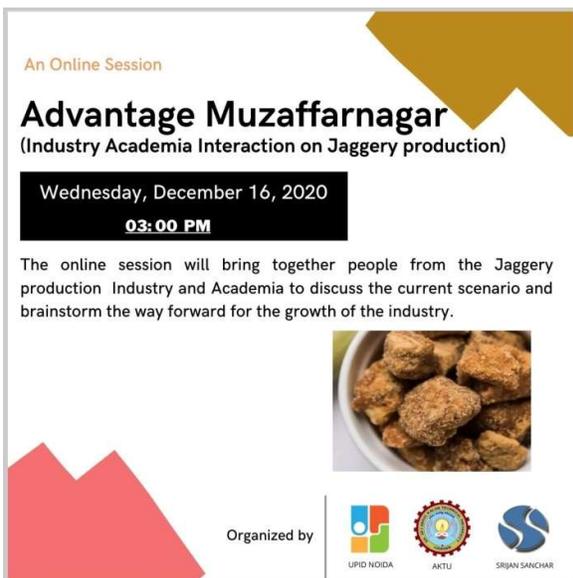


Advantage Muzaffarnagar

UPID Noida along with Srijan Sanchar organized a webinar Under the ODOP Scheme for Jaggery (Gur) industry of Muzaffarnagar on Dec 16, 2020. The webinar included people from academia and industry.



An Online Session

Advantage Muzaffarnagar

(Industry Academia Interaction on Jaggery production)

Wednesday, December 16, 2020
03:00 PM

The online session will bring together people from the Jaggery production Industry and Academia to discuss the current scenario and brainstorm the way forward for the growth of the industry.



Organized by



The aim of this webinar was to address the problems that the industry is facing and how academia could intervene to help come up with solutions.

The webinar was attended by Mr. Anil Sharma, GM- DIC and other respected members of the academia and industry who shared valuable feedbacks for upliftment of this industry.

Mr. Shailendra Jaiswal, Principal Exec. Director, DRDO highlighted the role and importance of jaggery industry of Muzaffarnagar.

Dr. Kumar Sambhav, HoD, UPID, Noida threw light on the scope of intervention for contributors to fill the gap in the industry in response to design, technology, storage, packaging, online marketing and selling. He explained how the jaggery industry can contribute in the development of this industry.

The selling and marketing of jaggery with the help of apps can be useful for accessing of jaggery and jaggery based products wherein automation and technology advancement of traditional process to make a mark in the market. Some of the crucial areas discussed by him were machinery upgradation, skilled manpower, effective packaging design, cost effective jaggery products , etc.

Mr. Anil Sharma, GM- DIC told us about the current status of the industry and how there is an immediate need of skilled labour and training facilities for the industry.

Industrialist from the areas discussed about the traditional industry and how it needs upgradation to come up at par in the market. Some very specific concerns of and practices raised GST, technology, unskilled labour, etc. Since, the jaggery industry of Muzaffarnagar is quite an unorganized sector as such, it will be crucial to deal with every segment very carefully.

AKTU along with the various colleges is in the front rows for providing better ecosystems at work place and providing mechanical support for training purposes of the workers. Students will be provided with research projects to fill in the gap that the industry is facing today.

Mr. Shailendra Jaiswal, agreed that the various concerns raised will be looked into and the first steps would be understanding the industry and studying the various demands as well as the aspects of the of the market to help industrialists match up to the competition faced.



Screenshot of the webinar participants

Issues & Challenges as highlighted by the industry personnel

1. Lack of standardization in the process of jaggery making in the district.
2. Lack of upgraded machinery and knowledge training about the same.
3. Traditional machinery availability lowering the effectiveness of the products.
4. Issues and concerns of high GST inclusion, leading to loss of sale and profit margin as the customers prefers lower priced locks in the market.
5. Electroplating process getting too obsolete in the industry and how it affects the health of the daily workers.
6. Issues in online marketing and thus low profit margin.
7. Poor packaging of jaggery and thus failing to attract the customers.
8. Issues in handling the manpower and team development.
9. Extraction of jaggery (JUST 50-55%) from the process, ultimately leading to loss of production to inefficient mechanism of extraction.
10. Incomplete knowledge about jaggery making in terms of temperature maintenance and adjustment and poor knowledge of duration of coating and dipping of jaggery for coloration along with color changes effect.

Areas/ Scope of interventions

1. Automation in jaggery industry for improvising the quality of the jaggery and jaggery by products in order to reduce the rejection by customers.
2. Need for skilling and training the professionals engaged in the sector for the production of jaggery.
3. Effective packaging design to attract the customers.
4. Upgradation of traditional machines to improve the production, quality and cost of the jaggery
5. Mechanism to cope up the technology development with existing and upcoming labourers in the industry.
6. Development of a standardized mechanism for the production of the jaggery.
7. Tackling the issues of higher price of jaggery due to GST inclusion.
8. Spreading awareness among the people of the country regarding the health benefits of jaggery and its by products.
9. Focus on effective marketing of jaggery.
10. Requirement of more R&D in this sector and also on different by-products of jaggery .i.e.Chana. Moongfali, Saunf, etc.

The webinar turned out to be quite fruitful in understanding the ground problems associated with the jaggery industry of Muzaffarnagar. This will also open the door for our students from design, management and engineering streams to be a part of this scheme through internships and contribute significantly in the upliftment of the Muzaffarnagar Industry.

UPID, Noida looks forward to taking this programme further and contributing and making the scheme, ODOP of Uttar Pradesh a success by enabling the Jaggery (Gur) industry of Muzaffarnagar a pioneer in the jaggery industry in India and abroad.

In the News

मुजफ्फरनगर में गुड़ उत्पादन को बढ़ावा देने में सहयोग देगा यूपीआईडी

जासं, नोएडा : प्रदेश सरकार की एक जिला एक उत्पाद योजना के अंतर्गत बुधवार को सेक्टर- 62 स्थित उत्तर प्रदेश इंस्टीट्यूट आफ डिजाइन (यूपीआईडी) में उद्योग जगत व अकादमिक क्षेत्र के विशेषज्ञों के साथ वेबिनार आयोजित हुआ। इस दौरान विशेषज्ञों ने 'एडवांटेज मुजफ्फरनगर' विषय पर चर्चा करते हुए मुजफ्फरनगर के प्रसिद्ध उत्पाद गुड़ उत्पादन, भंडारण और मार्केटिंग से जुड़ी समस्याएं और अहम बिंदुओं पर चर्चा की।

डिफेंस रिसर्च के मुख्य कार्यकारी निदेशक शैलेन्द्र जैसवाल वेबिनार में बतौर मुख्य अतिथि उपस्थित रहे। उन्होंने कहा कि साथ काम करने और सहक्रिया बनकर चलने से आज उद्योग की विविध परेशानियों का हल निकला जा सकता है। इस दौरान पैनल में मौजूद विशेषज्ञों ने संवाद में गुड़ के भंडारण, गुड़ बनाने की प्रक्रिया का मानकीकरण, सूक्ष्म स्तर का अध्ययन, गुड़ पर नैनो कोटिंग की तकनीक, डिजिटल मार्केटिंग आदि मुद्दों को सामने रखा। अजय रमन ने बताया यदि गुड़ का सूक्ष्म स्तर पर अध्ययन करें, तो गुड़ उत्पादन लाभदायक हो सकता है। वहीं यूपीआईडी के विभागाध्यक्ष डॉ.कुमार संभव ने कहा कि 'एक जिला-एक उत्पाद' योजना के अंतर्गत हम उत्तर प्रदेश में विभिन्न जिलों में पारंपरिक विनिर्माण के तरीकों पर बदलाव और उत्पादों में उन्नति पर काम कर रहे हैं। एकेटीयू और ओडीओपी सेल के बीच हुए समझौते के अनुसार, एकेटीयू के कालेज प्रदेश के विभिन्न जिले में मौजूद पारंपरिक उद्योग को आगे बढ़ाने में कार्य करेंगे।