



THE NABHA FOUNDATION

# Nabha Speaks

## THE NABHA FOUNDATION NEWSLETTER

### Jaggery Processing Unit for the Farmers

FEB 2023

#### THE NABHA FOUNDATION SUSTAINABLE AGRICULTURE PROGRAM 'NAVI DISHA' IN MANSA PUNJAB, VEDANTA-TSPL CSR INITIATIVE

India has had an Agrarian economy for decades, but it was not considered a cost-effective sector in India. Punjab has been an Agrarian leader in India since the launch of the Green revolution. The Green Revolution, which started around 1965, changed the framework of agriculture by practicing certain measures such as the use of hybrid and improved seeds, highly water-intensive irrigation methods, increasing usage of conventional farming, crop protection measures etc. These practices adversely affect the environment, soil health, farmers' health, and various other parameters. It also incurred a high input cost of cultivation for farmers. An Agrarian crisis has triggered extensively on the agriculture of Punjab since the 1980s post the green revolution. Crop diversification and agripreneurship are two strategies that paved the way to revitalize agriculture and make it a profitable venture. It is not only a strategy but is also essential for enhancing income and profitability in the agriculture sector.

After a need analysis, the Nabha Foundation in partnership with TSPL established a Jaggery production unit for the farmers. The aim is to encourage farmers to grow sugarcane and enhance their income through jaggery production. Farmers had to travel around 50 KMs for jaggery production, which incurs additional transportation costs and is time-consuming.

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#### Gurpreet Singh Banawala MLA Sardulgarh, inaugurated Jaggery Processing Unit established by TSPL

Baljit PalJaswinder Jaurkian  
Mansa, January 5

TSPL  
Punjab Times Special

Talwandi Sabo Power Limited (TSPL) the largest thermal power plant in Punjab, with the implementing partner the Nabha Foundation (TNF), established a Jaggery processing unit in village Moosa, Mansa to facilitate jaggery production for farmers growing sugarcane in the vicinity. TSPL's 'Navi Disha' project is a CSR flagship project implemented by The Nabha Foundation for promotion of sustainable agriculture practices and has an overall outreach of over 1800 farmers from 26 villages of Mansa and Bathinda districts of Punjab. The project has taken strides in the direction



of supporting the farmers with advanced agriculture equipment and income generation opportunities in the past years. This year TSPL Navi Disha project has supported the farmers with a Jaggery production unit to encourage farmers growing sugarcane with jaggery production in the vicinity and enhance their income. The need arose as farmers growing sugarcane had to travel to over 40 kms for jaggery production which resulted in incurring additional cost. Appreciating the initiative, Gurpreet Banawala, MLA Sardulgarh said, "Project like Navi Disha is leading the way for creating greater awareness on sustainable farm practices, those pioneering efforts will go away in encouraging farmers for reducing input cost and enhancing their income. Such initiatives as establishment of Jaggery Production unit will give thrust to rural entrepreneurship and generate employment. I assure you of full support from government in availing benefits of schemes rolled out for farmers."



Due to erratic weather changes and pest attacks, farmers have incurred heavy losses in the past couple of years. This crisis has let farmers to think about alternative sources of income. We therefore, urged them to move towards agri-entrepreneurship. The Nabha Foundation has been promoting agri-entrepreneurship in the Nabha and Mansa districts of Punjab. In partnership with TSPL, we have developed and strengthened a core farmer group to run the Jaggery Unit as an independent enterprise. This group will ensure the sustainability of the program beyond the project period.



This was achieved through various meetings and focus group discussions, formalizing a farmers' group in Moosa village of Mansa district. The Jaggery Unit was the result of the group's collective efforts supported by our technical expertise. The group members took up this opportunity and ventured into the Jaggery Unit through mutual consent. This allied income activity will pave the way for an alternate source of income for the farmers and might become a standalone profit venture for some farmers in the future.

12 farmers were motivated to come forward to establish a Jaggery-producing unit. One of the farmers Nardev Singh volunteered to offer his land for setting up the unit. They decided to sensitize people to the health benefits of Jaggery. A Jaggery plant worth around Rs. 3,20,264 lakhs has been set up in the Moosa village. "We have done the research and understood the viability of the business under the guidance of the Nabha Foundation & TSPL. Then we decided to establish the Jaggery unit," says farmer Manjeet Singh. "Today, Jaggery is considered a better alternative to sugar. Sugarcane farming also requires less water than Paddy. These findings have secured a future in the Jaggery start-up," says farmer Ram Singh. The group members are confident in replacing white sugar with organic jaggery because of its nutritional value and it is also in great demand because of its purity and lack of chemicals. It is produced in multi-pan method, which boosts its nutritional value and maintains proper hygiene.

"We have processed two quintals of sugarcane in two and a half months. Processing cost was reduced around Rs. 200 per quintal. Earlier, transportation cost was around Rs. 1000 per trip, but now due to the availability of the Moosa Jaggery Unit in the near vicinity, it's reduced to Rs. 500. It has given tremendous results beyond our expectations. There is a huge demand for Jaggery in local markets" says farmer Nardev Singh.

We have closely worked with the farmers' group on this project and aim to reach out to the targeted market to benefit the farmers. We all have worked hard on the indicators backed by our thorough research.



A quality product in hand will ensure benefits and a permanent spot for our farmers in the market.

The Inauguration of the Jaggery Unit took place on 4th January 2023 in Moosa village of Mansa district and created an imprint in the mind of the farmer community. Mr. Gurpreet Singh Banwali MLA (Sardulgarh) inaugurated the Jaggery unit. He acknowledged the phenomenal effort of the Nabha Foundation & TSPL and promised to extend support in collaborating with Government policy and Schemes. Ms. Shubhra Singh, CEO of The Nabha Foundation said "TNF is committed to introducing climate adaptive practices in agriculture and promoting agripreneurship amongst the farmer community". Mr. Pankaj Sharma, Chief Operating Officer, TSPL, said "Farmers are the backbone of our economy" and committed to extending technical support and knowledge to the farmer community in collaboration with The Nabha Foundation.





Jaggery production/sale since the launch of the unit two and a half months ago					
Sugar cane Processed (in quintal)	Per unit production cost (In INR)	Group income (In INR)	Jaggery Sold ( In quintal)	Per quintal cost (in INR)	Profit from sold jaggery (In INR)
25	1500	37500	7.7	8000	61600
This is just the beginning!					



## Talking Through Pictures



### Fully Functional Jaggery Processing Unit Under Our Navi Disha Program in Mansa, Punjab

**Partner with us** - Donating to the Nabha Foundation means gifting quality education to underprivileged children | Joining hands with the small & marginalised farmers to build a sustainable future and restoring mother Earth| Health and hope for communities battling drug addiction, diseases like HIV/AIDS & effects of poor sanitation | A new lease of life to a dying craft and livelihood for women | Job-oriented skill training courses for the youth - Your financial help makes all this happen, and more. Do write to us at [info@thenabhafoundation.org](mailto:info@thenabhafoundation.org). **All donations are exempt U/S 80 G of the Income Tax Act of India.**

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