



कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार
Ministry of Agriculture & Farmers Welfare,
Government of India

सत्यमेव जयते

Chitradurga Pomegranate

NATURE'S GOODNESS IN A FRUIT

Bhagwa variety recorded the maximum fruit weight and weight of arils (320.60 g and 220.80 g). With regard to overall acceptance of fruit for organoleptic qualities, Bhagwa variety emerged as the best variety fetching highest score of 90.80 out of 100. This variety matures in 180-190 days with average yield of 30.38 kg fruits/tree. Bigger fruit size, sweet, bold and attractive arils, glossy, very attractive saffron coloured thick skin makes it suitable for distant markets. Fruits are suitable for long distant transport due to thick peel.



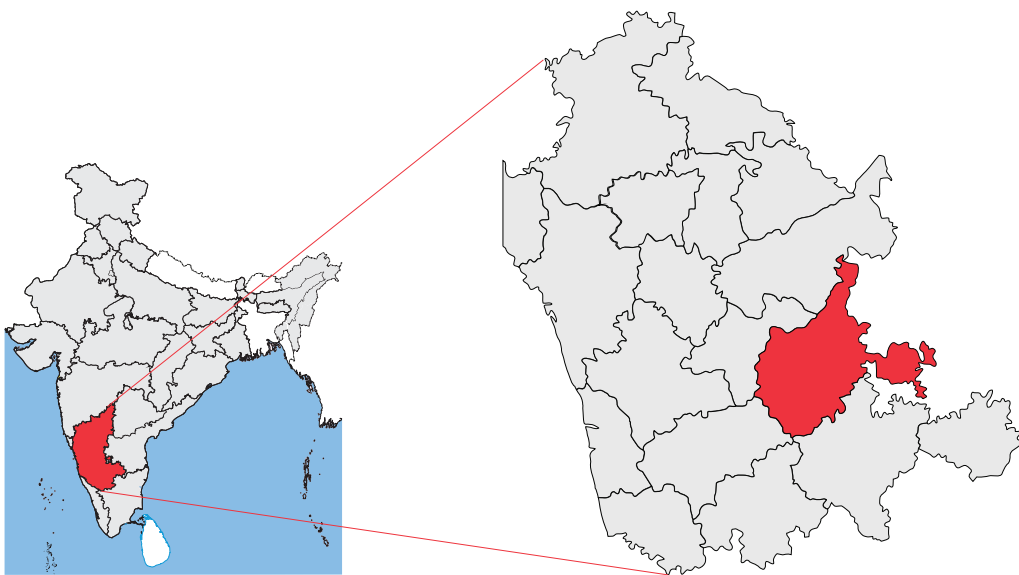
राष्ट्रीय बागवानी बोर्ड
National Horticulture Board

POMEGRANATE PROFILE

Pomegranate is known as a “Super Food” because of its nutrient-rich qualities. India is one of the largest producers of pomegranate in the world. Pomegranate is an important fruit crop grown in the dry regions of India. Karnataka is one of the progressive states of India with great potential for development of fruit crops. The state is blessed with 10 different agro climate regions suitable for growing variety of fruits all-round the year, Karnataka stands fifth position in area and production of fruits. Pomegranate is produced throughout the year in India, with the peak season from February to May.

Chitradurga is a city and the headquarters of Chitradurga district which is located on the valley of the Vedavati river in the central part of the Indian state of Karnataka. During the year 2021-22, Total area in Karnataka for pomegranate is 25.69 ('000 Ha) with production of 255.01 ('000 MT). Chitradurga is famous for not only for its tourist spot but also for its fruits majorly pomegranate with total area and production in Chitradurga, Tumakuru (Sira) and Bellary is 5.17 Lakh Ha with production of 34.5 Lakh MT (State Horticulture Department, 2019-20). Bhagwa variety fetches better market price which is 2-3 times higher than price of Ganesh.

HS Code for Fresh Pomegranate is **08109001**



Chitradurga Map

Exit Terminals



Road

NH-48, 150 A



Sea

Mangalore & Chennai



Rail

Chitradurga, Hosapet & Bellary



Air

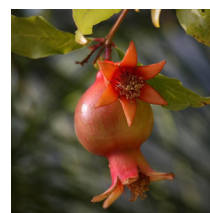
Bangalore & Hubballi Airport



Ganesh



Bhagwa



Mridula



Phule Arakta

POMEGRANATE A MIRACLE FRUIT

NUTRITION FACTS

(PER 100 G)

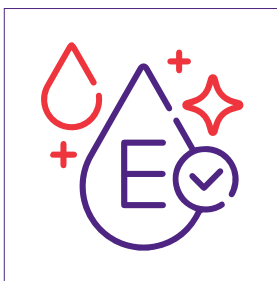
Energy	83 g
Protien	1.67 g
Fat	1.17 g
Carbs	18.7 g
Water	77.93 g



Vitamin B3	Calcium Ca
Vitamin B4	Magnesium Mg
Vitamin B6	Sodium Na
Vitamin B5	Phosphorus P
Vitamin C	Zinc Zn
Vitamin E	

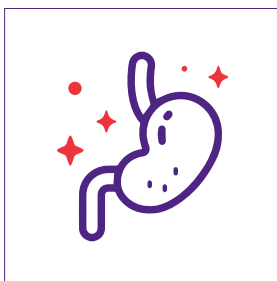
Pomegranates are low in calories and fat but high in fiber, vitamins, and minerals. Benefits include antioxidants, heart health, urinary health, exercise endurance, and more.

HEALTH BENEFITS



RICH IN ANTIOXIDANTS

Pomegranates are rich in an array of antioxidant compounds that help protect your cells from free radical damage.



DIGESTIVE AIDE

Pomegranate juice is a natural remedy for diarrhea, dysentery, and great number of other digestive problems.



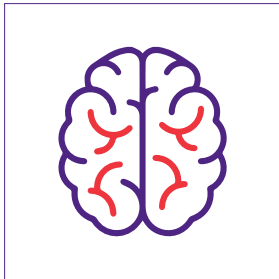
HEART HEALTH BENEFITS

There is evidence that fruits rich in polyphenolic compounds, such as pomegranate, may benefit heart health. Test-tube studies have found that pomegranate extract may reduce oxidative stress and inflammation in the arteries, lower blood pressure, and help fight atherosclerosis — plaque buildup in the arteries that can lead to heart attacks and strokes.



ANTICANCER PROPERTIES

Pomegranate has been observed to have anticancer effects. It may slow tumor growth and spread and reduce inflammation.



GOOD FOR BRAIN

Compounds in pomegranate may help protect brain health, especially when it comes to Alzheimer's disease, Parkinson's disease, and recovery from brain injury.

Pomegranate is acclaimed as the "Healing fruit" for its ability to cure over 100 diseases.

VALUE ADDITION IN POMEGRANATE

**POMEGRANATE
SYRUP**



**POMEGRANATE
JUICE (NECTAR)**



**POMEGRANATE
WINE**

**POMEGRANATE
CANDY**



The entire tree of pomegranate is of great economic importance. For example, the flower buds, seeds, and bark of the tree all are utilized due to the medicinal properties of the plant. Apart from its demand for fresh fruits and juice, processed products like pomegranate wine, pomegranate tea, and candy are also gaining importance in world trade.

MAJOR EXPORTING COUNTRIES

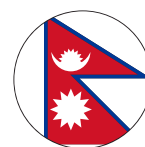
Countries namely Bangladesh, UAE, Nepal, Netherland, Saudi Arabia and Oman are now increasingly sourcing fresh Pomegranate from Indian farms.



BANGLADESH
41%



UAE
28%

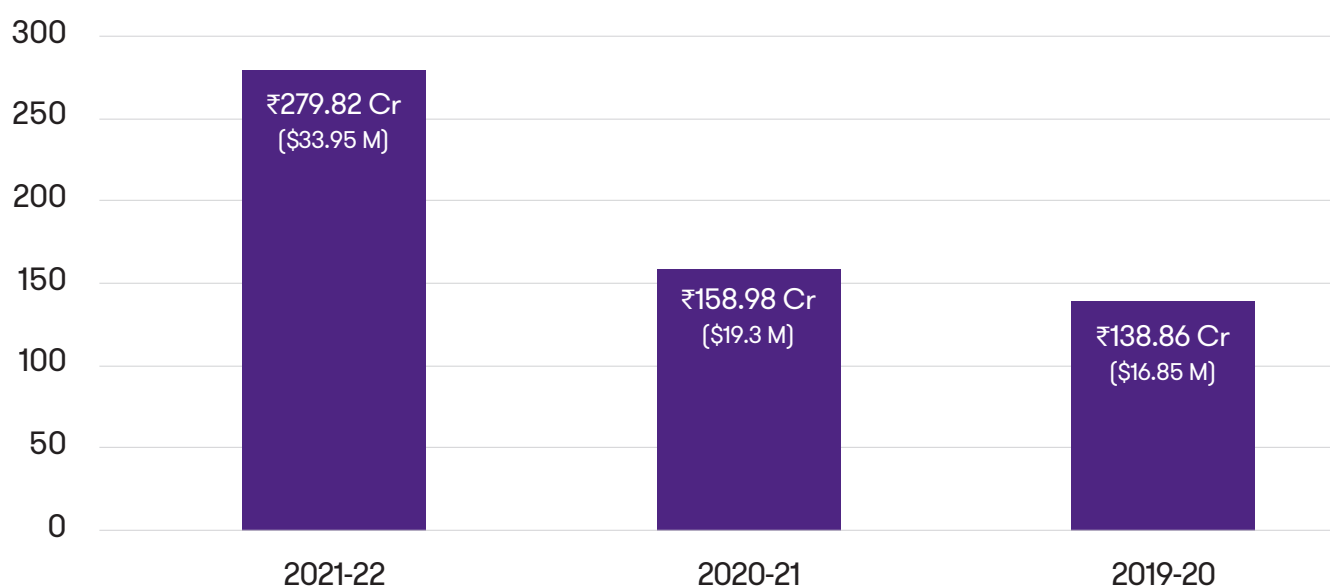


NEPAL
7%



NETHERLANDS
5%

EXPORT IN LAST 3 YEARS



Value in Crores

Source: DGCIS Annual Export

MANDATORY EXPORT REQUIREMENTS

- Avoid pesticide residue and contaminations
- Post-Harvest Treatments
- Follow phytosanitary regulations
- Maintain high quality standards
- Maturity
- Product Size uniformity
- Protective Packaging



FUN FACT

- Known as the fruits of Gods in Greek mythology.
- Only fruit available throughout the year.
- Is best enjoyed when served as dessert fruit.
- A powerful antioxidant three times that of Green Tea.

SCAN THE QR CODE TO GET THE LIST OF FRESH FRUIT EXPORTERS FROM INDIA



RELEVANT AGENCIES & SCHEMES



Ministry of Agriculture & Farmers' Welfare

Scheme: Cluster Development Programme, MIDH, FPO Commercial Horticulture, Agriculture Infrastructure Fund

Website: www.agricoop.nic.in



Ministry of Food Processing Industries

Scheme: PMFME, Operation Greens, APC, Integrated Cold, Chain & Value Addition, Forward Backward Linkages.

Website: www.mofpi.gov.in



Agricultural and Processed Food Products Export Development Authority

Schemes: Agriculture & Processed Food Export Promotion

Website: www.apeda.gov.in

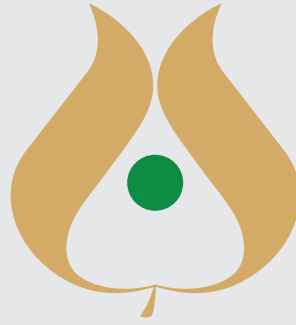


ICAR - National Research Center on Pomegranate

Email ID - NH-65, Solapur-Pune Highway, Kegaon, Solapur (Mah.) - 413 255, India

Web - <https://nrcpomegranate.icar.gov.in/>





HORTICULTURE CLUSTER DEVELOPMENT PROGRAMME

The Ministry of Agriculture and Farmers Welfare (MoA&FW), Government of India, has announced a new programme for Horticulture Cluster Development to enhance the global competitiveness of the Indian horticulture sector. The National Horticulture Board has been designated as the Nodal Agency for implementation of Cluster Development Programme as a component of Central Sector Scheme of NHB.

The Cluster Development Programme (CDP) is designed to leverage the geographical specialisation of horticulture clusters and promote integrated and market-led development of preproduction, production, post-harvest, logistics, branding, and marketing activities. MoA&FW has identified 55 horticulture clusters, of which 12 have been selected for the pilot launch of the Programme.

Based on the learnings from the pilot project, the programme will be scaled up to cover all 55 clusters. The experiences gathered from the implementation of the pilot phase will provide policy insights and field level learnings that will help in better implementation of programme in all horticulture clusters across India.

Why to invest in Chitradurga Cluster?

1. Located in well established horticulture clusters
2. Options to invest in any or all three verticals:
 - a. Pre-Production & Production
 - b. Post Harvest Management & Value Addition
 - c. Logistics, Marketing & Branding
3. Up to 50 Cr of Financial Assistance (based on area)
4. Convergence of schemes of various ministries of Govt
5. One Stop Solution for complete value chain of the commodities
6. State government support in setting up the project
7. To know more visit: www.nhb.gov.in



**SCAN THE QR CODE TO GET THE OPERATIONAL
GUIDELINES OF CDP**



Paste Your Visiting Card Here

CONTACT US FOR CLUSTER DEVELOPMENT PROGRAMME



**Karnataka State Agricultural Produce
Processing & Export Corporation
Limited (KAPPEC)**
No.17, General K.S. Thimayya Road
(Richmond Road), Bengaluru-560025
Contact no. - 080-22271194, 22243082



राष्ट्रीय बागवानी बोर्ड
National Horticulture Board

National Horticulture Board
Email: clusters.nhb@gov.in
Mob: +91 92058 35769
Web: www.nhb.gov.in



Grant Thornton

Grant Thornton
Programme Management Unit
Email: cdp.nhb@in.gt.com
Mob: +91 96545 25348
Web: www.grantthornton.in