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Innovative Product Ideas Award | Jharkhand | 07 Aug 2021

Why in News

Recently, **organic turmeric from Seraikela Kharsawan** district of Jharkhand has been selected for the "**Award for Innovative Product Ideas**".

Key Points

- Union Minister for Tribal Affairs Arjun Munda will facilitate Turmeric of Kharsawan in New Delhi.
- Apart from this, products from Bengal, Assam, Chhattisgarh, Nagaland, Karnataka, Odisha, Maharashtra have also been selected for the award.
- Kharsawan turmeric powder was tested by the State Food Testing Laboratory and found to have **7.01 percent curcumin, as compared to 2 percent present in normal turmeric**. Curcumin is a measure of the special properties present in turmeric.
- It is used in the manufacture of skin related products and it is useful to protect the body cells from destruction as well as to treat cancer and heart-related diseases.