



कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार
Ministry of Agriculture & Farmers Welfare,
Government of India

सत्यमेव जयते

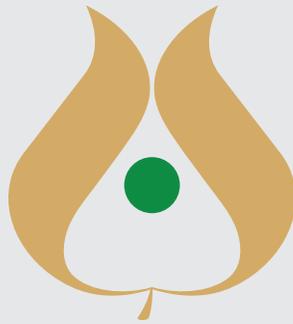
Dussehri Mango

THE KING OF MANGOES

Dussehri mangoes are small to medium-sized fruits, averaging 9 to 15 centimeters in length, and have an elongated, straight oval shape with blunt, curved ends. The skin is semi-thick, smooth, leathery, and subtly waxy, ranging in color from light green to yellow-green, transforming into a golden yellow hue when ripe. Underneath the surface, the orange flesh is tender, succulent, and almost entirely fibreless, encasing a moderately-sized stone. Dussehri mangoes are highly aromatic and bear a tropical scent. The fruit's flesh is very sweet and contains tropical, fruity, and mildly tangy nuances.



राष्ट्रीय बागवानी बोर्ड
National Horticulture Board



HORTICULTURE CLUSTER DEVELOPMENT PROGRAMME

The Ministry of Agriculture and Farmers Welfare (MoA&FW), Government of India, has announced a new programme for Horticulture Cluster Development to enhance the global competitiveness of the Indian horticulture sector. The National Horticulture Board has been designated as the Nodal Agency for implementation of Cluster Development Programme as a component of Central Sector Scheme of NHB.

The Cluster Development Programme (CDP) is designed to leverage the geographical specialisation of horticulture clusters and promote integrated and market-led development of preproduction, production, post-harvest, logistics, branding, and marketing activities. MoA&FW has identified 55 horticulture clusters, of which 12 have been selected for the pilot launch of the Programme.

Based on the learnings from the pilot project, the programme will be scaled up to cover all 55 clusters. The experiences gathered from the implementation of the pilot phase will provide policy insights and field level learnings that will help in better implementation of programme in all horticulture clusters across India.

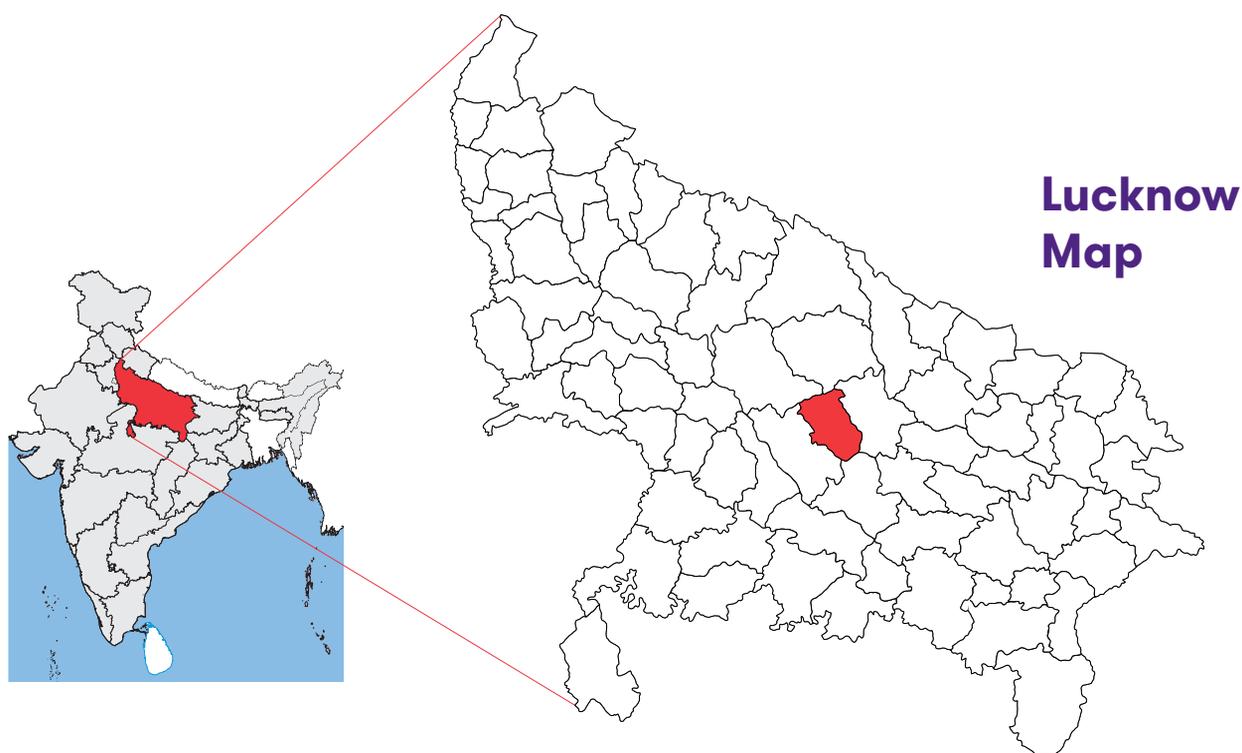
MANGO PROFILE

India ranks 1st in global mango production, by contributing over 45% of the global fresh mango production, followed by China and Thailand. The average yield of Mango is 8.39 MT/Ha for India, 8.14 MT/Ha for China and 8.36 MT/Ha for Thailand.

Uttar Pradesh has the highest production of Mango covering 20.45% of the national production. Uttar Pradesh has the highest productivity of 17.13 MT/ha (Area: 265.62 ('000 Ha) and Production: 4551.83 ('000 MT)). The cluster share in state's Production is 32.66%.

Mango is a very delicate and highly perishable commodity. The leading commercial varieties grown in India are Dussehri, Chaunsa, Langra, Safeda, Alphonso etc.

HS Code for Fresh Mangoes are **#20089911 & #20079910**.



The main Mango producing blocks in Lucknow are: Malihabad, Mal, Kakori, Sarojini Nagar, BKT, Chinhat, Mohanlalganj etc. The cluster is known for its local Malihabadi Dussehri which got a GI tag (125) back in 2008.

Exit Terminals



Road
NH - 24



Sea Port
7000 kms/JNPT



Rail
3 blocks out of 4 are well connected with railway



Air
Lucknow Airport



Sea
Kolkata, Gujarat, Mumbai



ICD/Dry Port
Through Kanpur

FUN FACT

The Indian government granted Malihabad town GI designation for being the birthplace of the Dussehri mango. The mother Dussehri tree, which is around 200 to 300 years old, is located close to the Dasheri Village in a grove.

NUTRITION

Vitamin A
Vitamin C
Vitamin D
Vitamin E
Vitamin K
Vit B1, B2, B5, B6
Iron
Protein
Carbohydrates
Fiber
Potassium Copper
Maganese
Magnesium



HEALTH BENEFITS

Gives Relief from Anaemia
Promotes Healthy Gut
Helps in Digestion
Boosts Immunity
Promotes Eye Health
Improves Cardiovascular Health
Support Weight Management

VALUE ADDITION



MANGO JUICE



MANGO PICKLE



MANGO PULP



MANGO POWDER



MANGO CANDY



MANGO JAM

RELEVANT AGENCIES & SCHEMES BY GOVERNMENT



Ministry of Agriculture & Farmers' Welfare

Scheme: Cluster Development Programme, MIDH, FPO

Commercial Horticulture, Agriculture Infrastructure Fund

Website: www.nhb.gov.in



Ministry of Food Processing Industries

Scheme: PM Formalisation of Micro food processing Enterprises, Operation Greens, Agro Processing Cluster, Integrated Cold Chain & Value Addition, Creation of Backward and Forward Linkages.

Website: www.mofpi.gov.in



Agricultural and Processed Food Products Export Development Authority

Schemes: Agriculture & Processed Food Export Promotion

Website: www.apeda.gov.in

EXPORT FROM INDIA

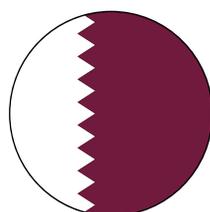
Cardboard boxes of 3-ply or 5-ply are used in export of Mangoes. Most frequently used box sizes are 5 Kg, 8 Kg, 10 Kg, and 12 Kg. Mangoes must be stored at 12°C to 16°C until they reach the destination market-shelf.

TOP IMPORTING COUNTRIES



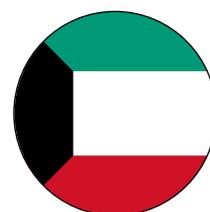
UAE

44%



QATAR

7%



KUWAIT

5%



UK

22%



OMAN

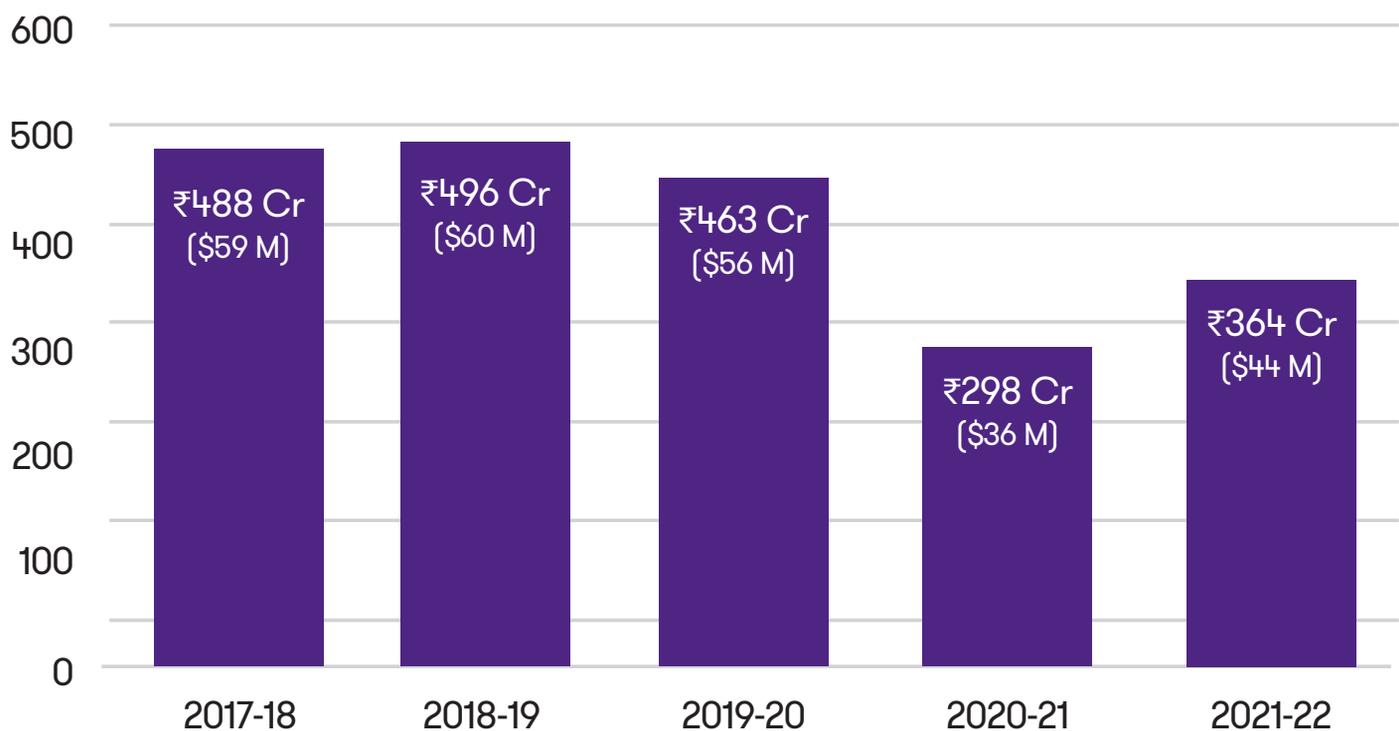
6%

MANDATORY EXPORT REQUIREMENTS

- Specific weight requirement
- Storage of Mango at 12° C
- Packaging 2.5 Kgs (3.5 Kgs for US)
- By Air transportation except Gulf 400
- Irradiation at 400 Grays (USA)
- Certain MRL level (country specific)
- Grading & Size tolerance
- 85% Maturity requirement for Sea
- Vapor Heat Treatment (Japan)



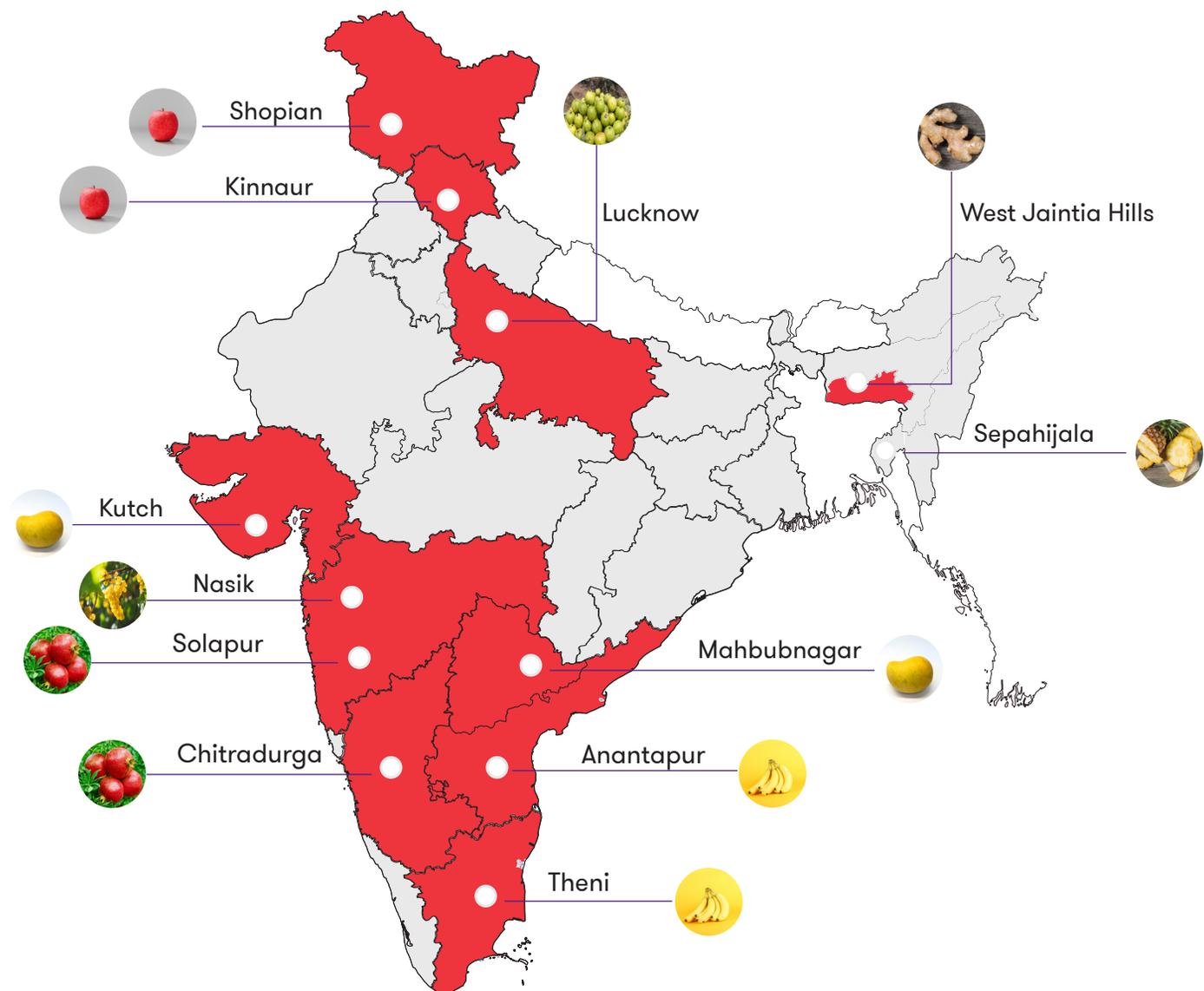
EXPORT OF FRESH MANGO



WHEN IS IT AVAILABLE?

APRIL MAY JUNE

IDENTIFIED CLUSTERS FOR PILOT PHASE



Why to invest in CDP?

1. Located in well established horticulture clusters
2. Options to invest in any or all three verticals:
 - a. Pre-Production & Production
 - b. Post Harvest Management & Value Addition
 - c. Logistics, Marketing & Branding
3. Up to 100 Cr of Financial Assistance (based on area)
4. Convergence of schemes of various ministries of Govt
5. One Stop Solution for complete value chain of the commodities
6. State government support in setting up the project
7. To know more visit: www.nhb.gov.in



SCAN THE QR CODE TO GET THE LIST OF ALL THE FRESH MANGO EXPORTERS FROM INDIA.



Paste Your Visiting Card Here

CONTACT US FOR MORE INFORMATION



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