



JUST AGRICULTURE[®]
EDUCATION GROUP

SMART FARMING TECHNOLOGIES FOR SUSTAINABLE AGRICULTURE
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INDIA'S LARGEST AGRICULTURE PROFESSIONALS PLATFORM



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JUST AGRICULTURE

BEYOND EXPECTATIONS



Just Agriculture Education Group is India's largest Agri Professionals Platform with 7 lakh+ readers and 75 thousand + LinkedIn Community. It offers a prodigious platform to share about the latest agri innovations. The lush of our company is enthused with a warm energy to channelize all innovations, technicalities, emotions and even the unheard chords and unseen blaze of the farmers. Just Agriculture-the Magazine and Newsletter has published 3500+ articles from the academicians, researchers and students of ICAR Universities. Just Agriculture- the Magazine is widely circulated among the farmers, professionals and academicians among 28 states of India and 63 countries globally. Till now, 10 Vice- Chancellors, 27+ Directors, 51+ Principal Scientists and 130+ Professor and Assistant Professor's from various specializations of Agriculture, Veterinary and other sciences are associated with Just Agriculture- the Magazine.

In a span of 2 years, Just Agriculture collaborated with India's most reputed Govt. Agriculture Institutions viz., ICAR, ICRISAT, NAARM, NIPHM, MANAGE, IRRI, PJTSAU, NAHEP- VNMKV, Parbhani, Utkarsh Agri- Business Incubation Centre, Dr. PDKV, Akola, Dr. RPCAU, Pusa, MPUAT, Udaipur and many more private institutions. We have been the organizer of many International and National events viz., Conferences, Workshops, Trainings, Expo, Summits, etc.

We have successfully organized 4 National & International Conferences in collaboration with reputed ICAR Accredited Universities of India viz., 1st International Conference (GIRISDA- 2022) at GKU, Talwandi Sabo, National Conference on Sustainable Development through Agriculture Production, Protection & Policy Landscape for Crop Care, 3rd International (IAAHAS- 2023) at SGT University, Gurugram, 4th International Conference (ITAHAS- 2023) at Malla Reddy University, Hyderabad, 5th International Conference (GIRDAHA- 2023) at G.H. Rasoni University, Saikheda (MP), 6th International Conference (HITASA-2024) at SR University, Hyderabad.

4

Successfully Organised Expo's

6

Successfully Organised International Conferences

8

Successfully Organised Training Programmes

11

Successfully Organised Workshops

13

Successfully Organised FDP's

40k+

Successfully Trained Student



Medicinal and Nutritional properties of DRAGON FRUIT (Hylocereus spp.)

Introduction

Dragon fruit is often considered a tropical "super food" because of its nutritive and medicinal value. It is also known as "pitahaya" if it comes from the very closely related genus Stenographes. The actual Dragon fruit is the cactus genus Hylocereus are originally native to Mexico. They were transplanted to Central America, probably by Europeans (Morton, 1987). These cacti are cultivated in Southeast Asia mainly Thailand and Vietnam, the United States, Israel, Australia, Cyprus and the Canary Islands. Pitahaya producing Hylocereus species include Hylocereus undatus, Hylocereus costaricensis, Hylocereus megalanthus, etc. Fruits of the Dragon fruit are sweet with leathery skin. Hylocereus are the tall cacti species with flowering fruit. It is a vining, terrestrial or epiphytic cactus with fleshy stem. The plant grows climbing the support pole or other tree using aerial roots. Dragon fruit stems are scan dent (climbing habit), creeping, sprawling or clambering and branch profusely with generally three ribs and undulating horn-like margins with areoles, bearing spines. Scented, nocturnal, greenish-yellow or whitish and rarely rose-tinged flowers are produced on the succulent stem. The dragon fruit is oblong to oval, to 6-12 cm long, 4-9 cm thick, mostly red with large bracteoles. It has thin, leathery rind with sweet flavoured white or red pulp inside. Very small, black coloured edible seeds are embedded in the pulp. The fruit normally weighs from 150 to 600 g. Dragon fruit grows best in dry, tropical and subtropical climates enduring temperatures up to 40 °C. In wet tropical zones plants grow well but sometimes have problem setting fruits reliably. The dragon fruit sets on the cactus-like trees 30-50 days after flowering and can sometimes have 5-6 cycles of harvests per year. Dragon fruit tree is used as ornamental vine in gardens and landscapes. It is also used as flavoring agent in drinks, juices and Alcoholic beverages sorbet, smoothie and pastries.



Objectives: Now-a-days, Dragon fruit is gaining popularity in India as a medicinal and nutritious fruit. Its being eaten with a say of high nutritional properties and remedial over various health problems. The major aim of this study is to explore the research evidences for the assumptions that dragon fruit has high nutritive and medicinal properties.

Medicinal and Nutritional properties of fruit: Dragon fruit is considered as a heavenly fruit on the earth with high nutritional and medicinal values. It is considered to lower blood sugars. Eating fruit is considered beneficial for carbohydrate metabolism, strengthening bones and teeth, heart tissues, healthy blood and tissue formation, strengthening immune system, faster healing of bruises and wounds, respiratory tract infections and even as a mild laxative due to substantial fiber content. Dragon fruit is believed to be able to lower cholesterol concentration, to balance blood sugar concentration, to prevent colon cancer, to strengthen kidney function and bone, to strengthen the brain workings, increasing the sharpness of the eyes.

Fruit pulp: Dragon fruit has many valuable properties. The fruit pulp contains 87.08 g moisture, 1.1g protein, 0.4 g fat, 11.0 g carbohydrate, 3.0 g fiber, 20.5mg vitamin C, vitamins 0.04mg B1 and 0.05mg B2, It's also rich in antioxidants and minerals like calcium (Ca) 8.5mg, iron (Fe) 1.9mg, potassium, sodium, etc. (Rahmanvati and Mahasnoos, 2009) have reported vitamin C content as high as 6000mg/100 g of fruit pulp.

Fruit Seeds: The seeds of dragon fruits are high in polyunsaturated fats (omega-3 and omega-6 fatty acids) that reduce triglycerides and lower the risk of cardiovascular disorders. Eating dragon fruit can help the body to maintain such normal function as ridding the body of toxic heavy metals and improved eyesight. Lycopen, responsible for the red color in dragon fruit, has been shown to be linked with a lower prostate cancer risk.

Pigment betalains: Dragon fruit is also considered good source of food dye or food colouring agent. Food colouring agents are required to compensate the colour losses during processing. The health-conscious consumers are preferring natural food dyes over the synthetic one.

Dragon fruit is rich in pigment betalains comprising betacyanins and betaxanthins. Rebecca et al. (2008) not only extracted these pigments but reported great tolerance of these pigments towards the factors causing colour loss during processing, recommended refrigeration at 4oC without light for preserving the dragon fruit peel dye colour upto 3 weeks. Rodriguez et al. (2016) revealed that the antioxidant, anti-inflammatory, antiangiogenic and GST-inducing activities of betalains from red dragon fruit peels were enhanced through carbohydrate encapsulation. Dragon fruit is gaining popularity in India as a nutritious and medicinal fruit. It is being eaten with a say of high nutritional value and remedial over various health problems. After exploring the available research evidences related to high nutritive and medicinal values of dragon fruit, it can be concluded that dragon fruit is rich in nutrients like vitamin C, B1, B2, B3, high fibre content, minerals like Ca, Fe, P, less carbohydrates and no fats, seeds rich with 50 per cent of essential fatty acids namely, linoleic acid and linolenic acid a necessity in human metabolism and cannot be synthesized from other food components by human body. All these factors are rendering it beneficial for various diseases. Even the stem of dragon fruit tree is found possessing medicinal values. As premature stem of dragon fruit contains higher ascorbic acid, it may have been helpful in preventing the risk factors of certain diseases. Fresh and dried dragon fruit skin both are rich in pectins and betalains making it natural food thickener and natural colouring agent. Of course, a very scanty research references available on the nutritional composition of dragon fruit have hampered the concrete conclusions over some aspects.

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WHAT WE OFFER?

|| Magazine || Media & Publishing || Events & Partnering ||
|| Awards || Training & Internship || Jobs ||

Webinar/Seminar

We organize live-hour long sessions that feature most renowned experts of agriculture. This provides a unique opportunity to expand and promote your brand/institution.

Publishing-

Just Agriculture publishes popular articles, technical articles, review and short communications, success stories. We also publish Books, Book Chapters and Edited Books.

Training/Workshops-

We organize International Offline/Online Training cum Workshop programs with International Dignitaries and experts of agriculture which provides advanced training.

Awards-

- We provide
- Academic Awards
 - Pioneer Awards
 - Excellence Awards
 - Annual Awards
 - Gold Awards

International Conferences-

Just Agriculture also organizes Conferences with wider audience from different states of India.

Highlight Your Brand-

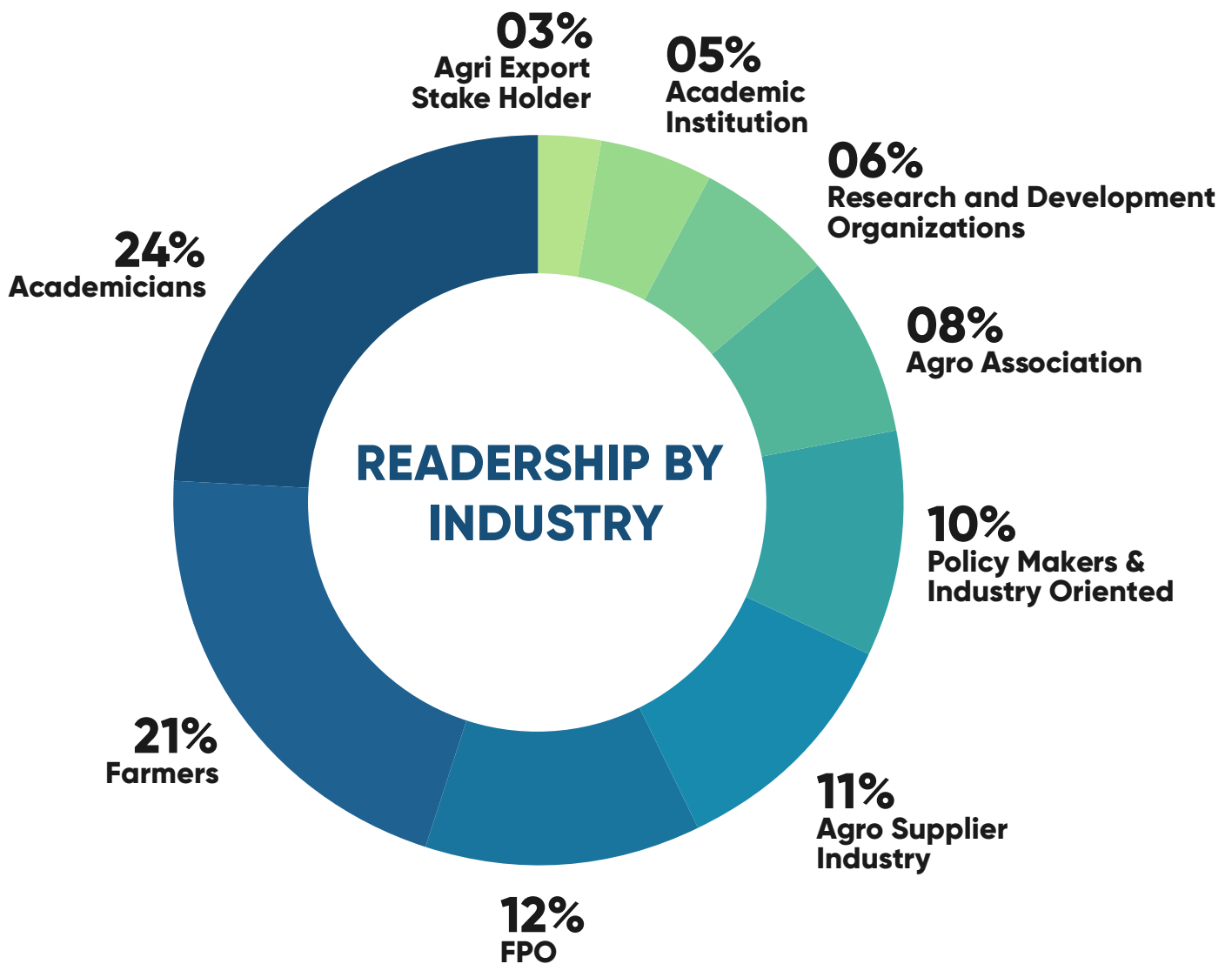
We provide platform to promote brand, university, product through wide range of Agri-audience with more than 5.05 lakh+ reach. We can highlight the brand through our portals, which used to encourage registrants. Focus of Event Branding is to target audience, flawlessly produce a strong return on investment.

FEATURES

- Editorial (on highlights of the month)
- Industry News and Latest Updates
- Motivational Speeches from Reputed Dignitaries
- Calendar of International Events
- Market info (incl. highs & lows of listed cos)
- Analysis of New AGRI business opportunities
- Commodity derived market news and updates
- Issues and challenges that are common to industry
- Tracking Unicorn and Top startup companies
- Academic Institute Coverage
- Career options



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Readers of
Digital and Print



4,50,000+
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MONTHLY

ECOSYSTEM COVERAGE

Comprehensive Agriculture Ecosystem Coverage:



AGRI BLOGS



AGRI AWARDS



AGRI MAGAZINE



AGRI MEDIA



AGRI TRAINING



AGRI JOBS

LATEST EVENTS

BY

JUST AGRICULTURE EDUCATION GROUP



❁ **6th International Conference**
HITASA-2025 organised by Just Agriculture in collaboration with Sri Konda Laxman Telangana State Horticultural University, Hyderabad



❁ **5th International Agriculture Conference-**
 Just Agriculture Edu. Group in collaboration with G. H. Rasoni University, Saikheda (MP), Dr. PDKV, Akola and AEEFWS, Chandigarh successfully organized **Central India's Largest Conference (GIRDAHA-2023)** on 05-07 October, 2023 at G. H. Rasoni University, Saikheda.



❁ **4th International Conference**
(ITAHAS-2023)- Just Agriculture Education Group in collaboration with Malla Reddy University, Hyderabad & ISAHRD, Chandigarh successfully organized **Southern India's Largest Conference (ITAHAS-2023)** on 21-23 June, 2023 at MRUH, Hyderabad

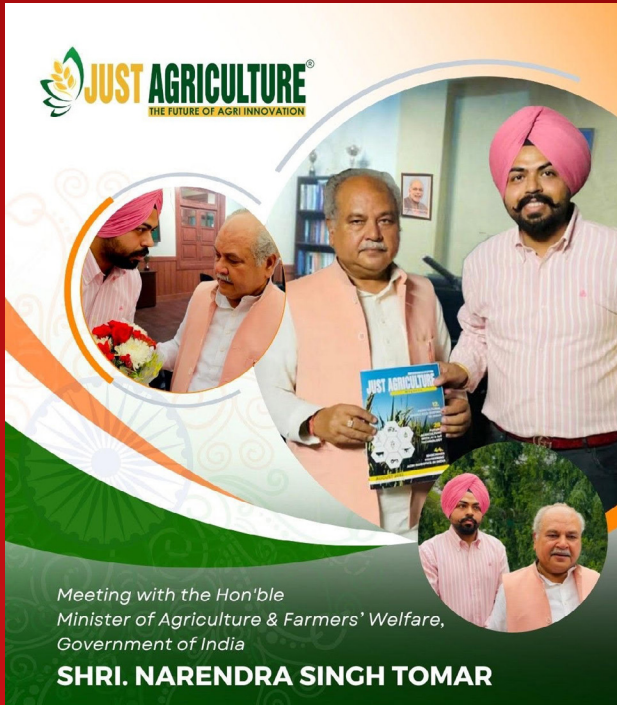


❁ Just Agriculture Education Group in collaboration with SGT University Gurugram & ISAHRD, Chandigarh successfully organized **North India's Largest Conference (IAAHAS-2023)** from 29th to 31st March SGT University, Gurugram.



❁ **1st International Agriculture Conference**
GIRISDA-2022 which was jointly organized by Just Agriculture- the Magazine, Guru Kashi University, Talwandi Sabo, AEEFWS, Punjab on 06-07-08 June at GKU, Talwandi Sabo Campus.

RECOGNISED & APPRECIATED BY VARIOUS INDIAN AGRICULTURE PROFESSIONALS



Meeting with the Hon'ble
Minister of Agriculture & Farmers' Welfare,
Government of India

SHRI. NARENDRA SINGH TOMAR

Shri Narendra Singh Tomar,
**Cabinet Minister of Agriculture &
Farmer's Welfare,** Government of India,
released the Special Issue of Just Agriculture-
the Magazine.



Dr. Himanshu Pathak,
Director General, ICAR & Secretary,
Department of Agricultural Research and
Education, congratulated him for his new role
on behalf of Team Just Agriculture. Today a
Special Issue of Just Agriculture- the Magazine.



Sh. Kailash Choudhary Ji,
**Union Minister of State for Agriculture and
Farmer's Welfare** today released the Poster
of 2nd International Smart Urban Farming
Expo- SUFex 2022 which is organized by Just
Agriculture- the Magazine.



The Special HP's Issue of Just Agriculture- the
magazine has been released today by the pious
hands of Dr. Parwinder Kaushal Hon'ble Vice
Chancellor of Dr YS Parmar University of
Horticulture and Forestry, Nauni.

Dr. Rajeev Varshney, Director, Murdoch University, Australia renowned International Agricultural Scientist released Just Agriculture- the magazine Grand Release of Just Agriculture- the magazine at 5th International Agronomy Congress held at Professor Jayashankar Telangana State Agricultural University, (PJTSAU) Hyderabad.



In the presence of Dr. Trilochan Mohapatra, DG, ICAR the magazine was released by the pious hands of: Praveen Rao Velchala, VC, PJTSAU, Hyderabad. Dr. Panjab Singh, Chancellor, RLBCAU, Jhansi; Former DG, ICAR, Prof. PV Vara Prasad, President, Crop Science Society of America, US, Dr. RC Srivastava, VC, RPCAU, Pusa, Dr. VK Singh, Director, CRIDA, Hyderabad, Dr. Samunder Singh, President, IWSS.



Dr. Vilas Tonapi, Director, Indian Institute of Millet Research Centre and Dr. Dayakar Rao, CEO of Nutri-Hub at Hyderabad.”



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|| Awards || Training || Publishing ||**

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