

Prospects of Gur Mahotsava of Muzaffarnagar District

Project Report
Submitted by

Dr. Ashfaq Ali
Assistant Professor
Shri Ram College
Muzaffarnagar

funded by

SVP Industries Ltd.
Muzaffarnagar



**Shri Ram College,
Muzaffarnagar**


Co-ordinator
IOAC, Shri Ram College,
Muzaffarnagar


Principal
Shri Ram College
Muzaffarnagar



SVP INDUSTRIES LTD

26/1

Ref: SVPI/Fin/2019/079

Date: 12/07/2019

To

Dr S C Kulshreshtha
Chairman,
Shri Ram College, Parikrama Marg,
Muzaffarnagar

Dear Dr Kulsheshtha Ji,

I am pleased to inform you that our management has approved Rs: 20,000/- for carrying out the research project on 'Gur Industry of Muzaffarnagar' on the occasion of "Gur Mahotsav". After assessing all the pros and cons, the company has concluded that the project proposal submitted by Dr. Ashfaq Ali of Department of Commerce will indeed be relevant for the development of gur industry.

We are hereby transferring an amount of Rs 20,000 for the same by NEFT. I wish you great success for the event.

Thanking you,

Yours faithfully

(Govind Swarup)
Director

CERTIFIED

Co-ordinator
IGAC, Shri Ram College,
Muzaffarnagar

Principal
Shri Ram College
Muzaffarnagar

MANSURPUR, MUZAFFARNAGAR, UTTAR PRADESH, INDIA



SHRI RAM COLLEGE

(Affiliated To CCS University, Meerut & Approved By NCTE)

CIRCULAR ROAD, MUZAFFARNAGAR

'A' Grade Accredited by NAAC

Date: 15.07.2019

To,

Dr. Ashfaq Ali
Deptt. of Commerce
Shri Ram College, Muzaffarnagar

We are pleased to inform you that the Project Proposal entitled " **Prospects of Gur Mahotsava of Muzaffarnagar District** " submitted by you to the Management Committee, which is related to SVP Industries Ltd, Muzaffarnagar has been approved and a amount of **Rs. 20,000** has been sanctioned for the Project in your department.

So, Please take necessary action for timely completion of the project.

CERTIFIED

Regards

Principal


Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar


Principal
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Utilization Certificate

S.N.	Detail of sanction of Fund with Project name and Duration	Amount
1.	60-Day project on Prospects of Gur Mahotsava of Muzaffarnagar District, Date of Sanction of Fund- 12-07-2019 as per Sanction Letter	20000.00
	TOTAL	20000.00

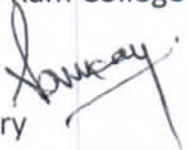
It is Certified that out of Rs. 20000.00 (Rs. Twenty Thousand Only) of grants sanctioned by **M/s SVP Industries Ltd** during the year 2019-20 in favor of **Shri Ram College, Muzaffarnagar**, a sum of Rs. 20000.00 has been utilized for the purpose of the project for which it was sanctioned and that the 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- 05-11-2019

CERTIFIED


Principal
Shri Ram College
Muzaffarnagar

For Goel Rakesh & Co.
Chartered Accountants


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


Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar

Prospects of Gur Mahotsava of Muzaffarnagar District

Gur has been selected for Muzaffarnagar district under One District One Product Scheme by the Government of Uttar Pradesh. Although Muzaffarnagar's jaggery is very famous in India and there was a time when the Gur Mandi Muzaffarnagar had the title of the largest good market in Asia. The economic and social condition of the Muzaffarnagar gur industry will definitely improve. Due to the connection with the rural area and the dependence on agricultural products, this industry has become very popular.

Main purpose of this research work is:

- To study the present status of the industries as well as in the establishment and operation of the Good Industry.
- To analyze the financial needs. Apart from this, various problems and
- To study the positive steps taken by the government for the resolution of these problems.

India is an agricultural country, in which different agricultural products are produced in different regions which completely depends on the climate of the particular region, the type of soil and the available resources. The agricultural based products of the regions have not only made their own identity in India but also in foreign countries. And such areas are known only because of their special agro based products. Gur industry is a developed industry which plays an important role in the Indian economy. This industry is the largest industry after the textile industry as well as providing rural employment opportunities. The habit of eating jaggery is very common in India.

Muzaffarnagar eager to win back its 'gur' image

Muzaffarnagar was once renowned for housing Asia's biggest 'Gur Mandi' (jaggery market), about which traders and local residents boast till today. Excitement was palpable in the district when the Uttar Pradesh government declared jaggery as Muzaffarnagar's indigenous and specialised product under the 'one district one product' (ODOP) scheme. And why not? Muzaffarnagar was once renowned for housing Asia's biggest 'Gur Mandi' (jaggery market), about which traders and local residents boast till today.

Hopes of the farming community as well as the administrative officials also went up, as they thought that the ODOP scheme would not only help revive but also strengthen the economy of the district that has traditionally relied on sugarcane and its by-products, including jaggery. Tanvir Alam, stenographer at the office of the district cane officer, says, Gur is our identity. It is all about the local people's affection for jaggery. The 'gur' of Muzaffarnagar is still in high demand - not just in the country but even among Indians residing abroad. He says the excitement of administrative officials, individuals and institutions who have been involved in various initiatives to revive the lost glory of Muzaffarnagar gur has been high ever since the ODOP scheme was announced. It will play a vital role in strengthening the economy of rural Muzaffarnagar.


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SHRUGGING OFF 'CRIME DISTRICT' TAG

Officials are hoping that under the ODOP scheme, they will be able to give Muzaffarnagar a new and clean image -- one far away from that of a 'crime-ridden district'. Additional district magistrate (enforcement), Amit Singh, who has been coordinating the ODOP scheme, has been working on multiple fronts to increase the popularity of 'Muzaffarnagar gur'. We are working on improving the jaggery's quality by taking care of the hygiene issue and searching for new marketing opportunities. We are also encouraging local industrialists and traders to associate with the scheme to ensure its success. The state government too is extending its full support to us to achieve this goal, he says.

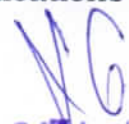
MASS MOVEMENT FOR 'ORGANIC GUR'

Many locals, including Tanvir Alam, believe that overuse of chemicals while processing jaggery to get 'good-looking gur' had compromised the quality. Traders say that sodium hydrosulphite, used to give 'gur' a bright colour and attract buyers, reduces both quality and taste. Yogesh Siwach, a farmer and 'gur' producer in village Girdharpur Garwara, says, Time is changing now. People are more aware about the disadvantages of using chemicals in processing. Many 'gur' producers are making the product without using chemicals. Brijveer Singh of Morna town says he grows organic sugarcane and processes it to make 'organic gur'. Rakesh Kumar of village Behra Sadat and Kaluram of village Kamhera are other farmers who are now growing organic sugarcane. Secretary of the 'Mandi Samiti', Rakesh Singh, lauds these farmers' efforts in increasing the quality of the 'gur' produced in the district. Their efforts bode well for the revival of our local 'gur' industry. Minimising the use of chemicals in processing or making the 'gur' completely chemical-free increases opportunities of marketing it through online retail giants such as Amazon, he says. He, however, adds that praiseworthy as these efforts are, they are still on individual basis. We need to organise them to make this a mass movement for reviving our local 'gur' industry, says Singh.

GUR KOLHUS - MODERN VS TRADITIONAL

A survey of the cane department reveals that the district has 672 registered 'kolhus' (jaggery processing units). However, farmers and 'gur' producers claim the number is much higher -- over 1,000. They say that hundreds of units are unregistered and available on hire. Banwari Lal, additional commissioner of industries, says, We are introducing modern 'kolhus' to replace traditional ones. They are more hygienic and produce better quality 'gur' with a prescribed limit of 8% humidity. Modern 'kolhus' are also less polluting and extract more juice when compared to traditional ones. Lal's colleague, Rajendra Kumar, additional statistical officer, explains, The state government is providing attractive subsidy on the project. So far, five modern 'kolhus' have been sanctioned and the banks released funds in the previous financial year. The department has received 15 applications for setting up modern 'kolhus' and 36 for trading in the current financial year. All applications for modern 'kolhus' have been forwarded to banks.


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This is the first time that banks are releasing finances for setting up 'kolhus'. We are also focusing on setting up packaging units so that 'gur' is available in attractive packets of different weights, says Kumar, adding, The Indian Institute of Sugarcane Research in Lucknow is providing the design and technology for establishing the modern 'kolhus'. A delegation of 25 farmers has already visited the institute to learn about these new machines.

DIGITISING THE INDUSTRY

The plan is to make all the data of the local 'gur' industry available digitally. It should be on a website so that buyers interested in 'Muzaffarnagar gur' can get access to authentic producers and finalise their deals without middlemen. As part of the district administration's ongoing efforts to connect people with the scheme, 'Udyam Samagam Evam ODOP ('Gur Utpaad') Pradarshini' and 'Gur Mahotsav' had been organised at the Sriram Degree College.

MAKE SCHEME PEOPLE-FRIENDLY

Despite the high enthusiasm, farmers and 'gur' producers have concerns. Some of them say that the administration's efforts will be fruitful only if the scheme is made 'people-friendly' and a more pragmatic approach is adopted.

Officials talk about the good things but the on-ground situation is different. A farmer, raising a question over setting up of modern kolhus said, How effective can this be when a majority of people are running 'kolhus' on hiring basis? (With modern 'kolhus') they now need to spend on hiring land, the 'kolhu', as well as on electricity. This makes it non-profitable for them.


It is no more a profitable business. The cost incurred in producing 'gur' has increased manifold, while the wholesale price has remained between Rs 25 and Rs 30 in the past four years. How can we survive like this? he asks.


Illegal trading is another challenge, says Sanjay Mittal, president of the district's 'Gur and handsari Association'. Gur traders need to pay 2.5% tax to the 'mandi' as fee for trading. To save this money, illegal trading is done that deprives the state government of revenue. Illegal trading is going on unabated. Till a few years ago, 60,000 to 70,000 bags of jaggery used to arrive at the 'mandi' every month. This has been reduced to just 5,000 to 7,000 now, he claims.

There is the lack of laboratory testing to ensure that the 'gur' produced is of high quality. We need it for ethical promotion of the product. This is essential to revive the glory of 'Muzaffarnagar gur' and the city as the 'Number 1 Gur Mandi' in Asia.

PRAISEWORTHY STEPS

Meanwhile, some individual farmers of the district are setting an example for others by ensuring that their products are of high quality and packaged well in different sizes, as required by the market.


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Among them are Yogesh Siwach of village Garhwara of Bhopa area, who has emerged as a model for other farmers and 'gur' producers. Talking about his association with the Bharatiya Kisan Union (BKU), Yogesh says he has long struggled for the cause of cane growers getting their pending payments. I have always looked at ways to do something different to solve this long-standing problem of sugarcane farmers, he says. Iron vessels (in which cane juice is boiled) have been replaced with steel ones. These are connected to the cane crushing area with steel pipes. So, juice flows directly into these vessels. In traditional 'kolhus', it passes through an open drain, which is not hygienic. I have also replaced the stone plate used for final processing of 'gur' with a steel one. In addition, I have a lab where temperature and humidity of the product is maintained as per the required standards, says Yogesh. He has also set up a packaging unit and claims to be the first to have introduced 5g sachets of jaggery powder. I also pack 'gur' in 400g and 1kg packets and supply them to different companies. Some of my products are also exported. I have introduced different varieties and flavours too, such as 'gur' with 'elaichi' (cardamom), with 'sonth' (dry gourd), with 'nariyal' (coconut) and with dry fruits.


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