



Dr Nitin Mehta
Assistant Professor
GADVASU, Ludhiana

Dr Mehta is a graduate in Veterinary Sciences from CCSHAU, Hisar. Thereafter he pursued M.V.Sc. in Livestock Products Technology from IVRI, Izatnagar and Ph.D from LUVAS, Hisar in Animal Products Technology. He joined NIFTEM as Assistant Professor (TAF) in April 2012 and later joined GADVASU, Ludhiana in Department of Livestock Products Technology.

Major research area of Dr Mehta is quality control of livestock products involving encapsulation technologies and biodegradable packaging solutions. Further, he is also involved in development and dissemination of adoptable technologies for value addition of livestock products which is a promising area for entrepreneurship development amongst youth. So far, his department has transferred technologies to more than 18 end users. He has received many awards for his work.

Presentation Summary

Value addition of meat and eggs for entrepreneurship development

Livestock sector is backbone of an agrarian economy and provides livelihood to approximately two third of rural economy. India is bestowed with rich livestock resource and is producing quality livestock products viz. milk, meat and eggs. These products are providing key avenues for the producers and manufacturers, however, for boosting their income and profitability, value addition has been looked upon as a promising solution. Value addition in meat and eggs is referred to the enhancing nutritional value, economic and health benefits through the processing into various designer and health oriented products by incorporating various functional ingredients and with use of other techniques such as tenderizing the tough meat, preparation of cut of parts and utilization of slaughter house byproducts to develop valuable products. The economic value of product is increased by changing its current place, time, and form characteristics to characteristics more preferred in the marketplace. Processing and value addition of meat and eggs is at a very low rate but its utility can be transmitted to the end users through various training programmes. Government institutes can play a pivotal role in motivating and educating youth and women for the culture of processing, thus can act as a catalyst in development of entrepreneurial attitude amongst them.