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A STUDY ON PRODUCTION AND MARKETING OF MANGOES IN KRISHNAGIRI DISTRICT

Commerce

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ABSTRACT

India is the second largest populated country in the world and most of the population are depending on the agriculture. India is one of the largest mangoes producing country, which contributes to the half of the global mango production. But, very less percentage of the mangoes are produced which is caused by many factors such as lack of water, fertilizers, pesticides, disease, harvesting methods and the formers are not able get reasonable price because of various issues like local traders quoting very low price, Mango is a perishable goods which will not keep longer time period to get benefit. Cultivators generally keep away from the marketing of mango by themselves as the mango grower does not want to take risk. This research paper attempts to examine the production and marketing of mangoes in Krishnagiri District.

KEYWORDS

Agriculture, Mangoes, Marketing, Population, Production.

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 Indian economy, this sector in India believes special importance in the context of the population explosion and it is required that agricultural planning should be so devised that agricultural productivity should keep pace with the growth population. Efficient agricultural management to ensure better productivity may make valuable contribution to the balanced growth of Indian economy. Agriculture occupies a central position in the Indian economy. Agriculture contributes 29.4 percentage of GDP, employing 64 percentage of the countries workforce. Around 70 percent of population is in rural area and living in about six lakh villages. This major portion of our population is dependent on agriculture and agriculture related activities. The botanical name of Mango tree is "*Mangifera indica*" - the Latin botanical name indicates its origin-India.

1.2 MANGOES CULTIVATION IN KRISHNAGIR DISTRICT:

Krishnagiri District famous for cultivation of mangoes fruits in the state of Tamil Nadu, there are about 22 processing units and about 3000 farmers cultivate mangoes, first place in the production of mangoes. The most of the mangoes varieties such as 'Thothapuri' and 'Alphonso' are produced in this district are processed into pulp also exported into foreign countries from this District.

1.3 MARKETING OF MANGOES IN KRISHNAGIRI DISTRICT:

A total of 300000 tonnes of fresh mango is processed every year to generate 150000 tonnes of pulp. The remaining crop is sold both in the domestic and international markets. However, it is estimated that 30-35% of the produce perishes before it reaches the end customer due to operational inefficiencies in harvest, storage, grading, transportation, packaging and distribution.

2. SCOPE:

This study is restricted to production and marketing of mangoes in Krishnagiri District only. An approach to the study has been made from the point view of agriculturalists that are cultivating and selling mangoes in Krishnagiri District. There are 5 taluks, 10 blocks, 626 villages in Krishnagiri district.

3. NEED AND IMPORTANCE:

Mango is the choicest fruit of India and one of the most delicious fruits of the world. It is the most popular fruit of the Orient and has been described as 'King of all fruits'. Mango growing is a profitable field as well first place of production in Krishnagiri District Mango, the important tropical fruit, occupies the third place after Banana and Orange in global production. In India daily consumption of fruit is only 10 grams per head compared with the recommended allowances of 37 grams for a balanced diet.

4. ISSUES OF THE STUDY:

1. Whether Krishnagiri is having potential opportunities for production of mangoes in terms of income and employment?
2. Whether Krishnagiri is having adequate climatic condition?
3. Whether agriculturalists of Krishnagiri district have right out look towards production and marketing of mangoes?
4. Whether producers are satisfied with the price charged for mangoes?

5. OBJECTIVES:

- To analyse the production and marketing of mangoes in Krishnagiri District.
- To identify the problems faced by the farmers in the production and marketing of mangoes in Krishnagiri district.
- To suggest some measures to improving the production and marketing of mangoes.

6. RESEARCH METHODOLOGY:

This study is systematically organized and scientifically analyzed the data. Both descriptive and analytical methods are simultaneously employed. This study is used both primary and secondary data.

6.1 Collection of primary data:

Primary data were collected from mango growers of Krishnagiri district with help of Questionnaire cum Schedule.

6.2 Collection of secondary data:

The secondary data were collected from books, newspapers, Universities, website and research institutions.

6.3 Sampling Design:

Since the population is very large a Convenience Sample size of 630 was taken. From each village three mango cultivators have been selected by applying "Convenience Sampling method"(210 villages * 3 growers = 630) in Krishnagiri District.

7. PILOT STUDY:

The Questionnaire cum schedule meant for the respondents was pre-tested with 50 respondents in Krishnagiri district. After pre-testing, necessary modifications were made to fit it in the track of the present study.

8. LIMITATIONS:

The scope of the study is confined to Krishnagiri District only and does not represent to whole state of Tamil Nadu which makes it difficult to generalize the findings. This study is conducted through personal interview. The respondents are not keeping any records pertaining to cost, revenue etc. for the mango cultivation. The details were collected from their memory.

9. REVIEW OF LITERATURE:

Muhammad Sarwar, (2015), This article analyses that Mangoes are attacked by several animate and inanimate pests and these problems insects affect proportion of mango plants which may collapse gradually or suddenly. Mango trees are affected during the flowering season. The crucial time for insect monitoring is during the period of flushing, flowering and fruit production, which includes the period

from March to November. The researcher points out that the success of mango crop is associated with how effectively insect pests are managed and in the last few decades.

Palanivel. V, Manikanda Muthukumar. C and Gurusamy. M, (2015), this article examines that the mango production is affected by many factors. The researcher points out that the type of marketing systems existing at present in Krishnagiri District. The cultivators are getting lot of practical difficulties both in production and marketing of mangoes which are lack of irrigation system, pest control system, middleman, storage, pricing method and local traders influencing the market.

10. ANALYSIS AND INTERPRETATION:

TABLE-1
TABLE SHOWS THE PRODUCTION OF MANGOES

CHARACTERISTICS	Frequency	Percentage	
Status of land cultivated	Owned	557	88.4
	Leased	6	1.0
	Both	67	10.6
Type of soil in your land	Red Loam	291	46.2
	Red Sandy soil	310	49.2
	Black soil	19	3.0
	Lateritic	10	1.6
No. of acres in which mangoes cultivated	Below 2 Acres	274	43.5
	3-5 Acres	226	35.9
	5-8 Acres	54	8.6
	8-11 Acres	43	6.8
	Above 11 Acres	33	5.2

Source: Primary Data

Status of Land Cultivated: From the above table, the status of land cultivated the distribution shows that 88.4% of respondents were cultivating in their owned land, 1% of respondents were cultivating in their leased land and 10.6% of respondents were cultivating in their owned and leased land.

Type of Soil in the land: From the above table it is clear that 46.2% of respondents were cultivating in the Red Loam soil land, 49.2% of respondents were cultivating in the Red Sandy soil land, 3% of respondents were cultivating in the Black soil land and 1.6% of respondents were cultivating in Lateritic soil land.

Number of Acres of Mangoes Cultivation: It is evident that 274 (43.5%) of the respondents are cultivating mangoes in Below 2 Acres, 226(35.90%) of the respondents are cultivating mangoes from 3 to 5 Acres, 54(8.60%) of the respondents are cultivating mangoes from 5 to 8 Acres and 33(5.20%) of the respondents are cultivating mangoes, above 11 Acres.

Table-2
Table Shows the of Marketing of Mangoes

FACTORS	Frequency	Percentage	
Methods of selling	Direct selling	446	70.8
	Commission agent and Middlemen	84	13.3
	Whole sellers	24	3.8
	Local Traders	70	11.1
	Other	6	1.0
Total sale proceeds per year per acre	Below Rs. 25000	98	15.6
	Rs.25000-50000	194	30.8
	Rs.50000-75000	124	19.7
	Rs. 75000- 100000	109	17.3
	Above Rs. 100000	105	16.7
Mangoes Measurement	Physical quantity	4	0.6
	weight (kg)	453	71.9
	On the basis of the tree	88	14.0
	On the basis of the acre	71	11.3
	Others	14	2.2
Factors which influence price	Colour	112	17.8
	Size	193	30.6
	Quality	177	28.1
	Taste	92	14.6
	Other	56	8.9

Source: Primary Data

Method of Selling: Regarding the Methods of selling the distribution shows that 70.8% of the respondents are selling their mangoes for directly to the customers, 13.3% of the respondents are selling their mangoes through Commission agent and Middlemen, 3.8% of the respondents are selling their mangoes through Whole sellers, 11.1% of the respondents are selling their mangoes through Local Traders, and 1% of the respondents are selling their mangoes through other methods to their customers.

Total sale proceeds per year per acre: Regarding the Total sale proceeds per year per acre the distribution shows that 15.6% of the respondents' total sale proceeds per year per acre is below Rs.25000, 30.8% of the respondents' total sale proceeds per year per acre is Rs.25000-50000, 19.7% of the respondents' total sale proceeds per year per acre is Rs.50000-75000, 17.3% of the respondents' total sale proceeds per year per acre is Rs.75000- 100000, and 16.7% of the respondents' total sale proceeds per year per acre is above Rs.100000.

Mangoes Measurement: Regarding the Mangoes Measurement the distribution shows that 0.6% of the respondents are measuring their mango prices on the basis of physical quantity, 71.9% of the respondents are measuring their mango prices on the basis of weight (kg), 14% of the respondents are measuring their mango prices on the basis of the tree, 11.3% of the respondents are measuring their mango prices on the basis of the acre, and 2.2% of the respondents are measuring their mango prices on the basis of other methods.

Major factor to decide the price of mangoes: Regarding the Major factor to decide the price of mangoes the distribution shows that 17.8% of the respondents stated as colour, 30.6% of the respondents stated as size, 28.1% of the respondents stated as quality, 14.6% of the respondents stated as taste, and 8.9% of the respondents stated as others to decide the price of mangoes.

11. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION:

11.1 FINDINGS:

- The majority of the respondents are using owned land.
- The majority of the respondents were cultivating in Red Sandy Soil for cultivating mangoes.
- The majority of the respondents are cultivating mangoes in Below 2 Acres.
- The majority of the respondents are selling their mangoes for directly to the customers.
- The majority of the respondents' total sale proceeds per year per acre of Rs.25000-50000.
- The majority of the respondents are measuring their mango prices on the basis of weight (kg).
- The majority of the respondents stated as size.

11.2 SUGGESTIONS:

- Krishnagiri District is facing the water scarcity problem, so the farmers are facing difficulty to cultivate mangoes. They are required water and marketing facilities for mango cultivation purpose.
- The government should take necessary steps to liberalize and facilitate to get agricultural loan from their nearest banks with lowest interest rate.

11.3 CONCLUSION:

The study is aimed at production and marketing of mangoes in Krishnagiri District taking to account the different variables of production (land, cultivation, cultivation cost, yield, etc.,) and marketing (sales, transport, markets, etc.). There are several varieties of mango is accustomed in the study area. The Government support to mango cultivators is lacking. Hence the mango cultivators are depending heavily on money lenders, commercial banks, co-operative banks etc. If finance is available at various stages to mango growers, they can enhance the standard of living and thereby increasing Indian Economy.

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