

## **An Empirical Study on the Problems of Mango Cultivation and Marketing**

**Dr. A. Udaya Shankar<sup>1</sup>**

Associate Professor, K L Business School, Koneru Lakshmaiah Education Foundation, (Deemed to be University), Guntur, Andhra Pradesh, India. `Dr.a.udayashankar@gmail.com , 9885554960

**Dr. Pujitha<sup>2</sup>**

Assistant Professor, K L Business School, Koneru Lakshmaiah Education Foundation, (Deemed to be University), Guntur, Andhra Pradesh, India. sabbinenipoojitha@gmail.com, 9948741986

**Sravanthi Yadav.K<sup>3</sup>**

Research Scholar, K L Business School, Koneru Lakshmaiah Education Foundation ( Deemed to be University), Guntur, Andhra Pradesh, India. sravanthiyadav.mba9@gmail.com , 9515918782

### **ABSTRACT:**

India has a well-known agrarian economy worldwide. The nation is noteworthy in the world for the vivid diversity of its fruits, vegetables, and flowers. This industry is extremely important to the nation's GDP, employment, and exports. A few fruits, like the mango, are particularly noteworthy since they are produced in India, which leads the world in this regard. Even though India is successfully maintaining its position as the world leader in production, overall productivity has declined over time. Based on the specifics of the information supplied by a study conducted using secondary data obtained from the government regarding a few factors, including area, manufacturing and productivity, and mango export. According to the data, among developing economies, India ranked first in terms of mango production and exports. With reference to Krishna District, the current study attempts to address the problems farmers face when trying to sell mangoes nationwide.

**Keywords:** Mango, Farmers, Marketing, Productivity.

## **INTRODUCTION:**

The nation's primitive crop is the mango. In India, it was installed before the arrival of Christianity. It is estimated that it has been cultivated in India for more than 4,000–6,000 years.

Mangos are mentioned in old epics like the Mahabharata and the Ramayana, which take place in gardens and forests. Hindus have always held it in the highest regard. Mango leaf garlands are draped over doors on auspicious occasions, and the blossoms are used to worship the goddess Saraswathi. The mango tree is known as "kalpavriksha," or the wish-granting tree, because of the remarkable influence it has had on Indian philosophy over the ages. Its colloquial term "Aam" means "the usual," but it also refers to something that is not only common in India but also the creation of uncommon individuals. Its name, "Amra," has been used as a suffix to indicate distinction and adoration for both people and objects in Sanskrit literature. Indian horticulture and agricultural climate conditions have achieved sustainable support with government assistance. The nation's diverse mango varieties are supported in their growth and cultivation by varying soil cultures and meteorological conditions. The Indian horticultural system does not provide nutritional support to increase productivity; rather, it caters only to the horticultural community (Singh 20101).

The fruit processing industry in India naturally has a lot of room for growth and opportunity. The Indian government has undertaken a number of initiatives and policy decisions aimed at commercializing agriculture, with a particular focus on high-tech horticulture and the full development of the fruit processing, preservation, and packaging industries.

Unexpectedly, the fruit processing zone is evolving into a highly profitable industry focused on quantity. Customers' preferences and consumption patterns for packaged, processed, and prepared fruit products have undergone a distinctive shift in both developed and developing nations, such as India. This change and the rise in fruit consumption over time have made it more important to investigate and assess the issues and opportunities facing Krishna District mango cultivation and production in India.

## **OBJECTIVES:**

1. To research the benefits and feasibility of mango farming in Krishna District.
2. To assess the challenges and opportunities that mango growers face in both production and marketing.

3. Make the required recommendations to enhance Mango's marketing in Krishna District.
4. To be aware of the government assistance offered to advance mango cultivation throughout the nation.

### **REVIEW LITERATURE:**

According to Subrahmanyam and Mruthyunjaya (1978), it is accurate to say that advertisements for greens and harvest are connected by entirely different categories of circumstances, which makes the endeavour difficult and highly volatile. First, the produce's nature took care of itself; its high perishability makes it difficult to create advantages in terms of time and space. An additional factor in the promotion of fruits and vegetables is the small pool of current investors within the company. These factors have a significant impact on the modern agricultural commodities marketing and advertising apparatus. Rajagopal (2008) found that a manufacturer's influence on the final price was most noticeable in the case of apples, followed by mango and guava, based on his research on the advertising of seasonal fruits. Guava was more expensive to advertise and promote than mango and apple. It was discovered that small farmers could also profitably produce apples. Additionally, he recommended that cooperative sales and income be promoted to give manufacturers a larger share of the crop's final price. According to Vadivelu et al. (2013) integrated work, there is no doubt that the goal of any promotional efforts is income, with equal tenure advertising and promotion being primarily dependent on certain prices, concepts, and theories. This includes giving farmers who work efficiently until the very end desirable and truthful rates. Organizing key tactics in conjunction with the more comprehensive fee research strategy through a regulated marketplace device will simplify and enhance agricultural advertising. Agriculture can be adequately advertised if it is made visible through the combined efforts of various sectors via interactions with farmers, middlemen, scientists, and management. Gummagolmath (2000) has identified the problems with mango production and marketing. Based on the survey results, it was found that growers in every class of agronomist's express frustration with opportunity incomes. The issue of unavailable labor was addressed by employing a greater number of average farms (66.67%), small farms (40%) and large farms (33.37%). Regarding advertising and promotional matters, it was found that rate variations

affected 44.44 percent of small, 36.8 percent of average, and 50% of large orchardists. Other issues included excessive fees and the occurrence of restricted business between intermediaries in various sectors because of dealing with farmers, intermediaries, scientists, and management.

According to Kumar (2003), "the law of the mango market may be viable in which all advertising and advertising strategies may be regulated and each individual involved in advertising mango attains their required percentage."

### METHODOLOGY:

The researcher used stratified random selection to select farmers, particularly those who cultivate mangoes in Krishna District, for the article. The sample size was determined using a sample size calculator. At a 95% confidence level and 0.035 margin of error, 778 sample sizes were calculated. The responses from the mango growers were gathered using a structured questionnaire.

### ANLAYSIS:

#### 1. Marketing Problems

S.No	Respondents Opinion	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD
1	Lack of processing mango fruit in the area	4 (0.3)	7 (0.6)	43 (3.6)	462 (38.5)	684 (57)	4.51	0.630
2	Mango transportation problem	13 (1.1)	13 (1.1)	29 (2.4)	455 (37.9)	690 (57.5)	4.50	0.703
3	Mango preservation problem	5 (0.4)	2 (0.2)	8 (0.7)	477 (39.8)	708 (59.0)	4.57	0.565
4	Lack of access to mango market and information	0	0	0	473 (39.4)	727 (60.6)	4.61	0.489
5	Lack of reasonable mango prices	0	0	2 (0.2)	520 (43.3)	678 (56.5)	4.56	0.500
6	Lack of knowledge on mango propagation	3 (0.3)	1197 (99.8)	0	0	0	2.00	0.050

From the above table mean analysis of opinion on the marketing problems it was observed among 1200 respondents opinion, lack of access to mango market and information (4.61), mango preservation problem (4.57), lack of reasonable mango prices (4.56), lack of processing mango fruit in the area (4.51), mango transportation problem (4.50) and lack of knowledge on mango propagation (2.00).

From the SD analysis it was observed that for the statement lack of knowledge on mango propagation (0.050) there exists no deviation among the respondents opinion.

## 2. Problems faced by mango growers

S.No	Respondents Opinion	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD
1	Unavailability of Market Information	0	868 (72.3)	332 (27.7)	0	0	2.28	0.448
2	High Commission Rates	0	0	0	947 (78.9)	253 (21.1)	4.21	0.408
3	Quoted at Low Prices	137 (11.4)	618 (51.5)	445 (37.1)	0	0	2.26	0.648
4	Dominance of Market Intermediaries	0	0	0	936 (78.0)	264 (22.0)	4.22	0.414
5	Unauthorized Deductions	0	0	14 (1.2)	961 (80.1)	225 (18.8)	4.18	0.410
6	Demanding Mangoes	0	628 (52.3)	572 (47.7)	0	0	2.48	0.500

	beyond Actual Weight <i>Research paper</i>							
7	Strong Bargaining Power of Intermediaries	0	0	0	940 (78.3)	260 (21.7)	4.22	0.412
8	One Sided Price Fixation	0	0	0	923 (76.9)	277 (23.1)	4.23	0.422
9	Demanding Free Sample	0	1200 (100.0)	0	0	0	2.00	0.000
10	Credit Sales	0	0	18 (1.5)	916 (76.3)	266 (22.4)	4.21	0.441
11	Malpractices Adopted by the Middlemen	8 (0.7)	923 (76.9)	269 (22.4)	0	0	2.22	0.429
12	Faulty Method of Sale	164 (13.7)	1036 (86.3)	0	0	0	1.86	0.344

From the above table mean analysis it was observed among 1200 respondents, one sided price fixation (4.23), dominance of market intermediaries (4.22), strong bargaining power of intermediaries (4.22), high commission rates (4.21), credit sales (4.21), unauthorized deductions (4.18), demanding mangoes beyond actual weight (2.48), unavailability of market information (2.28), quoted at low prices (2.26), malpractices adopted by the middlemen (2.22), demanding free sample (2.00) and faulty method of sale (1.86).

From the SD analysis it was observed that for the statement demanding free sample (0.000) there exists no deviation among the respondents opinion.

## **SUGGESTIONS:**

1. Much of the study skips over important details and draws the conclusion that India lags behind other countries in the world in terms of mango productivity and quality. This is primarily because Indian mango cultivators are not as adept at implementing new technologies.
2. Encourage mango trading on the internet to increase familiarity.
3. Fruit grading is crucial to improving the fruit's appearance. It's necessary to grade mangoes.
4. Establishing connections with well-known, large-scale retailers will help with mango marketing.
5. Mango marketing is aided by promoting off-season activities such as making mango pulp, pickles, jams, and other comparable products.
6. Acknowledgment for premium clean and processed varieties that are marketable during the busiest season.
7. Branding Indian mangoes since their flavor and fragrance are well-known.
8. MSMEs and SSIs' participation in mango production and harvesting increases mango sales.

## **CONCLUSION:**

Fruit production contributes to human health, happiness, and prosperity. Human quality of life may be measured by the start and maintenance of healthy lifestyles, which heavily emphasize the consumption of fruits. The mango is the most delicious fruit in the industry and has been known as the "king of fruits" for ages. Over the previous 15 years, there has been a significant acceleration in the field and growth of preferred fruits, particularly mangos. It has also caused a great deal of issues with the final product's marketing and promotion. Due to the fruit's tendency to perish, farmers are faced with several issues that cannot be resolved right away. The different marketing facilities that were necessary for the financial disposal of the produce have, however, been unable to keep up with the rapidly expanding fruit industry. The fine of fruit, which is determined by the point of choosing, care taken in grading and packing, time taken in transportation, and so on, is what determines the profits from mango farming, along with a host of other factors. Because of the increase in fruit production in Krishna District,

storing cloth has also become problematic. Keeping in mind the previously mentioned types of varieties thoughts, this paper goes into detail about the most significant advertising and promotional issues facing mango cultivators, particularly in Krishna District. Krishna District has been found to possess the topography required for the growth and development of mango. Additionally, a thorough explanation of the potential solutions for the marketing problems that mango growers have raised has been provided.

## REFERENCES:

- [1] Biswas, B.C. and Lalitkumar (2011). Fertilizer Marketing News, March 2011. Pp. 1-23, “Revolution in Mango Production – Success Stories of Some Farmers”
- [2] Singh S.K. (2010). pp. 40- 43, The Hindu Survey of Indian Agriculture 2010, “More Resource Allocation for Research Necessary”
- [3] ASSOCHAM, 2013. The Associated Chamber of Commerce and Industry of India, Horticulture Sector in India- State level experience. New Delhi:
- [4] Subrahmanyam, K.V., and Mruthyunjaya (1978), Indian Journal of Marketing, 9(1), Pp 9 – 17, Marketing of Fruits and Vegetables Around Bangalore : Problems and Prospects,
- [5] Rajgopal, (2008), Indian Journal of Agricultural Economics, 42 : 465, Economics of fruit production and marketing of India – A study of selected crops.
- [6] Vadivelu, A., & Kiran, B. R. (2013), 3(3), 108-118, International Journal of Agricultural and Food Science, Problems and prospects of agricultural marketing in India: An overview.
- [7] <https://economictimes.indiatimes.com/news/economy/agriculture/as-a-horticultureboom-pushes-up-farm-incomes-here-are-two-key-missingpieces/articleshow/65823924.cms?from=mdr>
- [8] Kumar N.R(2003), Vol.48, Sep 2003,p-36, Indian Horticulture, “Mango Marketing in India”,