

DISTRICT EXPORT ACTION PLAN FOR DEOGARH DISTRICT (ODISHA)



Product: Watermelon

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1. Introduction

The District Export Action Plan (DEAP) aims to make the district as export hub for any particular product concentrated to that district and nearby district as product clusters. The goods or a service chosen for a particular district is based on the natural as well as comparative advantage in all term justifying the export potential

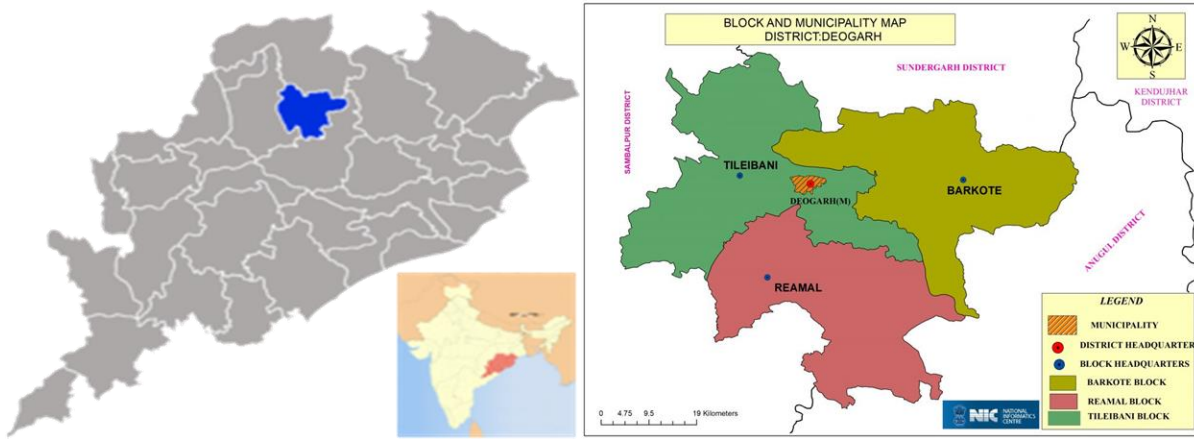
In this document, the DEAP of Deogarh district for the export promotion of Watermelon is explained. The chosen product has huge production in the district and can be made a suitable item of export for the future. The objective of this document is to streamline the production, plug the loopholes in the supply chain and provide district level administrative handholding by forming a District Level Export Promotion Committee (DLEPC)

The documents also explain the existing level and process of production. The objectives of the DEAP is to become the basis for formation of DLEPC at the district level. It also targets export as an important activity for the local people. The benefits of production and price realization reaching to the ground level will have a much larger impact in increasing the annual income of the watermelon farmer's community. The DEP will make sure to guide DLEPC to involve all stakeholders such as farmers, collection and logistics, wholesale marketing business houses, government, research labs, banking and financial institutions etc. to streamline the production to consumers at global scale.

2. District Profile

The district of Deogarh as a distinct administrative entity, was carved out of the erstwhile larger Sambalpur district of Odisha on the 1st of January 1994. The literal English translation of Deogarh(Debagarh) is Abode of Divinity. A larger portion of the erstwhile Bamanda or Bamra State constitute Deogarh district.

This district has been gifted in the form of mountains, springs, falls, forests, clean atmosphere and rich collection of flora and fauna. It is famous for "PRADHANPAT" waterfall. this waterfall, within close proximity of the town at a mere distance of one kilometre remains the first attraction for the visitors to Deogarh. The waterfall itself is the biggest asset having natural panorama.



Deogarh district (21 o 31' N Latitude and 84 o 43' E Longitude) is located in the western part of Odisha. NH 53 passes through district headquarter. It covers a 2781.66 Sq. kilometer area with a total population of 27,41,08 (<http://www.ordistricts.nic.in/districtprofile/aboutus.php>)

Agriculture is the main occupation and the chief source of livelihood of the people in the district. The economy of the district is gradually developing with the implementation of different development programmes and diversification in occupational structure of the workforce. A brief description of broad economic trends in the district is presented below.

Livelihood

The primary sector, and more particularly agriculture, is the main source of livelihood of people of Deogarh district. Agriculture accounts for about one-fourth of the district domestic product and agriculture provides engagement to more than 75 per cent of the total workers. The district has rich natural resources. Forest coverage is 53.06 percent of total geographical area of the district and it provides livelihood to a large mass of tribal population. The district is also endowed with abundant water resources. Rivers like the Brahmani and Tikira and the reservoirs like Rengali and Gohira dams have immensely contributed to the livelihood of the people. Many people earn their livelihood through mining and quarrying by raising minor mineral and construction materials. Though the district does not have any large scale industry, the 283 micro and small scale industries provide employment and livelihood to a large number of people. In Deogarh district, agriculture, horticulture and forestry have good potential of growth and development for providing a diversified livelihood pattern to the people. Government programmes are trying to strengthen these activities to make them sustainable sources of livelihoods.

Climate

The climate of Deogarh district is characterised by hot and dry summer, moist winter and distributed rains during the South-West monsoon season. Winter season commences from late November and lasts until the end of February. Summer season lasts from mid-March to mid-June. The South West monsoon hits Deogarh district during mid-June and rains continue up to late September. The months of October and November constitute the post monsoon season followed by the harvesting period.

3. District Level Export Promotion Committee. (DLEPC)

In pursuance to the office memorandum No.01/36/218/01/AM-18/TC/PART-1/01 dated 26.12.2019 of Ministry of Commerce & Industry, Government of India, Government in MSME Department the District Level Export Promotion Committee (DLEPC) for Deogarh District is constituted on dated 23.07.2020 consisting of the following members.

- | | |
|--|-------------------|
| 1) Collector & District Magistrate | -Chairman |
| 2) Additional Director General of Foreign Trade, Kolkata | -Co- Chairman |
| 3) Director EP&M or his representative | -Member |
| 4) Representative of MSME- DI, Cuttack | -Member |
| 5) Lead Bank Manager, Deogarh | -Member |
| 6) President Deogarh District Industries Association | -Member |
| 7) GM NABARD, Sambalpur | -Member |
| 8) Assistant Director, Horticulture, Deogarh. | -Member |
| 9) Chief District Veterinary Officer, Deogarh. | -Member |
| 10) District Fisheries Officer, Deogarh | -Member |
| 11) Representative of DC Handicraft, Sambalpur | -Member |
| 12) General Manager DIC Deogarh. | -Member Convener. |

4 District Office Details.

General Manager, District Industries Centre, At: Babusahi, Deogarh. Pin:768108 Phone-(06641)226054, e-mail id-dicdeogarh@nic.in.

5. Product Profile.

Product Identified: - The following three products were identified as products having potential for export from Deogarh district in the DLEPC meeting held on 19.10.2020.

(i) Watermelon

(ii) Lichi

(iii) Orange.

Among the above three, the first exportable item from this district is finalized as Watermelon. The geographical advantage, due to large catchment area of both sides of Bramhani river, climate, temperature and silt deposited in the bank of Bramhani river gives a better soil health for growth of Watermelon.

Considering the potential and quantity, quality of production of Watermelon, at present Action-plan for augmentation of export of watermelon is prepared as first product exportable from Deogarh district. The HS Code of Watermelon is given below.

HS Code (4digits)	Product details
0807	Watermelon

6. Production of Watermelon in Deogarh District.

Though Watermelon is produced widely all over Odisha, Deogarh produced watermelon has a separate identity for its quality. Mostly popular variety, like "AUGUSTA" has been appreciated by the farmers of Deogarh and cultivated widely. Approximately 70% of the production belongs to this variety. It has good market demand inside the District/ State and also Nationally. In the past years it has been marketed at different states, like Chhattisgarh, Jharkhand, West Bengal etc. In the last year 40MT watermelon has been exported to NEPAL from Deogarh through local traders. It is grown mostly on the catchment area of both sides of Bramhani river. The deposited silt on the bank of the river, climate, temperature and soil are very suitable for production of better quality watermelon. Table below represents the quantity produced in last four years in Deogarh.

Watermelon production at Deogarh district.

Name of the Product	Year	Area of Cultivation (Hector)	Productivity (MT/Hector)	Production (in MT)
Watermelon	2016-17	450	18.2	8190
	2017-18	510	19.0	9690
	2018-19	575	20.0	11500
	2019-20	700	22.8	15960

Source: Horticulture Department, Deogarh

7. Watermelon Production in Odisha and India

Watermelon production in Odisha

<u>Year</u>	<u>Production (Tonnes)</u>	<u>Production Share in India</u>
2014-15	232.34	11.34
2015-16	226.64	9.75
2016-17	206.49	9.48
2017-18	226.98	9.01

Source: National Horticulture Board (NHB)

The State wise Watermelon production and their share in % for the year 2017-18 for India.

Production(000 Tonnes)

Sr No.	State	2017-18	
		Production	Share(%)
1	Uttar Pradesh	619.65	24.60
2	Andhra Pradesh	360.08	14.30
3	Karnataka	336.85	13.37
4	West Bengal	234.30	9.30
5	Orissa	226.98	9.01
6	Tamil Nadu	216.25	8.59
7	Madhya Pradesh	215.34	8.55
8	Haryana	82.89	3.29
9	Telangana	48.97	1.94
10	Maharashtra	46.99	1.87
11	Chhattisgarh	38.86	1.54
12	Punjab	25.16	1.00
13	Bihar	23.73	0.94
14	Tripura	20.07	0.80
15	Rajasthan	19.50	0.77
16	Nagaland	1.20	0.05
17	Mizoram	0.94	0.04
18	Kerala	0.87	0.03
	Page Total	2,518.63	

Source: National Horticulture Board (NHB)

8. Trade analysis Existing and Potential markets

Below are the 15 countries that exported the highest dollar value worth of watermelons during 2019.

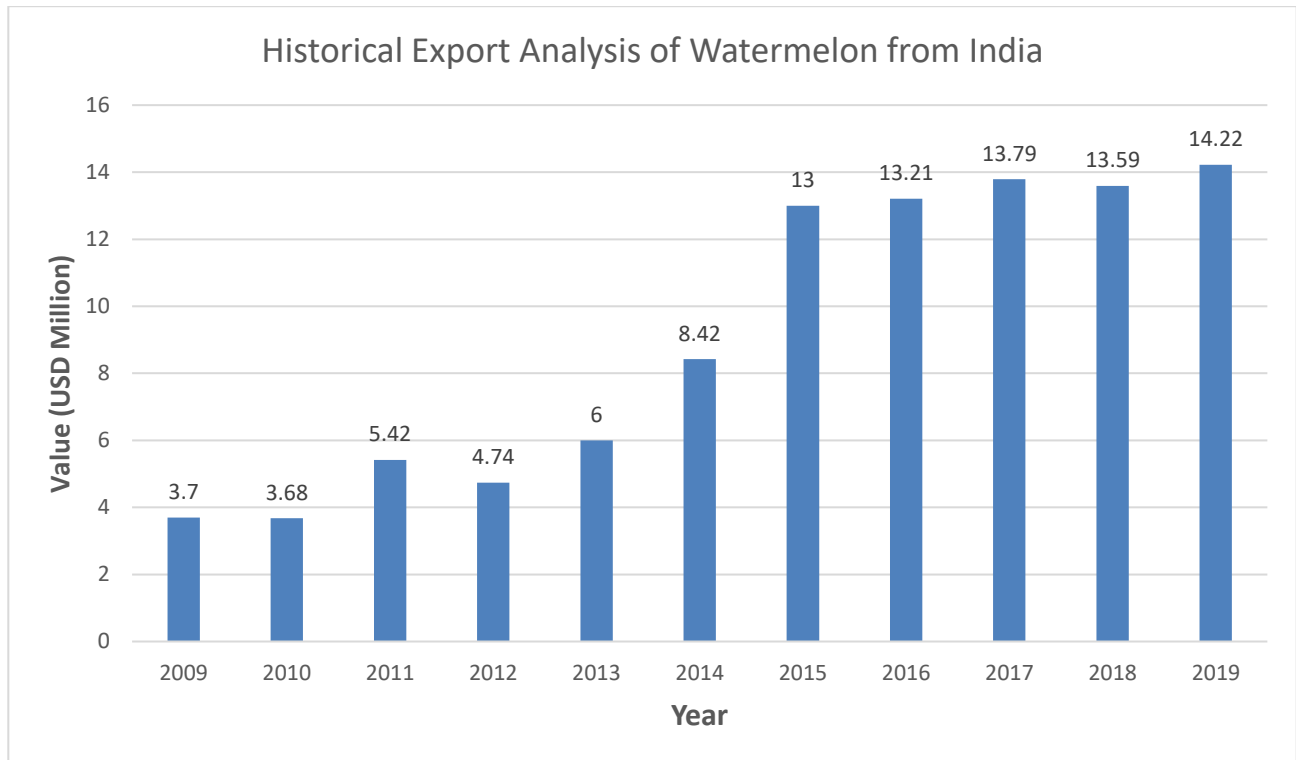
Sl No	Name of the Country	Exported Value (in US\$ in Million)	% of exported Watermelon
1	Spain	473.9	30.5
2	Mexico	143.8	9.3
3	United States	115.3	7.4
4	Italy	109.3	7.0
5	Morocco	98.0	6.3
6	Netherlands	95.1	6.1
7	Greece	63.0	4.1
8	Honduras	50.0	3.2
9	Brazil	43.9	2.8
10	Vietnam	41.4	2.7
11	China	40.4	2.6
12	Costa Rica	29.0	1.9
13	France	26.0	1.7
14	Panama	20.1	1.3
15	Malaysia	18.8	1.2

Source: worldstopexports.com

By value, the listed 15 countries shipped 88.1% of global watermelons exported in 2019.

Watermelon is traded all around the world. There are almost 60 countries and territories, which actively import Watermelon from India. The combined value of total export is 14.22 USD million.

Watermelon export trends from India (Year wise)



Source: connect2india.com

The top five countries to export Watermelon from India

From the perspective of the data on Watermelon export, India's top 5 trade partners who import Watermelon from Indian exporters are mentioned in the table below, although the total export value of the top 5 countries is 12.65 USD million which is the 88.96% of the total export value of Watermelon.

Top countries for Watermelon export from India

Country	Value (USD Million)
United Arab Emirates	7.98
Maldives	1.57
Qatar	1.26
Nepal	1.14
Oman	0.7

Analysis of existing markets.

Looking at the above figures it is evident that there is a huge market for watermelon worldwide. India has good potential and ground in terms of market penetration in to these large markets. Thus the Government has put up resources and other machinery to plug the loopholes and augment the export with larger benefits reaching the ground level, that is the real farmer.

9. Potential – SWOT Analysis of Deogarh District.

STRENGTH:-

- (i) Well conversant farming community practicing watermelon cultivation in the district.
- (ii) Tail end of the Bramhani river on the Rengali dam is more fertile, which can be used for Watermelon production.
- (iii) Technical staff availability, like KVK, Department of Horticulture, having good rapport with the existing watermelon farming community.
- (iv) Positive investment climate, availability of credit institutions for finance.
- (v) More over suitable climate for Watermelon cultivation.

WEAKNESS:-

- (i) There is no rail communication to this district.
- (ii) Even road communication to the farming area i.e. tail end of Bramhani river is weak.
- (iii) Non-availability of electricity in the field for micro irrigation and fertigation.
- (iv) Most of the farmers are small and medium farmers. They do not have high investment capacity.
- (v) Lack of Entrepreneurial quality.
- (vi) Lack of Infrastructural facilities.
- (vii) Risk bearing ability of farmers is very low.
- (viii) Non-availability of in time inputs to farmers.
- (ix) Hindrance in financing.

OPPRUNITIES: -

- (i) Deogarh produced Watermelon has a brand name in Odisha.
- (ii) Available natural resources like Land, Climate, Water etc. can be utilized optimally
- (iii) At present there exist a channelized un-organized market facility, which can be strengthen and organized.
- (iv) Lively hood support of the poor farmers can be improved along with increasing economic status of the farmers as well as economy of the district.

THREATS:-

- (i) Due to irregularity of water level in Bramhani reservoir, the production process is hampered/ disrupted at times.
- (ii) Natural hazards like Hell storm, Heavy wind and Dry spells are threat to watermelon productivity.
- (iii) Non-availability of digital connectivity at the farming site.

10. Comparative Advantages

- (i) Availability of low wage agricultural labour.
- (ii) Advantage of suitable climate for the crop
- (iii) Road communication. (Deogarh is located on NH-53, connecting Mumbai to Kolkata)

11. Strategy and Recommendations

A well-integrated strategy needs to be adopted to make inroads in to global markets. Above all the strategy should be focused on capacity building of all stakeholders.

- **Marketing Linkage and Product Promotion:** - Development of Web portal, Buyers-Sellers meet and aggressive promotion.
- **Training of the Farmers:** - Linking the individual farmers to SHGs and Farmers' Producers Organizations (FPOs). Training and sensitization of farmers for cultivation of export grade Watermelon through Krishi Vigyan Kendras (KVKs) and other state level scientists with an objective to improve the per hectare yield.

- **Credit Lending Facilities:** - Majority needs proper funding at various stages of marketable production and linking to Financial Institutions. Credit accessibility of farmers can be improved in association with banks and Credit lending institutions.
- **Use of Technology:** - Advanced use of technologies for improving productivity of crop per hectare of cultivation, also to identifying value added products.
- **Project based approach and target based implementation.**
- **New Market identification:** - Based on the demand and needs of importing countries, the export can be improved if market studies are done and analyzed in its favour.
- **Steps can be taken to increase the cropping area:** - Cropping area can be enhanced by identifying more suitable area nearby and clusters can be identified and promoted in all the blocks of the district.
- During harvesting there should be a common collection center in each block for easy marketing and access of the traders
- Increase the insurance coverage of the crop by creating awareness among the farmers
- Infrastructure, Logistic support, e-commerce & Skill development has to be provided for better marketing/ export. Organization of Farmers and exporters meet.
- The Director General of Foreign Trade and State Directorate of Export Promotion & Marketing may guide the DLEPC, farmers in linking the local farmers with export promotion organization/councils and regarding documentation required for export.