5. A Study of Jaggery In Maharashtra

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INTRODUCTION:
Sugarcane is the main raw material required for the sugar and Jaggery industries. India is the largest producer of the sweeteners in the world including Sugar and Jaggery.

Since ancient times, Jaggery has been an important item of food. and even today. India is the largest consumer of sugar and second largest producer in the world. 90% of the total sugarcane and sugar production in the country, rest with Maharashtra and Uttar Pradesh. The Jaggery industry occupies a prominent place in the sugar economy, as it consumes 20.36% of the total sugarcane grown in India.

Jaggery is a traditional product of sugarcane. It can defined as a honey brown colored raw lump of sugar.

The Jaggery industry is labour intensive and provides employment to millions of sugarcane farmers and others. It utilizes local skills and resources, gives quick returns as it involves less gestation period and above all, it is one of the mass consumption goods industries.

The Indian state of Maharashtra is the largest producer and consumer of Jaggery. In Maharashatra, most vegetables curries and dals contain Jaggery. Jaggery is specially used during ‘Makar Sankrant’ for making sweet meat called tilgul.

In rural Maharashatra, water and a piece of Jaggery is given when someone arrives home from working under a hot Sun, Kakvi, a byproduct from production of Jaggery is also used in rural Maharashatra as a sweetener. It contains many minerals not found in ordinary sugar and is considered beneficial to health by the traditional Ayurvedic medical system.

Maharahstra is one of the leading producers of Jaggery apart from sugar. Large numbers of Jaggery production units are located in state. In Maharashatra, about 11 to 12% sugarcane was being used for Jaggery preparation during the year 2005-2006 Jaggery from Maharashatra is also well known for its quality, which has wide demand in international market. Marketing is one of the important activities in the production process of Jaggery.

Jaggery may also be used in the creation of alcoholic beverages.

IMPORTANCE OF JAGGERY:
Now-a-days, Jaggery meets about 30 to 40% demand for sweeteners in the country. In ayurvedic medicine system, it is used preferentially in medicine. It is used as medicine for the patient suffering from Jaundice, arthritis, kidney problems, joint pains etc. and also as lactogenic and cardiac tonic. Jaggery is also used as part of animal feed mixtures, in making of country liquor and in tobacco curing.

Jaggery has an ayurvedic and nutritious value. A nutritive value of Jaggery, is given below Table. Jaggery is a rich source of Phosphorus, Calcium, iron and Vitamin B as compared to sugar. Magnesium strengthens the nervous system and potassium is vital to conserve the acid balance in the cell and combats acid and acetone. Jaggery is very rich in iron, which helps to maintain the hemoglobin level in blood for preventing anemia disease.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Jaggery</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Sucrose (%)</td>
<td>65-85</td>
</tr>
<tr>
<td>2</td>
<td>Glucose fructose (%)</td>
<td>10-15</td>
</tr>
<tr>
<td>3</td>
<td>Water (%)</td>
<td>3-10</td>
</tr>
<tr>
<td>4</td>
<td>Protein (%)</td>
<td>0.25</td>
</tr>
<tr>
<td>5</td>
<td>Calcium (%)</td>
<td>0.40</td>
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<tr>
<td>6</td>
<td>Phosphate (%)</td>
<td>0.045</td>
</tr>
<tr>
<td>7</td>
<td>Iron (mg/100gm)</td>
<td>11</td>
</tr>
<tr>
<td>8</td>
<td>Copper (mg/100gm)</td>
<td>0.80</td>
</tr>
<tr>
<td>9</td>
<td>Vitamin 'B' (mg/100gm)</td>
<td>20</td>
</tr>
</tbody>
</table>

CDP : CLUSTER DEVELOPMENT PROJECT :

The Union government has approved a cluster development project for jaggery industry in Kolhapur district. It will be the first such CDP that will modernize the traditional agro-processing business in the district.

“Shri Chhatrapati Shahu Sahkari Gul Kharedi Vikri Sangh” will develop and operate the CDP at a cost of Rs. 10 crore on 12 acres near Varange village in Karveer taluka. The Union Ministry of Micro, small and medium enterprises will provide 70% of the funds. The state government and the sangh will chip in with 10% each. The remaining amount will be borrowed from banks and loan.”
The CDP will not produce Jaggery but will procure jaggery from farmers for developing various value-added products and by products of Jaggery. In 2008-2009, total 24.10 lakh tonne Jaggery worth Rs. 2,004 crore was exported. The sangh has also organised training sessions for labourers who actually prepare jaggery and about scientific methods of checking the temperature and density of the juice.

**PRODUCTION AND PRICES OF JAGGERY :**

The Jaggery and Khansari industry in India is equally important to that of sugar industry. The total production of jaggery in Maharashtra during 2005-2006 was 37.16 thousands quintals.

It ranked third in the country while the first and second was U.P. and Tamil Nadu states respectively.

The prices of jaggery very considerably which had a direct effect on the income of the sugarcane growers. Normally, supply of sugarcane to sugar factories in a season is determined by the area under the sugarcane crop and price of sugarcane being paid by the factories and prevailing market prices of jaggery. When Jaggery prices rule high in the market, sugar factories face a problem of sugarcane supply.

Jaggery production involves additional cost, than those, if cane supplied to sugarmill on account of crushing, equipments, labour and other materials.

Jaggery marketing also involves expenditure on account of transport and marketing. The cost of cultivation of sugarcane is the same, whether it is grown for sugar production or for jaggery preparation. The cost on account of preparation of Jaggery and it’s marketing. However, adds to the total cost to be incurred by the producers. These additional costs of preparation of Jaggery reduce the margin of profitability, if Jaggery fetches low prices.

Kolhapur, Satara, Sangli and Pune districts of the Maharashtra state lead in Jaggery making. Nearly, 35 to 45% of total jaggery production is from these four districts.

In Maharashtra, the Shahu Market in Kolhapur has emerged as a major market for jaggery in the country.

Kolhapur district accounts for 22.48% of the total production of jaggery in the state followed by the Pune 9% and Sangli 6.42% districts.

Export of any agriculture produce totally depends on the quality. Therefore, it is necessary for producers to concentrate mostly on the quality of jaggery during production. In foreign countries, rules for importing food items containing pesticides and chemicals are very stringent. There is a need for hygienic and organic production.

In fact, there is a very little competition from other countries in jaggery trade.
Alternatively, in specified districts like Sangli, Satara, Kolhapur and part of Pune, farmers are well versed with Jaggery preparation. They prefer to go for its preparation, marketing, exports etc. being value addition activity.

MARKETING OF JAGGERY:

Marketing is one of the important activity in the production process which facilitates the movement of goods from site of production to ultimate consumer through various channels and by different intermediaries within the minimum period. Marketing involves various services like grading, packing and transportation etc.

The most important two marketing channels were observed in the sale of Jaggery viz.

**Channel - I**:
Producer Commission Agent à Wholesaler à Retailer à Consumer.

**Channel - II**:
Producer à Co-operative Sangh à Wholesaler à Retailer à Consumer. The producer’s share in consumer’s rupee and channelwise marketing efficiency index was Highest in Channel II.

It is said, “Indian farmers is a good producer but bad businessman.” For better and efficient marketing, producer must know the different market places, the arrival pattern and nature of price fluctuations in the markets, seasonal variation in the demand for produce. If any of these activities are not performed efficiently, it results into low returns to the producers even though they have produced good quality produce. Therefore, profitability of enterprise depends upon the efficient marketing.

NEW TRENDS IN JAGGERY MARKET:

In order to increase the external and internal demand for Jaggery. Jaggery producers are using new techniques of products manufacturing they are product mix, product flexibility of product intellegancy.

Jaggery is of two types organic Jaggery and inorganic Jaggery.

In view of constantly growing market, it should not be difficult for a new entrant to enter and capture the market.

REFERENCE:

2. Ministry of Commerce and Industry Government of India
3. Center Okays Cluster devp. for Jaggery.