

## **2. JUST SIP: NUTRITIOUS DEHYDRATED VEGETABLES DRINK**

### **Preamble:**

The project entitled “Preservation and Processing of Fruits and Vegetables by Using Sustainable Technologies” financially supported by Rajiv Gandhi Science and Technology Commission (RGSTC), Govt. of Maharashtra to aid technology development was successfully executed at demonstration level by Professor (Dr) Smita Lele, (Institute of Chemical Technology (ICT), Matunga, Mumbai 400019). This village centric technology is expected to provide better returns to villagers on their agriproduce during bumper harvesting season. The technology is now ready for transfer for deployment at village levels. Preference would be given to business ventures that empower groups from economically weaker sections of the society duly supported via CSR mode or other relevant schemes of the Government.

### **Objectives of the project:**

- To enhance value addition and facilitate price stability for agriproduce with limited shelf life.
- To reduce wastage during bumper harvest.
- To reach the benefit of such technology to people at the grass roots.

### **Products developed under this project are:**

Just Sip Palak, Just Sip Dudhi, Just Sip Palak Soup and Garlic powder are our major products. Other products like “Dudhi flakes and powder, Palak Flakes and powder, leafy vegetable (methi, coriander), spices (Ginger) and carrot/beat flakes can also be manufactured. Indian Patent (Patent no 1439/MUM/2009) covers the product invention.

### **JUST SIP: A UNIQUE INNOVATION AND ITS COMPETITIVE ADVANTAGES**

- ❑ *Just Sip is a nutritious vegetable drink premixes with 3 unique features –*
- Combination of vegetables,
- Incorporation of dals (lentils) rather than corn flour which is only starch.
- No added color, preservatives and no monosodium glutamate (MSG)

### **Product specification:**

- The products developed under this project is safe for human consumption in compliance with the new food law in force as per FSSAI (FOOD SAFETY STANDARDS AUTHORITY OF INDIA).

<b>Per 100gm</b>	<b>Just sip Palak</b>	<b>Just sip Tomato</b>
Energy (Kcal)	319.00	330.00
Protein (gm)	12.00	8.00
Carbohydrate (gm)	64.00	71.00
Fat (gm)	1.400	1.00
Cholesterol (mg)	0	0
Vitamin A (IU)	2111.0	3116.0
Vitamin C (mg)	12.00	15.00
Total dietary fiber	13.00	12.00

### **EQUIPMENT REQUIRED FOR PLANT SETUP AND PRODUCTION:**

- **Dryers:** Hot air dryer based on Solar unit / gas / electrical power
- **Supporting equipments:** Spray washer, Slicer, Shredder, Peeler, Blancher, Spin dryer, Pulverizer, Powder Blender. Packaging unit (depending on the products to be processed).

## Sample products developed under the project

(Available on Non-exclusive basis)

