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## An Appraisal of Indian Jaggery (Gur) Exports

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### **Abstract:**

*Gur is used in many Asian and African countries. It is the leading product for India in the import export business. Over 70 % of the world's Gur production is performed in India. India is one of the primary merchants and exporters of Gur to the world. Many agriculturalists want to export Gur outside India. What certificates and documents are needed? How they can get genuine buyers for their Gur in International market. What are the certifications required to export Gur from India? This paper contains trade statistics which makes clear that which are the top countries to which Gur is exported at what cost, Impact of pandemic on export of jaggery to different countries. The trade statistics will help the prospective exporters who are looking after exporting Gur to different countries.*

**Key words:** Organic Gur, MSME, APEDA, RCMC, Trade Statistics

### **Introduction:**

Promotion of export and substitution of import for any country helps to maintain balance of payment. India exports many edible items like processed vegetables, processed fruits and juices, groundnuts, grains, cereals, pulses, spices and so on. Among these, organic Gur is also highly demanded product in many countries western and Asian countries. Many people think that export business is the rigid business and requires lot of paper work, documents, certificates etc. so they never try to export their agricultural products. Some of young agriculturalists have a dream to export their produces, when they enquire about the fees of the required courses or workshops are very heavy which are not at all affordable to them. In this paper, researcher has tried to study the trade statistics

to understand the market opportunities in different countries, to explain the process of exporting the Gur, documents required for exporting the Gur.

Gur is a natural sugar that is produced without adding any chemicals. It is having more nutritional value. The total Gur required for the whole world, 70 percent Gur is produced in India. The importance of Gur has been recognized at the international level. India is the significant producer of Gur in the world. India accounts for more than 60% of world's jiggery production. India perceived as one of the main exporters of Gur to the world. India sent out 631,895.81 MT of Gur and confectionery products to the world for the value of Rs. 2659.57 Crores / 358.88 USD Millions during the year 2020-2021. <sup>1</sup><http://apeda.gov.in>

Major importing countries of jiggery and confectionery are USA, China, Indonesia, Germany, UK, Canada, Korea, Netherland, Mexico, France, Malaysia, Japan etc.<sup>2</sup> [Agriexchange.apeda.gov.in](http://Agriexchange.apeda.gov.in)

Gur is demanded in many countries. One reason jiggery is gaining popularity is the belief that it is more nutritious than refined white sugar. It has various health claims. The farmers of India can make good money if they understood the procedure of import-export. They can make money by exporting organic Jaggery.

#### **Objectives:**

1. To study the required documents for export of Jaggery (Gur)
2. To assess trade statistics of Indian Jaggery export
3. To find out the market opportunities in domestic and International Market.

#### **Documents required for Export of Gur :**

Many agriculturalists, producers, manufacturers, traders etc aspire for export of agriculture produce, agricultural equipment's, dry powders etc. Unfortunately, many of them are unaware about the export procedure and documents required for the same.

#### **Documents:**

- Organization: Proprietary/ Company
- Import Export Certificate: IEC code [DGFT.gov.in](http://DGFT.gov.in)
- Export Promotion Councils APEDA: : RCMC
- Goods & Service Tax Registration- GST
- MSME Registration
- Invoices
- Packing List
- Certificate of Origin
- Phyto sanitary certificate
- National or international level laboratory Testing Report

- Fumigation Certificate
- Global GAP
- Health Certificate
- FSSAI Certificate
- Organic Certificate

#### **Government Benefits:**

Government supports to farmer and manufacturer and exporter also. The MEIS is an incentive scheme for export of goods from India. The rewards are given by way of duty credit scrip's to exporters. The MEIS is notified by the DGFT (Directorate General of foreign Trade) and implemented by the Ministry of Commerce and Industry. Indian Government gives 5 %, incentives for the export of Gur. R0DTEP SCHEME: Remission of Duties or Taxes on Export Product 4 to 5 % and duty drawback: 0.15 % are the benefits to exporters.

#### **HS code of Gur:**

HSN Code is 1702 and HS Code is 17029010. HSN code stands for "Harmonized System of Nomenclature." This system has been introduced as a systematic classification of all goods all over the world. It is 6- digit uniform code that classifies more than 5000 products and this code is accepted worldwide. To classify the goods from all over the world in a systematic and logical manner, HSN code is used. The HS code has been being used by 98% of Import Export trade all over world. First six digits of HS code are same in all countries. This is an international standard maintained by the world customs organization (WCO) that classifies traded products.

#### **Nature of Gur:**

In every Indian family, there is a tradition of offering a glass of water with jiggery to welcome the guests. The rationale behind that was, guest who travelled a lot should get energy and become fresh. It's a great source of energy. It has been utilized as a sugar in Ayurveda Medicine for long back period. Indian Ayurveda believes Gur to be useful in treating throat contamination. Gur contains glucose and sucrose.

Gur helps to build hemoglobin level in human body. It boosts immunity and helps with weight loss, controls blood pressure. As per discussion held with Ayurveda Doctor, Gur relieves menstrual pain, purifies the body treatment of cold and cough, reduces joint pain, prevents anemia. This provides energy for a longer time. Gur is known to produce heat and give instant energy to human body. Thus Gur is having many nutritional values

#### **Use of Gur:**

Along with homely use, jiggery is also used for many other purposes. Gur is also used as a cattle feed, in distillery, medicine manufacturing unit, ayurvedic medicines, Ayurvedic health tonic



etc. Recently Gur has also found a place in confectionary items. A usage of Gur is also seen in leather and tobacco industries. Thus jiggery can be used in food and Beverages, bakery products, confectionary, Aayurvedic medicine etc .

**Varieties of Gur:** <sup>3</sup> [m.timesofindia.com](http://m.timesofindia.com) .

#### **Palm Gur:**

It is one of the much sweeter variant of jiggery, which has a melt in the mouth texture. This is made up of sap of palm. It is made by extracting sap of palm which is manually boiled and churned to make the Gur.

#### **Coconut Gur:**

Coconut Gur is a great source of antioxidants and minerals like iron, folate and magnesium and is considered to be a better and a much healthier option as compared to Sugarcane Gur: Brown in color, used variant of jiggery which is unrefined sugarcane juice

Extracted from sugarcane.

#### **Toddy Palm Gur:**

Palm Gur is made from the extract of Palm trees in southern India. These trees are also known as Toddy palm or Palmyra trees.

#### **Sugarcane Jaggery :**

Gur sugarcane, is made from sugarcane. 20 to 30 sugarcane is used to produce Gur.

Maharashtra, Karnataka, Uttar Pradesh, Bihar, Tamil Nadu are some of the leading manufacturing states in India. Brazil, India, Germany, Thailand, Australia, Mexico are the competitors. India can export the Gur to Shrilanka, Nigeria, Nepal, Tanzania, Indonesia Malaysia, UK, USA and so on.

#### **Marketing Strategy:**

The modern urban market offers huge market for readily available Jaggery powered packaged in beautiful plastic jars or pouches in organized urban platforms such as departmental stores, malls, super markets etc. The Indian Jaggery producer can make the agreements for supplying the organic Jaggery to big Malls or retailers in their brand name or as private labels. Jaggery powder is also demanded in businesses involved in producing bakery/confectionary products using Jaggery. The marketing strategy should be proposed as the healthy alternative to which uses refined sugar. Jaggery powder can be marketed to restaurants, hotels, Mess and food service providers.

Along with this, the producers can concentrate on supplying jaggery to Ayurvedic medicines and health food industry. Ayurvedic pharmaceutical companies can be approached for the same. Along with domestic market, export market is major avenue for Jaggery provided the good hygienic, organic production. Produce can concentrate on several E-commerce companies which are engaged

in selling good quality products. Especially organic Jaggery is sold at premium prices in India and abroad also. To grab these opportunities in domestic and foreign market, the Jaggery producers should bring innovative product ranges. Traditional way of producing the Jaggery cakes should be changed and as per the need of working women, jaggery powder, jaggery small cakes should be produced. Powdered Jaggery is easy to use in domestic as well as in businesses which are using jaggery in their production.

### Packing of Jaggery:

Dressing the product is very important especially when the product is exported. If the export is by ship, shipment made by vessels requires extensive packing and moisture protection because of longer transit time, exposure to the humid environment. Shipments made by air may require a lesser degree of export packing than vessel shipment because the transit times are shorter and air cargo itself tends to be of a lighter weight. For the packing of jaggery, Craft paper, Jute bag, Plastic bag, plastic Jars, Plastic boxes, corrugated boxes, plastic jars, Eco friendly packing material etc can be used.

**Table1: Trade Statistics and Interpretation**

Sr No	Country	2015-2016				2020-2021			
		Rs In Lacs	Qty in (000)	Rs/Kg	% to total	Rs In Lacs	Qty in (000)	% to total	Rs /kg
1	Australia	55.25	109.92	50.26	2.43	610.08	647.73	5.82	94.19
2	Canada	170.46	342.77	49.73	7.49	582.41	762.51	5.56	76.38
3	Germany	4.47	5.47	81.72	0.20	170.36	190.57	1.63	89.39
4	Kuwait	74.07	108.61	68.20	3.26	311.66	474.86	2.97	65.63
5	Malaysia	547.38	1803.35	30.35	24.06	1163.19	2850.01	11.10	40.81
6	Nepal	204.64	692.16	29.57	9.00	1663.88	7709.59	15.87	21.58
7	Oman	31.77	64.03	49.62	1.40	267.57	410.91	2.55	65.12
8	Qatar	53.02	79.1	67.03	2.33	372.19	492.18	3.55	75.62
9	S. Arabia	106.65	182.81	58.34	4.69	329.08	429.91	3.14	76.55
10	Singapore	15.91	25.65	62.03	0.70	123.32	150.86	1.18	81.74
11	UAE	184.07	436.94	42.13	8.09	1457.14	2166.04	13.90	67.27
12	UK	177.81	310.78	57.21	7.82	1026.99	1332.13	9.80	77.09
13	USA	477.87	927.75	51.51	21.01	1857.63	2183.94	17.72	85.06
14	Other countries	171.63			7.54	547.07		5.22	
	Total Gur	2275		5089.34	7.54	10482.57	19801.24	100.00	
% share of Gur		0.0049		% share of Gur		0.0013			
Total India's Export		2154,33,924.30		Total India's Export		17138440			

Source: Compiled from data available on commerce.gov.in

The above table depicts the statistical data regarding export of Jaggery from India in 2015-16 and 2020-2021. Total 27 countries data was taken, Out of them 13 leading countries, where India exports are considered and rest all countries where negligible export has taken place, their total is considered.

#### **Australia:**

Considering the total quantity exported from India, it is observed that, in the year 2015-16, India's export to Australia was 109.92 (000) kgs. With price of Rs 50.26 / k.g. In 2020-21 the export to Australia increased to 647.73 (000) kgs with price Rs 94.19 / kgs. It is observed that during the pandemic, rates of Gur also increased. In case of Canada, in the year 2015, the rate per kg was Rs 49.73 which is increased to Rs.76.35

#### **Oman:**

In 2015, India Exported 64.03(000) kgs of Gur with a price of Rs 49.62 to Oman and in 2020, exported 410.91 (000) kgs with a price of Rs 65.12 per kg.

#### **UAE:**

During 2015, the export of Gur to UAE were 436.94(000) kgs which were increased to 2183.94(000) kgs in the year 2020. The per kg rate was increased from Rs 42.13 to Rs 67.27 in 2020.

#### **UK:**

The Gur exported to UK was 310.8(000) kgs with a average price of Rs 57.21 in 2015, which are increased to 1332 (000) for Rs77.09 in 2020.

#### **Total Export to Gur Export Ratio:**

Considering the grand total export from India of all products and services, in the year 2015, the export of Gur accounts for only 0.0049 which is again decreased to 0.0013 in the year 2020.

#### **Proportion to total export of Gur from India:**

Out of total Gur exported from India to different 27 countries, Malaysia accounts for 24%, USA accounts for 21%, and export of Gur to rest all other 25 countries range between 1 to 7 %. In the year 2020-2021, the export of Gur to different countries, Malaysia accounts for 11%, Nepal accounts for 16%, UAE accounts for 14% and USA and UK accounts 17% and 10 % respectively.

#### **Market Opportunities:**

India's share of export in Oman, Qatar, Saudi Arabia and Singapore is very negligible. So these nations are importing from other countries to fulfill their demand. Indian exporters can study the trade statistics of other nations export to these countries and countries from where they are importing the jiggery and accordingly take leads to export the Indian organic Jaggery to these nations.

### Conclusion:

Considering the nutritional value of Indian organic Gur, Growing demand of Gur for industrial use, Indian Farmers should undertake the traditional Gud manufacturing units. People are becoming health conscious. Sugar is treated as slow poisoning for diabetic people. India has many buyers from around the world. The Farmers are producing pure organic Gur, the same can be exported to many countries. May be due to sale in the open market in foreign countries, the rate per Kgs varies. Proper planning, training, fulfillment of required document, insurance from ECGC against the shipment of goods and other required formalities of taking export of Gur will definitely increase the foreign exchange. The prospective exporter should study the trade statistic, find out the demand from different countries and grab the opportunity.

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