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Title: Need to provide financial support to revive Jaggery processing Unit in Mandya Parliamentary Constituency, Karjataka and need for public awareness regarding unhealthy consumption of White Jaggary.

**SHRIMATI SUMALATHA AMBAREESH (MANDYA):** Sir, during the bleakest period of our life in the pandemic year, the one word which gave us all hope and encouraged us to get back on our feet was our hon. Prime Minister's call for AatmaNirbhar Bharat. Several districts were earmarked under 'One District One Product' scheme. My district of Mandya, which is famous across the country and the world, was chosen for its pure and organic jaggery processing units.

What I want to draw the attention of the House today is towards the fact that the once thriving 6000 units have now dwindled down to 600 units due to lack of financial support. Under this scheme, the Government has assured technical business support as well financial assistance.

Also, the more disturbing fact is the unhealthy and dangerous practices of adulterating jaggery. The popular concept is that 'consumer prefers the white jaggery' whereas the organic jaggery is always dark brown in colour. Now, some illegal units have started adding chemical agents and bleaching compounds to make the jaggery more appealing to the consumers. I think this should be looked into and taken up very seriously by the Government of India. There is also an urgent need for spreading awareness among public about the unhealthy consumption of white jaggery.

I would urge the Government of India to provide necessary financial support to revive the once thriving jaggery processing units of my district as well as in the rest of the country. Thank you.