

# Evaluation of acceptability of lime jam and scope for entrepreneurship development

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Fruits and vegetables have been a part and parcel of the life of human beings since time immemorial. India ranks second in world fruits and vegetable production but this huge potential is untapped. Lot of produce goes waste due to improper post harvest practices, unplanned marketing strategies of fresh produce and ignorance to value addition. If farmers, farm women, agricultural labourers and rural youth are made aware about the scientific, economic and entrepreneurial aspects of fresh produce marketing and their preservation/processing, it will be a major boost to our food sector. Processed foods are not only in high demand in the domestic market and export market, but value addition and processing of fruits and vegetables also leads to reduction of post harvest losses. It also improves marketability of the produce, increases their availability to consumers in addition to providing livelihood opportunities to the rural as well as urban population. Thus, a study was carried out on evaluation of lime jam at KVK Vijayapur. Organoleptic evaluation scores were found to be high in terms of taste, flavour, texture, colour and overall acceptability. The quality characteristics of lime jam thus, has a scope for commercial exploitation in processing industry.

**Key Words :** Lime, Value addition, Acceptability, Entrepreneurship

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