

Problems and Prospects of Mango Marketing in India(Related to Krishna District)

Sravanthi Yadav.K, T.Uma Maheswara Rao

ABSTRACT---It is a well known fact that India is a well known economy which depends highly on agricultural sector, and India's climatic conditions favour the cultivation of Mangoes. Even though India has lion's share in the growth and cultivation of the fruit, it still has huge challenges that are dragging it from soaring high, like the fertilizer problem, lack of awareness and education regarding modern methods of cultivation irrigation. These challenges must be strategically mitigated in order to encourage the farming community in the future. Encouraging research in this area is a very welcoming change as the future and young generations involve themselves to mitigate the problems using their intellectual capacity and the government implementing their suggestions. In this study both primary and secondary data are taken into consideration, Convenience sample variables are used. Data s analysed using Ms excel and SPSS software Package.

Key Words: Mango cultivation industry, India, Problems, Prospects

I. INTRODUCTION

Agriculture is the most imperative part of the Indian economy. Indian horticulture division represents 18 percent of Indian GDP (Gross domestic product) and gives work to half of the workforce of the nation. India is the world second-biggest maker of foods grown from the ground on the planet. In organic product family, India is the biggest cultivator of mango on the planet, adding to close-by 46% of the complete generation. Indian Alphonso, a standout amongst the most interest developed natural products otherwise called ruler of organic products, which is profoundly requested for chutneys, pickles and other mango items.

Mango cultivators of India are confronting mammoth difficulties including; very little land possessions, non-accessibility of value seedlings or saplings, a tremendous post-reap misfortune because of deficiency of framework, broker danger, ailments like contortion, anthracnose, dark spot and so forth., bugs and vermin like the coarse bug, leaf container, organic product fly. Mango agriculturists want to move their mangoes either following harvest or hang tight for the better price. Natural cataclysms, for example, surprising and undesirable overwhelming precipitation fall, flood and tempest likewise play a spoilsport amid the mango development and thereby incredibly influencing the interests of the mango producers.

The accessible Composts and pesticides are bad characteristics thus they can't keep the mango trees from being influenced by the sicknesses and bugs. They

additionally don't help the solid development of the Mango trees. Subsequently, the non-accessibility of value composts and pesticides is another serious issue

One of the Significant explanations behind sick development of this division include: non accessibility of high return, high mash containing assortments of mangoes that likewise have high obstruction towards irritation assault, which are perfect for preparing; and absence of the vital framework that is required for collecting, transporting, crude material putting away, reviewing, handling, bundling and advertising of the yield; absence of agreeable exertion among cultivating network; and absence of incorporation of the considerable number of exercises beginning from ranch entryway till definite buyers due to sick working of the administration offices/nodal bodies/organizations with no unmistakable heading and objectives.

II. LITERATURE REVIEW

MOFPI (Service of Sustenance Handling Enterprises) Report, (1999), detailed that India is the biggest maker of organic products (41.5 mmt) and second-biggest producer of vegetables (67.28 mmt) on the planet. The nation beat underway of banana, mango, potato, tomato, onion, green peas, and coconut. Just 2% of the natural products/vegetables created are being prepared at present. The introduced limit of leafy foods handling businesses has expanded to 21 lakh tons in 1999 with 4589 organic product/vegetables preparing units. Fares amid 1998-99 were worth Rs. 678 crores.

TIFAC Report (2000), As indicated by the team on Agro sustenance preparing of TIFAC on the sub amass on foods grown from the ground, has given the innovation status and future vision for India. The report expresses that all out creation of natural products on the planet is around 370 mmt. India positions first on the planet with a yearly yield of 32mmt. TIFAC was pondered has centred around 12 chosen vegetables which represent about 65% of the complete generation in India. It is evaluated that the around 20-25% of the all-out vegetables is lost because of poor post gathering rehearses. Further while examining the future patterns, the report featured that the products of the soil would keep on being reaped physically later on. While little land property and the non-accessibility of good quality planting material have been the serious issues of concern, it is normal that nature of planting material would enhance over the long haul because of the correct choice, hybridization, legitimate reproducing and selection of tissue culture.

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Discoveries of US Business Administrations Report (2000), Demonstrated that the Indian nourishment handling industry is a high need segment and is balanced for phenomenal development in the following century. The legislature of India has received the real strategy choice for commercializing horticulture and bundling divisions. Rural creation and the nourishment preparing together records 30% of India's Gross domestic product and utilizes over 70% of its work drive.

As indicated by the **MOFPI (2000-01)** announced that the nation's offer on the planet exchange of prepared products of the soil is still under one%. Because of the increasing number of business person open doors for monetary markets in the growing household market and fare field.

Karan Singh (2010)- In his examination recognized that Most of the ranchers had a medium dimension of information in regards to enhanced mango development innovation. "Mango development is more gainful than other normal yields" and "specialized guidance from specialists helps mango plantation proprietors of the territory" just as the foundation of mango plantations still agriculturists are confronting issues in mango development.

Mary AntoniRosalin (2014) - concentrated on measures to be attempted to defeat the issues experienced in the development of mangoes. Mango is an exceedingly short-lived, matures quickly amid summer and it ends up inconsumable soon. According to a gauge, 30-35% of mango is lost in reap and post-collect stage. On the off chance that the best possible consideration is taken from gathering to the last showcasing to the shoppers, a significant measure of misfortunes can be marked down and better quality organic products can reach to the buyer which can assist the cultivators with getting gainful costs.

Purushottam Bung (2015) – Through his examination distinguished mango cultivator as the serious issues non accessibility of right assortments of mangoes that are perfect for preparing; absence of important framework; absence of helpful exertion among cultivating network; and the absence of mix of the considerable number of exercises beginning from homestead entryway till conclusive buyers in light of sick working of the administration divisions/nodal bodies/foundations with no reasonable course and objectives.

Jadhav.S.S (2017) – Additionally considered the issues of mango development. he found that development and showcasing of mangoes, cost of foundation and task and support of the mango plantation, distinctive promoting channels utilized, dispersion framework, mango preparing, and the diverse issues looked by the mango business partners

ShyamPrakash Singh (2018) – Considered the explanation behind increment in the region under mango cultivator and distinguished the possibilities of mango cultivators moving the idea of development occasional to yearly and climate or the climatic condition and might be one of the more balanced purpose behind expansion of real estate under mango development like budgetary help by government in wording endowment, accessibility of prime data sources saunter planting materials, appropriate water

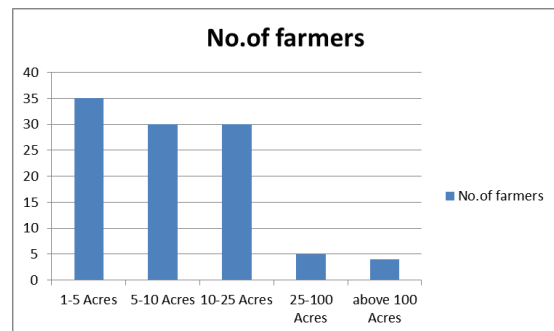
system office, these offices will enhance the mango tree's development.

III. RESEARCH OBJECTIVES

- To Identify the present setup of the farmers for marketing their mangoes in Krishna district
- To analyze the various problems and prospects of the mango growers in production and marketing of mangoes in Krishna dist.
- To suggest measures to improve the marketing of mangoes in Krishna district

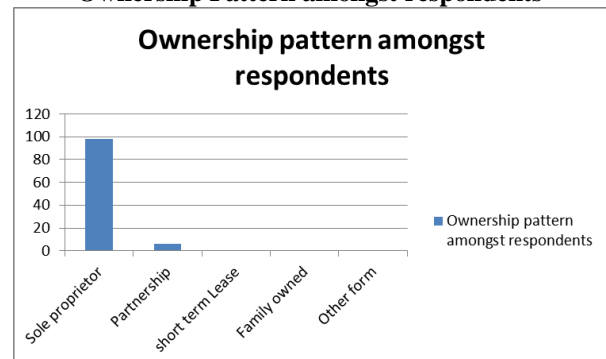
IV. RESEARCH METHODOLOGY

The present study is a descriptive study rather than an exploratory study which explores the problems and tries to provide suggestions opening for new research to take over, it is based on both primary and secondary data are collected in order to identify the problems and prospects of mangos cultivators in Krishna district. 104 Mango cultivators are interviewed through structured questionnaire. These farmers are selected through Convenience sampling . Data analysed using Ms excel and SPSS software Package.



From the sample collected, more than 60% of the farmers have farm land less than 10 acres which shows that they don't have direct access to the market and have to depend on middle men who traders between the farmers and the retail sellers. They have a hold on the market and thus the farmers have to become weak in India.

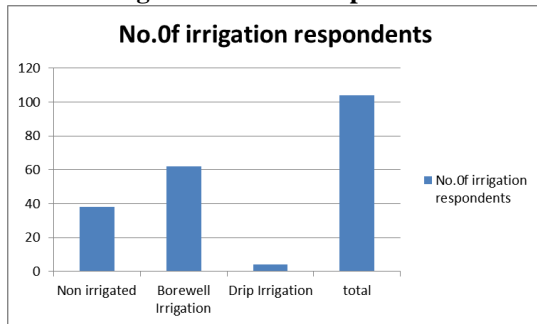
Ownership Pattern amongst respondents



Most of the farmers are sole proprietors. They cultivate their own land and grow the crop. Very less no of farmers form a group or partnership to expand the cultivation

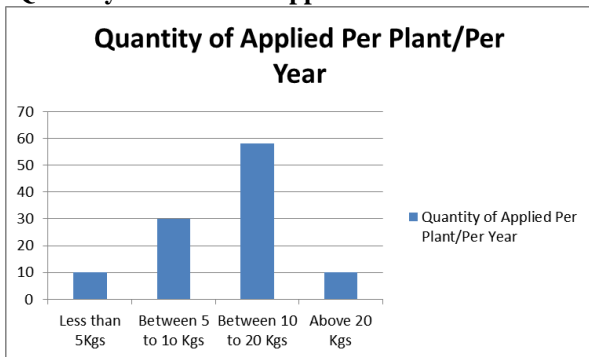


Irrigation status of respondents



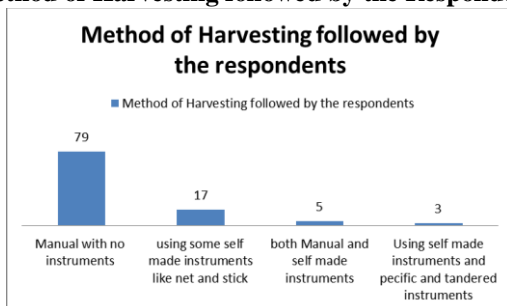
From the above graph, it is very clear that the means of irrigation is done only 65% through Borewell and Drip Irrigation. Plainly 35% of the respondents have no water system facility. Homesteads are not being overseen expertly and no appropriate ventures have been made so as to keep up the cultivating. This is one reason for less production. Also, the specific methodology of dealing with this kind of business needs to experience with an extreme change. At that point no one but we can understand its potential that is being covered up in this part.

Quantity of fertilizers Applied Per Plant/Per Year



The percentage of fertilizers applied per plan on an average is between 10-20kgs which is high. Various different techniques have to be developed to produce different varieties of Mangoes with less use of fertilizers. The farmers should be educated to use the required amount of fertilizers for high yield of the produce.

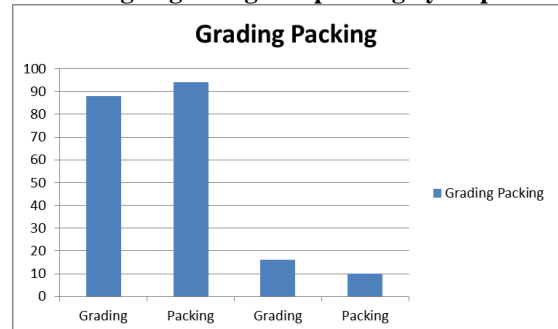
Method of Harvesting followed by the Respondents



From the above graph, harvesting is mostly done manually without any instruments; the fruits are plucked by hand. It is also done through a method through physically made stick with a net tied to it so that the mangoes are collected in the net. The fruit should not fall on the ground

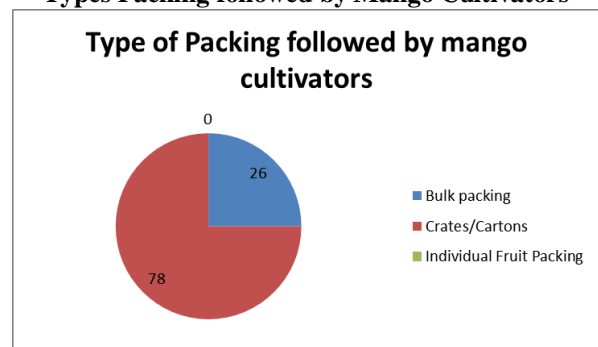
else it will be spoiled internally. Hence techniques have to be identified so as to pluck the fruit from the tree without the fruit falling down on the ground and getting damaged. Other countries used mechanized and automated methods for harvesting and are reaping higher benefits of the produce.

Undertaking of grading and packing by respondents



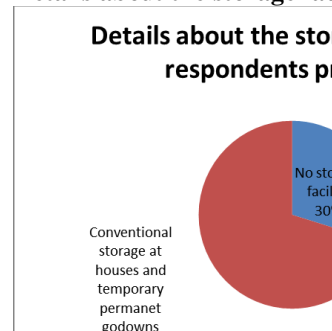
The produce after harvesting has to be graded based on the variety, size, shape, colour, and diseased fruit. After grading, the farmers sell the fruits. Less no of the respondents (20%) pack there produce in crates and cartons of 2 to 4 dozens. Majority of the respondents (80%) don't even pack and sell their produce in bulk packs like gunny bags or sell them through a lorry or tractor based on weight, etc. It becomes noticeable that Indian cultivators don't give much importance on packaging. They are sent to the wholesale market through lorries and tractors where packing is done and are exported to different places.

Types Packing followed by Mango Cultivators



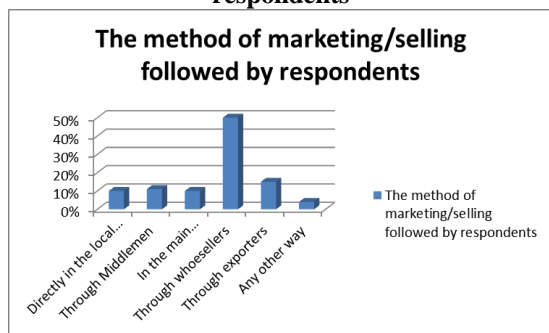
Mostly packing is done in bulks to export to different places. Packing is done in Cartons and Crates to sell to local areas.

Details about the storage facility at respondents premises



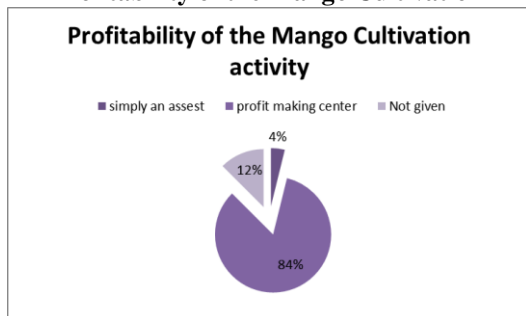
The farmers around 70% do maintain storage facility for the produce. After the harvest, it is directly sold to the market or to the middle men or the produce which they want to sell themselves to the local market area. Temporary godowns are arranged so as to wait for the fruit to ripen to sell in the direct market.

The Method of Marketing/ Selling followed by respondents



There are different methods of selling the produce to the customer. Most of the produce is sold thewholesaler through the middlemen and less export is done to other countries. Only the high quality graded fruits are exported. Selling is mostly done through local market and through middlemen

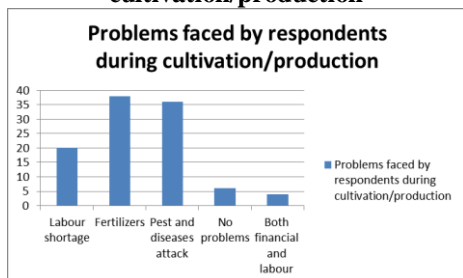
Profitability of the Mango Cultivation



It turns out to be obvious from the diagram that mango cultivation is a benefit making activity.

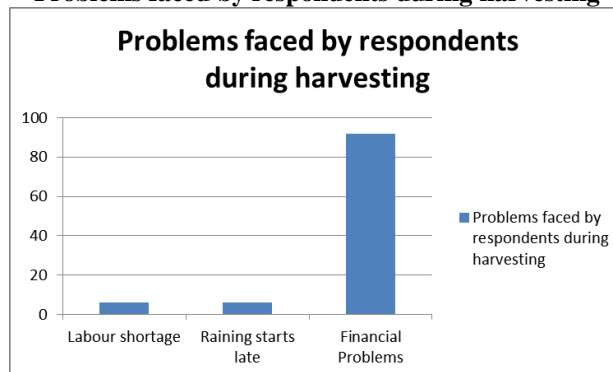
It very well may be gathered that larger part of the respondents (88%) might want to regard their cultivating movement as a profit-making centre, while the other (12%) respondents might want to treat it just as an asset. Most of the farmers invested less than 50,000 over a period of five years which is less. Still it is a profit making activity. With more research and variety of mangoes are produced then this industry will compete with the global market.

Problems faced by respondents during cultivation/production



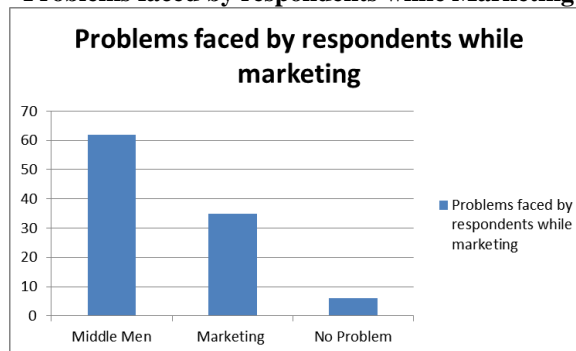
The problems faced by the farmers during cultivations are labour shortage, fertilizers, pest and diseases attack some farmers (i.e 05 of total) confirmed that there are no problems at all. Farmers faced the problem of fertilizers the highest whether it be cost of fertilizers or labour involved in the process of spraying the fertilizers. As the researcher has observed the problem of pests and diseases which is directly related to the fertilizer problem stands next in the list.

Problems faced by respondents during harvesting



During harvesting the farmers faced the problems of labourshortage, raining starting late, and financial problems. Of all these financial problems occupy a majority part in the harvesting.

Problems faced by respondents while Marketing



As the researcher observes the problem of middlemen is the biggest of all problems in marketing the harvest to consumers. The next problem is marketing itself the process of marketing and the financial width involved in marketing these harvested mangoes takes a lot of time and exerts a lot of pressure. Very few respondents were able to tell that there is no problem at all.

V. RESULTS & FINDINGS

- Many farmers own 1 to 5 acres of land, the next highest is 5 -10 acres of land only very few hold land above 10 acres.
- Many farmers have only sole proprietorship on their land which can be burdensome.
- More than 35% farms are not irrigated, 60% of farms are irrigated through bore well and 5% of farms are irrigated through drip irrigation.



- The average quality of fertilizers applied per plant ranged between 10 -20 kg which is very high.
- 79% of farmers use manual techniques to harvest mangoes which may cause damage, 17% use self made instruments to harvest them.
- 80% of the farmers according to the research do not pack the mangoes they just load them in gunny bags and sell them.
- 78% of the packing is done in crates/cartons and 26% for the bulk exports.
- 70% of the farmers use conventional storage facility according to the study and 30% of the farmers do not have a storage facility.
- As per the research conducted majority of the selling of the mangoes is done to the wholesalers and then comes exports which always expect best quality.
- 84% of the farmers cultivate mangoes for profit only 4% cultivate it as an asset.
- Many farmers are facing problems in the area of fertilizers, labour costs and diseases and pests.

VI. SUGGESTIONS:

- The government and NGOs can try to bring awareness in the forms of ownership of the land in the farmers.
- Farmers should be made aware of other farms of irrigations, like sprinklers, drip irrigation etc; providing them the chemical contents of the soil and analysing them to help them make the most of the water system they have.
- Farmers should be given natural fertilizers which are harmless to ecosystem and to the health of both farmers and consumers at an appropriate rate so that they can continue without being drowned in debts.
- Farming machines and their uses like the pruning scissors cut and convey type machines etc; must be taught to the farmers so that they can use these machines to harvest the mangoes without damaging the fruit which will sell for a higher cost without wastage.
- Packing of the mangoes need special attention various preserving techniques can be used and the awareness and training needs to be given to the farmers.
- Storage facilities need to be provided and made available at an affordable rate so, as to help the farmers store their harvest instead of using conventional techniques.
- Farmers need to be given independence by removing brokers/middle men so that the entire profits go to them so that they can invest it again making the economy vibrant.

VII. CONCLUSION:

Major problems in mango cultivation revolves around fertilizers, middle men, irrigation and storage. Most of these problems occur due to the illiteracy and naivety of the farmers and it can be curbed through conducting awareness and training programmes in the villages and places where mango cultivating is taking place.

Not only that and more research programmes need to be conducted on this issue to bring it to the attention of the scholars who can provide efficient solutions that can be

pragmatic and implemented immediately so that the financial and natural growth of the country and its farmers is not stunted.

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