

AN ORGANIC FOOD COMPANY, AND A STARTUP PARTNER TO CREATE A MOBILE JAGGERY FACTORY

With more people becoming aware of the nutritional content of the food they eat, safe manufacturing practices, supplemented by urbanization, and consumer expenditure on health and wellness products, the market for organic food has exhibited strong growth. This growing dependence on organic food also calls for the adoption of innovation and technology-based practices to meet the rising demand and ensure quality.

Arya Farm is a decade-old organic food company that deals with products like jaggery, oils, and millets. The team found a huge demand for jaggery and so decided to explore the current manufacturing practices. The industry was fragmented, small-scale based with a serious lack of innovation, technology, and engagement in the system.

To fill the gap of innovation and technology-based manufacturing practices, Arya Farm partnered with RevoTech Industries, founded by IIT Bombay, to build a mobile jaggery processing unit. RevoTech has entered into a feasibility license agreement for the commercialization of the technology developed with IIT Bombay. The innovations and the technology developed are based on studies undertaken at IIT Bombay. The innovative mobile jaggery processing unit is an 'industry-on-wheels' that takes the processing unit to the farm and converts the sugarcane into jaggery.



The Mobile Jaggery Unit (Image courtesy: Arya Farm)

To increase engagement, Arya Farm collaborated with the Entrepreneurship Development Institute of India (EDII) who have conducted an entrepreneurship and skill development programme in Mandya, Karnataka. This program is targeted at women Self Help Groups (SHGs) and farmer family members. Currently, around 50 groups have been trained to use the mobile unit to make jaggery. 300 more groups are to be trained. The team from Arya Farm also met the leaders of the FPO and SHGs to get their feedback on this innovation.



The Arya Farm team with Women SHG leaders and FPO leaders at Mandya (Image courtesy: Arya Farm)

With the demand from the market, the technology from IIT, and the network of available FPOs and SHGs from EDII, Arya Farm plans to roll out the mobile jaggery plant in Mandya by October 2021. This will be followed by a roll out to at least 150 locations in near future within the state. With the support of governments and local chapters, they intend to roll out the project to all sugarcane states across India.