



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

सत्यमेव जयते

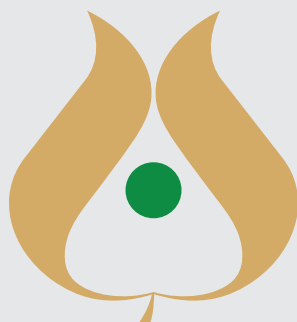
Banganapalle Mango

HAIL THE SUMMER QUEEN

The Banganapalle mango is yellow and sweet. The flesh is non-fibrous and creamy that makes the fruit a favorite in the Indian as well as foreign dinner tables. The shape of the mango is obliquely oval. The size of the mango comes around 14 cm in length when it becomes mature. It turns golden-yellow when it ripens. A ripe banganapalle mango can be kept for 7 days without refrigeration, this shelf-life makes it favorite for exporters. Banganapalle mangoes are widely considered to be one of the finest dessert mangoes produced in the country. The heady aroma, delectable taste, physical characteristics like size, shape and appearance are specific to this indigenous variety. A Banganapalle mango normally weighs between 200 gm and 400 gm



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 pre-production and production, post-harvest management and value addition, logistics, marketing and branding activities. MoA&FW has identified 55 horticulture clusters, of which 12 clusters have been selected for the pilot launch of the Programme.

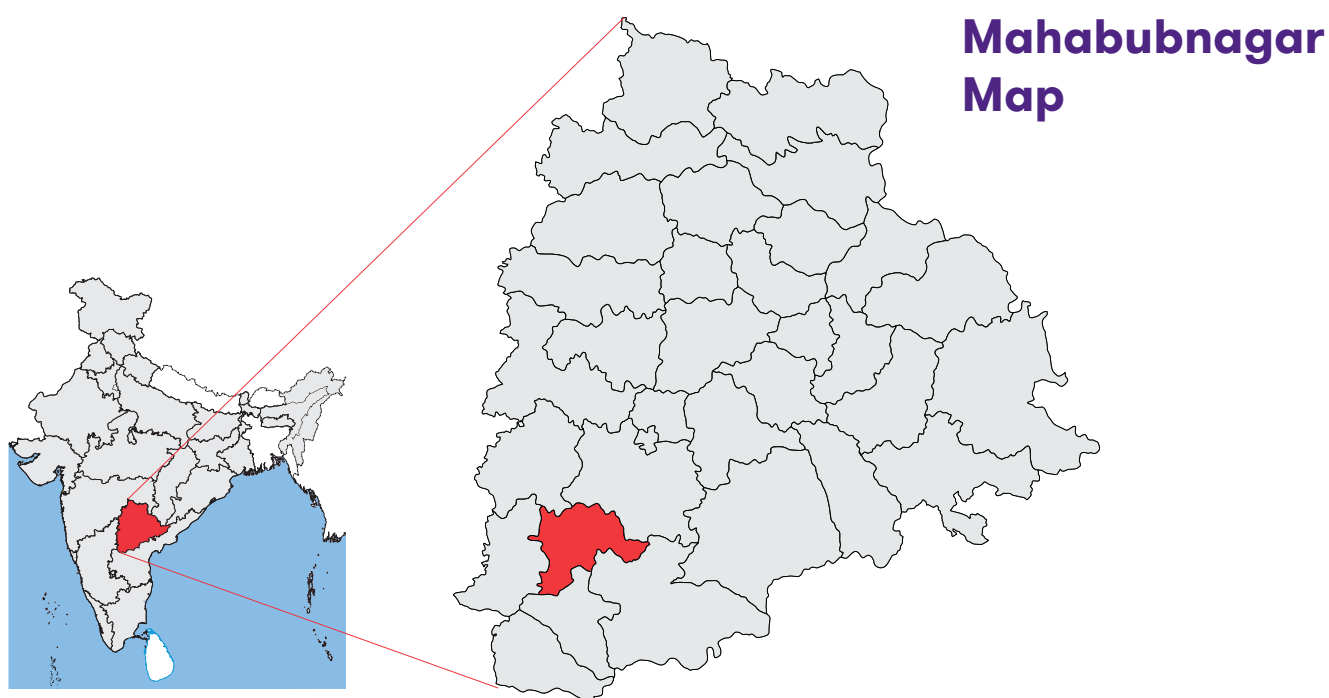
Based on the learnings from the pilot project, the programme will be scaled up to cover all 55 clusters. The experiences gathered from the implementation of the pilot phase will provide policy insights and field level learnings that will help in better implementation of programme in all horticulture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

MANGO PROFILE

Mango is a very delicate and highly perishable commodity. India ranks 1st in global mango production, 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, 8.74 MT/Ha for China and 8.36 MT/Ha for Thailand. In India, Mango is harvested from March to mid-August.

The North Indian cultivars are alternate bearers, whereas the South Indian mangoes are generally regular bearers. About 20 varieties of mangoes are grown commercially in India. The leading commercial varieties grown in India are Dussehri, Chaunsa, Langra, Safeda, Alphonso etc.

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



Exit Terminals



Road
NH 44



Sea
JNPT, Navi Mumbai



Rail
Mahabubnagar, Jadcherla



Air
Hyderabad Airport

FUN FACT

- The succulent Banganapalle variety mango has received Geographical Indication (GI) tag, making Telangana the proprietor of the variety known for its sweetness. (GI Application Number – 241)
- Banganapalle mangoes have been grown for over 100 years in the State. It also known as Beneshan, Baneshan, Benishan, Chappatai and Safeda.

NUTRITION

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



MANGO CANDY



MANGO PICKLE



MANGO POWDER



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

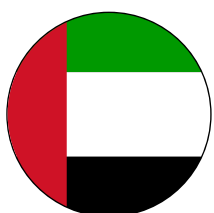
Schemes: Agriculture & Processed Food Export Promotion

Website: www.apeda.gov.in

EXPORT FROM INDIA

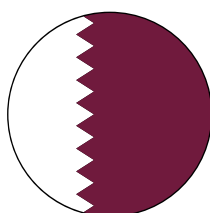
Cardboard boxes of 3-ply or 5-ply are used in export of Mangoes. Most frequently used box sizes are 5 Kg, 8 Kg, 10 Kg, and 12 Kg. Mangoes must be stored at 12°C to 16°C until they reach the destination market-shelf.

TOP IMPORTING COUNTRIES



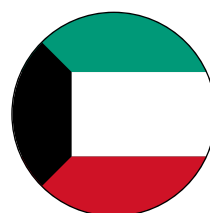
UAE

44%



QATAR

7%



KUWAIT

5%



UK

22%



OMAN

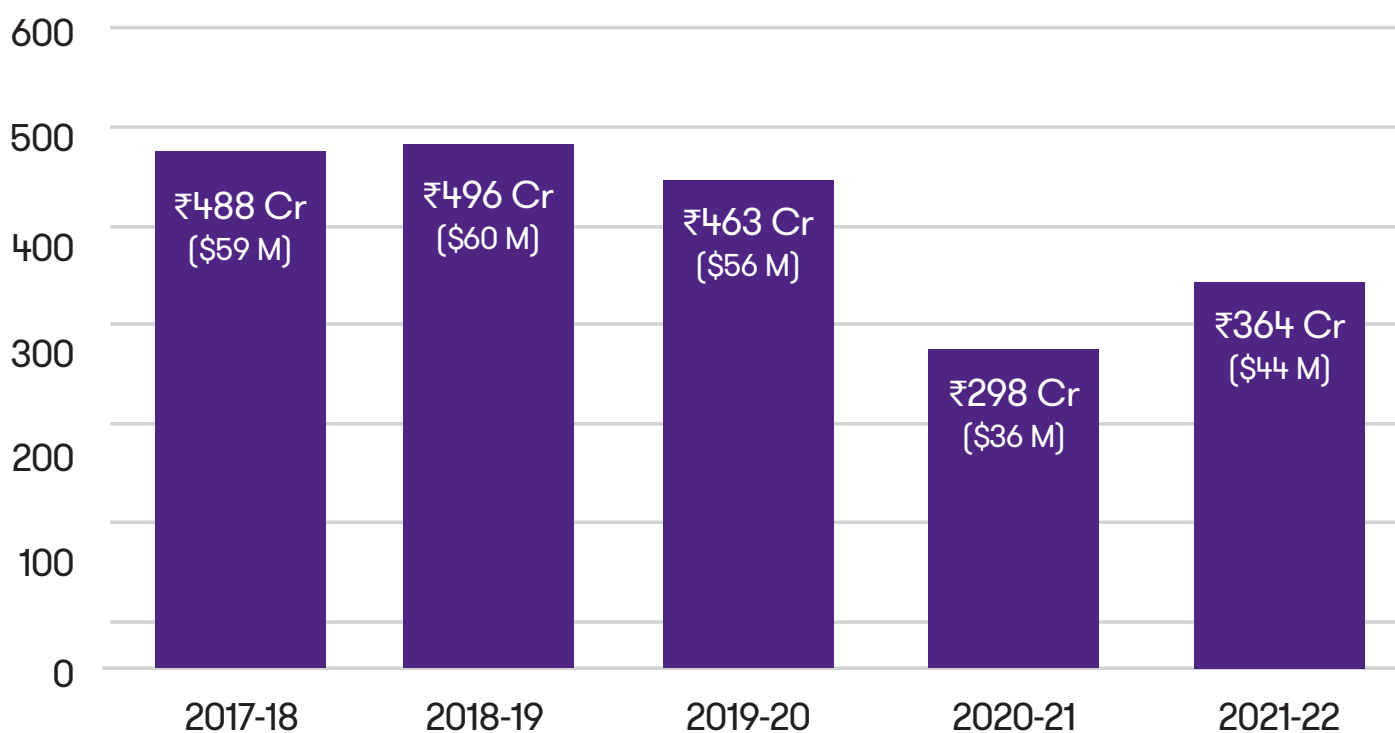
6%

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 Maximum Residue Limits level (country specific)
- Grading & Size tolerance
- 85% Maturity requirement for Sea
- Vapor Heat Treatment (Japan)



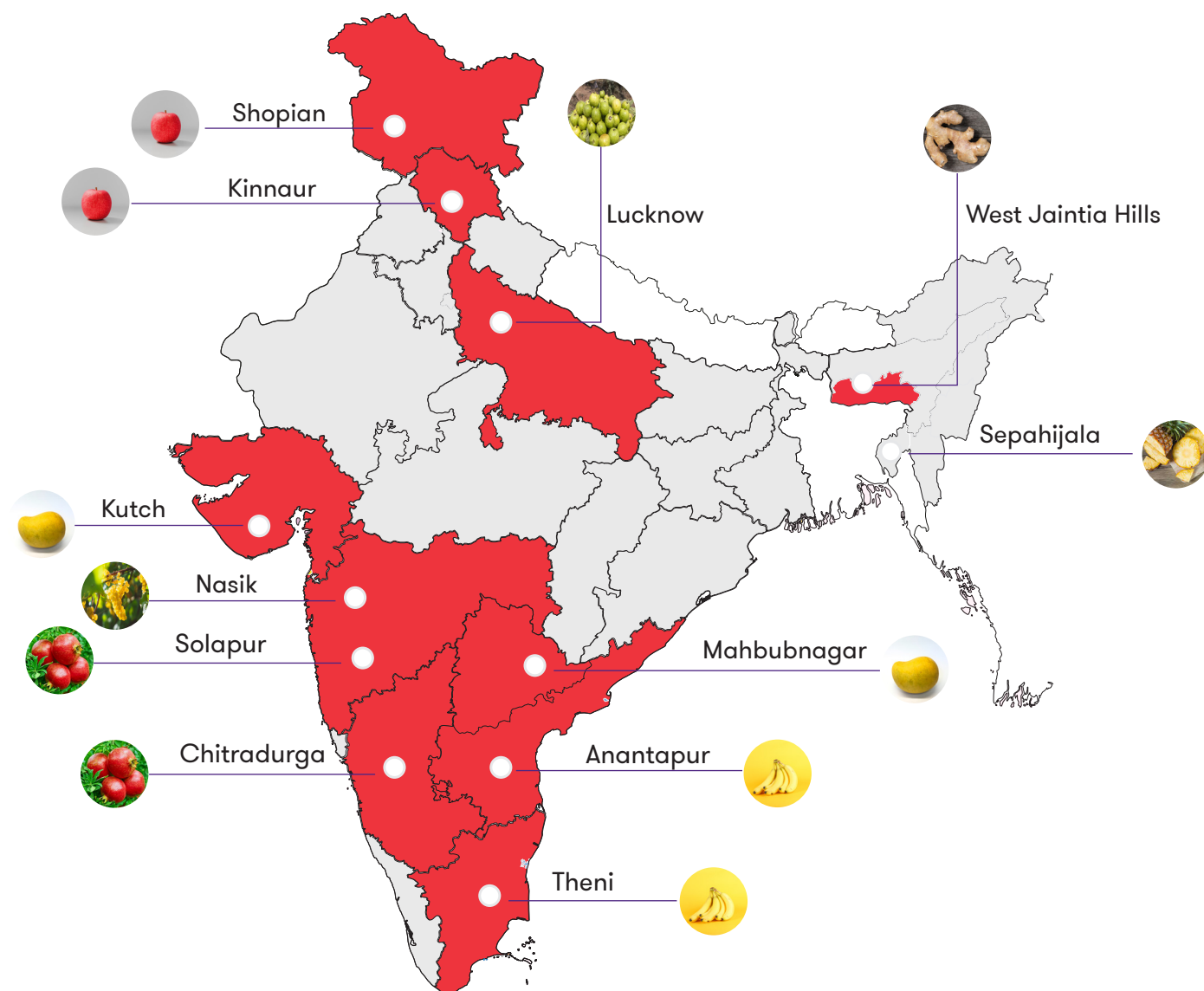
EXPORT OF FRESH MANGO



WHEN IS IT AVAILABLE?

APRIL MAY JUNE JULY

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

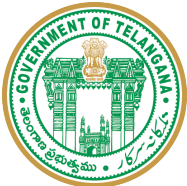


SCAN THE QR CODE TO GET THE LIST OF ALL THE FRESH MANGO EXPORTERS FROM INDIA.



Paste Your Visiting Card Here

CONTACT US FOR MORE INFORMATION



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