

Sweating the Sweet: Marketing Challenges Faced by Mango Farmers

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ABSTRACT:

With more than half of India's GDP coming from this industry, agriculture is one of the nation's most significant economic sectors. India's global reputation for producing a vast array of goods is well-established. Farmers find it extremely laborious to market their own agricultural products when middlemen are involved. The main factors in marketing are competitors, improper use of nearby markets, and unavailability. The marketing cycle includes the following: production, grading, transportation, pricing, information transmission from the market to the production area and vice versa, and finished goods. Transportation to and from the consumer, as well as the manufacturing of commodities, are all included in the agricultural marketing process. Data collection on the difficulties and opportunities associated with mango cultivation and marketing was the aim of this study. It has thus been recognized as a source of important and crucial information on the trends in mango production and the difficulties associated with their marketing. Therefore, to help small-holder farmers take advantage of opportunities and close skills and knowledge gaps to improve their standard of living, developmental activities should concentrate on the gaps that have been identified.

The study took part in Andhra Pradesh district. The study shed some light on the difficulties and problems farmers face when marketing their mangoes. Fifty mango farmers made up the study's sample, from which primary data was obtained. According to the study's findings, farmers require instruction and training in forward and backward linkages, processing, packaging, financial and marketing support, and preservation. Farmers needed entrepreneurs to sell their mangoes, provide cold storage, and develop new technologies for mango production and storage.

Keywords: Mango cultivators, marketers, processors, and value-adding Issues Facing Mango Farmers.

With more than half of India's GDP coming from it, agriculture is one of the nation's most significant economic sectors. India's global reputation for producing a vast array of goods is well-established. One of India's economic highlights has been the sale of agricultural products. The production of commodities and the movement of those goods to and from the consumer are both included in the agricultural marketing process. Ineffective marketing strategies and target information delivery are major obstacles to the achievement of agriculture development goals.

The marketing cycle includes the following: production, grading, transportation, pricing, information transmission from the market to the production area and vice versa, and finished goods. Lack of rural cooperative work, seasonal price swings in agricultural commodities, inadequate marketing information systems, inadequate government support for rural information marketing, and inadequate marketing infrastructure facilities Farmers cannot access inputs, there are insufficient storage facilities, and there are few sales outlets. Marketing and production have no added value. Rural communities lack access to cooperatives' warehousing and storage facilities, and there is not enough transportation available to export produce. Due to the perishable nature of the products, a further industry constraint is cited as a lack of technical knowledge regarding produce management.

LITERATURE:

In tropical areas such as south India, mangoes are grown commercially and are considered a universal fruit in India. Mango farming is increasing profits and enhancing the standard of living in Tamil Nadu and throughout India. Thus, it can be concluded that giving mango growers greater access to transportation, cold storage, and credit facilities will improve the

fruit's yield, production, and marketing, which will raise both the nation's domestic and foreign revenue (Narayan & Saminathan, 2017).

An investigation carried out in Tamilnadu's Krishnagiri district. When it comes to the cultivation and sale of mangos, farmers confront numerous challenges. The main issues seen in the niche area are inadequate pest management and irrigation systems, a lack of storage systems, and the influence of agents and middlemen. A strong local administration system, suitable cold and storage systems, and farmer research to develop a strong marketing plan are the recommendations for the main issues raised in this paper (Palanivel, 2015).

Asserts In India, technology has advanced thus far, but not at the grassroots level. It is limited to specific cities. The issues of low literacy, high interest rates charged by moneylenders, and department head corruption persist in rural areas. Farmers now face numerous challenges and obstacles in their quest for a higher compensation for their labour, as well as an accumulation of loopholes (Vadivelu & Kiran, 2013).

Poverty shortens life expectancy in a nation like Nigeria. For both sexes, the average life expectancy is approximately 65.82 years. However, the average life expectancy in Nigeria is 44.3 years. This indicates that 30% of Nigerians live shorter lives than the global average. This situation is solely due to a food crisis and scarcity. Furthermore, the average fertilizer application rate worldwide is two hundred kilograms per hectare; in Nigeria, the rate is approximately eight kilograms per hectare. Imagine the difficulties associated with producing and selling agricultural commodities if this is the situation in one of the developing nations (Anselm et al, 2010).The Karnataka district of Kolar was the site of the study. The farmers who manage market risk and provide the market with mangoes are the middlemen in the credit cycle. Since the middlemen have easy access to the market and are involved in the lending facility for farmers, getting rid of them is not so simple. Despite not offering farmers any technical guidance, the agents are necessary to access the high-value market and lower market risk (Madhuri, 2019).By accruing more debt, the farmers' failure to preserve credit and reserves for future uncertainty turns the situation into a serious one. The presence of legitimate agricultural product dealers, sustainable infrastructure, agricultural marketing advisory services, warehousing facilities, and reliable market information all have an impact on the product's outcome and productivity. The Ethiopian government started by streamlining the fertilizer supply chain to raise farmers'

standards of living.2) Restructuring the system of credit supply.3) Strengthening the connection to markets. 4) Introducing a farm produce storage model warehouse system (Tesfayehailu et al, 2016).

This study found that low prices, monopolies, a lack of cooperatives, malpractices, and lack of procurement were problems for 32–53% of small farmers. The biggest issue is the exorbitant cost of transportation. This hurt 82% of small farmers and 60% of large farmers, and the failure of regulated markets came next. Farmers on a large scale were worried about the packing facility, mechanical grading, and credit. The key takeaway from this is that small farmers are more impacted than large farmers because of their limited capacity for large-scale commodity production and their incapacity in financial matters. Rural areas are important, and establishing a business there is necessary (Thakur et al, 1997).

has an analysis of rural markets and finds that businesses only focus on these areas due to the abundance of natural resources there, lower risk, and less need for handling human resources. According to this study, the growth of rural markets is five times greater than that of urban markets. Regarding difficulties and conventional aspects of rural marketing. The relevant government must make the necessary improvements (Azam et al, 2019).

METHODOLOGY:

To carry out the study, an extensive research methodology was created utilizing exploratory research.

Fifty mango farmers residing in Andhra Pradesh district were considered as sample. They were individually consulted, and their answers are documented in the meticulously designed questionnaire created for this investigation.

They were individually consulted, and the well-structured questionnaire created for this study contains their responses.

Throughout the study, a variety of books, journals, office documents, websites, and online resources were consulted.

The data from the primary respondents was gathered using a straightforward random sampling technique.

FINDINGS:

1. Certain farmers feel at ease with marketing their mangoes on a lease basis, which yields consistent profits even when demand for the product declines.
2. Farmers don't know about marketing and branding tactics. If they have the necessary education, they can recover from marketing losses.
3. Farmers anticipate receiving training in value addition and food processing for mangos, which results in a doubling of income.
4. The demand for mangoes grown nearby declines because of the other location where mangoes are marketed in the Andhra Pradesh district.
5. The district needs a mango exporting company because farmers there are growing mangoes of export quality, but there isn't a good outlet for export.
6. Since the location produces mangoes on a large scale, the area needed mango-related exhibits and Melas.
7. Due to a lack of forward and backward linkage, farmers are having difficulty.
8. Since the FPOs are already well-established in the region, their ability to ease farmers' problems is limited.

RECOMMENDATIONS:

Data on the difficulties and opportunities associated with mango production and marketing in the district were to be gathered as part of this study. Consequently, it has been recognized as a reliable and important source of data regarding the current trends in mango production and the marketing obstacles associated with them. Developmental initiatives should therefore concentrate on the gaps that have been found to assist small-holder farmers in taking advantage of opportunities and closing knowledge and skill gaps to improve their standard of living. The following methods of mitigation have been suggested:

1. Packing mangoes requires special handling. Farmers need to receive instruction and training in a range of preservation techniques.
2. Developing and providing storage facilities at a fair price is necessary to help farmers store their produce instead of depending solely on conventional techniques.
3. Farmers should be given priority by doing away with middlemen and brokers so they can keep all of their earnings and put them back into the economy.

4. Establishing and strengthening mango cooperatives, providing them with funding and other resources like cold chain storage, etc.
5. A local processing plant for mangoes should be constructed, or a connection to processors across the nation should be made.
6. Farmers must receive training from the relevant departments on mango diseases and pest management to receive an improved package of practices.
7. Mango processing and necessary material training is a must to make the most of the opportunity and enhance the farm gate.
8. Smallholders have very little influence in the mango value chain. Because of this, smallholder farmers—especially women—should take the lead and be required to take part in value-adding tasks like bulking, grading, and sorting as well as marketing functions.
9. To establish cold storage logistics and an enhanced transportation system that slows down the deterioration of mangoes in order to increase and enhance smallholder farmer cooperatives, capital, and logistical resources. In addition, small-scale farmers require additional essential accessories like packaging materials and harvesting sticks.
10. Farmers who live close to the farm should have access to machinery for processing mangos and making mango juice.
11. To help smallholder farmers advance up the value chain and take on tasks like juicing mangoes or supplying mango processors with prepackaged fresh fruits, they should be given entrepreneurial training and support.
12. To move from subsistence to market-oriented agriculture, smallholder farmers need financial and material support in addition to marketing information.
13. To harvest mangoes without harming the fruit, which will sell for a higher price without loss, farmers must be trained in the use of farming equipment and tools like pruning scissors, cutting and convey type machines, sprayers, and other similar tools.

CONCLUSION:

Farmers who grow mangoes are proficient in production technology; however, they require enhanced approaches for marketing, post-harvest handling, branding, and forward connections.

The main findings from the study include the following - Cold storage facility, Provide farmers with market-related information, Marketing and branding protocols, Improved logistics facility.

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