

Brand Promotion & Placement Strategy in Market (Jaggery)



INDIAN INDUSTRIES ASSOCIATION
AN APEX BODY OF MICRO, SMALL & MEDIUM ENTERPRISES

(IN THE SERVICE OF MSME SINCE 1985)

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Ref. No. IIA/ RD/ 2018/ 61

Date: 22.01.2018

To

Dr Ashfaq Ali
Professor
Department of Commerce
Shri Ram College
Muzaffarnagar

Dear Sir,

This is with reference to your research proposal on "Brand Promotion and Placement strategies for Jaggery" and our letter of interest on the subject. We are herewith sanctioning an amount of Rs. 15,000/- as fund to conduct research work.

Kindly note that you have to fulfil all the conditions mentioned in our earlier letter dated 28.12.2017 and complete the work within stipulated time.

Thanks & regards,
For Indian Industries Association, Muzaffarnagar

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(Kush Puri)
Chairman


Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar


Principal
Shri Ram College
Muzaffarnagar

Utilization Certificate

S.N.	Detail of sanction of Fund with Project name and Duration	Amount
1.	90-Days project on Brand Promotion & Placement Strategy in Market (Jaggery), Date of Sanction of Fund- 28.12.2017 as per Sanction Letter	15000.00/-
	TOTAL	15000.00/-

It is Certified that out of Rs. 15000.00/- (Fifteen Thousands Only) of grants sanctioned by IIA, Muzaffarnagar during the year 2017-18 in favor of Shri Ram College, Muzaffarnagar, a sum of Rs. 15000.00 has been utilized for the purpose of the project for which it was sanctioned and that the balance of Rs. Nil remaining unutilized at the end of the year has been surrendered. The extra amount (if any) is met out by Shri Ram College.

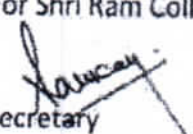
2. Certified that we have satisfied our self that the conditions on which the grant was sanctioned have been duly fulfilled/are being fulfilled and that we have exercised the following checks to see that the money was actually utilized for the purpose for which it was

sanctioned.

Kinds of checks exercise-

- 1 Checking of cash book
- 2 Checking of payment vouchers.
- 3 Checking of expense bill.

For Shri Ram College


Secretary

Place: Muzaffarnagar
Date: 28.03.2018

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For Goel Rakesh & Co.
Chartered Accountants



BRAND PROMOTION & PLACEMENT STRATEGY IN MARKET (JAGGERY)

Duration of Study

One year (Dec 2017 to November 2018)

Sanctioned Amount of Project

Rs. 15,000/-

Supervisor

Dr. Ashfaq Ali, Assistant Professor, Department of Commerce, Shri Ram College

Students engaged in project


2 students were involved in research and data collection for the project.

Studentship paid to them = Rs. 5,000/- each

Introduction:

India is world's largest producer of sugar and sugarcane. In India of the 300MT of sugarcane produced, 53% is processed into white sugar, 36% into jaggery and remaining 11% for cane juice and seed cane (Singh et al., 2011). The methods of converting sugarcane and manufacturing sugar, jaggery and different but a great value is added in the manufacturing of these consumable final products.

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Further it offers employment opportunity to millions of people. Jaggery is prepared in all parts of the country. It is also known as Gud, jaggery, vellam and bella. Jaggery is one of the organic food. Jaggery is prepared by concentrating the sugarcane juice and it is available in the form of solid block and in semiliquid form. Besides this, the sap collected from some palm trees such as Palmyra palm, coconut-palm, wild date palm and sagopalm is used for preparation of jaggery for ease of handling, packing and storage. Jaggery in granular form is becoming popular. They by gyroscopic nature of granulated jaggery, product lead to stickiness and caking problems. Jaggery is alternative source of refined sugar. It is a traditional unrefined non-centrifugal. It contains rich important minerals, vitamins and proteins.

Natural and Organic Food segment is amongst the most trending food segments in the country in the recent times. With the change in lifestyle and food habits in the urban population of the country, this segment is set to move as major segment in upcoming times. With the growing awareness of natural and organic farming practices and the various health benefits availing from them, the buying patterns of consumers have found to be shifting towards natural and organic foods. The majority of Indian population being rural, suffers due to under nutrition and or malnutrition, as the common Indian diet is deficient in nutrition. So, jaggery is very essential need to Indian rural population.

Jaggery is a concentrated product of cane sugar. It is used as the sweetener and is often considered as the healthy replacement for sugar. It is sometimes referred to as a "non-centrifugal sugar," because it is not spun during processing to remove the nutritious molasses. Muzaffarnagar is primarily an agriculture based district. For the past 50 years, it is known for its traditionally prepared jaggery. The gud or jaggery made here is also exported to other states like Gujarat,

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Rajasthan and Haryana. Muzaffarnagar is considered as one of the biggest markets of jaggery in Uttar Pradesh.

Objectives

The study was conducted with some specific objectives

1. To provide market information for introducing jaggery or jaggery based products.
2. To strategize promotion and placement for new jaggery brand in Muzaffarnagar and nearby areas.


Research methodology


The primary data was collected through questionnaire from various consumers of Muzaffarnagar for consumption of jaggery's products.

Importance of Jaggery

Magnesium present in jaggery strengthens our nervous system, helps to relax our muscles gives relief from fatigue and takes care of our blood vessels. It also along with selenium acts as an antioxidant property scavenge free radicals from our body. The potassium and low amount of sodium present in it maintain the acid balance in the body cells and also combat acids and acetone and control our blood pressure. It is rich in iron and helps to prevent anemia. It also helps to relief tension and takes care of asthma as it has anti-allergy properties. It is good for migraine and at the time of post pregnancy it has great benefits to perform to remove all clotted blood from the body of women within post 40 days after the birth of a baby. The preventive ability of jaggery on smoker's smoke – induced lung lesions suggest the potential of jaggery as a protective food for workers in dusty and smoky atmosphere even for those who are engaged in woolen industries, the wool dust clogged in the food pipe could be cleared with

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jaggery. Thus, jiggery helps to breathe easier and counter pollution problems. It has moderate amount of calcium, phosphorous and zinc so it helps to optimum health of a person along with all its benefits, purifies the blood and prevents rheumatic afflictions and bile disorders and thus helps to cure jaundice. Major states producing jaggery are Uttar Pradesh, Tamil Nadu, Maharashtra, Andhra Pradesh, and Karnataka. The increasing production trend and market value of jaggery has much significance to learn about people liking towards jaggery. As the Urban people become more health conscious, demand for jaggery will be more not as a sweetener, but as health supplement other uses.

Data Analysis and Interpretation

A survey was conducted to study consumer behavior on jaggery's product in Muzaffarnagar. The survey was given to 200 respondents and their questionnaires were collected. All the respondents filled the questionnaire properly. Some findings are:

1. It is observed that most of the consumers (Approximately 94%) are spending Rs. 50 to Rs. 250 every month on Jaggery's Products and rests are spending Rs. 250-Rs.500.

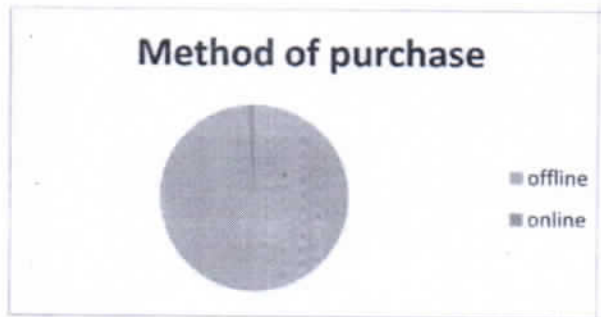


2. The method of the purchasing the jaggery is offline in maximum 99% cases.

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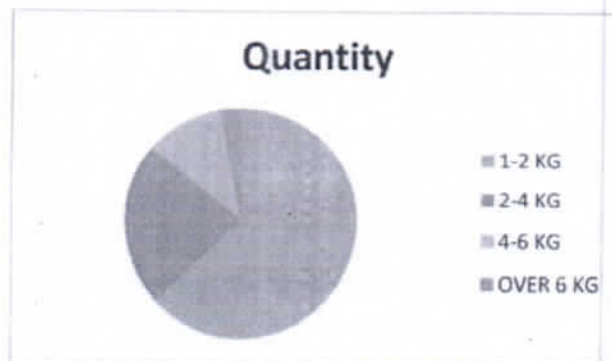
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Method of purchase



3. Approx 63% consumers are preferring 1-2 kg quantity to purchase jaggery's products and 23% prefer to purchase 2-4 kg. Approximately 11 % consumers are purchasing 4-6 kg and rests are purchasing over 6 Kg.

Quantity



4. It is also observed that consumers are purchasing jaggery's products as an alternate of sugar. Other reason to purchase is health consciousness.
5. The specific need that jaggery's product can meet is due to health consciousness (approximately 78%) and another reason for that is that it is cheaper than sugar.

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6. Consumer's response (approximately 66%) regarding the improvement of this quality is that it should be properly packed and rest of the consumers (approximately 34%) demanded there must be clearly written manufacturing date and expiry date.



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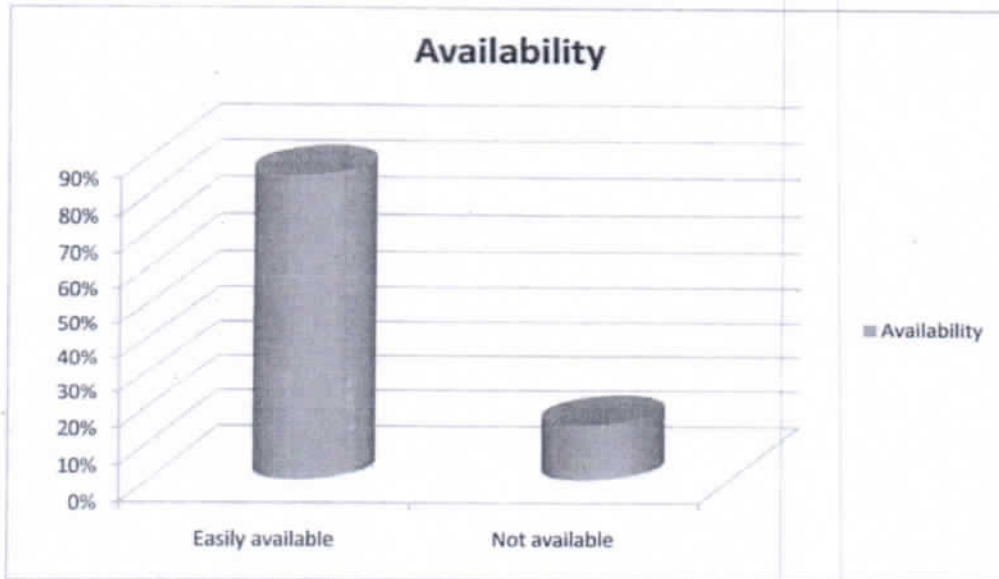
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7. Approx 85% consumers accept that it is easily available in their localities and 15% consumers are not getting it easily in their localities.

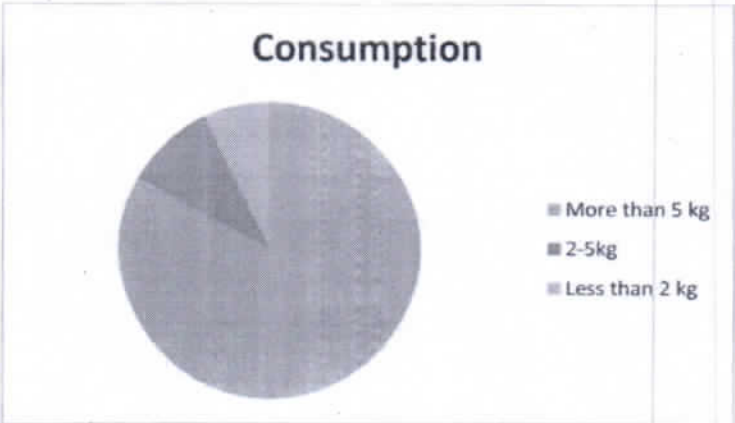


8. Approx 73% are satisfied with the product pricing and 21% are not satisfied with the pricing policy and rest 6% did not given any response.
9. It is observed that consumers recommended their friends and colleagues to purchase Jaggery's products.
10. In past 3 months, it was observed that customers (approximately 83.3%) consumed more than 5 kg and approximately 9.6% consumers consumed between 2-5kg. Rests are consuming it less than 2 kg.

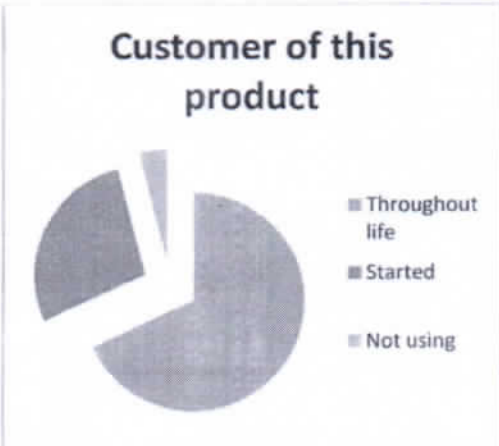
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- 11. It is observed that some consumers (87%) used to buy sugar in spite of jiggery and rest of them was consuming sugar free.
- 12. Approximately 68% consumers have been consuming this product throughout their life, 28% consumers have started consuming this product and rests are not using this product.



- 13. Maximum customers (99%) are purchasing this product offline. It is observed that rarest customers are purchasing it online.

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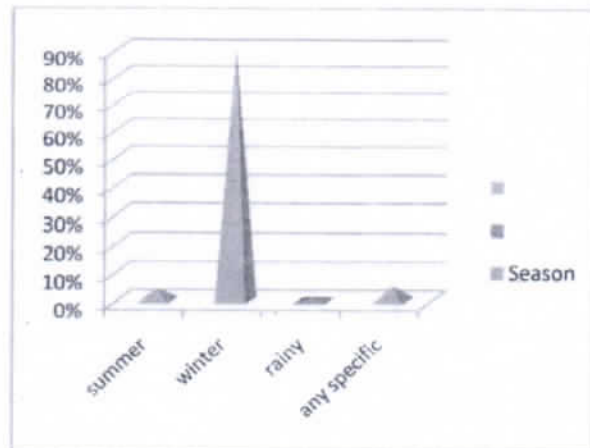
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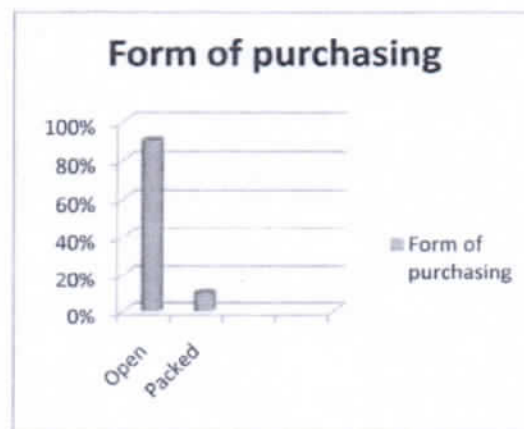
14. It is observed that the response to the question was equal. 50% are using the same and 50% are not using the same.

15. It is observed that 90% customers are using the Jaggery's product in winter season.



16. Maximum consumers are purchasing Gajjak and Rewri in out of Jaggery's products.


17. 90% of the customers are purchasing jaggery in open form and rest 10% are using pack

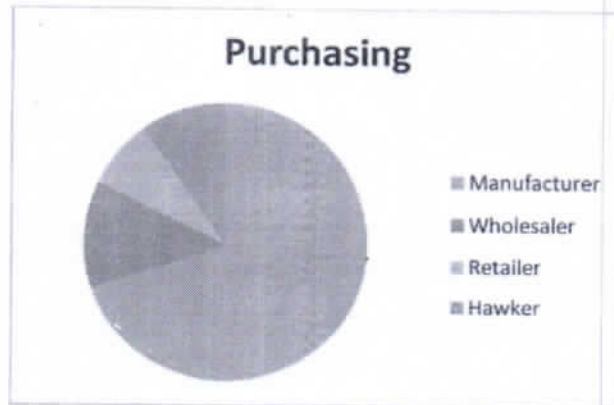


18. Customers (70%) are purchasing from manufacturer, 12% are purchasing from wholesaler and 8% are purchasing from retailer and 10% are purchasing from hawker.

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19. Yes, 99% consumers are satisfied with the pricing policy.

20. As Muzaffarnagar is considered one of the biggest markets of jaggery in Uttar Pradesh.

That's why it is observed that the customers are satisfied with the quality they are served in the city.

Suggestions:

Muzaffarnagar is considered one of the biggest markets of Jaggery and Jaggery's Products.

In this regards, few suggestions are considered to be of importance:

1. Jaggery and Jaggery's products should be served in well packed form.
2. People are considering it as an alternate of sugar and also consuming it in place of sugar. So it is of utmost importance that it should be easily available in the market.
3. It is observed that people are consuming it due to health consciousness so it becomes important that this should be well promoted in the city as well as in nearby areas.

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4. Awareness should also be given that this product may also be consumed during other seasons. As people are thinking that use of jiggery and jaggery's product is harmful for the body if used in other seasons.
5. Jaggery's products have a ready market if well promoted.


(Dr. Ashfaq Ali)

Project Supervisor

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