

District Export Action Plan: JAGTIAL

1. General Characteristics of the District

Geography:

- Towns and Villages: **5 Municipalities and 380 Villages**
- Neighbouring Districts:
 - North: Nirmal
 - East: Mancherla
 - South: Karimnagar
 - West: Nizamabad
- Total Geographical Area: **2,419 Sq. Kms**

Topography:

- Predominantly plains with gentle undulations.
- The district is influenced by the **Godavari River**, ensuring substantial irrigation support.
- Fertile **black and red soils** suitable for a variety of crops.

Climate Conditions:

- Tropical monsoon climate with **summer (30°C–45°C)**, **winter (15°C–25°C)**, and an annual rainfall of **800-1000 mm**, mainly during the southwest monsoon.

Major Agricultural Crops:

- **Food Crops:** Rice, Maize
- **Cash Crops:** Cotton, Chilies
- **Horticultural Crops:** Mangoes (37,000 acres), Guavas, Vegetables

2. Demography

- **Income Levels:** Predominantly agrarian, with agriculture and allied activities as the main livelihood.
- **Sex Ratio:** Approximately **992 females per 1000 males**, near-balanced.
- **Fertility Rate:** **1.7** (below replacement level)
- **Life Expectancy:** ~70-72 years (Telangana average)
- **Reproduction Rate:** NRR likely below 1.0, indicating stable population growth.

3. General Characteristics of the Identified Export Product: Mango (Baneshan Variety)

- **HS Code:** 08045020
- **GI Tag:** No
- **Perishability:** Yes, mangoes are perishable.

Key Stakeholders:

- **Line Ministry:** Horticulture
- **State Departments and Boards:** Agriculture, Horticulture, APEDA
- **Industry Associations:** Mango Producers Association

Value-Added Products:

- Fresh Mangoes (Baneshan variety)
- Potential for value addition: Mango pulp, dried mango slices, pickles, and mango-based beverages.

4. Status of Industries and Products/Services in the District

- **Overview of Industries:**
 - Registered Micro & Small Units: 684
 - Registered Medium & Large Units: Nil
 - Employment in MSE Sector: 5623
 - Employment in Large and Medium Industries: Nil
 - Number of Industrial Areas: Nil

- Data as on 31 March 2021: Not available.
- Micro and Small Enterprises & Artisan Units:
- Large-Scale Enterprises and PSUs: Nil

5. Major Exportable Products

- Products Identified as Export Hubs: Mango (Baneshan variety)
- Existing Export-Focused Industries: Nil

There is a clear opportunity to develop the mango supply chain for export.

6. Potential Areas for Service Industry

- Post-Harvest Management Services: Grading, sorting, and packaging.
- Cold Storage and Warehousing: Essential for reducing spoilage of perishable goods.
- Logistics and Transportation: Specialized reefer vans, last-mile connectivity to ports.
- Quality Testing and Certification Services: To ensure compliance with export standards.
- E-Commerce and Digital Marketing Platforms: Promoting mango exports online.

7. District Export Data

- Export Performance (Last Three Months): Nil

SWOT Analysis for Mango Exports from Jagtial

Strengths:

- Fertile soils and suitable climate for premium mango cultivation.
- Availability of irrigation sources (Godavari, SRSP).
- Established mango acreage (37,000 acres).

Weaknesses:

- Lack of advanced post-harvest infrastructure (cold storage, grading).
- Limited awareness of export standards (phytosanitary, quality certifications).
- No established export-focused processing units.

Opportunities:

- Growing global demand for premium Indian mango varieties.
- Government support via APEDA and horticulture schemes.
- Potential for value-added products (pulp, dried mango) in niche international markets.

Threats:

- Perishability and short shelf life of mangoes.
- Climate variability affecting yields and fruit quality.
- International competition from other mango-producing regions (Latin America, Southeast Asia).

Action Plan Based on SWOT

Capitalizing on Strengths and Opportunities

Action/Initiative	Stakeholders	Timeline
Establish Pack Houses, Grading & Sorting Units	State Horticulture Dept., APEDA, NABARD	1-2 years
Create Brand Identity for Jagtial Mango (Baneshan)	APEDA, Mango Producers Association	1 year
Organize Farmer Training on Export Standards	NABARD, Horticulture Dept., APEDA	Ongoing
Facilitate Export Market Linkages (Buyer-Seller Meets)	APEDA, Export Promotion Councils	1-2 years

Details:

- **Pack Houses & Grading Units:** Improve quality, shelf life, and compliance with export standards.
- **Brand Identity:** Promote 'Jagtial Mango' brand globally, highlighting unique taste and quality.
- **Farmer Training:** Ensure farmers understand GAP, residue management, and phytosanitary standards.
- **Market Linkages:** Connect farmers/exporters with international buyers through trade fairs and digital platforms.

Addressing Weaknesses and Threats

Intervention	Stakeholders	Timeline
Develop Cold Storage & Controlled Atmosphere	State Govt., Ministry of Food Processing	2-3 years
Set up Quality Certification & Testing Centers	APEDA, State Horticulture Dept.	1-2 years
Implement Good Agricultural Practices (GAP)	Horticulture Dept., Agriculture Extension	Ongoing
Introduce Crop Insurance & Credit Facilities	Banking Institutions, NABARD, State Govt.	1 year

Details:

- **Cold Storage & CA Facilities:** Reduce post-harvest losses, maintain freshness.
- **Quality Testing Labs:** Ensure compliance with international standards (MRLs, phytosanitary norms).
- **GAP Implementation:** Enhance orchard management, pest control, and harvest practices.
- **Credit & Insurance:** Protect farmers from climate risks, encourage investment in quality improvements.

Identifying Bottlenecks and Proposed Interventions**Bottlenecks:**

1. Post-harvest losses (lack of proper storage, packaging, transport)
2. Quality standards compliance (GAP, MRLs)
3. Market access (limited export procedures knowledge, certifications)
4. Finance and insurance (inadequate credit, insurance options)
5. Infrastructure (no dedicated processing units)

Proposed Interventions:

Problem	Intervention	Stakeholders
Post-harvest losses	Establish pack houses, cold storages	Ministry of Food Processing, State Govt.
Quality standards	Local testing labs, GAP training	APEDA, Horticulture Dept.
Market access	Buyer-seller meets, digital marketing	MSME Dept., EPCs, APEDA
Finance and insurance	Farmer-friendly loans & insurance	NABARD, State Govt., Banks
Infrastructure	Small-scale processing units	District Industries Centre, State Industries Dept.

Institutional Responsibilities and Policy Reforms

- **Policy & Regulatory Reforms:**
 - Single-window clearance for export documentation.
 - Incentives/subsidies for establishing cold storages and pack houses.
- **Operational Reforms:**
 - Digitization of export procedures.
 - Clear guidelines on packaging, labelling, and residue limits for mango exports.

Quantifiable Targets and Timelines

Target	Details	Timeline
Establish 2 Pack Houses with Cold Storage	Capacity 100 tonnes each	2 years
Training Farmers on Export Standards	2,000 farmers trained in GAP & residue management	1 year
Increase Mango Exports by 20% Annually	From a base of negligible exports, achieve steady growth through branding and infrastructure improvements	5 years
Setting up 1 Quality Testing Laboratory	For pesticide residues and quality checks	2 years

Current Incentives and Support

- **APEDA:** Financial assistance for pack houses, market linkages, branding support.
- **State Horticulture Dept.:** Subsidies for drip irrigation, orchard rejuvenation.
- **Central Govt. Schemes:** Agri Export Policy incentives, financial support for exporting units.

Training and Development Needs

- **Farmers:** GAP, residue management, orchard management, optimal harvesting techniques.
- **Processors/Exporters:** Understanding international standards, packaging norms, and certification processes.
- **Extension Officers:** Capacity building for guiding farmers in export-oriented cultivation and compliance requirements.

Mid-Term and Long-Term Export Strategies

- **Mid-Term (2-3 years):**
 - Establish post-harvest infrastructure (pack houses, cold storage).
 - Train farmers and conduct pilot exports to select markets.
 - Create a Jagtial Mango brand and secure initial export orders.
- **Long-Term (5+ years):**
 - Position Jagtial as a recognized export hub for premium mangoes.
 - Diversify export destinations and value-added product offerings (mango pulp, dried mango).
 - Strengthen market intelligence and maintain consistent quality to retain and grow market share.

Annexure 1: Template for the Regional Authorities to Collate Data

(I) General Information

Particulars	Details	Comments	Instructions
State/Union Territory	Telangana		
District	Jagtial		
Product/Service	Mango (Baneshan Variety)		
HS Code of the Product	08045020		
Whether GI Tagged	No		Fill 'Yes' or 'No'
Industry	Agriculture and Horticulture		
Is the product perishable?	Yes		Fill 'Yes' or 'No'
Concerned Line Ministry, State Departments, and Boards	Ministry of Agriculture and Horticulture, APEDA		
Concerned Industry Associations	Mango Producers Association		

(II) Current Status of the Product/Service

Particulars	Details	Comments	Instructions
Production Capacity (in units)	126,423 MT/year	Approximate figure	
Production Capacity (in processing units)	None	No processing units	
Composition of Production Units (Small/Medium/Large Enterprises)	Small-scale farming dominates	Limited organization	
Any marginalized section of society engaged in production	-		
Demand in India (last 6 months)	35,000 tonnes	Estimate based on data	
Supply in India (last 6 months)	30,000 tonnes	Approximate supply figure	
Demand in the international market (last 6 months)	15,000 tonnes	Global interest in Baneshan variety	
Supply in the international market (last 6 months)	Negligible	No current export facilities	
Top Importing Countries	UAE, USA, UK, Singapore, Malaysia	Potential export destinations	

(III) Current Status of Value-Added Products

Particulars	Details	Comments	Instructions
Name of the Value-Added Product	Mango pulp, dried mango slices		
Production Capacity (in units)	Nil	Currently underdeveloped	
Production Capacity (in processing units)	None		
Composition of Production Units (Small/Medium/Large Enterprises)	None		

Any marginalized section of society engaged in production	-		
Demand in India (last 6 months)	10,000 tonnes	Demand for mango pulp growing	
Supply in India (last 6 months)	3,000 tonnes	Limited production infrastructure	
Demand in the international market (last 6 months)	12,000 tonnes	Potential export market	
Supply in the international market (last 6 months)	Negligible	No existing exports	
Top Importing Countries	UAE, USA, UK, Singapore, Malaysia	Similar to fresh mango markets	
Scope for Value Addition	Mango-based beverages, pickles	Requires modern processing units	
Is the Value-Added Product Perishable?	Yes		

(IV) Problems in the Supply Chain, Interventions Required, and Responsible Authority

Problem Category	Description	Proposed Intervention	Responsible Stakeholders
Tech-related	Lack of advanced machinery	Introduce automated grading and sorting	Ministry of Agriculture, State Horticulture Dept.
Standards and Certification Related	No certification facilities	Establish quality testing labs	APEDA, State Govt.
Quality of Output Related	Non-compliance with export standards	Train farmers on GAP	NABARD, Horticulture Dept.
Infrastructure/Ecosystem Related	Lack of cold storage facilities	Build modern pack houses and warehouses	Ministry of Food Processing, State Industries Dept.
Logistics Related	High freight costs	Incentivize logistics development	Ministry of Commerce, Logistics Providers
Workforce Availability or Training	Farmers unaware of export standards	Conduct regular training sessions	NABARD, Horticulture Extension Services
Working Capital Related	Limited access to credit	Provide subsidized loans	NABARD, State Banking Institutions
Policy and Regulation Related	No single-window export documentation	Implement single-window systems	APEDA, Ministry of Commerce

(V) Potential for Other Products/Services

Potential Products/Services	Comments
Mango-based beverages	High demand in international markets
Mango pickles	Potential to tap ethnic food markets
Mango seed oil	High-value product in cosmetics market

[Signature]
GM, DLC
Jagtial

[Signature]
Addl. Collector (LB)
Jagtial

[Signature]
District Collector
Jagtial