



ATTARSING GUDA UTPADAKA PRODUCER GROUP

Gajapati's Sweet Heritage

The story of a village enterprise in Attarsing, Nuagada block, Gajapati district, Odisha, and the date palm jaggery its members make every winter.

OUR STORY

A household skill, now a village enterprise

In Attarsing village, date palm jaggery has been made for generations. Today **40 of the village's 210 households** earn a livelihood from it, using skills handed down from parents to children.

The village has 15 self-help groups formed under **Mission Shakti**, now the **Subhadra Shakti Mission**, which continues to facilitate and support them. **Thirty members from three of these SHGs** came together to form the Attarsing Guda Utpadaka Producer Group, so they could produce, pack and sell their jaggery as one enterprise instead of as scattered households.

210

households in Attarsing

40

households make date palm jaggery

15

SHGs in the village under Mission Shakti

3

SHGs joined the producer group

30

producer group members



Members of the producer group stirring date palm jaggery as it thickens over a wood-fired stove.

Every winter, members turn freshly collected date palm sap into Khajuri Guda powder through careful filtering, boiling and processing. The group is associated with the **Tala Guda Society** and supported by **NABARD**, and it is led by **Sunita Ranjit**, a woman leader who pioneered quality date palm jaggery making in Gajapati district.

GI

In 2024, **Odisha Khajuri Guda** received **Geographical Indication recognition**. It gives the group a real opportunity to reach wider markets, strengthen local livelihoods and carry Gajapati's sweet heritage beyond the district.

THE PRODUCT

Khajuri Guda: the new jaggery of every winter

Khajuri Guda is pure date palm jaggery, made with **no chemicals and no added sugar**. Its sweetness and its soft smoky, caramel taste come only from the palm sap and the wood fire.

When it is made

The date palms give sap only in the cold months. Production runs from **November to March**, and the whole year's jaggery is made in this window.



Shaded: sap tapping and jaggery production season, November to March.

How it is made

- 1 Tapping:** on cold mornings the palms are tapped and the sap drips into earthen pots.
- 2 Filtering:** the sap is strained through cloth to remove impurities.
- 3 Boiling the same day:** it is boiled in wide open pans over a wood fire before it can ferment.
- 4 Stirring:** women stir it with long wooden paddles as it thickens and turns golden.
- 5 Setting and powdering:** it is set in wooden moulds or worked into fine powder, then packed.



Women of the producer group stirring the thickening jaggery over wood-fired stoves.

Why "Nuaguda"

Nua
new

+

Guda
jaggery

Because each year's jaggery comes from one short season, every batch is the new jaggery of that winter. The name also echoes **Nuagada**, the block where it is made. The product is sold as **Nuaguda Originals**.

Nutritional analysis

Tested by Qualitek Lab · per 100 g · 250 g pack · FSSAI Lic. 22026041000349

Energy	375.65 kcal	Total fat	< 0.1 g
Carbohydrates	93.4 g	Moisture	7.75 %
Protein	0.51 g	Total ash	1.72 %

How Swayamshree strengthened the group

Since **April 2024**, the Swayamshree programme, funded by the **Gates Foundation** and **Reliance Foundation** and implemented by **Gram Vikas**, has worked with the producer group to turn a household skill into an organised enterprise.

AREA	WHAT WAS DONE
Institution building	Institutional and capacity building of the producer group, with SHGs facilitated and supported by Subhadra Shakti Mission (Mission Shakti)
Entrepreneurship	Entrepreneurship Development Programme training for member entrepreneurs
Literacy	Digital and financial literacy training
Records and compliance	Day Book, DEEP sheet and PTS maintenance; Udyam Aadhaar and FSSAI registration, supported by the Cluster Coordinator
Product	Labelling and packaging of the date palm jaggery
Market linkage	Tala Guda Society, Lobarsing; Swayamshree Bazar; district- and block-level exhibitions
Farm livelihoods	Pigeon pea seeds and inputs provided to the group in the Kharif season



Entrepreneurship Development Programme training.



Group meeting and capacity-building session.



Farmer orientation and input distribution, Attarsing GP.



Skill training session for members.

Branding and marketing support

As part of this facilitation, **Abeja Labs Private Limited** worked with the group on the product's identity and route to market:

- **Brand identity:** the Nuaguda Originals name, logo and brand story.
- **Packaging design:** front and back labels with the producers' story, nutrition panel and FSSAI details.
- **Story QR code:** a scannable page on every pack telling buyers about Attarsing and its makers.
- **Social media marketing:** content and promotion to reach buyers beyond the district.