Food Processing INDUSTRY
at
KRISHNA DISTRICT (A.P.)

1	Name of the Cluster	Kirshna Food Processing
2	Place	Krishna
3	District	Krishna
4	State	Andhra Pradesh
5	No of firms (by type)	459
6	No. of workers	12000
7	Turnover	Rs. 10900 Million
8	Associations in cluster	• Vijayawada bakers Association • The Krishna District Rice Millers Association • The Krishna District Dal Mills Association
9	Major products	Rice Milling
		Fruit Processing
		Ethnic Foods
		Dhall Milling
		Bakery
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	Canning is the main technology employed by the processors.
11	Major markets	Domestic- Gujarat, Andhra Pradesh Export- Gulf countries, Canada, US
12	Major problems/prospects	• **Rice & Dall Milling** o Obsolete technology o Lack of access to quality spare parts o Lack of good inventory management systems • **Bakery Products** o Low Shelf life of the product o Traditional baking practices o Lack of marketing strategy • **Fruit Processing** o Lack of product diversification o Lack of value added products o Lack of infrastructure facilities o Unhygienic production o Lack of proper manufacturing and packing technology o Lack of quality systems • **Ethnic Foods** o Low Shelf life of the product for catering to distant markets o Lack of awareness on packaging
13	Data source and updated on	DSR by APITCO LIMITED, Hyderabad in Year 2002