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## Government to Launch Mahua-based Alcoholic Drink

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### Why in News

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The central government is set to launch a **mahua-based alcoholic beverage 'Mahua Nutribeverage'** in the market for the first time.

- The Beverage will come in **six fruit-based flavours** and will be available at the price of Rs. 700 for a 750ml bottle.
- This is the **first time** that the **Ministry of Tribal Affairs** is getting into bottling and sale of alcoholic beverages.

### Key Points

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- The beverage has a **high nutritional value** and **relatively low alcohol** content (5%).
- It has been developed by the **Indian Institute of Technology (IIT) Delhi** in collaboration with the **Tribal Cooperative Marketing Development Federation of India (TRIFED)**.  
TRIFED is a **national-level apex organization** functioning under the administrative control of the Ministry of Tribal Affairs.
- TRIFED has signed a memorandum with the **National Research Development Corporation (NRDC)** to undertake the assignment of technology transfer to the suitable entrepreneurs for production and marketing of the beverage.
- The marketing is being undertaken under the **Van Dhan Vikas Karyakram**.
  - It is **Tribal Affairs Ministry's value-addition scheme** which was launched in **Chhattisgarh's Bijapur in 2018**.
  - The nation-wide programme earmarked ₹500-600 crore for training tribal clusters to add value to their produce and sell it in a packaged format, aiming to increase their income manifold.
  - The products marketed under the scheme include only those that need **primary-level processing**, including handicrafts, textiles, food items, jams and pulps and jewellery.

- Besides mahua, other tribal staples such as **tamarind and amla** will be de-seeded and brought to the market in the form of candies and jams.

Mahua



- Its scientific name is **Madhuca indica**.
- It is a prominent forest tree in tribal areas of **Bastar (Chhattisgarh)** and plays an important role in the rural economy.
- The mahua flowers are a **rich source of sugars** and are said to contain **vitamins, minerals and calcium**.
- The flowers are fermented and distilled yielding spirituous liquor also known as **'country beer'**.
- An **estimated 90% of the annual production** of Mahua flower is used in the process of brewing beverages.

**Source: IE**