



Research Article

SWOT analysis of jaggery processing units in Karnataka

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SUMMARY : More than 50 per cent of the sugarcane produced in Karnataka is processed into sugar but, in recent years the sugar industry is facing complex problems such as high stocks, financial crunch etc. This has resulted in delayed and low payments to the farmers. In such a situation, diversion of sugarcane to jaggery making is an alternative option. Against this background, the study was undertaken in Belgaum district of Karnataka, with an objective of analyzing strengths, weaknesses, opportunities and threats in jaggery processing. Data collected from 40 sugarcane producers cum processors in Gokak Taluk. The major strengths in jaggery production are large employment potential, utilisation of family labour and quicker payments whereas, requirement of high capital, irregular electricity supply and labour scarcity are the major weaknesses. Increasing demand for jaggery, improvements in production technologies, increasing area under sugarcane are the major opportunities whereas, loss of man power to other industries, competition from sugar industry and lack of marketing facilities are the major threats.

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