



Consumption of Fruits in Telangana State



Fruits consumption scenario Telangana state

- As per **ICMR** Recommended per Capita Fresh Fruits : **100 gm per day.**
- As per **ICMR** Recommended per Capita Fresh Fruits : **3Kg per Month.**
- As per **PJTSAU** survey , per Capita consumption of Fresh Fruits in **Telangana** is **2.97 Kg per month (99 gm per day).**
- **Average population consuming overall fruits (only few fruits) : 95.41% of House Holds** consuming fruits.
- **Monthly per capita expenditure** on fruit consumption in Telangana : **Rs 182.23.**
- **Yearly per capita expenditure** on fruit consumption in Telangana : **Rs 2186.76.**
- **Yearly expenditure** on fruit consumption in Telangana : **Rs 7343.14 crores for a population of 3.358 crores.**

Fruits consumption scenario Telangana state

➤ No of fruits consumed in state: 14.

➤ Out of 14 fruits, we are producing 8 fruit crops in surplus quantities.

(Mango, Guava, Papaya, Muskmelon, Watermelon, Sapota, Sweet orange & Acid Lime) .

Sl. No	Fruit	Monthly per Capita Consumption (in KG)	Required quantity for net population consuming per year (in *000 MTs)	Present Area in Acres	Present production (in *000 MTs)	Surplus Qty (in *000 MTs)	Surplus Qty (in lakh MTs)
1	Mango	0.39	18.95 (4 months)	289203	1023.612	1004.646	10.05
2	Guava	0.16	23.08	6508	38.198	15.12	0.15
3	Papaya	0.06	3.29	2878	78.36	75.07	0.75
4	Muskmelon	0.04	1.23	361	2.162	0.93	0.009
5	Watermelon	0.17	16.91	5361	33.33	16.42	0.16
6	Sapota	0.07	6.07	1735	9.23	3.16	0.03
7	Sweet Orange	0.141	18.21	76315	423.73	405.51	4.05
8	Acid Lime	0.15	40.63	31843	72.30	31.67	0.32
					Total	1552.53	15.52

Fruits consumption scenario Telangana state

- **No. of fruits consumed in state: 14.**
- **Out of 14 fruits, we are Deficit in production of 6 fruits crops.**
(Grapes, Apple, Jamun, Banana, Pineapple & Pomegranate) .

Sl. No	Fruit	Monthly per Capita Consumption (in KG)	Required quantity for net population consuming per year (in *000 MTs)	Present Area in Acres	Present production (in *000 MTs)	Deficit Qty (in *000 MTs)	Additional Area to meet requirement (in Acres)
1	Grapes	0.16	27.80	771	6.803	21.00	2,380
2	Apple	0.4	105.65	---	0.00	105.65	----
3	Jamun	0.02	0.54	7	0.012	0.53	307
4	Banana	0.925	339.28	5703	105.30	233.98	12,672
5	Pineapple	0.07	2.55	----	0.00	2.55	----
6	Pomegranate	0.214	48.90	3732	15.153	33.75	8,311
						Total	23,670

Mango Consumption, Availability and Status of Deficit / Surplus in Telangana State

State production of mangoes is : 10.23 lakh MT (2.89 Lakh acres).

Average Monthly per Capita Consumption (in KG) as per PJTSAU survey	% of House holds Consuming	Net Population Consuming (Nos in crores)	Required quantity for the net population per Month (in MT)	Required quantity for the net population per Year (in MT) for 4 months	Present Production (in MT)	Surplus (in MT)
0.39	36.63	1.21	4,745	18,980	10,23,612	10,04,646

- Average monthly consumption : 0.39 Kg (390gm) per head.
- Net population consuming mangoes : 1.21 crores out of 3.52 crores
- **State production of mangoes is : 10.23 lakh MT (2.89 Lakh acres).**
- State consumption of mangoes is 0.19 lakh MT, out of 10.23 lakh MT.
- Percentage of consumption in state against production : 1.85%
- Production surplus is : 10.04 Lakh MT (98.15%)
- Production surplus is exported to Northern India.



Mango : Need of the hour

➤ 36.63% HH are consuming mangoes and to the extent of 1.85 % of our production only. **We have to increase the consumption in our state.**

Worth of Our Mangoes

➤ The **value of the Mango fruit produced** in state : Rs 0.15 lakh per MT X 10.23 lakh MT = **Rs 1535.42 crores** and out of which we are consuming worth of **Rs 28.50 crores.**

➤ **Production surplus is 10.04 lakh MT** and is worth of **Rs 1506.92 crores** is now being marketed in **North India.**

➤ If we **establish sorting, grading, waxing and packing line** in Integrated Packhouses along with ripening and cold storage facility & **advanced production practices** in **certain pockets of state** then the **value of the Mango fruit** shall be **doubled** like this Rs 0.30 lakh per MT X 10.23 lakh MT = **Rs 3070.84 crores.**

- Additional income of **Rs 1535.42 crore** per annum shall be created for **50,324 mango farmers** in the state.
- **Each farmer** will get additional income of **Rs 3,04,908/-**.
- **Each Acre of Mango** will get additional income of **Rs 53,091/-**
- Once the value addition facilities are created in the state with initial investment, per annum this **additional income will continue for 30 years**, as mango tree life will be for 30 years.



PACK HOUSE:

- For both domestic and export market. There is a huge demand from the exporters both inland and other countries for establishment of integrated packhouse.
- In the integrated pack house, the fruits are washed, waxed, graded and packing in boxes for marketing in Domestic and International market.
- However, the **integrated pack house exclusively for mango is not sustainable as the facility will be utilized only for 2-3 months in a year.**
- Hence the **design of the pack house should be such that the facility should be utilized for mango, sweet orange and pomegranate which will be sustainable as the facility will be utilized 8-10 months in a year.**
- **MANDALS:** **Jedcherla (Kapil),** Khollapur, Khammam, Jagityal, **Nalgonda (Big basket).**
- Private players viz., Kapil group(in Jadcherla) and Big Basket (in Nalgonda) are identified to establish integrated pack house facility. Remaining 3 units are to be established in Khollapur, Khammam, Jagityal under Public sector.

Technology:

- **Automated to semi automated integrated** pack house with washing, hot water treatment/vapour heat treatment, waxing drying, grading, sorting and packing of fresh fruits of mango, sweet orange and pomegranate.
- The facility will have **precooling rooms, cold rooms and ripening chambers.**
- **Capacity: 25-50 ton/day capacity, with a combined capacity of 7500 to 15000 tons/year**
- **Approximate cost: 7-10 crore**
- **The pack house should be operated for 8-10 month**

S.No	Fruit	Season of Harvest	Remarks
1	Mango	April-June	Packing for domestic and export to north Indian market and exports
2	Sweet Orange	Aug- Oct	Domestic market and export to north India
3	Pomegranate	Dec- Feb	Domestic and export

Citrus group (Sweet orange, Mandarins & Limes) Consumption, Availability and Status of Deficit / Surplus in Telangana State

Average Monthly per Capita Consumption (in KG) as per PJTSAU survey	% of Population/ Households Consuming	Net Population Consuming (Nos)	Required quantity for the net population per Month (in MT)	Required quantity for the net population per Year (in MT) - 12 months	Present Production (in MT)	Surplus (in MT)
0.34	47.62	1,66,67,155	5,666.83	68,002	5,51,578	4,83,576

- In Telangana, Citrus is being cultivated over an area of **95,850 acres** with annual production of **5.52 lakh MTs** and productivity of **5.8 MTs per acre**.



Sl.No	Particulars	Quantity in MTs	Worth in Crores (@0.15 lakh per MT as farm gate price)
1	Production	5,51,578	827.4
2	Consumption	68,002	102.0
3	Surplus production	4,83,576	725.4

- ❖ There is **4.83 Lakh MTs surplus production** of Citrus (Sweet orange & Acid Lime) in the State the worth of surplus production is **approximately is 725 Crores which is being exported to neighbouring states every year.**



Proposed Plan

- There is surplus production of Citrus group (Sweet orange & Acid lime) in the State. But due to severe dry root rot and die – back infection the sweet orange gardens are drastically declining every year.
- There is every need to replace the existing varieties with improve varieties like Katol gold, Brazilian oranges, nucellar varieties.
- There is also need to improve the productivity by rejuvenation of senile orchards, adoption of advance technologies both pre & post harvest stages.

Proposed districts : Nalgonda, Suryapet, Yadadri, Gadwal, Mahaboobnagar, Narayanpet etc.

Guava Consumption, Availability and Status of Deficit / Surplus in Telangana State

Average Monthly per Capita Consumption (in KG) as per PJTSAU survey	% of Population/ Households Consuming	Net Population Consuming (Nos)	Required quantity for the net population per Month (in MT)	Required quantity for the net population per Year (in MT)	Present Production (in MT)	Surplus (in MT)
0.16	34.34	1,20,20,374	1,923.26	23,079	38,198	15,119

- In Telangana, Guava is being cultivated over an area of **6508 acres** with annual production of **38,198 MTs** and productivity of **5.87 MTs per acre**.

Sl. No	Particulars	Quantity in MTs	Worth in Lakhs (@ 0.20 lakh per MT as farm gate price)
1	Production	38198	7639.6
2	Consumption	23079	4615.8
3	Surplus Production	15119	3023.8



Proposed Plan:

There is surplus production of Guava in the State, but there is every need to improve the consumption of Guava. There is lot of scope for Area expansion of guava both for fresh & processing varieties.

Area Expansion:- 5000 Ha

Proposed districts : Rangareddy, Vikarabad, Medchal, Sangareddy, Siddipet, Medak, Mahaboobnagar, Yadadri, Khammam, Bhadrachalam.

Pomegranate Consumption, Availability and Status of Deficit / Surplus in Telangana State



Deficit/
(in MT)

Average Monthly per Capita Consumption (in KG) as per PJTSAU survey	% of Population/ Households Consuming	Net Population Consuming (Nos)	Required quantity for the net population per Month (in MT)	Required quantity for the net population per Year (in MT) - 12 months	Present Production (in MT)	Deficit/ (in MT)
0.214	54.40	1,90,42,176	4,075.03	48,900	15,153	-33,747

- In Telangana, Pomegranate is being cultivated over an **area of 3732 acres** with annual **production of 15,153 MTs** and **productivity of 4.1 MTs per acre**.
- There is **deficit production of 33,747 MTs** of Pomegranate in Telangana State. **Approximately, Rs. 84.37 crores worth** pomegranates (**33,747 MTs**) **are being imported** from neighbouring states every year.
- Thus, an additional area of 8,500 acres to be brought under pomegranate cultivation in order to meet the consumption requirements of the State

Sl. No	Particulars	Quantity in MTs	Worth in Lakhs (@ 0.25 lakh per MT as farmgate price)
1	Production	15153	3788
2	Consumption	48900	12225
3	Deficit Production	33747	8437

**WE ARE EATING TOO MUCH OF WRONG THING
AND NOT ENOUGH OF THE RIGHT THING**

*Let's join for right walk
in right path*



THANK YOU