



वित्तीय सेवाएं विभाग
भारत सरकार



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KALYANA SAMPADA

From Karnataka's Heart to the World

KOPPAL DISTRICT

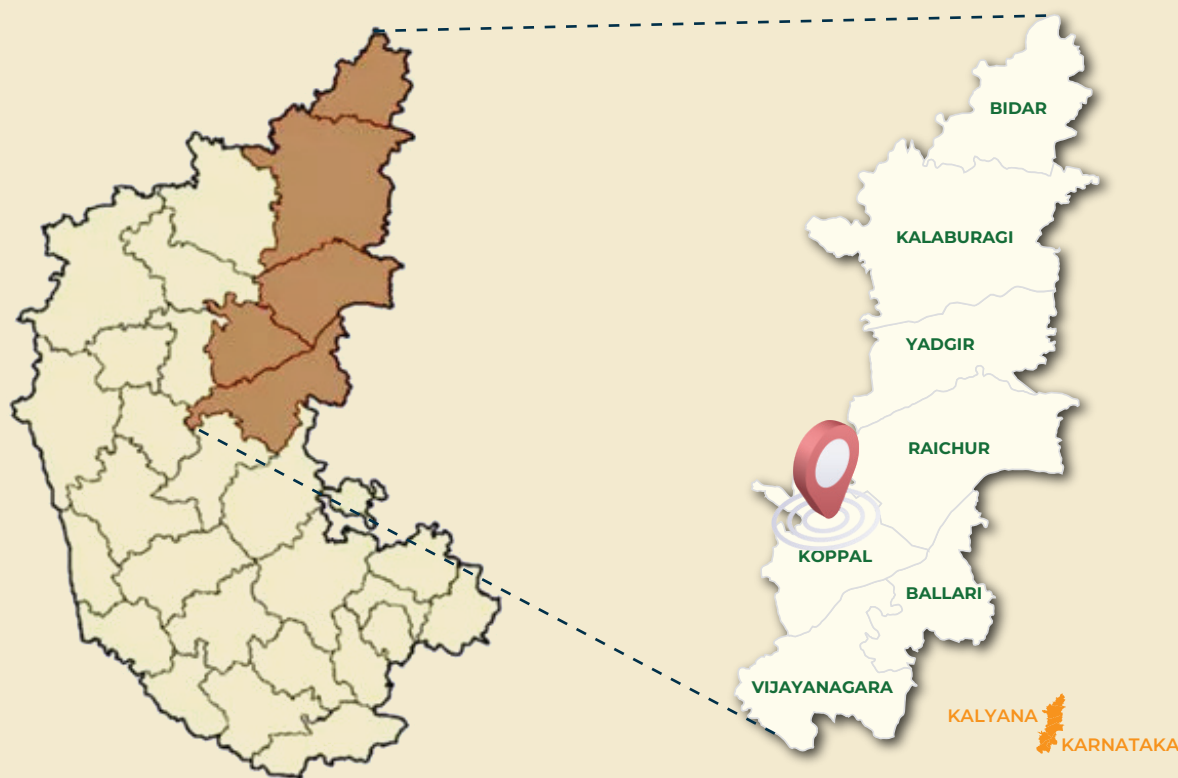
STORY OF TRANSFORMATION

THROUGH AGRO-PROCESSING

Project supported by MPLAD funds of Hon'ble Union Minister for Finance and Corporate Affairs Smt. Nirmala Sitharaman.



BACKGROUND OF THE PROJECT



This project aims to train Self-Help Groups (SHGs) and farmers through FPOs to enhance value addition to mango, guava, and papaya, the major fruit crops of Koppal district. With over 1.39 million people dependent on agriculture, limited processing facilities and weak market linkages have led to low returns and post-harvest losses. To address this, the **project promotes the production of mango juice, pulp, and dry powder, along with papaya and guava juice and pulp**, thereby improving shelf life, market value, and creating livelihood opportunities for SHGs and rural entrepreneurs.

Koppal's favorable climate supports large-scale fruit cultivation, over 9,500 hectares of guava and papaya alone, offering immense potential for value chain development. The new processing unit has an annual capacity of 840 MT of mango and 600 MT each of papaya and guava. **Funded under the MPLAD scheme by Hon'ble Union Minister for Finance and Corporate Affairs Smt. Nirmala Sitharaman** in collaboration with NABARD, the Farmers' Training and Common Facility Centre (CFC) serves as a hub for modern fruit processing and marketing. Karnataka state government has supported this project by allocating land in Methagal Village of Koppal district. In the long run, this initiative aims to build a sustainable, market-driven ecosystem for fruit-based enterprises, empowering farmers and strengthening rural livelihoods.

WHY KOPPAL?



HIGH PRODUCTION

with over 9,500 hectares of guava and papaya



STRATEGIC LOCATION

Excellent connectivity via National Highways



AGRO-CLIMATIC SUITABILITY

Semi-arid climate with red loamy and black cotton soils supports for large-scale fruit cultivation

TRANSFORMING VISION INTO ACTION: THE INCEPTION OF THE CENTRE

The initiative emerged from consultations in October 2024 with district officials, NABARD, and FPOs, aiming to empower farmers, reduce waste, and promote value-added products for wider markets. It will serve as both a fruit processing unit and a hub for farmer education and entrepreneurship. The facility is equipped to process:



Mango:

Juice, pulp, and dry powder



Papaya & Guava:

Juice and pulp

With an annual capacity of **840 MT of mango**, and **600 MT each of papaya and guava**, the plant operates two shifts per day, eight hours each.

PROCESSING CAPACITY



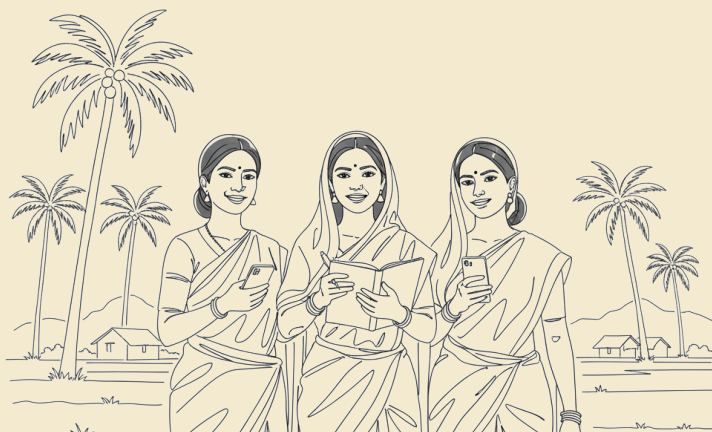
MANGO - 840 MT
PAPAYA & GUAVA
- 600 MT EACH



Out of 565 members in the FPO



45
are women



INSTALLED CAPACITIES



MANGO JUICE
660 L/HR



MANGO PULP
99 KG/HR



MANGO POWDER
50 KG/HR



PAPAYA JUICE /
PULP
560 L/HR / 140 KG/HR



GUAVA JUICE /
PULP
560 L/HR / 140 KG/HR



QUALITY & SHELF LIFE



TESTING

NABL-accredited
lab at UAS Raichur



SHELF LIFE

Juice: 2–4 months

Pulp: 4–6 months

Dry Powder: 12–18 months



MARKETING AND BRANDING STRATEGY

The centre adopts a multi-channel marketing approach:



LOCAL SUPERMARKETS

Reliance Supermart ,
VA Hypermart , Focus Mart



DIGITAL PLATFORMS

ONDC, JioMart, BigBasket



EXPORT POTENTIAL

Export markets in the Middle East

PRICING



MANGO JUICE (1L)
₹95



MANGO PULP (850G)
₹280



MANGO POWDER
(100 GMS)
₹25



PAPAYA PULP (850G)
₹105



GUAVA JUICE (1L)
₹90
GUAVA PULP (850G)
₹140



TRAINING AND CAPACITY BUILDING



TRAINING CONDUCTED AT

- Sahyadri Farms, Nashik
- UAS Raichur



TOPICS COVERED

- Post-harvest handling
- Processing techniques
- Packaging and branding
- Marketing and Digital Platforms



FINANCIALS AND IMPACT



Total Project Cost

₹550
Lakhs



Expected Annual Revenue

₹12.58
Crore

A MODEL FOR INCLUSIVE GROWTH

The Koppal Fruit Processing Centre is more than a facility—it is a model for rural transformation. By combining infrastructure, training, and market access, it empowers farmers, reduces losses, and revitalizes the local economy. The unit has brought new hope to the community and is poised to drive sustainable growth and prosperity across the region.



VOICES FROM THE FIELD



“

We used to sell mangoes at throwaway prices during peak season. Now, with the processing centre, we will get better rates, and our fruits will turn into juice and pulp that reach cities”

SANGANABASAYYA , MANGO GROWER, KOPPAL

