



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2021; SP-10(9): 795-797
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www.thepharmajournal.com
Received: 19-07-2021
Accepted: 21-08-2021

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Constraints encountered by jaggery producing sugarcane growers regarding jaggery marketing

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Abstract

Sugarcane (*Saccharum officinarum* L.) is the world's major source of sugar and one among the most popular commercial crops in the tropics. Sugarcane belongs to family Poaceae and genus Saccharum. Sugarcane is a crop New Guinea is where it originated and has since spread to many countries. Sugarcane is the most common raw material used to make sugar and jaggery. India is the world's greatest producer of sugar and jaggery. India is the world's first country to make jaggery from sugarcane juice. Jaggery is a high-energy meal that also contains numerous vitamins and minerals that are essential for everyone, especially developing youngsters and pregnant women. Jaggery is the oldest rural cottage business, and it is used as a sugar replacement due to its low Glycaemic Index.

The present study on adoption of jaggery production technology by the sugarcane growers and their marketing behaviour. was undertaken in Kolhapur, Sangali, Satara and Pune districts as leading jaggery unit districts in Maharashtra. Present research study carried out with sample size of 240 of the jaggery producing sugarcane growers. Data were collected on personal, socio-economic, communicational and psychological profile of jaggery producers by using ex-post facto research design of social research. The data from the respondents. were collected by personally interviewing with the help of present and well-structured interview schedule.

Keywords: constraints faced by jaggery producers, problems in jaggery marketing, jaggery marketing and suggestion given by jaggery producers

Introduction

Jaggery is far more complex than sugar since it is made up of longer sucrose chains. As a result, it is metabolized more slowly than sugar and releases energy gradually rather than impulsively. This gives you more energy for a longer period and is not harmful to your health. However, because it is ultimately sugar, this does not recommended it for diabetic consumption. Jaggery is made in iron containers; it collects a significant quantity of ferrous salts (iron) during the process. This iron is also beneficial to health, especially if one is anemic or deficient in iron. Again, Jaggery includes traces of mineral salts that are good to the body (we noticed that Jaggery left a sense of salt on the tongue).

Jaggery has been a staple food of Indian cuisine since ancient times and continues to be so now. Currently, 24.5 percent of the sugarcane produced in India is used to make jaggery. Compared to white sugar, jaggery is affordable and readily accessible to rural populations. It has a minimal capital need for production and is produced by individual farmers as part of the overall world crop. In India, more than 70% of the jaggery is produced. The plausible of jaggery to satisfy future sweetener needs appears to be promising. Jaggery has been a staple of Indian cuisine since ancient times and continues to be so now. Currently, 24.5 percent of the sugarcane produced in India is used to make jaggery. Compared to white sugar, jaggery is affordable and readily accessible to rural populations. It has a minimal capital need for production and is produced by individual farmers as part of the overall world crop. In India, more than 70% of the jaggery is produced.

Maharashtra is top in sugar production (107.14 LMT) and sugar recovery (10%) and second in sugarcane acreage (11.63 lakh hectares) just after Uttar Pradesh. However, Maharashtra's productivity (79.50 tonnes/ha) is poor, and the state ranks sixth in the country in 2018-19. (sugarcane.icar.gov.in). The Kolhapur region comes in second with 16.55 percent of the total production of Maharashtra.

Methodology

For the present study 240 respondent sugarcane growing jaggery producers were selected from

Kolhapur, Sangali Satara and Pune districts of western Maharashtra purposively on the basis of having highest numbers of jaggery units in Maharashtra, respondents were selected by simple random sampling method. Ex-post facto design of social research was used for study. Collection of the data from the respondents was completed by personally interviewing with the help of structured interview schedule.

Research Findings

Constraints faced by the jaggery producing sugarcane growers

The data were collected on the constraints faced by the jaggery producing sugarcane growers in marketing of jaggery has been analyzed and findings are presented in table 1.

Table 1: Constraints faced by the jaggery producing sugarcane growers regarding marketing of jaggery

Sr. No.	Marketing Constraints	Respondents (N=240)		
		Frequency	Percentage	Rank
1.	Fluctuation in market price of jaggery	232	96.66	I
2.	Exploitation from middleman and commission agents	220	91.66	II
3.	The entrepreneurship and managements capability is very low among rural youth.	219	91.25	III
4.	Lack of detail information about market	205	85.41	IV
5.	Unknown about Grading and its facilities	200	83.33	V
6.	Lack of storage and warehouse facilities	178	74.17	VI
7.	Lack of unity and association among the jaggery producers in context of marketing	176	73.33	VII
8.	Low financial support by the institutions	150	62.50	VIII
9.	High transportation charges	140	58.33	IX
10.	Lack of knowledge about Export of jaggery	120	50.00	X

It was observed from Table 1. that, 96.66 per cent jaggery producing sugarcane growers reported that Fluctuation in market price of jaggery and its rank I, followed by with II rank, 91.66 per cent jaggery producers faced the problem of exploitation from middleman and commission agents. The entrepreneurship and managements capability is very low among rural youth. (91.25%) this was the major constraint had faced by jaggery producers III rank, 85.41 per cent of jaggery faced problem of lack of detail information about market rank IV, 83.33 per cent of the respondents reported that unknown about grading of jaggery and its facilities with V rank, 74.17 per cent of jaggery producers reported that lack of storage and warehouse facilities in market premises VI, on VII position 73.33 per cent of lack of unity and association

among the jaggery producers in context of marketing, 62.50 per cent jaggery producers reported that low financial support by the institutions with rank VIII, at IX position, 58.33 per cent jaggery producers reported high transportation charges, 50.00 per cent jaggery producers reported that, lack of knowledge about Export of jaggery with rank X.

Suggestions given by jaggery producers to overcome constraints

Suggestions were invited from the jaggery producing sugarcane growers to overcome constraints faced them. The suggestions help to eliminate problems and made jaggery production as more profitable agro-enterprise.

Table 2: Suggestions given by jaggery producers to overcome constraints

Sr. No.	Suggestions regarding production	Respondents (N=240)		
		Frequency	Percentage	Rank
1.	There should be minimum support price to the produce to avoid price fluctuation.	235	97.91	I
2.	Ensure a good market for jaggery and jaggery products	230	95.83	II
3.	Government check over malpractices in jaggery production.	220	91.66	III
4.	Government should made cold storage facility to jaggery and its products.	215	89.58	IV
5.	Jaggery Plant machineries by adding Automation which will reduce labour cost, increase efficiency of plant and increase production of Gur will result in more profit	210	87.50	V
6.	Government should make sure proper electricity supply	200	83.33	VI
7.	Credit should be made available to the farmers before season start at low interest rates.	198	82.25	VII
9.	Need to create awareness about nutritional value of brown coloured jaggery and jaggery products	170	70.83	VIII

The data revealed that a majority 97.91 per cent of the respondents were suggested that There should be minimum support price to the produce to avoid price fluctuation.

Other suggestions made by the respondents were Ensure a good market for jaggery and jaggery products (95.83%), Government check over malpractices in jaggery production. (91.66 per cent), Government should made cold storage facility to jaggery and its products (89.58 per cent), Jaggery plant machineries by adding Automation which will reduce labour cost, increase efficiency of plant and increase production of Gur will result in more profit (87.50 per cent) Government should make sure proper electricity supply (83.33 per cent), Credit should be made available to the farmers before season start at low interest rates (82.25 per

cent), and need to create awareness about nutritional value of brown coloured jaggery and jaggery products 70.83 per cent), respectively.

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