

A STUDY ON MARKETING PROBLEMS FACED BY MANGO CULTIVATING FARMERS IN KRISHNAGIRI DISTRICT, TAMIL NADU

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Abstract : The present study has highlighted the marketing problems faced by mango growers, in particular, small mango growers, medium mango growers and large mango growers in the Krishnagiri District of Tamil Nadu. The primary data randomly collected from 75 sample mango cultivating farmers using multistage random sampling process. Simple percentage and Garrett ranking technique are employed to find the results. The study found that 84.00 percent of the farmers in nuclear family and having 3 to 6 members. Their age group between 30-40 years and 48.00 percent of them had school education and their monthly income is below Rs.10,000/- in all farm size groups. Lack of marketing information, Lack of local market support and Low price for the mangoes are the major marketing problems of the mango farmers in Krishnagiri district of Tamil Nadu. The study recommended that the Government will increase storage facilities, increase more market place and reduce the malpractices in the market.

IndexTerms - Mango, Marketing problems, Krishnagiri district, Garrett ranking technique

I. INTRODUCTION

India is the largest producer of mango in the world. In India, area under mango accounts for 1077.6 thousand hectares with a production of 8715.6 thousand million tonnes and productivity of 8.1 metric tonnes / hactares. Krishnagiri district is having favourable environment for mango cultivation. The mango is the cash crop. Many people from the district are engaged in mango production, marketing and distribution. Many producers are not ready to accept challenges of national and international market. Many mango producers are giving their mango orchards on the pre-harvest contract basis. Many of the farmers are selling their mangoes to agents at lower cost. Agents and middlemen are getting more profits and farmers are getting very less price for their product. The present study has highlighted the marketing problems faced by mango farmers, in particular, small farmers, medium farmers and large farmers in the Krishnagiri District and provided possible recommendations to overcome the problems.

II. MATERIALS AND METHODS

The study is confined to the Krishnagiri district in which mango fruit crop is extensively grown. The district has two revenue divisions viz., Krishnagiri and Hosur. Of these, Krishnagiri division is purposively selected for the study. For evaluating the objectives of the study, the primary data regarding mango production and marketing constraints were collected from 75 sample farmers, selected randomly using multistage random sampling process. Simple percentage and Garrett ranking technique are employed to find the results.

III. RESULTS AND DISCUSSIONS

The results of this study are presented in two main parts viz., (i) socio-economic characteristics of the sample mango farmers grouped in three categories viz., small farmers, medium farmers and large farmers and (ii) Marketing Problems faced by the mango farmers in Krishnagiri taluk of Tamil Nadu.

IV. SOCIO-ECONOMIC FACTORS OF THE SAMPLE FARMERS IN KRISHNAGIRI TALUK

This part is mainly devoted for the study of the socio-economic factors of the selected from 75 sample mango farmers in Krishnagiri taluk of Tamilnadu is presented in table-I.

Table-1: Socio-Economic factors of the Sample mango farmers

Socio economic factors	Particulars	Farm size Group			Total
		Small farmers	Medium farmers	Large farmers	
Family Type	Nuclear family	21	22	16	59
		84.00%	88.00%	64.00%	78.67%
	Joint family	4	3	9	16
		16.00%	12.00%	36.00%	21.33%
Family size Groups	Below 3 members	3	4	5	12
		12.00%	16.00%	20.00%	16.00%
	3 to 6 members	21	19	15	55
		84.00%	76.00%	60.00%	73.33%
	Above 6 members	1	2	5	8
		4.00%	8.00%	20.00%	10.67%
Age Group	Below 30 yrs	4	4	3	11
		16.00%	16.00%	12.00%	14.67%
	30 to 40 yrs	10	13	13	36
		40.00%	52.00%	52.00%	48.00%
	40 to 50 yrs	7	7	7	21
		28.00%	28.00%	28.00%	28.00%
	Above 50 yrs	4	1	2	7
		16.00%	4.00%	8.00%	9.33%
Educational Qualification	School Education	12	10	9	31
		48.00%	40.00%	36.00%	41.33%
	Higher Secondary	8	10	9	27
		32.00%	40.00%	36.00%	36.00%
	UG Level	3	4	4	11
		12.00%	16.00%	16.00%	14.67%
	PG Level	2	1	3	6
		8.00%	4.00%	12.00%	8.00%
Monthly Income Group	Below Rs.10,000	13	15	12	40
		52.00%	60.00%	48.00%	53.33%
	Rs.10,000 - Rs.20,000	5	8	8	21
		20.00%	32.00%	32.00%	28.00%
	Above Rs.20,000	7	2	5	14
		28.00%	8.00%	20.00%	18.67%
Total	25	25	25	75	
	100.00%	100.00%	100.00%	100.00%	

Source: Primary Data

From the table-1, it is observed that out of the 75 mango farmers selected for the study, 78.67 percent of them were in nuclear family and 21.33 percent of them were in joint family. 16.00 percent of the farmers were in the family size of below 3 members, 73.33 percent of farmers were in the family size group of 3-6 members and only 10.67 percent of the farmers were in the family size group of above 6 members. Out of the 75 farmers, 14.67 percent of farmers were in age group of Below 30 years, 48.00 percent of farmers were in age group of 30-40 years, 28.00 percent of the farmers were in the age group of 40-50 years and 9.33 percent of the farmers were in the age group of above 50 years. 41.33 percent of farmers had school education, 36.00 percent of farmers had higher secondary level, 14.67 percent of the farmers had UG level of education and 8.00 percent of the farmers had PG level of education. In monthly income groups wise classification, 53.33 percent of the farmers are earning below Rs.10,000/-, 28.00 of the farmers are earning between Rs.10,000/- to Rs.20,000/- and 18.67 percent of the farmers are earning above Rs.20,000/-. Moreover, all farm size group wise classifications, 84.00 percent of the farmers living in nuclear family and having 3 to 6 members. Their age group between 30-40 years and 48.00 percent of them had school education and their monthly income is below Rs.10,000/-.

V. MARKETING PROBLEMS FACED BY THE MANGO FARMERS

In this part an attempt has been made to identify the various marketing problems encountered by the mango farmers while marketing their mango produce. For this purpose, Garrett ranking technique has been employed.

Table-2: Marketing Problems faced by the mango farmers

S. No	Problems in Mango Marketing	Small farmers			Medium farmers			Large farmers			Total		
		Total score	Mean score	Rank	Total score	Mean score	Rank	Total score	Mean score	Rank	Total score	Mean score	Rank
1.	Grading and garbling	1152	46.08	7	1108	44.32	9	1147	45.88	9	3407	45.43	9
2.	Poor quality of mangoes	1341	53.64	4	1236	49.44	5	1299	51.96	4	3876	51.68	4
3.	Low price for the mangoes	1368	54.72	3	1245	49.80	4	1310	52.40	2	3923	52.31	3
4.	Lack of storage facility	1260	50.40	5	1276	51.04	3	1298	51.92	6	3834	51.12	5
5.	Lack of marketing information	1444	57.76	1	1469	58.76	1	1460	58.40	1	4373	58.31	1
6.	High cost of transportation	962	38.48	10	1068	42.72	10	889	35.56	10	2919	38.92	10
7.	Price fluctuations	1138	45.52	8	1216	48.64	7	1164	46.56	8	3518	46.91	7
8.	Malpractices in marketing	1053	42.12	9	1231	49.24	6	1199	47.96	7	3483	46.44	8
9.	Interference of middlemen	1243	49.72	6	1209	48.36	8	1300	52.00	3	3752	50.03	6
10.	Lack of local market support	1414	56.56	2	1317	52.68	2	1299	51.96	5	4030	53.73	2

Source: Primary Data

From the table-2, it is understood that there are ten major marketing problems faced by the mango farmers and they have been ranked according to their magnitude by using Garrett technique. Out of ten problems arising out of Lack of marketing information by the farmers with 4373 and 58.31 scores, "Lack of local market support" with 4030 and 53.73 scores and "Low price for the mangoes" with 3923 and 52.31 scores occupy first three places respectively. "Poor quality of mangoes" with 3876 and 51.68 scores, "Lack of storage facility" with 3834 and 51.12 scores and "Interference of middlemen" with 3752 and 50.03 scores occupy next three places in the order given here. "Price fluctuations" with 3518 and 46.91 scores, "Malpractices in marketing" with 3483 and 46.44 scores, "Grading and garbling" with 3407 and 45.43 scores and "High cost of transportation" with 2919 and 38.92 scores occupy next four places in the order given here. It is thus understood that "Lack of marketing information", "Lack of local market support" and "Low price for the mangoes" are the major marketing problems of the farmers.

VI. CONCLUSIONS

The study found that 84.00 percent of the farmers living in nuclear family and having 3 to 6 members. Their age group between 30-40 years and 48.00 percent of them had school education and their monthly income is below Rs.10,000/- in all farm size groups. Lack of marketing information, Lack of local market support and Low price for the mangoes are the major marketing problems of the mango farmers in Krishnagiri district of Tamil Nadu. The study recommended that the Government will increase storage facilities, increase more market place and reduce the malpractices in the market.

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