

PROSPECTS AND PROBLEMS OF MANGO MARKETING IN KRISHNAGIRI DISTRICT

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Abstract

India is a country of peasants and agriculture provides sustenance to more than two-third of the Indian population. Agriculture is the backbone of the Indian economy and no planning for economic growth can be fruitful without the development of agriculture sector. The mango cultivation is one of the important segments in the horticultural operation of our country. In general, the mango growers are economically and socially weaker people and faced by various problems such as under employment, lack of financial resources and involvement of intermediaries. Since, the mango cultivation is a seasonal one; it is obvious that they have been unemployed for about six month in a year. The mango growers are exploiting from marketing intermediaries like moneylenders and pawnbrokers. Most of the farmers are illiterate and therefore they are not aware of marketing strategies to market their produce. Moreover, they are not aware of the prevailing price trend in different centers. Therefore, there is a necessity to study the marketing prospects and problems of the mango growers in Krishnagiri district. Adopting convenient sampling, 150 farmers from Krishnagiri taluk were selected for this study. The chi-square test and analysis of one-way variance have been employed to study the relationship between the demographic variables of the farmers and their satisfaction on the mango marketing in Krishnagiri district. Price fluctuation, lack of market information, inadequate market finance, lack of transport facility, inadequate storage facility and malpractices of the middlemen were the problems of the sample farmers in marketing their mangoes in Krishnagiri district. The researcher has suggested suitable measures for the prospects of mango marketing in Krishnagiri district.

Key words: Mango cultivation, agricultural marketing, marketing of fruits, mango marketing, etc.

1. Introduction

India is a country of peasants and agriculture provides sustenance to more than two-third of the Indian population. Agriculture is the backbone of the Indian economy and no planning for economic growth can be fruitful without the development of agriculture sector. The diverse agro-climatic conditions of soil and temperature allow India to cultivate a wide range of fruits and vegetables under natural climatic conditions as against artificial condition needed in the most developed countries, for instance in Europe, electrical cables are installed in farms to heat the soil for cultivation of some horticultural products. In India's horticultural crops, production of mango is about 60 per cent. Mango is one of the highly eatable fruits in the country. It contains various neutering namely B, carotene, carbohydrates, Vitamin 'C' fibre and energy. Mango is one of the cheapest fruits in India, which can be even bought by the poorest of the poor. Mango cultivation is seasonal and therefore during the off-season, the growers have to search for alternative employment.

2. Some aspects of mango

The botanical name for the mango is 'Mangifera indica'. *Mangifera* is derived from the combination of two words, mango and fero. In Latin, they mean bare mangoes from Indica, meaning pertaining to India. Common names in different languages are mango, mangga, mangot, mangue, mangou, Aam, Amb and Amba. Mango a member of Anacardiaceae family is an erect, broad specimen that can reach 100 feet high and 125 feet wide. A tree of this size develops a deep taproot and extensive root system. However, pruning or containerizing can control the size. There are several varieties of this fruit and each variety is known by a special name. Summer in India comes with a tang and smell of the mango. The mango is widely cultivated throughout the tropics but especially in India.

3. Values of mango

The medical property of mango has been known since long throughout the world. Almost all the parts of the plant are used as medicine in one way or other. A fully ripe mango is especially high in Vitamin A, which is considered a cancer-fighting agent. It is also high in Vitamin C and is a good source fibre too. Green mangoes have more Vitamin C than Vitamin A, but as the mango ripen its Vitamin A increases. Mangoes are good for the kidney, aid digestion, relieve clogged skin pores and reduce cysts, excess body heat and favor. All part of the mango has medicinal uses. The roots and bark are astringent, acrid, refrigerant, styptic, antisyphilitic, vulnerary, antiemetic, anti-inflammatory and constipating. They are used in vitiated conditions of pitta, metrorrhagia, colonorrhagia, pneumorrhagia, leucorrhoea, syphilis, wounds, ulcers, vomiting, uterities, diarrhoea, dysentery, diphtheria and rheumatism. The leaves are astringent, refrigerant, styptic, vulnerary and constipating. They are useful in vitiated conditions of kapha and pitta hiccough, hyperdispsia, burning sensation, haemorrhages, haemoptysis, haemorrhoids, wounds, ulcers, diarrhea, dysentery, pharyngopath and stomatopathy. The ash of the burnt leaves is useful in burn and scalds. The flowers are astringent, refrigerant, styptic, vulnerary, constipating and haematinic. They are useful in vitiated conditions of pitta, haemorrhages, haemoptysis, wounds, ulcers, anorexia and dyspepsia. Mangoes are unctuous, energizing and satisfying. A hybrid mango that has no fibre is heavy to digest, although it tastes better than one with fibre.

Natural mangoes are smaller and juicier than hybrids but both are a combination of sweet and sour. As its acid content increases stomach acids, one should never eat mangoes on an empty stomach nor take plain water with them. The sweeter the mango the more easily it is digested and the more energy it provides. A sour mango should never be eaten except in the form of amchur, or dried mango slices. Mangoes are good for excess wind and mucus. A sweet, juicy, ripe mango helps the body generate blood. If a glass of lukewarm milk is taken after eating a mango, it balances bile and

energizes the entire system, specially the intestine. During the hot season, cold water can be added to the milk to reduce the effect of the heat and give strength, vigor and vitality to the system. The fruit is beneficial in liver disorders, loss of weight and some other physical disturbances. It stimulates and energizes the nervous system and is weight producing. It is believed that this fruit helps one stay youthful for a long time, checks premature aging and holds back decay. Mangoes soaked in sugar syrup give energy, remove constipation and serve as a tonic for the brain, stomach, lungs and blood. In terms of nutrition, fruits are very good source of several vitamins, mineral salts and dietary fibre, all of which are essential for good health. Mango fruits contain amino acids, carbohydrates, fatty acids, minerals organic acids, proteins and vitamins. During the ripening process the fruits are initially acidic, astringent and rich in ascorbic acid.

4. Statement of the problem

Agriculture employs about 70 per cent of the Indian population. The success of agriculture is highly influenced by the strategies adopted by the agriculturists. It is quite obvious that the farmers have been facing a variety of problems during the time of cultivation. The major problem included production, finance and maintenance of field. The problems faced by the mango growers are entirely different from other agriculturists. The increase of agricultural production and the development of agri-processing industries are mainly depending on agricultural operations. The mango cultivation is one of the important segments in the horticultural operation of our country. In general, the mango growers are economically and socially weaker people and faced by various problems such as under employment, lack of financial resources and involvement of intermediaries. Since, the mango cultivation is a seasonal one; it is obvious that they have been unemployed for six month in a year. The mango growers are exploiting from marketing intermediaries like moneylenders and pawnbrokers. Most of the farmers are illiterate and therefore they are not aware of the prevailing price trend in different centers. There is no well-organized marketing system and co-operation among the growers. Commission agents and middlemen are exploiting the illiterate farmers by fixing the prices below the cost of production. Generally mango prices are fixed by the middlemen, not by the growers with the result that they have lost their share in the mango business. Though the mango cultivation is not a profitable one, many people are continually doing the cultivation due to the non-availability of alternative occupation. Therefore, there is a necessity to study the marketing prospects and problems of the mango growers in Krishnagiri district.

5. Objectives of the study

The following are the objectives of the present study.

1. To review the practices of the farmers for marketing their mangoes in Krishnagiri district

2. To study the satisfaction level of the farmers towards the present set up of mango marketing in Krishnagiri district
3. To offer suitable suggestions for the prospects of mango marketing in Krishnagiri district.

6. Research design

This is a descriptive study based on survey method. The study aims at finding out the attitude of the farmers towards mango marketing in Krishnagiri district. This study was based mainly on primary sources. On account of low level of education and poor comprehension towards marketing activities, schedule method has been employed to collect primary data from farmers. The secondary data have been collected from the books, records and journals. Adopting convenient sampling, 150 farmers from Krishnagiri taluk were selected for this study. A pilot study was conducted with 25 farmers. The adequate information contained in the schedule has been tested and the necessary changes were incorporated in the revised schedule in the light of the experience gained from the pilot study. In order to study the attitude of the farmers, various statistical tools such as chi-square test, analysis of one-way variance and percentage analysis have been employed.

7. Findings

1. There is no significant relationship in the satisfaction levels of respondents belonging to different educational status with the marketing of mango in Krishnagiri district. However, there is a significant relationship in the satisfaction levels of the respondents belonging to different category with the marketing of mango.
2. The variation in the satisfaction level was high among the respondents of uneducated and among the middle farmers with the marketing of mangoes in Krishnagiri district.
3. Domination of middlemen, local market, perishable product, lack of organized set up and price fluctuation were the features of the mango marketing.
4. About 58 per cent of the sample framers were marketing their mangoes soon after harvesting and 42 per cent of the respondents were marketing their mangoes after ripening fruits in Krishnagiri district. Out of 87 respondents, 41.31%, 51.72%, 89.36%, 77.01%, 28.73% and 44.82% were marketing their mangoes soon after harvesting due to clear debts, to meet the family expenditure, lack of storage facility, perishable nature of the product, anticipating price lowering and post harvest losses respectively.

5. Out of 150 respondents, 35.33%, 38%, 14.67%, and 12% of the sample farmers were marketing their mangoes through direct, commission agents, local traders and wholesalers respectively in Krishnagiri district. 42%, 31.33% and 26.67% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the mango marketing in Krishnagiri district.
6. Out of 150 respondents, 36.66%, 39.33% and 24% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the price of mango. 50%, 20.67% and 29.33% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the payment procedure in mango marketing.
7. 41.33%, 32.67 and 26.00% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the storage facility. Out of 150 respondents, 45.33%, 29.33 and 25.34% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the facility for processing of mangoes.
8. Out of 150 respondents, 44.00%, 36.67 and 19.33% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the prevailing set up for marketing of mangoes. 51.34%, 27.33 and 21.33% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the government support for marketing of mangoes.
9. Out of 150 respondents, 42%, 34% and 24% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the government assistance for the growth of the mango industry. About 31.33%, 42.34% and 21.33% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the availability of packing materials for marketing of mangoes.
10. Out of 150 respondents, 42.67%, 27.33% and 30% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the market information. About 48.67%, 32.67% and 18.66% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the transport facilities.
11. Out of 150 respondents, 31.33%, 42.34% and 21.33% of the respondents were satisfied, partially satisfied and dissatisfied respectively with the commission and incidental charges incurred in marketing of mangoes. 42.67%, 27.33% and 30% of the respondents were satisfied, partially satisfied and dissatisfied respectively towards finance required for marketing of mangoes.
12. Price fluctuation, lack of market information, inadequate market finance, lack of transport facility, inadequate storage facility and malpractices of the middlemen were the problems of the sample farmers in marketing their mangoes in Krishnagiri district.

8. Suggestions

1. The price of mangoes should be fixed after studying the actual situations prevailing in the market. It is also felt that the price of the mango should never go below the level of the cost of production.
2. It is necessary to establish storage facility at taluk headquarter, since it is interconnected with sufficient transport and marketing facilities and the mango growers can effectively utilize services of cold storage.
3. The Government of Tamil Nadu should purchase the mango produce from the farmers directly or quote the standard price for mango according to the market condition. Otherwise a system should be developed where the farmers can sell the produce directly to the consumers at retail outlets without the involvement of middlemen.
4. The mango cultivators require finance for meeting cultivation and marketing activities. It is therefore suggested that the banks must adopt flexible lending policies to suit the needs of the mango growers.
5. Both government and private agencies should establish more number of processing units in this study area for the benefit of the individual mango growers as well as country's betterment.
6. The transport facility should be increased on a large scale to facilitate efficient marketing of mango on one hand and reduce losses due to spoilage of the crops on the other hand.
7. There is an urgent need to set up efficient market information network so that farmers can get timely and adequate market related information which will help them to get better prices for the mango.

9. Conclusion

The mango industry plays an important role in rural areas for bringing radical changes. They not only modernize agriculture from subsistence to a commercial proposition but have also brought a far-reaching socio-economic development in the rural areas. The highly volatile price pattern, lack of storage facilities, and stranglehold of middlemen are some of the crippling roadblocks faced by the mango cultivators in Krishnagiri district. Mango has remained the topmost fruit in India ever since growing demand of the mangoes; a larger area of Indian soil should be used for mango cultivation. The mango cultivation provides employment opportunities to many people and also helps the mango growers for improving their economic status. In this context, the researcher has suggested suitable measures for the prospects of mango marketing in Krishnagiri district.

10. Reference

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