

Development of gurmandimuzaffarnagar.com Digital Platform for Trading of Gur and its Value Added Products

Project Report
Submitted by

Sanjay Kant
Assistant Professor
Shri Ram College
Muzaffarnagar

funded by

Namaste Midway
Hotel and Resorts
Muzaffarnagar



**Shri Ram College
Muzaffarnagar**

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IQAC, Shri Ram College,
Muzaffarnagar


Principal
Shri Ram College
Muzaffarnagar

23/1



Namastey Midway

NH 58, Delhi-Haridwar Highway, near 104 Km Mile Stone,
Mansurpur, Uttar Pradesh 251203

Ref: N.M/19/47

Date: 12.07.2019

Sub: Approval of Project Proposal

Dear Mr. Sanjay Kant Tyagi,

Our management has approved your request for funding of Rupees 1,00,000/- (One Lakh only) towards the development of gurmandimuzaffarnagar.com digital platform for trading of jaggery/gur and its value added products.

Please note that we have approved the funding specifically for the project mentioned above, and I request you to ensure that the money is spent for that exact purpose. We understand that the entire amount of Rs.1,00,000 is being transferred for the project by NEFT/RTGS. Sometime around 2 months from the date of the receipt of the check by you, please send me an updated progress report. At the completion of the project, please provide a final project report.

We would like to receive your written acknowledgement for the receipt of the amount.

Sincerely yours,
For Namastey Midway

(Arvind Rathi)
Managing Director

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Utilization Certificate

S.N.	Detail of sanction of Fund with Project name and Duration	Amount
1.	90- Days project on Development of Gurmandimuzaffarnagar.com Digital platform for trading Of Gur and its value added Products. Date of Sanction of Fund- 12-07-2019 as per Sanction Letter	98000.00
	TOTAL	98000.00

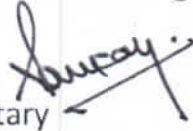
It is Certified that out of Rs. 98000.00 (Rs. Ninety Eight Thousand Only) of grants sanctioned by **Namestey Midway, Muzaffarnagar** during the year 2019-20 in favor of **Shri Ram College, Muzaffarnagar**, a sum of Rs. 98000.00 has been utilized for the purpose of the project for which it was sanctioned 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 expenses bills.

For Shri Ram College

Secretary 

Place: Muzaffarnagar
Date- 25-09-2019

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For Goel Rakesh & Co.
Chartered Accountants



Rakesh Kumar Goel
Proprietor
M. No. 071858
FRN : 003374C

Development of gurmandimuzaffarnagar.Com Digital Platform for Trading of Gur and Its Value Added Products

Launching of Digital platform for online trading of Gur is the outcome from increasing demand from the spot market participants. India leads in the world Gur production with a sharing of nearly 60%. However no price benchmark was available to either producers or traders. Therefore with the launch, the industry can be hopeful in fulfilling the long pending demand of the industry, as there will be higher chances of efficient price discovery and price dissemination for the commodity.

Gur or Jaggery is a pure, traditional, unrefined form of sweetener. It is prepared by concentrating the sugarcane juice. It is available in the form of solid block and in semi-liquid form. It is a natural product of sugarcane. Jaggery or Gur plays an important role in this health conscious era where healthy food is preferred over normal food. Gur scores over white sugar in many aspects, such as – Gur contains minerals and vitamins unlike sugar.

In finance, a digital or an electronic trading platform is also known as an online trading platform. It is a computer software program that can be used to place orders for financial products over a network with a financial intermediary. Various financial products can be traded by the trading platform, over a communication network with a financial intermediary or directly between the participants or members of the trading platform. This includes products such as stocks, bonds, currencies, commodities, derivatives and others, with a financial intermediary, such as brokers, market makers, Investment banks or stock exchanges. Such platforms allow electronic trading to be carried out by users from any location and are in contrast to traditional floor trading using open outcry and telephone based trading.

Electronic trading platforms typically stream live market prices on which users can trade and may provide additional trading tools, such as charting packages, news feeds and account management functions. Some platforms have been specifically designed to allow individuals to gain access to financial markets that could formerly only be accessed by specialist trading firms. They may also be designed to automatically trade specific strategies based on technical analysis or to do high-frequency trading.

Electronic trading platforms are mobile-friendly and available for Windows, Mac, Linux, iOS and Android.

In this case platform is used to mean a type of computing system or operating environment such as a database or other specific software. Transactions have traditionally been handled manually, between brokers or counterparties. However, starting in the 1970s, a greater portion of transactions have migrated to electronic trading platforms. These may include electronic communication networks, alternative trading systems, "dark pools" and others.

The first electronic trading platforms were typically associated with stock exchanges and allowed brokers to place orders remotely using private dedicated networks and dumb terminals. Early systems would not always provide live streaming prices and instead allowed

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brokers or clients to place an order which would be confirmed some time later; these were known as 'request for quote' based systems.

Trading systems evolve to allow for live streaming prices and near instant execution of orders as well as using the internet as the underlying network meaning that location became much less relevant. Some electronic trading platforms have built in scripting tools and even APIs allowing traders to develop automatic or algorithmic trading systems and robots.

The client graphical user interface of the electronic trading platforms can be used to place various orders and are also sometimes called trading turrets (though this may be a misuse of the term, as some refer to the specialized PBX phones used by traders).

Additionally, studies have indicated that Jaggery has much nutritional and medicinal aspect like its anti-carcinogenic and antitoxic activity. The commodity is widely used in food products, distilleries and for medicinal purposes. Moving forward, participating in Gur e-trading will be beneficial for primary producers, traders, consumers and other stakeholders in managing price volatility and hedging the price risk.

A digit platform was prepared for the promotion and sale of jaggery and other information related to jaggery. Under which a website whose URL is "GurmandiMuzaffarnagar.Com" and its app has been prepared. Using it farmers and jaggery traders can sell their jaggery and other products prepared from jaggery at good prices.

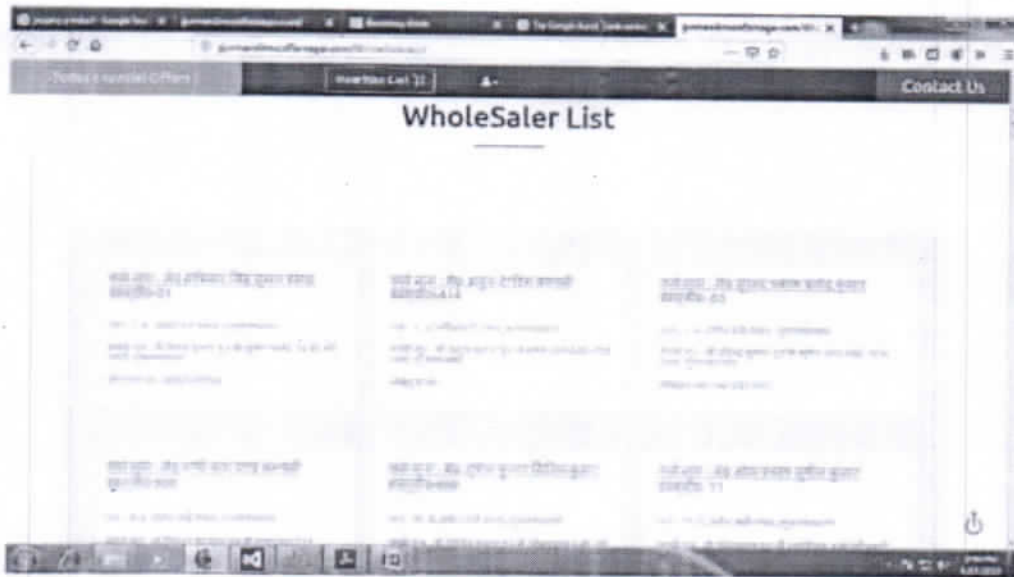


Through this website any person can see the list of wholesalers of jaggery in Muzaffarnagar district.

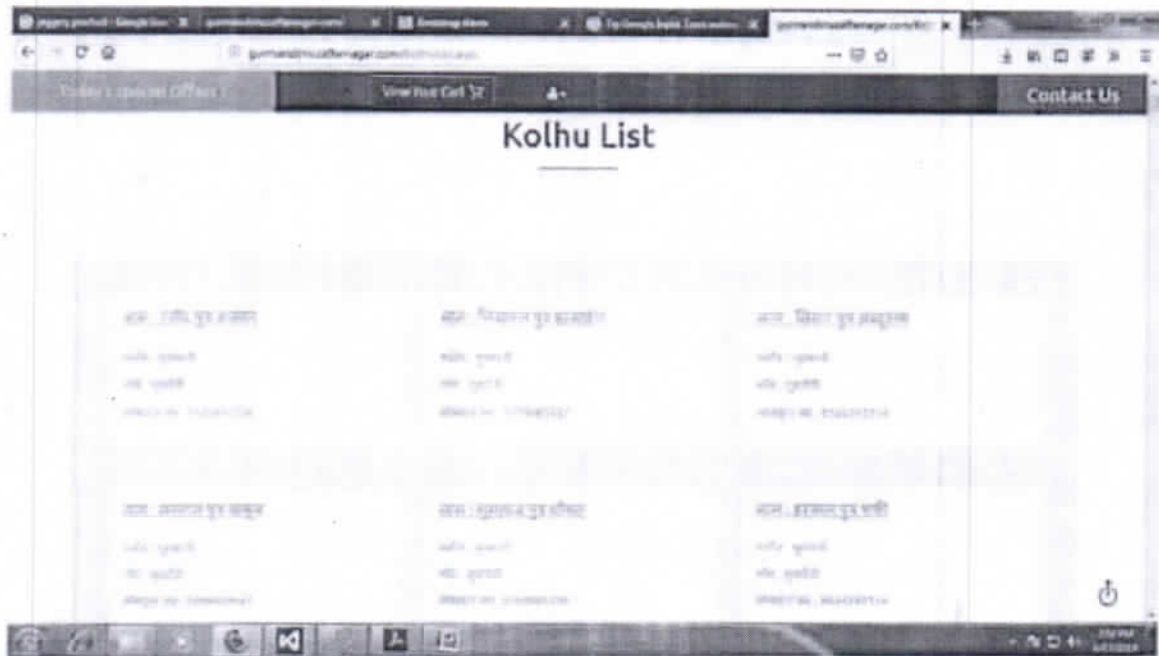
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Through this website any person can see the list of Crusher owners.



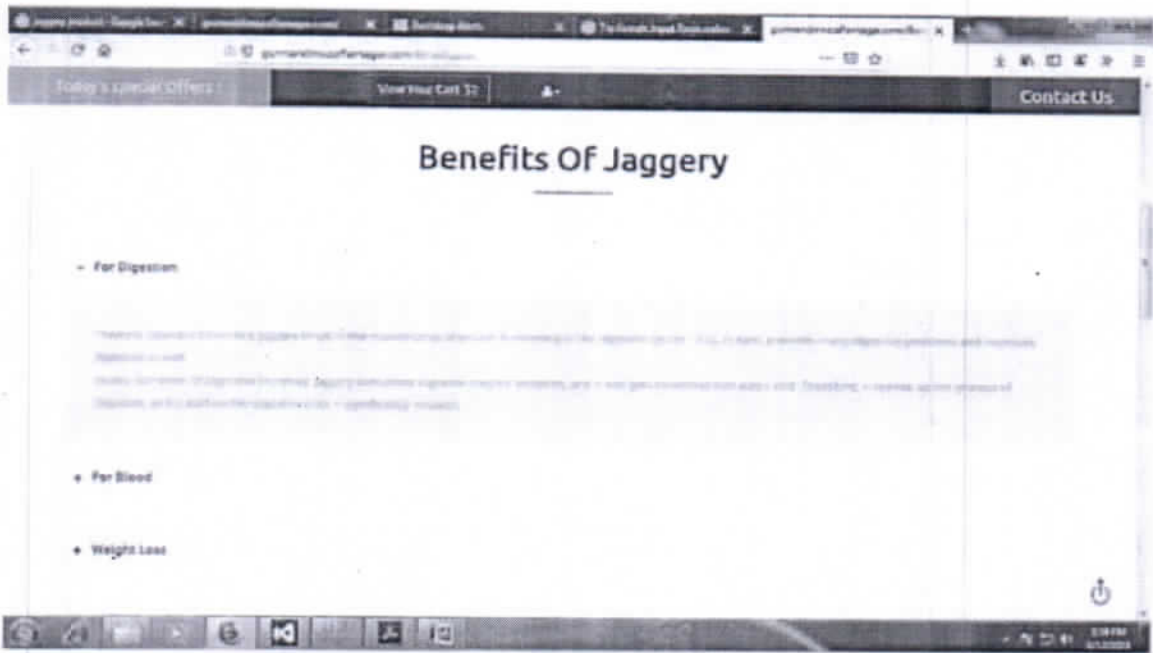
Through this website, any person can get information about the health benefits of jaggery.

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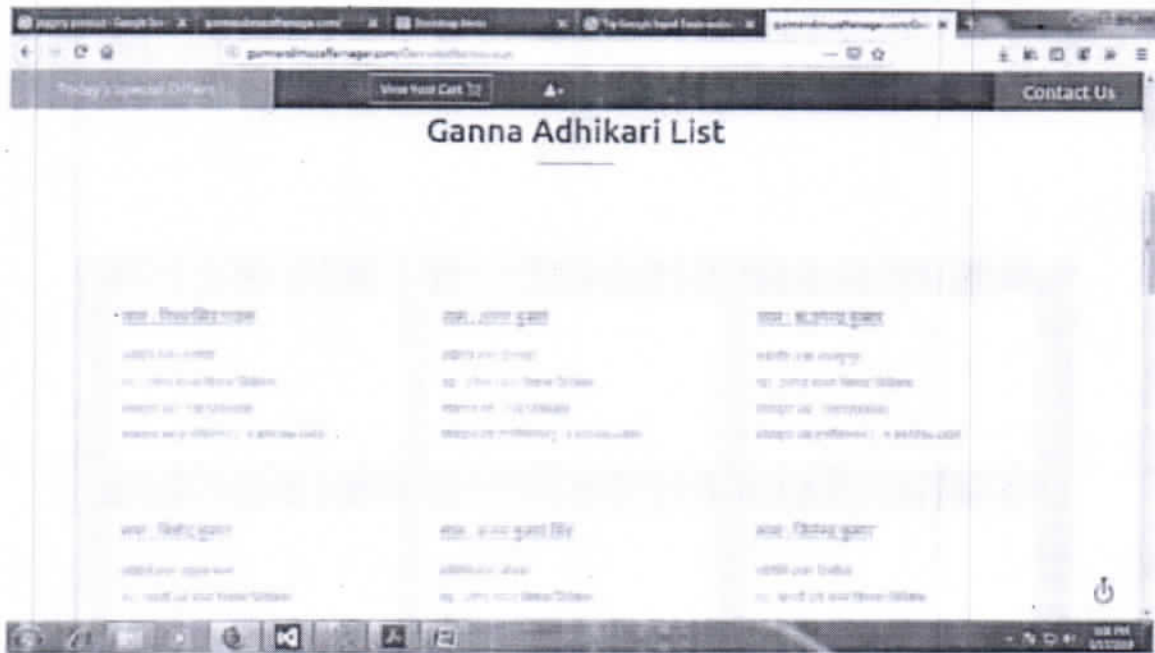
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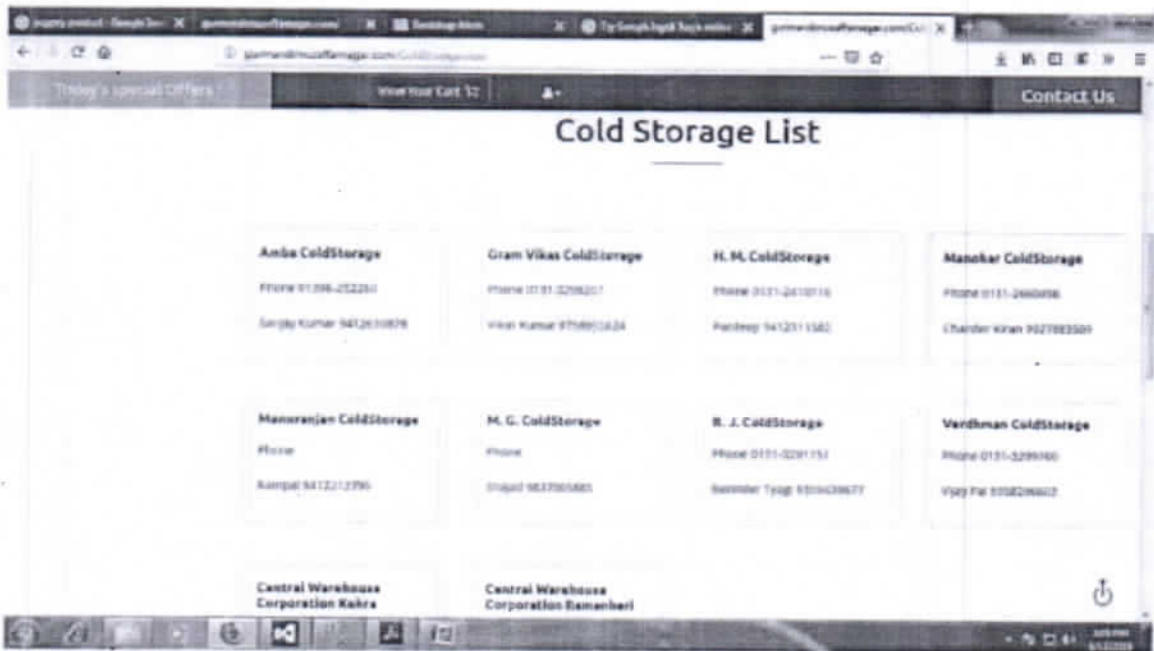
Through this website, any person can get information about various sugarcane officers posted in the district.



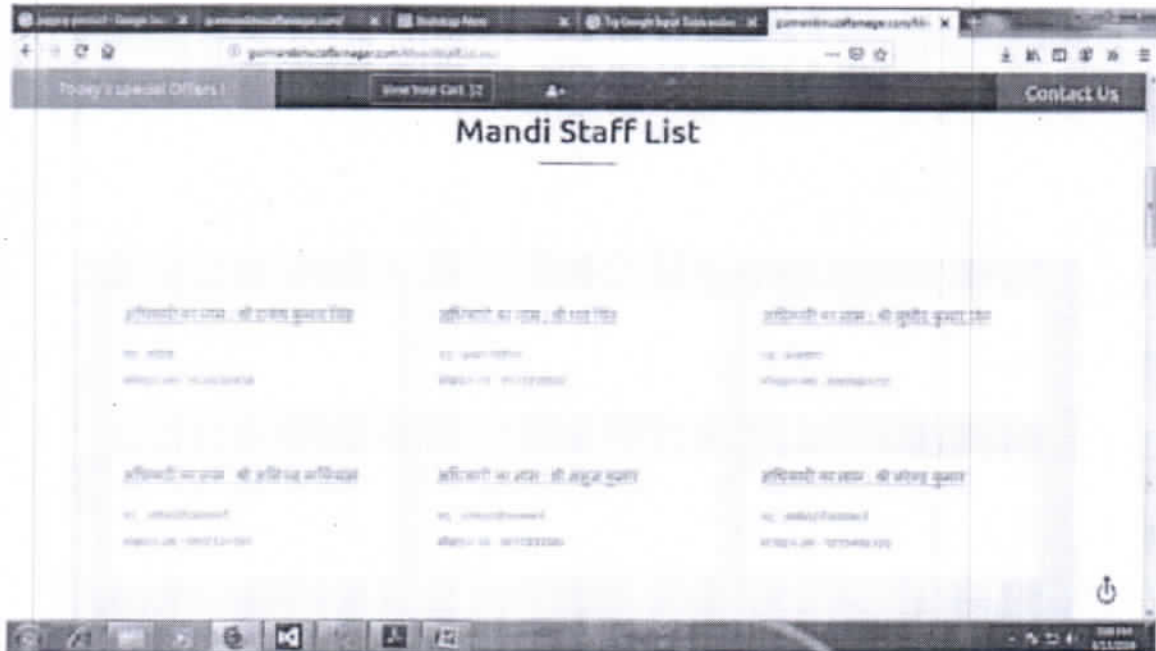
Through this website, any person can see the list of cold storage of the district.

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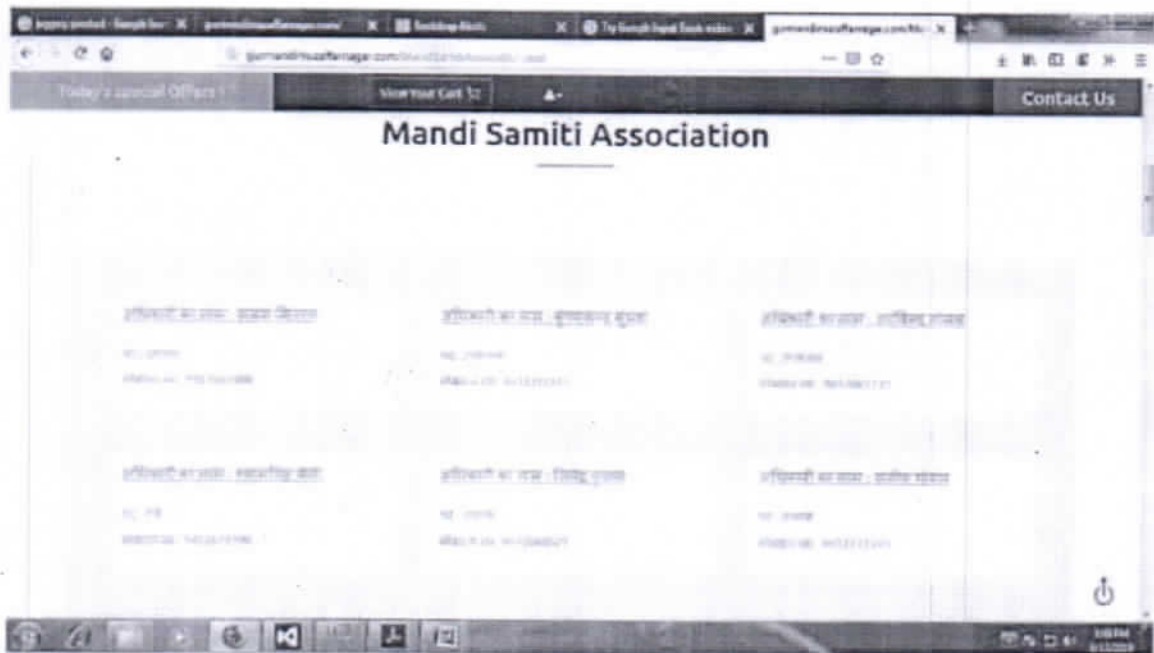
Through this website, any person can get information about the officers of the Gur Mandi and the office bearers of the Gur Mandi Committee.



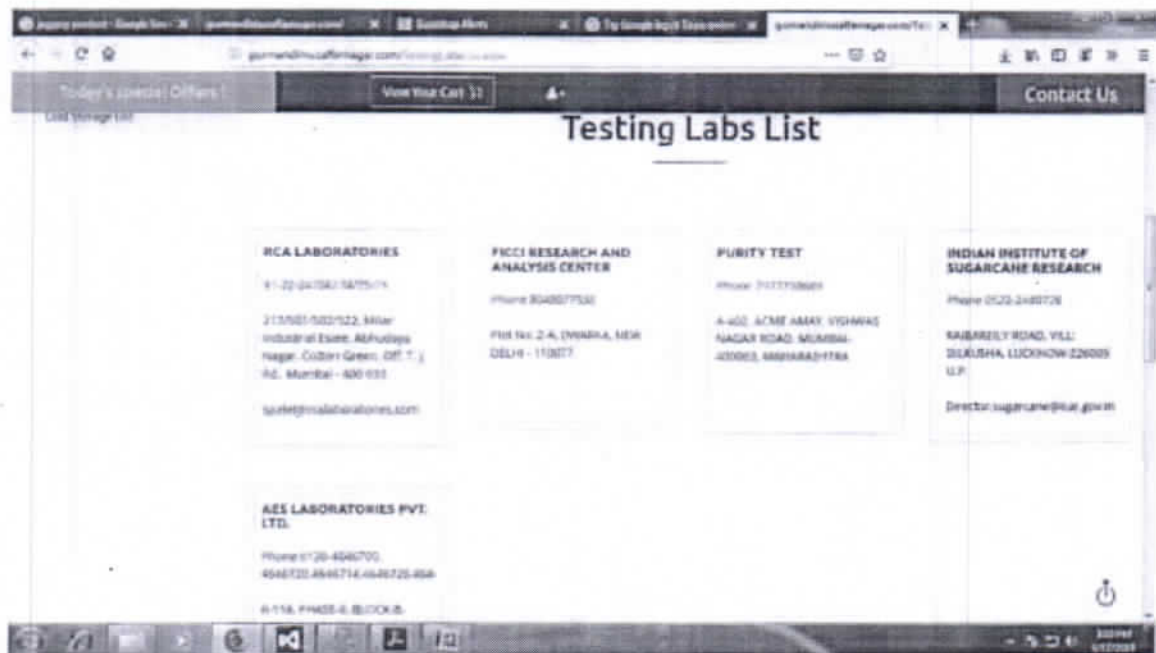
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Through this website any person can get information about Jaggery Testing Labs.



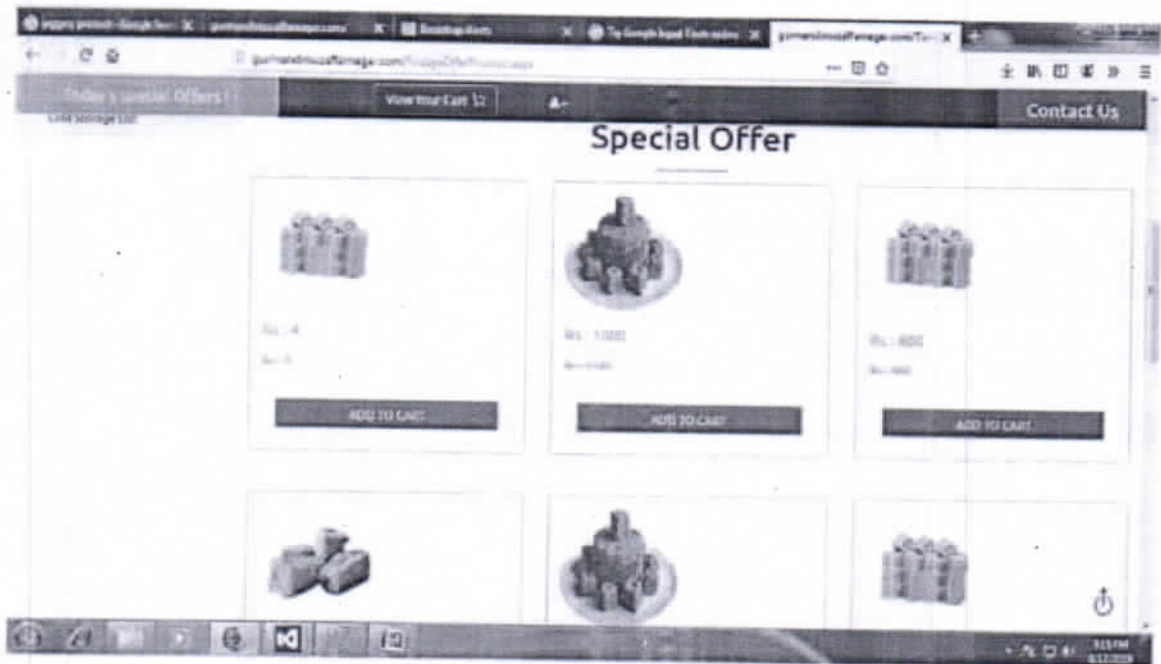
Through this website, any person can sell his product at the price set by him.

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Features:

- ❖ Benchmark futures contract for Gur and its value added products
- ❖ price risk management tool for value chain
- ❖ Efficient and Transparent price discovery
- ❖ Robust delivery mechanisms
- ❖ Connects the entire value chain


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