Bheemali Mango Jelly Cluster

1	Name of the Cluster	Bheemali Mango Jelly
2	Place	Bheemali, Kantakapalli and Yedulapalem
3	District	Vizianagaram
4	State	Andhra Pradesh.
5	No of firms (by type)	250 units
6	No. of workers	1500 nos.
7	Turnover	Rs. 20 Million(estimated)
8	Associations in cluster	M/s Bheemali Mamidi Thandra Tayaridharula Sankshema Sangam (Bheemali Mango Jelly Manufacturers welfare Association)
9	Major products	Mango Jelly
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	Khadi Village Industries Board (KVIB) DIC, Vizianagaram.
11	Major markets	Within India – Andhra Pradesh
		Export – Nil.
12	Major problems/prospects	• Totally unorganised sector due to lack of awareness in statutory proceedings etc. • Traditional and primitive technology. • Lack of technology upgradation support. • Lack of testing facilities. • No storage and preservation facilities. • Poor of hygiene – Open drying. • Lack of working capital. • Lack of quality packing practices. • Weak institutional linkages. • Lack of marketing knowledge /support.
13	Data source and updated on	DIC, Vizianagaram. (January 2007)