



Employment of unemployed poor communities with the help of new product

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Abstract: At present scenario there is a big problem of unemployment in India and all over world also. So it's time think about to solve this problem with innovative ideas. There is a big effect on poor communities, they have no sources of income. That's why the product which is makes with the help of low cost ingredient with easy processing. The raw ingredient which are used in this product are easily available in nature and also in local market.

The product is basically based on a traditional recipe which is usually used and common in village areas.

We learn and very familiar with the chunks like soya chunks, lentils chunks etc, here the product Ficus chunks process with the help of Ficus carioca which is highly nutritious with health benefits of diabetes, skin problems, hairs problems, improve digestibility etc.

Key Words: Nutrition, Ficus Chunks, Best employment, product, processing, ingredient .

Firstly we just know about NPD, it is basically new product development which is a process of making a new thing from starting to its ending with high quality and benefits.

For any new product development idea generation, idea screening, concept developing and testing, marketing strategy development, business analysis, product development, test marketing and commercialization, these are the basic steps follows during NPD processing.



The new product which is named as FICUS CHUNKS, which is made from ficus carioca also known as figs is easily available in village areas and also found in city areas but on the basis of a survey most of the people not familiar with this

highly nutritious tree or fruit.

Not only the fruit but it's leaves and bark are also highly nutritious and have their own functional properties.

On the basis of research their are many recipe related to raw fig like fig curry, fig gravy, fig kofta, fig paratha, fig chokha etc.

The main fact is most of the people didn't heard about these recipes.

It is high in carbohydrates, fats, proteins, vitamins, fibres etc.

These are highly present in this product because different type of lentils are also added in this product.

The processing of this product is very easy and can be done by any person.

Including many type of health benefits villagers can gain more profit by making this product. The best part of this product is its shelf life which is about 9-10 months.

It's taste is very delicious and easy to cook.

The best point of product is high in protein



and fiber content and a bunch of vitamins like Vitamin K, Vitamin C, Vitamin E etc.



Thus on the basis of its health benefits and easy processing this product can give best results after it's louchning.

In our country the working women prefers easy to cook food because of their busy schedule and shortage of time.

So here is big demand for this product in market and by sealing this product producers can gain more profit they expect.

According to calculation producers can get 10% profit on every packet or batch.

Thus the purpose of making this product to improve health of the people, to aware about a wonderful medicinal tree which is around us but

we didn't know its properties, so these information helps people to get more knowledge about this product. to employs the poor communities, and to improve the economic condition of India.

According to pew research center in 2018 - 2019 about 18.6 million Indians were jobless and another 393.7 million in poor - quality jobs vulnerable to displacement .

So according to this servey their is big dimand of employment in indian and this product help to increase the economic level.

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