

SHIVALIK BERRY

A Health drink developed from Phalsa

About Phalsa

Phalsa (*Grewia asiatica*) is one of the oldest fruits known to an Indian. It has been mentioned in Vedic Literature as having medicinal qualities. Phalsa can be grown in neglected and water scarcity condition where other few crops would survive. Keeping in view its medicinal properties, IIIM introduced its cultivation in Jammu region in a big way.



Ripe phalsa fruits are sub acidic in taste and are good source of vitamin A,C and fair source phosphorus and iron, it is mostly used as fresh fruit and has cooling effect.



- IIIM started the cultivation trials at IIIM farm and gradually extended the same to the extent of 10 hectares in Jammu.
- Technology standardized in lab scale experiments and later up-scaled to 10,000 food grade bottles of 200ml capacity.
- Large scale production of one lakh tetrapacks pouches were produced in an automatic plant at Parwanoo, HPMC, HP.
- The product was launched in an impressive function at IIIM, Jammu by the Union Minister Dr Jatindra Singh, the then Science and Technology Minister. Later, the product was put on sale on the Mata Vaishno Devi track for public use and also to get the feed back.

➤ *The technology and the planting material is available in the lab for entrepreneurs to produce the health drink on large scale.*

Health benefits

According to Ayurveda, the fruits are cooling, tonic and aphrodisiac, allay thirst and burning sensation, remove biliousness and cure inflammation

Phalsa is good for heart and blood disorders, fevers, diarrhea and throat troubles.

The bark is used as a demulcent. It cures urinary troubles and relieves burning in the vagina

Specification of the Health Drink

Component	Contents	Vitamins (per 100 g)	
Energy	55.9318 k.cal/100ml	A	613 mg
		B1	15 mg
Moisture	80.8%	B2	0.2 mg
		B6	63 mg
Carbohydrate	13.445%	B12	14 mg
		C	1230 mg
Protein	0.4322%		
Fat	0.0432		

