**Sectoral Overview**

ISMA is the oldest industrial Association in the country which was established in 1932 when tariff protection was granted to the industry. It is recognised by both the Central and State Governments, as the central apex organisation to voice the cause of the sugar industry in the country. Sugar mills in both the private sector and public sector are eligible to become members of ISMA. Its total strength of membership as on date stands above 200. ISMA’s history is synonymous with the growth of the sugar industry in India which also began in the early 1930s.

India entered the sugar export market for the first time in the year 1957 which was entirely on the initiative of ISMA. ISMA itself then undertook export of sugar as the export agency of the Government for which a separate wing was started.

ISMA maintains close contacts with all regions in India through a network of regional (Affiliated Members) Associations and with international organisations and Associations through international bodies. ISMA is the interface between the industry and Government on matters relating to sugar policy, statistics, sugar price movement etc.

ISMA maintains a database for the sugar industry which is shared with all the member factories, media and also various Government organisations. The Association publishes a monthly journal, 'Indian Sugar', as well as yearly publications called Indian Sugar Year Book- Vol 1 & Vol II, List of sugar mills in India, Handbook of Sugar Statistics, giving all relevant information about each sugar factory is also published. A statistical handbook is also prepared every year on production, prices, sales, exports/imports etc. All these publications are also digitally available these days.

The office of the Association functions through its Committee and various Sub-committees on specific important issues. Special departments have also been created to provide guidance and help to the members on important topics.

The organisation has a vibrant R&D Cell, it added yet another coveted feather on its cap by successfully executing satellite mapping of sugarcane areas in the country.

ISMA maintains a close network with several International Industry Associations including International Sugar Organisation, World Sugar Research Organisation etc.