

**BRIEF REPORT
ON
MARKET SURVEY OF KOLHUS AND JAGGERY
PRODUCTION**



Submitted By:

Dr. Vijay Kumar Sharma

HoD, Deptt. of Commerce
Shri Ram College, Muzaffarnagar

Submitted To:

**Indian Industries Association (IIA) – Muzaffarnagar
Chapter**

2015 - 2016

CERTIFIED

K.G.

[Signature]
Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar

[Signature]
Principal
Shri Ram College
Muzaffarnagar

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INDIAN INDUSTRIES ASSOCIATION

AN APEX BODY OF MICRO, SMALL & MEDIUM ENTERPRISES

(IN THE SERVICE OF MSME SINCE 1985)

Muzaffarnagar Chapter : 159/A-8, 15, Prakash Market, Late Lajpat Rai Chowk, Muzaffarnagar-251001 (U.P.)
Tel. : 0131 2623762 • E-mail : ia.mznchapter@gmail.com

Ref. No. IIA/RD/2016/42

Date: 19.01.2016

To

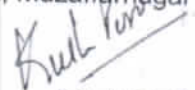
Dr V K Sharma
Head
Department of Commerce
Shri Ram College
Muzaffarnagar

Dear Sir,


This is with reference to your research proposal on "Market Survey of Kolhus & Jaggery Production" and our letter of interest on the subject. We are herewith sanctioning an amount of Rs. 50,000/- as fund to conduct research work.

Kindly note that you have to fulfil all the conditions mentioned in our earlier letter dated 21.12.2015 and complete the work within stipulated time.

Thanks & regards,
For Indian Industries Association, Muzaffarnagar


(Kush Puri)
Chairman

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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 Market Survey for Kolhus and Jaggery Production, Date of Sanction of Fund- 21.12.2015 as per Sanction Letter	50000.00/-
	TOTAL	50000.00/-

It is Certified that out of Rs. 50000.00/- (Fifty Thousands Only) of grants sanctioned by IIA, Muzaffarnagar during the year 2015-16 in favor of Shri Ram College, Muzaffarnagar, a sum of Rs. 50000.00 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: 11.04.2016

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Principal
Shri Ram College
Muzaffarnagar

Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar

For Goel Rakesh & Co.
Chartered Accountants

Muzaffarnagar
Rakesh Goel
(Proprietor)

M.NO. : 071858

FRN : 003374C

MARKET SURVEY OF KOLHUS AND JAGGERY PRODUCTION

Objectives of the study

The study was conducted with some specific objectives.

1. To provide information of exact number of kolhus operating in Muzaffarnagar district.
2. To study the production capacity (individual and whole) of kolhus producing Sugarcane based Jaggery

Duration of Study

One year (Dec 2015 to November 2016)

Sanctioned Amount of Project

Rs. 50,000/-

Supervisor

Dr. Vijay Kumar Sharma, HoD, Department of Commerce, Shri Ram College

Students engaged in project

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

Stipend paid to them = Rs. 10,000/- each

TA/DA was reimbursed whenever they were in field for survey.

Research methodology

- The primary data was collected through survey of different villages in district Muzaffarnagar and list of Kolhu operators was prepared.
- Secondly, information was gathered on their annual production of Jaggery and their consumer market.

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Data Analysis and Interpretation

A survey was conducted to study jaggery's production and Kolhu's operating in Muzaffarnagar.

The survey was conducted in 200 villages and list was prepared of Kolhu operator with following data:

1. Name of Operator
2. Address
3. Contact
4. Total Production of Jaggery (annually)
5. Major consumer


Some major findings are:

1. In total, 1500 Kolhu's were found to be in operation in District Muzaffarnagar with their annual production of enormous 23 lakh tons.
2. Approximately 78% Kolhu's are well maintained and in reach to Gur Mandi and sell their product directly, rest 22% sell their major jaggery to local vendors and wholesalers.



3. It is observed that 93% operators are happy with their sales and 7% customers are unsatisfied with the sale.
4. Degradation of Jaggery (Chemical and Microbial) was major issue related to their sales.

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5. The value of the product is excellent in 75% cases.
6. Operators describes product as one of the finest product to be consumed and especially for health.
7. Kolhu operators (approximately 59%) are likely to always sale their product in Mandi, 24% customers in both Mandi and local vendors, while, rest of them are interested to sale only to local vendors/wholesalers.




8. Proper packaging and labeling on the product like manufacturing date , expiry date , prices etc. are not mentioned anywhere.
9. No proper testing of Jaggery is done according to FSSAI parameters.


 (Dr. Vijay Kumar Sharma)
 Project Supervisor

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