Kakinada Mango Jelly Cluster
At
East Godavari, Andhra Pradesh

1	Name of the Cluster	Kakinada Mango Jelly
2	Place	Kakinada
3	District	East Godavari
4	State	Andra Pradesh
5	No of firms (by type)	750
6	No. of workers	3000
7	Turnover	Rs. 80 million
8	Associations in cluster	Association of SIDBI.
9	Major products	Mango jelly
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	• Center for Food Technologies and Research Institute, Indian Institute of Packaging
11	Major markets	Export • Gulf, • UK, • Germany and • Netherlands
		Domestic • Delhi, • Maharashtra, • Bihar, • Punjab and • Orissa
12	Major problems/prospects	• <u>Raw Material:</u> o The fruit are ripened using chemical ripeness and the prices of raw material fluctuate radically every year. • <u>Technology and equipment used:</u> o The fruits are being cut using sharp iron knives instead of stainless steel. o The pulp is scraped using alichippa (seashell) instead of a non-corrosive metal instrument. • <u>Pulp extraction procedures:</u> o The process of extraction of pulp is predominantly manual. • <u>Drying:</u> o The pulp is dried in open areas exposing it to flies, insects, dust etc., • <u>Packing :</u> o Packing is not done in airtight containers and there are no labels. • <u>Marketing:</u> o There is no common collective

		marketing approach. Mainly depend on traders and commission agents
13	Data source and updated on	DSR by east Godavari Distric in Year 2007