Evaluating the success of jaggery under the ODOP scheme in Ayodhya

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Abstract The United Nation Organisation (UNO) is committed to eradicating hunger, poverty, malnutrition, illiteracy and unemployability by 2030 under its Sustainable development goals (SDG). According to the UNO, India with its massive population and large area is a mega biodiversity hotspot country. People in various regions of the country have rich cultural backgrounds which are reflected through their unique skills in agriculture and other indigenous arts and crafts. For the judicious and sustainable use of the ITK (Indigenous Traditional knowledge) of India, it is essential to integrate modern tools and technology for scaling up production and making quality improvements in products ranging from agriculture to forests.

One District One Product (ODOP) is an initiative launched by the Uttar Pradesh government and later taken up by the Government of India to boost the local economy, global identity and geographical indicator tag of the country. The concept is to select, brand, and promote one product from each district of the country for holistic socioeconomic growth across the country. ODOP has the potential to fuel economic growth, generate employment and encourage rural entrepreneurship throughout the country.

Jaggery is the registered ODOP product of Ayodhya, a district in Uttar Pradesh, India. In this study, an evaluation was done to assess the real time implementation and impact of ODOP in the district of Ayodhya. Ten processing units (PUs) were taken into consideration for quantitative and qualitative surveys based on various parameters throughout the district. It was analysed and concluded that PUs are now running much more efficiently than they were prior to the ODOP scheme. Few limitations in raw material acquisition, power supply, supply of skilled manpower during production and efficient storage/warehouse facilities at the post production stage (lack of warehouse facilities causes more than 50 percent reduction of finished product value) were observed. These limitations could be resolved through quality certification, which would be a useful asset to bring the product under a larger window of acceptability. Availability of the commodity on E-Commerce platforms and better handling of storage is also strongly recommended parallel to skill and infrastructure development.

Index terms: ODOP, Jaggery, PUs, MSMEs, Atmnirbhar Bharat, Made in India.

I. INTRODUCTION

The Indian economy is still dependent on the primary sector, especially agriculture. In the last decade, the government and industrialists have been looking positively towards the expansion of agriculture for secondary and tertiary growth. Moreover, they are willingly extending their help to people who lie at the interface of the primary and secondary sectors which is represented by industries depending on processing of Agricultural products. To boost the growth of such key players of the economy, the Government of India and the State Government of Uttar Pradesh have launched many supporting schemes in the form of subsidies/aids/ grants etc. The most discussed and promising among these schemes is ODOP (One District One Product). ODOP targets the local producers to help them with improvement in quality, efficient production, creation of a larger market space and branding/advertising on various platforms. The ODOP scheme is rooted from a similar scheme (One Village One Product (OVOP)) initiated in 1979 by the Government of Japan (Tripathi et al., 2022).

This scheme was launched by the Government of Uttar Pradesh in January 2018 to encourage the national slogan of Vocal for Local. Looking at its potential and immediate success, it was later adopted and implemented by the Ministry of Food Processing of the Central Government of India. ODOP has been implemented with the District being promoted as the Export Hub (the cost is shared by Central and state governments in a 60:40 ratio), supported by the Directorate General of Foreign Trade (DGFT) and the Department of Commerce keeping in mind the vision of Atmnirbhar Bharat and Made in India by the Prime Minister of India.

Moreover, ODOP shall support the framework for value chain development in alignment with infrastructure. This scheme comprises of four sub schemes as follows; Common Facility Centre Scheme (CFC), Marketing Development Assistance

Scheme (MDA), Financial Assistance Scheme (Margin Money Scheme) and Skill Development Scheme (SDS). Food processing and handicraft are the two major sectors in focus. The ODOP scheme of Uttar Pradesh aims to boost indigenous products and crafts such as Kalanamak rice (rare and fragrant) from Siddharth Nagar district and Chikankari from Lucknow District etc. (Yadav et al., 2022).

The Ministry of Food Processing Industries (MOFPI) has characterized 135 unique products in 707 districts in 35 States/ UTs as ODOP products under Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme. The ODOP scheme shall help provide incentives to 2 lakh MSMEs with credit-linked subsidies over 2020-21 to 2024-25 with an amount of INR 10,000 crores for infrastructure and marketing.

Several ODOP processing lines such as minor forest produce, Fruits and Vegetables, Spices and plantation, Fish and dairy and Grains and oilseeds have been approved by the Ministry of Food Processing. Jaggery is notably, the most appreciated and prominent ODOP product of the Ayodhya district approved under the spices and plantation line. Ayodhya, known for its sugarcane production, processing mills and by-product recycling has been producing jaggery (Fig. 1) for more than a century, and the scale-up observed in production has been significant since the 1970s

Fig. 1: Jaggery in different forms and flavours

The Prime Minister Employment Generation Programme (PMEGP) is another major credit-based subsidy scheme launched by ministry of Micro Small Medium Enterprises (MSMEs) in 2008. It is primarily coordinated and implemented by DICs and Nationalised banks. Most of the jaggery processing units were supported through PMEGP prior to the ODOP programme (Gupta, 2018; Mishra & Pandey., 2021).

This study considers the success of jaggery in Ayodhya and contains a comprehensive survey conducted throughout the district to assess the potential, current status, implementation and impact of the ODOP scheme on beneficiaries, its limitations and loop holes and further scope of improvement needed in the current model.

II. MATERIALS AND METHODS

This study is a descriptive survey which has used stratified random sampling methodology for data collection. It is based on farmers and entrepreneurs of Ayodhya with a sample size of 10 processing units randomly distributed throughout the district, representing unbiased and homogenous sampling of data sets. The data sets were collected through a field survey in the selected PUs of the district through a structured questionnaire. The study takes a qualitative and quantitative case study approach to analyse the obstacles and prospects in implementation of the ODOP scheme to suggest key policy interventions for the upliftment of the beneficiaries of ODOP producers.

The data was collected by considering several parameters like the set-up cost, raw material acquisition, production output, market and demand on various platforms, obstacles, availability of storage facilities and consumer feedback for assessing the overall efficiency of the PUs and need for quality improvement.

Values in the results reported are the mean S.D. of three replicates. A minimum of 10 PUs were used in each experiment. The data was analysed by using Microsoft excel (MS-Excel) and SPSS statistical package. A significant difference analysis within the means ($p < 0.05$) was performed with the help of DMRT (Duncan's Multiple Range Test), and each parameter was compared independently. Bars that contain the same letter(s) do not differ significantly.

III. RESULTS

Data collection at DIC (District Industries centre)

All the Government supported jaggery processing units (ODOP, PMEGP & other schemes) in the district were identified from the district industries centre (DIC) in Gaddopur, Ayodhya. 10 processing units (PUs) were randomly selected for survey and data collection (Table 1).

PUs	Supporting Scheme	Support (Lakh)	Independent	Registered as MSMEs
U-1	CFC Cluster (ODOP)	900	Yes	Yes
U-2	ODOP	25	Yes	Yes
U-3	ODOP	10	Yes	Yes
U-4	ODOP	10	Yes	Yes
U-5	ODOP	10	Yes	Yes

U-6	ODOP	10	Yes	Yes
U-7	ODOP	25	Yes	Yes
U-8	ODOP	10	Yes	Yes
U-9	ODOP	25	Yes	Yes
U-10	Not supported	NIL	Yes	No
U-11	PMEGP	25	Yes	Yes
U-12	PMEGP	10	Yes	Yes
U-13	PMEGP	10	Yes	Yes
U-14	PMEGP	10	Yes	Yes
U-15	PMEGP	20	Yes	Yes

Table 1: Data collection at DIC (District Industries centre) Ayodhya district.

PUs set-up data analysis

The selected PUs were established by various sources such as investment of subsidized loans as well as personal capital with differential support and own capacity of interest. There is a clear and direct relation observed between strength/scale of PUS and executory man power (Table 2).

Pus	Set up cost/unit (Lakh)	Support/Subsidized Loan (Lakh)	Own Contribution (Lakh)	Man Power/Unit
U-1	35	900	35	100
U-2	20	25	10	25
U-3	12	10	15	20
U-4	10	10	15	20
U-5	15	10	10	25
U-7	22	25	15	25
U-8	10	10	10	15
U-9	15	25	15	20
U-12	10	10	15	10
U-15	10	20	10	12

Table 2: Set up data in selected PUs in Ayodhya district.

Raw material data analysis

As per the data, most PUs are dependent upon farmers for raw material. Only 20 percent units have their own source of raw materials and only these can be claimed as organic (Free of pesticides and chemical fertilizers). There exists great scope for negotiation which was observed in the process of raw material acquisition between farmers and unit processors. As per the data, 180-250 INR/Qnt. is the range variation observed for sugarcane acquisition throughout the district. In fact, variable running time shown by various PUs on an average was November to April (6 months). Since Sugarcane is a seasonal crop, it is available only few months in a year. (Table 3).

PUs	Year	Source	Cost/Qn. (INR)	Months	Processing time (Months)
U-1	2019-20	own/farmer	250	Nov-March	6
	2020-21	own/farmer	220	Nov-March	6
	2021-22	own/farmer	240	Nov-March	6
U-2	2019-20	own/farmer	200	Oct-April	8
	2020-21	own/farmer	180	Oct-April	8
	2021-22	own/farmer	200	Oct-April	8
U-3	2019-20	Farmers	250	Nov-March	6
	2020-21	Farmers	220	Nov-March	6
	2021-22	Farmers	230	Nov-March	6
U-4	2019-20	Farmers	250	Nov-March	6
	2020-21	Farmers	210	Nov-March	6
	2021-22	Farmers	220	Nov-March	6
U-5	2019-20	Farmers	220	Oct-April	8
	2020-21	Farmers	180	Oct-April	8
	2021-22	Farmers	200	Oct-April	8
U-7	2019-20	own/farmer	200	Oct-March	7
	2020-21	own/farmer	190	Oct-March	7
	2021-22	own/farmer	180	Oct-March	7
U-8	2019-20	Farmers	240	Nov-March	7
	2020-21	Farmers	250	Nov-March	7
	2021-22	Farmers	220	Nov-March	7
U-9	2019-20	Farmers	210	Oct-March	7
	2020-21	Farmers	200	Oct-March	7
	2021-22	Farmers	190	Oct-March	7
U-12	2019-20	Farmers	250	Nov-April	7
	2020-21	Farmers	220	Nov-April	7
	2021-22	Farmers	210	Nov-April	7
U-15	2019-20	Farmers	220	Nov-May	8
	2020-21	Farmers	200	Nov-May	8
	2021-22	Farmers	190	Nov-May	8

Table 3: Raw material acquisition data and running time of selected PUs in Ayodhya district.

Production data analysis

Production of jaggery is directly depended on many factors such as quantity of raw material, scale of processing units, power supply, skilled man power, and indirectly on demand and efficiency of market supply chains. It is demonstrated by the PUs that 10-12 kg jaggery is produced by the processing of 1 Quintal (Qnt.) of sugarcane. Therefore, the quality of raw material affects the net gain. Side products such as khandsari and sirka (vinegar) are produced in minor quantities. Most of the PUs are primarily producers of pure jaggery. Although, they are capable of fortifying flavours and herbal bioingredients such as tulsi, turmeric, ginger, aloe-vera, cloves, nuts etc on the basis of demand. In addition, the ongoing establishment of the approved CFC (9 crores sanctioned) in Poora bazar, Ayodhya

will certainly enhance the jaggery production and economy of this region (Table 4).

PUs	Raw materials utilized/ year (Qnt.)	Jaggery produced/ year (Kg/Qnt.)	Side products /year (Qnt.)	Biofortification (Yes/No)
U-1	225000	12	1800	On demand
U-2	157500	10	1200	On demand
U-3	115000	10	750	On demand
U-4	95000	10.5	600	On demand
U-5	124500	10	650	On demand
U-7	126000	11	700	On demand
U-8	128000	10	850	On demand
U-9	121000	10	700	On demand
U-12	110000	10.5	650	On demand
U-15	120000	11	600	On demand

Table 4: Production data observed during 2021-22 in the selected PUs in Ayodhya district.

Market & demand assessment data analysis

The market is highly dynamic and variable spatially. Most of existing PUs are depended on local and nearby districts for the consumption of products. Only few major scale PUs are actively involved in the export of jaggery across states (10-20 %) and countries (5 %). Online platforms such as Flipkart and Amazon although currently absent, are strongly recommended for the presence of jaggery products by registered brand name with QA, QC reports and organic tag (if possible) on these popular online shopping stores (Table 5).

PUs	Local market supply	% Export (Inter-district)	% Export (Interstate)	% Export (Global)	% of Online platform
U-1	NIL	80	10	10	NIL
U-2	80	20	NIL	NIL	NIL
U-3	70	25	5	NIL	NIL
U-4	90	10	NIL	NIL	NIL
U-5	85	10	5	NIL	NIL
U-7	80	5	15	NIL	NIL
U-8	70	20	10	NIL	NIL
U-9	70	20	10	NIL	NIL
U-12	90	10	NIL	NIL	NIL
U-15	95	5	NIL	NIL	NIL

Table 5: Major obstacles observed during production, marketing and availability of handling of storagein PUs.

Obstacles and handling of storage

As per the survey data, most of PUs are facing the problems of limitation of raw materials, power supply, shortage of skilled labourer during production and lack of warehouses for long term storage of produce. However, no resources for handling of storage are available even 3 years after the launch of ODOP scheme. Only large-scale PUs are capable of dealing with these problems up to a certain extent. (Table 6).

PUs	Obstacles in production	Handling of storage	Obstacles in marketing	Online marketing
U-1	NIL	Available	Storage/Warehouse	Not available
U-2	Labour	Not available	Storage/Warehouse	Not available
U-3	Raw materials	Not available	Storage/Warehouse	Not available
U-4	Power	Not available	Storage/Warehouse	Not available
U-5	Labour/Raw materials	Not available	Storage/Warehouse	Not available
U-7	Labour	Not available	Storage/Warehouse	Not available
U-8	NIL	Available	Storage/Warehouse	Not available
U-9	Raw materials	Not available	Storage/Warehouse	Not available
U-12	Raw materials	Not available	Storage/Warehouse	Not available
U-15	Raw materials	Not available	Storage/Warehouse	Not available

Table 6: Major obstacles observed during production, marketing and handling of storage

Consumers feedback & percent efficiency of PUs

Consumer feedback was taken in triplicate on a scale of (1-10) with 1 denoting strongly rejected and 10 denoting strongly recommended. Most consumers who took the survey were locals with a few belonging to other states, all of whom have strongly recommended the jaggery products. All consumers inquired about the quality of the product and purity certification. Hence, acquisition of both these documents would boost the acceptability of jaggery and related products. The consumers were in agreement of the use of jaggery for therapeutic purposes. The percentage efficiency (sales/production – showcasing how much of the production is sold in the year as a measure of their quality, efficiency and marketing) is calculated in the 60-95 % range for all the PU's, showcasing the scheme's positive impact on the ground reality in Ayodhya district (Table 7; Fig. 2)

PUs	Consumer Rating (1-10)	Mean rating	SD	Suggestions for improvement	Fortification needed	Year	% Efficiency (Sales /Production)	Mean (% efficiency)	**SD**
U-1	10	9.667	0.577	Quality certification	Yes	2019-20	95	90	5
	9			Quality certification	No	2020-21	90		
	10			Quality certification	No	2021-22	85		
U-2	8	9	1	Quality certification	NO	2019-20	90	81.667	7.637
	10			Quality certification	Yes	2020-21	80		
	9			Quality certification	Yes	2021-22	75		
U-3	8	8	0	Quality certification	No	2019-20	90	88.333	2.886
	8			Quality certification	No	2020-21	85		
	8			Quality certification	No	2021-22	90		
U-4	7	7.333	0.577	Quality certification	Yes	2019-20	80	76.667	2.886
	8			Quality certification	No	2020-21	75		
	7			Quality certification	No	2021-22	75		
U-5	7	6.333	0.577	Quality certification	Yes	2019-20	60	66.667	7.637
	6			Quality certification	Yes	2020-21	75		
	6			Quality certification	Yes	2021-22	65		
U-7	9	9.333	0.577	Quality certification	No	2019-20	90	91.667	2.886
	9			Quality certification	No	2020-21	95		
	10			Quality certification	No	2021-22	90		
U-8	8	7	1	Quality certification	No	2019-20	70	75	5
	6			Quality certification	Yes	2020-21	75		
	7			Quality certification	Yes	2021-22	80		
U-9	10	8.667	0.577	Quality certification	No	2019-20	65	76.667	10.408
	7			Quality certification	No	2020-21	80		
	9			Quality certification	Yes	2021-22	85		
U-12	8	8.667	0.577	Quality certification	No	2019-20	60	66.667	7.637
	9			Quality certification	No	2020-21	65		
	9			Quality certification	No	2021-22	75		
U-15	9	7.667	1.154	Quality certification	No	2019-20	85	85	5
	7			Quality certification	No	2020-21	80		
	7			Quality certification	Yes	2021-22	90		

Table 7: Consumer feedback and percent efficiency of PUs (Sales/Production).

Co-relation analysis

The correlation statistical tool (MS-Excel version 2020) was used to analyse relationship between two or more variables for cause-and-effect derivation. Most of the surveyed parameters are positively co-related with % efficiency of PUs except few such as processing duration (number of months) and product demand in local market. It can be concluded that customer rating, set up cost, man power involved and global export are the preferred parameters needed to check for efficient performance of PUs. Both the positively and negatively co-related parameters have an impact on the efficiency of production that must be considered during assessment of relative performance of PUs in district (Table 8).

	Mean customer rating	Set up cost/unit (Lakh)	Variety of Products	Man Power/Unit	Raw materials utilized/ year (Qnt.)	Processing time (Months)	Mean cost/Qnt.	Local market supply (%)	% Export (Inter-district)	% Export (Interstate)	% Export (Global)
% Mean efficiency	Moderate Positive	Moderate Positive	Low Positive	Moderate Positive	Moderate Positive	Low Negative	weak negative	Moderate Negative	Moderate Positive	Moderate Positive	Moderate Positive
Co-relation factor	0.58	0.54	0.33	0.44	0.43	-0.33	-0.045	-0.44	0.39	0.39	0.4

Table 8: Corelation analysis of percent efficiency of PUs (Sales/Production) to different parameters ranging from set-up to sales

IV. DISCUSSION

To develop a chain of local infrastructure, instrumentation facilities, quality control (QC), quality assurance (QA) and handling of storage facilities, the ODOP scheme is a synchronized hub that reflects the potential of all economic and GDP boosting schemes for both revenue and employment generation in the state of Uttar Pradesh. Basic infrastructural support is a pre-requisite in order to upgrade skills and identities of the products of every district. Under ODOP, there is a CFC scheme that calls for the creation of a testing lab facility, technical R&D centre, product exhibition/selling centre, raw material bank/centre of common resources, common processing and logistics, information, communication, broadcasting, and the facility of packaging, labelling and barcoding. For the establishment of the CFC, NGOs (Non-Governmental Organizations), Private Limited Companies, MSMEs, Self-Help Groups (SHGs), Cooperatives and Limited Liability Partnerships (LLPs) may lead with active participation.

Incentives shall be provided by the state government to CFCs includes financial assistance of up to 90 percent of the project cost, whereas a minimum of 10 percent of the cost would be accepted by the Special Purpose Vehicle - SPV. Moreover, Marketing Development Assistance Scheme (MDA) shall be implemented to ensure the judicious output for entrepreneurs of the ODOP products through planned marketing. This scheme offers financial assistance for demonstration, promotion and sale of the products selected under the ODOP project.

In the same context, the Finance Assistance Scheme (Margin Money Scheme) includes an ODOP margin money subsidy against the applications submitted, and all nationalized banks, Regional Rural Banks and other scheduled banks shall finance the scheme. The margin money shall be merged with the subsidy after the enterprise successfully completes two years of its operation. There is also a Skill Development Scheme, to maintain the present and future requirements of skilled workforce for ODOP products named as ODOP Skill Development and Tool Kit Distribution Scheme. This scheme intends to provide advanced tool kits to the unskilled workers, a training programme of 10 days will also be certified under RPL. Moreover, all the trainees shall receive an honorarium of INR 200 per day during the training period. All the trained workers shall be provided with an advanced free toolkit by the department.

Presently, the ground assessment of ODOP scheme for jaggery in Ayodhya, its prospects and evolutionary development in rural agriculture dominating areas have been demonstrated. In comparison to earlier subsidised schemes, ODOP seems much more effective in the direction of made in India and Atmnirbhar Bharat. The jaggery industry is continuously growing with profits to achieve the local demand and to create global demand in order to establish itself on online platforms. Despite the fact that there are problems regarding power supply, raw materials and skilled manpower, these problems are manageable in the current scenario. However, the shortage of warehouse and storage capacity of the district is highly needed to prevent the cost reduction of the jaggery products with time (>50 % sales cost reduction).

The product-wise export data reflects that 80 % of products have been exported from the state through ODOP category. Going with the central government's target of increasing exports, the Uttar Pradesh government has decided a target of exporting products worth 3 lakh crore in the next 4 years from the present 1.2 lakh crore, (> 250 %) through ODOP (Tripathi & Agrawal., 2021).

V. CONCLUSION

Results of the survey show that supported PUs have different scales of set up ranging from 10-35 lacs. Most of grants provided are utilized for raw material acquisition, man power and processing. Raw material is acquired either directly from personal land or indirectly purchased from farmers (180-250 INR/Qnts).

The quality of sugarcane is the major determinant of the quality and composition of Jaggery. It was observed that, November to April is average of running period of most of PUs. 10-12 Kg/Qnt jaggery is produced with negligible by-products. Hence, the production is done on an appreciable scale, but 70-90% targets are local retailers and consumers. Only few PUs are involved in inter-district, inter-state and international export. Surprisingly, none of the PUs are available on E-Commerce platforms such as Amazon, Flipkart etc as primary producers for their products. Moreover, raw material and power availability are major constraints during production. Suitable storage facilities or warehouses are required for the successful implementation of ODOP.

A majority of consumers appreciated the quality of jaggery from PUs by giving average ratings of 8/10. However, consumers and retailers are much more likely to purchase products with a QC certificate for purity and contaminations. Fortification is performed on demand. This sometimes adds specific value as well as therapeutic purposes and is still under trial subjected to R&D, efforts and demand.

Albeit, more than 70 variants of jaggery products are available. Although, these products are only available on E-commerce platforms like Flipkart and Amazon through secondary producers. Surprisingly, none of the jaggery product are available on these platforms with the brand names of surveyed PUs. There is significant scope for development in this department.

Therefore, looking at the correlations, we can summarise that the customer rating, set-up cost, man power, raw material and export percentage have the greatest effect in determining the efficiency of a PU producing jaggery under ODOP. This leads us to conclude that the two main factors deciding the efficiency of a unit are its size, which is directly proportional to the set-up cost, man power and raw material and the extent of exports. All units that take part in Inter-district, Inter-state or global exports are much more likely to be efficient than those who simply supplying to the local market.

It is recommended the government set up a committee in the near future to help build more storage facilities which shall allow units to expand as much as they can comfortably and promote exports through incentives and awareness programmes. If implemented, this shall help strengthen the ODOP scheme and by extension, improve the infrastructure and ultimately boost the rural economy, bringing it into the mainstream.

VI. CONFLICT OF INTEREST

This is to state that all authors declare no conflict of interest.

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