

**TDB financially supports M/s Arpan Nutrition Pvt Ltd, New Delhi for “Commercialization of Zero Erucic Mustard Technology for Human Health & Nutrition”**

Name of Company: M/s Arpan Nutrition Private Limited

Project: Commercialization of Zero Erucic Mustard Technology for Human Health & Nutrition

Agreement: 4<sup>th</sup> October 2019

Technology Development Board (TDB) has entered into an agreement on 4<sup>th</sup> October, 2019 with M/s Arpan Nutrition Private Limited, New Delhi for financial assistance for the project “Commercialization of Zero Erucic Mustard Technology for Human Health & Nutrition”. The company is an initiative by agriculture entrepreneurs who are committed to advance innovation in agriculture & food for nutritional security and supported by Division of Genetics & incubated by ZTM-BPD of ICAR-Indian Agricultural Research Institute (IARI), New Delhi. It was also supported by the Ministry of Micro Small & Medium Enterprises (MSME).

Non availability of a pungent yet healthy mustard oil (containing low erucic acid and high concentration of oleic, linoleic omega-6 and linolenic omega-3 acid) is the biggest constraint for mustard consuming population in India. Repeated consumption of conventional mustard oil as a preferred cooking oil poses a serious health risk. Mustard oil consuming population has not accepted imported canola oil as a replacement of mustard oil due to lack of pungency in imported canola oil. Therefore, the production and marketing of zero erucic mustard (ZEM) oil will be a perfect edible oil for mustard consuming society. High content of oleic, linoleic omega-6 and linolenic omega-3 acid will supplement the requirement of essential fatty acid, and hence contribute to nutrition and healthy life.

The company will develop the identify preserved production system, promote contract farming and establish integrated “seed to oil” supply chain for the production of canola quality mustard oil while retaining its pungency – offering mustard oil better than imported canola oil. ZEM mustard oil will contain double in Oleic, lenoleic omega-6 and linolenic omega-3 fatty acids – the essential fatty acids (EFA) for human health. ZEM mustard oil has the best combination of other desirable fatty acids that offer significantly higher health benefits of MUFA & PUFA in maintaining the balance of LDL and HDL in human cholesterol. Notably, it substantially reduces the probability of diseases like myocardial fibrosis in adults and lipidosis in children, thereby ensuring human health and prolong life.



