural youth. Dr. S.N. Jha, DDG (Engg.) co-chaired the session. More than 450 national and international stakeholders attended the virtual meeting, which was advertised through various social media platforms. The meeting was attended by 450+ such stakeholders. Feedback was collected from 108 participants, and the results were overwhelmingly positive. 42% respondent were interested in gluten free muffins technology followed by 37% respondents interested in multi-grain flour technology and 30% each for Aonla processing plant and groundnut based flavoured beverages. Rest of the technologies liking were in the range of 27-17%. Out of total 108 respondents, 69% attendees were male, and 30.8% attendees were female. The evaluation of the event indicates that the business meet achieved great success, primarily due to the careful organization of the event, proper selection of the technologies and, the impactful delivery by the knowledgeable speaker. The other attributes for this success includes, the smooth coordination by the team, the extensive distribution of invitations, and the enthusiastic participation of the attendees.

**Keywords:** Agri-business, post-harvest technology, value added products

### Introduction

Post-harvest and value addition technologies play a vital role in agriculture and related industries by improving the quality, shelf life, and value of harvested crops and products [1]. These technologies encompass various practices and methods that aim to reduce losses, enhance storage and transportation, and add value to agricultural goods. One notable aspect of these technologies is the business opportunities they offer. In recent years, the significance of post-harvest technologies and value addition in maximizing agricultural productivity and profitability has gained recognition [2]. These technologies not only help minimize post-harvest losses but also create new avenues for entrepreneurs and businesses to capitalize on value-added products and services derived from agricultural produce. The range of business opportunities in post-harvest technologies and value addition is extensive and diverse. Entrepreneurs can explore areas such as establishing processing and packaging units, developing innovative preservation techniques, and creating value-added products [3]. Sectors such as food processing, cold chain infrastructure, packaging and labelling, quality control and certification, storage and warehousing, and distribution and logistics offer potential avenues for investment. Investing in post-harvest and value addition technologies offers the advantage of potentially higher returns on investment. By adding value to agricultural commodities, businesses can command premium prices for processed products, leading to increased profitability. Additionally, these technologies enable the utilization of surplus produce, reducing waste and generating additional revenue streams [4]. Moreover, post-harvest and value addition technologies contribute to rural development and employment opportunities. They create prospects for farmers, agricultural entrepreneurs, and skilled labor in both rural and urban areas [5]. This, in turn, fosters economic growth, improves livelihoods, and promotes sustainable agricultural practices.

### Materials and Methods

#### Planning of virtual business meet

The concept of organizing an Online Virtual Business Meet by ICAR-CIPHET, Ludhiana was conceived during a discussion in an ABI meeting held by the Director of the institute.