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Amla Industry in Pratapgarh District of Uttar Pradesh: Challenges and Opportunities

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Abstract:

The present research paper is based on the analysis of challenges and the future of the Amla-based industry in Uttar Pradesh state. Amla (Emblica officinalis) belongs to the Euphorbiaceae family and is native to India, Sri Lanka, Malaysia, Thailand, and China. This fruit is gaining popularity globally due to its medicinal properties and nutraceutical properties. India holds a leading position in Amla production in the world. Uttar Pradesh state is the leading state in India in Amla production. Uttar Pradesh state alone produces 35% of the total Amla production of the country, followed by Madhya Pradesh, Rajasthan, Tamil Nadu, and Gujarat. Uttar Pradesh is the largest producer of Amla, so the Uttar Pradesh government is promoting Amla. Pratapgarh district of Uttar Pradesh is first in Amla production, so the Uttar Pradesh government has included the district under the One District One Product Scheme. Due to high production of Amla, there is an abundance of Amla industries in Pratapgarh district. Amla industry includes food products, medicines, cosmetics, etc. made from Amla. The present research paper is based on the challenges and future of the industry based on Amla cultivation.

Keywords: *Amla industries, Production, Ganga-Sai Doab, Amla items, COVID -19*

1. Introduction

Amla industry means products made from Amla which include food processing products, cosmetic products, medicines etc. Amla industry usually flourishes in those areas where Amla production is high because Amla industry is a raw material based industry in which there is a risk of fruits getting spoiled quickly. Amla is being used in various ways due to which the need for Amla based industry is increasing. The rising demand for amla-based products such as Chyawanprash, Murabba, Amla Tea, Amla Sharbat, Juice, Candy, Capsule, Churna, Laddu, Barfi, Pickle, Facewash, Shampoo, Conditioner and Hair Oil etc. is expected to drive the market. Amla extract is a rich source of vitamin C and carotene and as a result, it can be used to treat various skin and hair problems. The growing health consciousness as well as the increasing demand for antioxidant-rich products is expected to drive the growth. The growing awareness about the multiple benefits of amla extract for improving body composition, weight loss, metabolism, immune and digestive system, liver and heart health is expected to drive the demand for the product. Global Amla Extract Market size was valued at USD 35.39 billion in 2018 and is expected to grow at a CAGR of 4.9% during the period 2019 to 2025.Increase in product innovation to meet the changing consumer demand is estimated to drive the growth. Major companies like Patanjali Ayurveda, Dabur, Baidyanath, Zandu, Himalaya, Dhupaateshwar, Kerala Ayurveda are among the largest consumer goods providers of various products such as Amla Aloe Vera Juice Litchi Flavor, Amla Amrit, Amla Candy, Amla Chatpata Candy, Amla Churna, Natural Amla Juice, Amla Murabba, Amla Pickle, Amla Aloe Vera with Wheatgrass Juice, Arjun Amla Juice, Giloy Amla Juice, Divya Amla Rasayan, Karela Amla Juice, Neem Amla Juice and Amla Papaya Juice etc. In 2024, Amla Extract in powder form led the global market with a value of USD 30.81 billion. Due to the COVID-19 pandemic, people have shifted their preference towards natural, nutritious and healthy food products. Many experts and doctors have suggested people to change their dietary pattern. Thus, a huge surge has been observed in the demand for nutritious food and immunity boosters. Amla extract has many benefits and is one of the immunity boosting products available in the market. Therefore, people are consuming amla extract in various forms to boost their immunity and maintain a healthy lifestyle. Therefore, the COVID-19 pandemic has positively impacted the global amla extract market and this surge is anticipated to continue in the coming days.

1.2. Study Area:

The study area of the presented research paper is Pratapgarh district. This district is located in the Ganga and Sai Doab. Pratapgarh district is a district in the state of Uttar Pradesh, it came into existence as a district in the year 1858 AD. It is a part of Prayagraj division. Pratapgarh district is situated between 25°34' to 26°11' north latitude and 81°19' to 82°27' east longitude. The total area of the district is 3117 sq km and the population of the district (as per 2011) is 31,73,752. The population density of the district is 850 persons per sq km. For administrative convenience, the district has been divided into five tehsils Kunda, Patti, Sadar, Lalganj, Raniganj and 17 blocks. Ganga river, Sai river, Bakulahi river flow through Pratapgarh district. The district borders Jaunpur, Rae Bareli, Amethi, Sultanpur, Kaushambi, Fatehpur and Prayagraj. Some parts of the district have been identified as fruit belts in which Amla is prominently included. Due to this, Amla based industries are also very high in these fruit belts. Amla based industries are established in Sadar Block, Mangaraura Block, Sandwa Chandika Block, Patti Block and Belkharnath Block. These industries include food processing industry, medicinal industry, cosmetics industry. Apart from this, big companies directly buy from the farmers here and manufacture many amla based products.

1.3. Objective of the research:

1. To analyze the amla industry in Pratapgarh district of Uttar Pradesh.
2. To analyze the challenges faced by the amla industry in the district.
3. To prepare a future strategy for the amla industry.

1.4. Research Hypothesis:

1. The amla industry is profitable.
2. The amla industry is promoting employment in rural areas.
3. The amla industry is facing challenges.

1.5. Research Methodology:

Primary and secondary data have been used in the presented research paper. Primary data includes inspection of self-observation industries, while secondary data includes data from various reports,

the Indian Department of Commerce, NABARD, and District Horticulture Processing; apart from this, web portals have also been used.

Amla Industries: Pratapgarh district of Uttar Pradesh state is at the forefront in Amla production. The maximum Amla of the whole of India is produced here, due to which the prevalence of Amla industry is more in this area. This industry directly provides means of employment in the district. In Pratapgarh district, 67082.80 metric tonnes of Amla have been produced in an area of 7986 hectares in 2024-25, which is 80% of the total production of Uttar Pradesh and 30% of the whole of India. Because of this, the Amla industry is being promoted in Pratapgarh district. The annual quantity produced by the Amla industry in 2023–24 can be seen through the chart.

Chart No. 1

Annual quantity produced by the Amla industry

Sr. no.	Amla items	Quantity produced by the sample units annually (Mt./kiloliter)
1.	Amla pickle	128.00
2.	Amla juice	8.50
3.	Amla powder	2.50
4.	Amla laddu	37.00
5.	Amla murabba	600.00
6.	Amla candy	298.60
7.	Amla barfi	30.60

(Source: Horticulture and Food Processing Department, Dist. Pratapgarh)

For the Amla industry, first of all the ripe Amla fruits are washed thoroughly to remove dirt, dust, and unwanted material. The cleaned and washed Amlas are cut through a special machine, followed by filtration to make pulp, after which it is standardized and pasteurized for storage. It is also converted into other value-added food products by boiling the pulp or directly cooking the Amla fruits (not making pulp) to make products like Amla preserves, candy, pickles or mouth fresheners. The pulp or extract is used to make Chyavanprash, juices, ready-to-serve beverages, fruit bars, Amla sauces, cosmetic products, etc. The main link between Amla from the agricultural product to the consumer is the processors.

The machinery used for Amla processing is-

1. Amla washing machine capacity ranges from 500 kg to 2 tons, depending on the size of the unit. Where the work of washing and sorting of Amla is done.
2. Amla cutting machine for cutting raw Amla into pieces, size is up to 25
3. Kg/hour, as per customer requirement.
4. Boiler tank for boiling Amla, boilers of different capacities are available in the market.
5. Boiled Amla breaking machine.
6. Amla grading machine for extracting pulp, capacity 250 kg to 1000
7. Kg/hour.
8. Hydraulic juice press.
9. Amla prickling machine.
10. Amla candy processing equipment.
11. Boiler.
12. Graded plastic packaging machine.

Amla passes through various stages from harvesting to ensuring its availability to farmers and consumers. Then it ensures that the industry knows how good the production quality is.

1.6. Challenges of Amla Industry:

The Amla industry, on one hand, provides benefits to farmers and is also important as a major source of employment, but it is facing many challenges, which include lack of marketing, processing, storage, and transportation, as well as damage to the crop due to diseases and pests.

1.6.1. The challenges faced by the Amla industry are as follows –

1. **Marketing and pricing -** Farmers face difficulty in getting a fair price for Amla, because there is a lack of food processing and pharmaceutical industries due to which marketing is not done on time, about 35% of the farmers' crop is wasted in the fields. Along with this, there are also problems like lack of Amla sales centers, not getting a proper market and selling the crop at a low price in the markets (due to no price fixation by the government).

2. **Storage -** Due to the astringent and acidic taste of Amla, it is not considered suitable for direct consumption. After plucking the Amla, it starts getting spoiled in 5-6 days. Due to lack of cold storages in the district, it cannot be stored. Until the storage system is not proper, the Amla industries will not be able to get raw material throughout the year, due to which the industries will have to be closed.
3. **Transportation -** Due to the remote location of Amla industries, trucks are used to reach them, in which there are more chances of spoilage of crops.
4. **Lack of processing industries -** Even though Amla is produced in large quantities in Pratapgarh district, one of the biggest challenges here is the absence of any big food processing industry here. The industries that are present at present are only micro industries or village industries where very little processing of Amla is done. Big companies are not setting up their industries here, due to which the wastage of the crop is very high. Companies like Patanjali, Dabur, Baidyanath, Zandu, Hi Malaya buy Amla but avoid setting up industries in the district .
5. **Production and crop care -** Amla production is affected due to mildew and heat. Black spot, umbilication and mildew are common diseases that damage the crop. Farmers do not get timely information about prevention, which leads to low production. Lack of caution in the use of pesticides can damage the crop.
6. **Technical training and awareness -** Farmers lack technical training and awareness for amla cultivation. There is a great need for training in the amla industry. There is a lack of amla training center in the district. A training center has been set up by the District Horticulture Processing Department, which is inadequate. It is also facing a shortage of trainers.
7. **Packaging -** Due to lack of training in both raw material packaging and processed goods packaging in the district, there is a huge loss.
8. **Innovation -** The most important thing for industries is to do research and development work on new products. At present, it is negligible. There is not a single innovation center in Pratapgarh district. There is no testing lab to improve the quality of amla.
9. **Other challenges -** It is important to select good saplings and arrange for drainage for amla cultivation. Nurseries are available in the district, but research on good quality saplings is not being done. Attention should be paid to protect amla plants from strong

winds. The temperature for amla cultivation should be between 20 and 30 degrees Celsius. The crop can be affected in the heavy rainy season. The farmers of the district have to face all these challenges. Due to this, farmers are turning away from amla cultivation.

1.7. Future of Amla Industries:

Amla is rich in the properties of Vitamin C, so it has medicinal importance as well as keeping the body healthy. After the pandemic like Covid-19, the demand for Amla kept increasing, especially for Amla products. The increasing awareness towards health has led to people adopting Amla products, which has increased the effectiveness of Amla industries. In the future, the demand for Amla products will keep increasing, which will benefit both the Amla industry and Amla farmers. Amla production has increased after Covid-19, due to which the demand for its products can be understood. Amla production in Pratapgarh district from 2018 to 2024 can be seen through the following chart -

Chart No. 3

Production in Pratapgarh district (From 2017-18 to 2024-25)

Sr. No.	Production year	Area (in hectares)	Production (mt. ton)
1.	2017-18	7000	49140
2.	2018-19	7150	50193
3.	2019-20	7160	50263
4.	2020-21	7170	50333
5.	2021-22	7194	50502
6.	2022-23	7244	60849.40
7.	2023-24	7606	63890.40
8.	2024-25	7986	67082.40

Through the above chart, it can be said that after 2020, Amla production has increased in Pratapgarh district. This is giving a new dimension to the Amla industry. In 2025, the market for

Amla products is 50.69 billion US dollars. In the future, it can be estimated to be 100 billion dollars, in which Pratapgarh district can make a significant contribution.

1.8. Conclusion and suggestions:

The future of the Amla industry is bright; there are immense possibilities in it. A large market for Amla products is available in India. Along with this, there is a large market for Amla products in Western countries, Arab countries, and America. These countries are importing Amla, Amla pulp, and Amla products from India in large quantities. Its quantity will definitely increase in the future, for which India needs to be prepared. Pratapgarh of Uttar Pradesh can be more useful in this direction because 35% of India's Amla is produced here. By creating an Amla cluster in Pratapgarh, the industry here can be promoted so that supply can be ensured in the world. The following suggestions are required to promote Amla industries in Pratapgarh district -

1. An Amla cluster should be created in the district.
2. Amla training centers should be opened in the district and apprenticeship programs should be run there.
3. Research work should be done in the Amla nurseries present in the district to improve the new saplings and to produce more fruit-producing saplings.
4. Arrangement of packaging training should be made in the district. Because packaging should be as per the world standard level.
5. Availability of Amla storage houses should be increased in the district, in which cold storage is also required so that the supply of Amla industries can be ensured throughout the year and the fruits can be saved from spoiling quickly.
6. Amla industries should be linked to MSME and a loan facility should be provided.
7. Amla should also be linked to the Operation Green scheme.
8. Proper transport arrangements should be made, and use of railways should also be ensured.
9. Amla products should be promoted globally.
10. Mixing Amla juice in beverages should be made mandatory. So that health benefits can also be obtained.
11. Innovation should be encouraged in Amla industries and new products should be developed.

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