

# 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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## INTRODUCTION

Acid lime (*Citrus aurantifolia* Swingle) is one of the four commercially important citrus fruits grown in the country, besides orange, mandarin and grape fruit. In India, Karnataka state ranks 5<sup>th</sup> in production of acid lime with 2,83,470 tonnes accounting to 12,150 ha. Among different crops, acid lime is one of the remunerative fruit crops which is grown on commercial scale in Vijayapur district in an area of 6499 ha, with a production of 1,62,475 tonnes (Anonymous, 2014). The area under acid lime is increasing gradually but farmers are facing the problem of seasonal price variation, lack of irrigation, which affects their income levels. The price behaviour of acid lime based

on the seasonality index revealed that the highest price per bag would prevail in the months of February, March, April and May because in these months the arrivals are very less but on the other hand the demand in this season is very high as it is summer season and acid lime would be required for preparing juices.

Lowest prices were observed in the months of June, July as the peak season arrivals start in these months and the demand is very less because the consumers do not prefer to use more of acid lime in rainy season. Thus, during this glut season value addition is an option to reduce the losses of farmers. Acid lime has good commercial potential and the area under this crop is gradually increasing in the study area because of high returns obtained from this crop but on the other hand, processing units are not available locally which is one of the back drop under value addition sector (Tejeshwini, 2015).

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Hence this study was carried out with the objective of creating awareness about value added products that can be prepared out of lime and the entrepreneurial activities that can be taken up through value addition to lime.

## METHODOLOGY

Human beings have been using lime since many centuries but initially its applications were limited. With the advent of technology, many downstream products are being manufactured with domestic as well as industrial applications. Products like pectin, citric acid, lime oil, lime juice, lime pickle etc. are in vogue. There is a growing market for all these products round the year. The all-important quality of lime is its preservation property. With thrust on industrialization after independence, industrial applications of lime have got tremendous boost. Lime juice and pickle are two such products, which have witnessed continuous demand during last few decades. There are some established units producing these items but in view of growing demand, there are good prospects for new units as well. Keeping this view of value added products of limes and their marketing potentials, the study has been undertaken. The new product developed in this study was lime jam. Organoleptic evaluation of lime jam was carried out by 20 panel members. Parameters evaluated by judges included were appearance, colour, taste, aroma, texture and overall acceptability. A five point scale (1-very poor, 2-poor, 3-average, 4- better, 5- excellent) was used to evaluate the sample.

## OBSERVATIONS AND ASSESSMENT

The market for ready-to-serve lime juice is extraordinarily large with demand being highest from March through May. Lime juice can last for about 7- 10 days and is generally stored in a plastic or glass bottle. There is a great deal of competition from MNCs that participate in this market. The market for lime squashes

is comprised mostly of urban households and other juice manufacturers. Most large scale manufacturers use a very expensive process for making lime squash that requires prohibitively expensive machinery for most manufacturers. Processing lime pickles is a fairly simple activity that is done on a daily basis in villages across India. These lime pickles can be preserved for over one year with the length of preservation dependent upon the ingredients, the packaging and conditions in which the pickles are stored. The market for lime or mixed pickles is vast with small and large enterprises competing with each other for market share. Small processing units that cater to regional tastes can develop a lucrative niche in the marketplace (Bagde and Shende, 2017). In the present study, a new product was development *i.e.* lime jam and its organoleptic evaluation was carried out to test its acceptability so that it can also be taken up as one of the enterprise by women in lime industry. The results of evaluation of lime jam and quality parameters revealed high scores in terms of taste, flavour, texture, colour and overall acceptability (Table 1).

## Conclusion:

It is advisable to form a self-help-group (SHG) that would allow the women to save money within the SHG structure and be part of an institution that meets their personal and professional needs. As consumers are educated and well aware now a days, they are very health conscious and hence, nutritional value, manufacturing and expiry date should be mentioned on the packaging very clearly. Women SHGs should aggressively advertise coupled with effective sales promotion for improving customer recall through trade fare exhibitions. Good packaging, certification from food agencies, proper blending of spices etc., should be maintained to give customers a home-made taste and push him to buy from market. Encouraging training and skill of self and workers through experts and exposure of best practices is route

**Table 1 : Mean scores of sensory evaluation for lime jam**

Parameters/product	Lime jam
Appearance	4.15
Colour	4.00
Taste	4.10
Aroma	4.00
Texture	4.50
Overall acceptability	4.20

Note: Excellent-5, Better-4, Average-3, Poor-2, Very poor-1

to success for women SHGs.

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