

'Gur' news: Soon, order jaggery online via e-sites

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Lucknow: Soon, you can order jaggery online with the state government gearing up to facilitate sale of the product through e-commerce sites. Also, cane products will be marketed in a dedicated packaged form both online and in city malls.

The state government is planning to organize a 'Gur Mahotsav' by February end in 2020 at Indian Institute of Sugarcane Research (IISR) in Lucknow to lend a boost to 'gur' which is a key product in Ayodhya and Muzzafarnagar under state government's one district one product (ODOP) scheme.

UP cane minister Suresh Rana said the state has already prepared a blueprint on how to sell 'gur' under ODOP scheme. "This would help in



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increasing farmers' income as well," he said.

Cane commissioner, Sanjay Bhoosreddy confirmed the department plans to project jaggery as a key product and facilitate its sale not only through online marketing platforms like Amazon and Flipkart but also through malls in small and big cities of the state. He also confirmed the 'Gur Mahotsav' was on cards and was expected to be hosted by Yogi government by February end. Ac-

cording to cane department officials, the state government plans to bring UP's cane farmers and experts on one platform to lend a thrust to manufacture of jaggery on a substantial scale.

"Gur is not only the traditional product of the state but also has various medicinal properties which need to be told to people," he said, while speaking to TOI. He said the objective of 'Gur Mahotsav' would be to aware cane growers of its special variety which can be used to produce quality jaggery.

Experts said 'gur' happens to be the purest form of unrefined sugar extracted from sugarcane juice and from palm and coconut sometimes. It is rich source of iron, vitamins, minerals, anti-oxidants, potassium and sodium.