

India's economy is still largely dependent on agriculture. Fruit, vegetable, and floral harvests are crucial.

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Abstract:

India's economy is still largely dependent on agriculture. Fruit, vegetable, and floral harvests are crucial. Mangoes are one of the most important fruits to our country's economy. That's why everybody calls it the king of fruits. This article aims to provide an overview of mango marketing, touching on topics such as production, demand, mango variety, and exports. Many factors influence mango marketing, including production, demand, mango type, and export share. This article provides a conceptual framework for understanding the interrelated aspects involved in mango marketing.

Search Terms: Export. Promotion, Mango, and Manufacturing.

Introduction:

India is a developing nation that has relied heavily on agriculture for centuries. India offers a vast range of crops because of the country's varied soil, temperature, and language. Mineral and vitamin-dense fruits are abundant in India's harvest. Cotton, groundnuts, and sugar exports have fallen, but those of Basmati rice, oilseeds, fruits, and vegetables have increased. Since many years, India has been a major player in the international mango export market. Thus, the title "King of Fruits" is commonly applied to mangoes. It produces about 10 million tonnes of mangoes yearly, making it the world's second-largest producer. The country's GDP is suffering as a direct result. The marketing structure in our country is not evolved to that extent, and it is not controlled by the government, therefore the marketing of agro-based products is encountering challenges.

Many doors have opened for aspiring businesspeople thanks to the agricultural sector's recent economic boom. Mango marketing is becoming increasingly important on a worldwide scale. In this case, the marketing ensures that everyone in the marketing chain makes a profit. Markets, producer share, and consumer prices will fluctuate over time and across space. As a result, it is a very thorough investigation.

A mango market is a physical location where buyers and sellers of mangoes can interact face-to-face in order to complete a purchase or sale. Mango market is the site where buyers and sellers of mangoes interact, where mangoes or services are exchanged, and where title is transferred. When we talk about a "mango market," we don't just mean a specific location where mangoes are traded; we're referring to any geographical area where buyers and sellers interact freely enough that the price of mangoes tends towards parity. Buyers and sellers of mangoes can meet there physically or through other methods of communication, such as mail, phone, cell phone, the internet, etc. That there is open competition between buyers and sellers of mangoes means that the "mango market" is not limited to a certain location.

The mango fruit itself is considered a crucial component in the manufacturing procedure. Efficient marketing systems get products to consumers quickly, in appropriate quantities, and with a minimum of wasted effort and money. Both the producer and the consumer benefit from this highly developed and effective marketing strategy. Mango sales have been going on for four decades, but the government has paid no attention to how well they are doing.

The area under mango cultivation, output, and productivity of mango, as well as marketing and exporting of mango, were all affected by the shifts in India's economic structure that occurred after liberalization. Mango cultivation and distribution face numerous difficulties in today's open economy. As a result, learning about mango marketing requires an in-depth examination of the crop's geographical range, production methods, and yield.

The exchange of goods and services for monetary value is the foundation of the commercial and economic activity known as "mango marketing." Mango planning, pricing, promotional, and distributive want to constitute a comprehensive business system. Mango marketing encompasses all efforts made to maximize value in terms of location, timing, and ownership. When mangoes are delivered to the locations where they will be most useful, time utility is formed when the recipients actually have a need for them, and possession utility is created when the recipients actually have the mangoes in their possession. The term "mango marketing" is used to describe the business processes involved in moving mango products and services from their producers to final consumers.

Mango plantings expanded during market liberalization, compared to their earlier, more restricted state. Mango production increased after liberalization, compared to the time before it. Mango yields improved after market liberalization was implemented, compared to the years before. Mango plantings, output, and productivity all increased after liberalization, compared to their pre-liberalization states. Mangoes fared better than other fruits in terms of growth in planted area, output, and productivity after liberalization, when compared to the years before. Area planted with mango trees, mango output, and mango productivity all increased at a faster rate and in a more erratic fashion after liberalization compared to before it.

Review of literature:

Mango crop production:

Technology, export quality, the market, and other factors all play a role in mango production. Since 1990, the states of Andhra Pradesh, Uttar Pradesh, Bihar, and Karnataka have all witnessed increases in their mango harvests, while the states of Bihar and Maharashtra have both seen increases in their citrus harvests. India is one of the world's top producers, accounting for 8.57 percent of total output in 2000 (Subrahmanyam K.V., 2000).

The connection between export quality, technology, and the market has also been studied. For this purpose, the study's socioeconomic characteristics are analyzed. Banana farmers need access to more money and better infrastructure in order to increase their output (Terrence, 1989). Mango production has been on the rise in the Indian state of Andhra Pradesh since 1950 (M.S., 2002), which has a direct effect on the mango industry. Apple, mango, jackfruit, cashew, and other trees of this ilk often grow wild rather than in planned orchards. Since the amount of land used for growing mangoes varies from year to year, the average annual growth rate for mangoes is only approximately 13%. U.P. has 26% of the country's total fruit-growing area, followed by Andhra Pradesh with 11% and then Kerala and Karnataka with 6% each (Ranjit, 1995).

The economics of fruit production, the agronomic aspects of fruit farming marketing, and the government policies on fruit production and marketing in various nations are all subjects of research (Organisation, 1985). The potential for fruit and vegetable marketing in the United Kingdom has been investigated. The production, marketing, and consumption structures of the fresh fruit and vegetable sector. According to the research, the share of imports has greatly increased as a result of consumption having increased (Black Holly, 2009). This is because the study focuses on the mechanisms by which fruit consumption could be increased.

Mango promotion and sales:

Mango promotion is quite standard and multifaceted. There are several links in the mango distribution chain. There are a number of hidden costs associated with selling mangoes that should be covered by the commission agent and not the seller (M.S. S. R., 2002). These include clerical fees, hamali, phone costs, and cleaning fees. Mangoes have a number of distinct distribution channels, each of which results in a different percentage of revenue for growers and farmers. Since farmers traditionally sold their wares through middlemen known as pre-harvest contractors, the majority of the consumer rupee goes to pay these middlemen. However, farmers now keep a larger portion of the profit after the elimination of these contractors (B.C.Bhowmick, 1993).

Based on research conducted in the United States, we know that seasonal and cyclical supply variations of fruits and vegetables, pricing differences between markets, prices at intermediate marketing stages, pricing is according to quality, and price stabilisation are all factors to consider when pricing fruits and vegetables (J.C., 1970).

Subbanarasaiah had researched the fruit industry in India from 1985 to 1990, focusing on the marketing of horticultural commodities. This research looks at how prices are set for plants grown in greenhouses. Every buyer and seller has to make their own independent decisions in

response to the constantly shifting market conditions. According to his definition, prices are the monetary value that one unit of a good or service fetches on the market. Therefore, he reasoned, price equals the item's market value converted into monetary terms. The level of prices is often used as a proxy for the health of the economy. A farm's profitability mostly depends on the state of the market when its crops are in season. Subbanarasaiah (1991) adds that knowledgeable fruit farmers, pre-harvest contractors, distributors, commission agents, and retailers all play roles in the fruit's price discovery.

Produce of the same quality and presentation will get equal pricing on all marketplaces in countries with an established marketing system, taking into account variances in transport costs and losses based on the distance from the growing areas. Local demand and supply mismatches produce temporary price differences between markets, although they are often smoothed out rapidly as wholesalers adapt to shifting market conditions. Not that this necessarily means that prices in every market in a given country should be identical. Shipping expenses, including fuel, tolls, packaging, and labor, will differ from one industrial hub to the next. This study adds that quality-based pricing is increasingly crucial since consumers with sufficient discretionary income value quality and are willing to pay a premium for higher grades, as well as for more aesthetically pleasing and functional packaging. Buyers who are picky about their produce also try to find specialty types.

It is not possible to account for supplier pressure on price changes in some of the studies due to a lack of relevant data. According to their research, the age and general condition of the trees, the type of soils, the setting of the fruit, the number of trees in the orchard, the percentage of bearing and non-bearing trees, the availability of transportation, the proximity of the orchard to the market, and the orchard's performance the previous year are all factors that influence mango prices (Chauhan, 1997).

Marketing mangoes: why they're so crucial

Instead of money, Indian wealth comes from the things that money can buy. Mangoes are goods because they provide a valuable service to humans and can be traded for money. Improved mango marketing efficiency reduces distribution costs, which in turn reduces prices for consumers and boosts national income. Second, it's something that can be exported, which means it can bring in money from overseas and boost the economy. Mango sales are crucial to the economy of the country, and it is a well-established fact that one-third of all employed citizens work in the marketing industry.

Improvements in both mango variety and quality result from the marketing process. Thus, it serves as the bridge between mango cultivation and consumption. Mango marketing is not unique in needing a systematic and scientific approach to price control and stabilization. Since mangoes quickly spoil, they are not among the most in-demand fruits. Thus, rigorous and methodical mango marketing helps keep the price of mangoes stable. If mango marketing is constant, methodical, and scientific, producers will consistently provide products that meet the needs, wants, and preferences of consumers, and consumers will have access to a diverse range of options at stable costs. Mango hoarding, profiteering, and black marketing are diametrically opposed to this kind of promotion. By making surplus mangoes available in the areas that are experiencing shortages, scientific and methodical mango marketing effectively corrects the problem (Sreenivasa Murthy, 2002).

An increase in economic leadership and economic literacy, as well as a decrease in the use of bonded labor, can all be attributed to the marketing of mangos. Farmers' productivity is increased, and they are transformed into cutting-edge agribusinessmen because of marketing's accessibility of cutting-edge instruments, fertilizers, pesticides, scientists, and free services after the sale. Mango marketing raises the worth of products by redistributing their ownership and moving their points of consumption. The commercialization of mangoes not only raises and improves people's living conditions but also creates many new jobs in the mango industry, from cultivation to distribution.

In India, as in other nations, there are middlemen who play a role in the fruit marketing system's dynamism and expansive network of Channels. The distribution and marketing of fruits in India is still largely based on age-old practices. When the fruit is still immature, the standing crops are sold to a contractor. Pre-harvest contractors are what you might call them. These contractors oversee the harvest and then sell the product through a network of wholesalers and commission agents, who pocket the lion's portion of the profits (Khunt, 2001).

Mango distribution networks

1. From producer to pre-harvest contractor to regional distributor to retailer to end-user.
2. Producer -> Post-Harvest Service Provider / Far-Off Wholesaler -> Retailer -> End User
3. Manufacturer to Pre-Harvest Worker to Wholesaler to Shopper
4. The Food Chain: Manufacturer to Pre-Harvest Worker to End User
5. Manufacturer to Distributor to Retailer to End User
6. The chain of distribution begins with the producer and ends with the customer.
7. Manufacturers to Shoppers

Six primary mango distribution channels in Andhra Pradesh were investigated. Research in the Krishna district of coastal Andhra Pradesh, the Chittoor district of Rayalaseema, and the Khammana district of Telengana found that 65.33 percent and 62.22 percent of small and medium-sized farmers, respectively, dispose of their mango harvest via pre-harvest channels, while the corresponding figure for large farmers was 46.67 percent. Domestic marketing and international marketing are the two main types of marketing channels. Pre-harvest contractors and local traders continue to dominate in Maharashtra, notwithstanding the growth and importance of the co-operative marketing channel (C.P.Godara and S.R.Bhonde, 2006).

Up to 37.5% of all mango acreage in India is located in Uttar Pradesh. But Andhra Pradesh has the world's largest mango harvest. Uttar Pradesh's first place in land area belies its second place in output, which is thrilling to learn. Only 0.2% of all mangoes grown in the country are exported from UP. How many wholesale marketplaces a city has is proportional to its size and population. One of the key factors determining a market's actual efficiency is who owns and controls it. Twelve of India's 48 wholesale markets remain uncontrolled. Additionally,

there is one tolerant market in Delhi, one in Mumbai, and one in Ahmadabad. The amount of mangoes that need to be processed because of this event has a direct effect on investment, financing, human resources, and the preservation of farmers' interests (Sreenivasamurthy, 2002).

Changes in farm product prices are the result of government intervention in commodity markets and trade restrictions. Now is the time for change to address these inefficiencies in agriculture and maximize the benefits of previous industrial reforms. Reforms in the agricultural sector are expected to have far-reaching effects. Different domestic commodity prices would be impacted in unique ways by trade liberalization. In response to shifts in relative prices, farmers could alter the ratio of resources like fertilizer that they use on certain crops. As a result, production levels and farm incomes will shift (D.S. Sidhu, 1976).

Climate, closeness to markets, availability of good cultivable land, and seasonality are traditional characteristics that have determined mango exports and have not changed over time. However, the global trade pattern has evolved significantly throughout time due to technological advancements, the availability of production skills, shifts in consumer demand, the establishment of the World Trade Organisation (WTO), and the widespread adoption of privatization, liberalization, and globalization. Here are some of the most salient shifts in international mango trade that occurred throughout the liberalization era.

The Indian Mango Export Industry

India now has one more reason to brag about: China has opened its market to imports of Indian mangoes, especially the Alphonso type. As a result, the liberalization of India's economy has paved the way for an increase in the export of a wide variety of agricultural products, particularly fruits and, within fruits, particularly mangoes. Since 1980, India has hoped to increase its annual harvest of fresh mangoes. The combined percentage of the countries of Bahrain, Bangladesh, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Singapore, the United Arab Emirates, and the United Kingdom was 95.77 percent. This means that some countries regularly imported mangoes from India, while others imported either sporadically or in very small amounts (Export-Import Bank of India, 2005).

The export competitiveness of Indian mangoes was the subject of research by Patil and Patil. This research is the basis for the breakdown by country or by final destination. According to his research, major mango-importing countries include Bahrain, Bangladesh, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Singapore, the United Arab Emirates, and the United Kingdom.

Exports to Bahrain (3.89%), Kuwait (4.73%), Malaysia (6.33%), Qatar (8.41%), Saudi Arabia (16.31%), Singapore (17.56%), the United Arab Emirates (13.27%), and the United Kingdom (6.40%) increased in volume pre-liberalization.

The rate of expansion was fastest in Saudi Arabia and slowest in Bahrain. Mango exports from Bangladesh, Oman, and Singapore were down 3.20 percent, 11.14 percent, and 17.56 percent, respectively, during the same time period. Prior to liberalization, the United Arab Emirates exported 6,127 metric tonnes of mangoes, whereas Malaysia exported an average of 62 metric tonnes per year. With the exception of Oman, all countries showed rising trends and progress after the liberalization period began. Malaysia saw growth of 41.72 percent during this time span, whereas Kuwait saw growth of just 5.89 percent. However, export volumes

were highest for the UAE at 21222 metric tonnes, followed by Saudi Arabia at 17513 metric tonnes. Oman's 58 metric tonne shipment of mangoes was the lowest in the world. With the exception of Oman and Singapore, the rest of the countries where exports went up between 1978 and 1998 were Saudi Arabia (20.02%) and Kuwait (1.78%). Since 1978, the United Arab Emirates has consistently topped Saudi Arabia in terms of production volume, with an annual average of 7,101 metric tonnes (Sudha.M, 2003).

According to data broken down by country, 50% of all mangoes shipped from India went to the United Arab Emirates (UAE), where they fetched Rs 61021 thousand annually in export earnings before liberalization, while the lowest export earnings came from Malaysia at Rs 206,000. Even after liberalization, the United Arab Emirates remained the top export destination (\$169,565,000) while Qatar ranked last (\$901,000) in annual exports. During the time frame of 1978–1998 (G.P.Gandhi, June 2006), the United Arab Emirates (UAE) had the biggest mango trade with India at Rs 99330 thousand, followed by Saudi Arabia at Rs 37339 thousand.

The overall rate of growth for mango was 9.48%, while pre-post growth was 13.34%, and growth overall was 9.48%. Except for Oman (-5.44 percent), Singapore (-2.85 percent), and other nations (-1.79 percent), all countries recorded positive trends and progress prior to liberalization, while only Oman registered negative exports subsequent to liberalization. With 45.53 percent annual growth, Malaysia leads the pack, followed by Singapore at 40.60 percent and Qatar at just 1.01 percent. In 2001–02, exports of mangoes totaled 444,29,000 metric tonnes and Rs 80,991,39,000 in value. Bangladesh reported an export volume of 210,34 metric tonnes, while Indonesia reported a volume of 2,000 metric tonnes. In 2001-02, earnings totaled Rs 241040 lakh from Bangladesh and Rs 0.52 lakh from Indonesia (AERC, 2001).

Mangoes are imported by the European Union from Brazil, the United States, South Africa, the Ivory Coast, Venezuela, Israel, Peru, India, and Pakistan, although only in lesser quantities than they are exported. Only 3% of Europe's \$72 million mango imports come from India. It wasn't until 2001–02 that India began shipping fresh mangoes around the world.

New businesspeople from all over the country and the world are entering the agriculture industry as a result of economic liberalization. Mangoes being a perishable fruit makes marketing them crucial to the commercialization of agriculture, and the profitability of the mango trade is directly tied to the quality of both mango production and mango marketing. As a result, the challenge of promoting mangos has risen in importance on a regional, national, and international scale. Mango prices fluctuate seasonally and geographically, and farmers have a stake in the final retail price. Profits for all parties involved in the mango market are guaranteed by the system's efficiency. All of this points to the vast potential of researching mango marketing and associated topics. Nair (1996) notes that this is a crucial part of any research on the commercialization of mangoes in India.

India's economy is heavily dependent on agriculture. The country's climate and soils range from tropical to temperate, making it ideal for cultivating a wide variety of fruits. These fruits are especially beneficial because they contain essential nutrients. In addition to their usefulness as food, they also have substantial economic significance, particularly in export markets. After Brazil and the United States, India is the world's third-largest producer of both

vegetables and fruits. The mango, sometimes called the "King of Fruits," is the most revered fruit of them all. Evidence from the National Horticulture Board places India above the global production rankings.

Mango exports to new markets have been on the rise as the economy has opened up both domestically and internationally. As a result, the challenge of effective marketing is now essential to the success of mango commerce on a regional, national, and international scale. Marketing helps businesses become more productive and profitable by providing them with a fair and reasonable price for their goods and services. That's why this research project is known as a "systematic study of mango marketing." Again, production, markets, producer share, and consumer price vary with time and space at the national, state, and city levels in India. All of this points to the vast potential for research into the marketing of mangoes. Market dynamics and cooperative marketing are undeniably significant to the success of American exports. Despite this, evaluating the effectiveness of mango production and marketing at the national level has received a lot less attention than it deserves. This void prompted the researcher to investigate the commercialization of mangoes. This study assumes greater importance because it covers the post-liberalization period, and it is hoped that it will assist marketing agencies, mango entrepreneurs, government, middlemen in marketing of mangos, and those who are concerned with export of mangos in taking excellent measures to promote 229 trade and foreign trade of mango marketing. To put it simply, a country's population is its most valuable and productive resource. The population of India was counted at over 102 crores70 lakh in the year 2001. India has a larger population than any country other than China. About 17% of the global population resides in India. The population has more than doubled in the 50 years since independence. Between 1991 and 2001, the population increased by 2.1%. The population in India is not evenly distributed. Sixty-six percent of the population occupies only one-third of the land.

Conclusion:

The national government has recognized the mango's positive effect on the economy and declared it a valuable asset. It's a huge driver of our country's exports. Despite this, the mango industry's distribution structure is fraught with difficulties. Mangoes in India have a complex marketing structure that takes into account numerous elements, including supply and demand, crop yields, and consumer preferences. Therefore, the government must take significant action to address issues related to mango marketing.

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