



ORIGINAL RESEARCH PAPER

Management

SUPPLY CHAIN MANAGEMENT OF MANGO IN KOLAR DISTRICT

KEY WORDS: Farmers, Consumers, Marketing, Mango, Horticulture, Agriculture, Supply Chain Management.

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ABSTRACT

Mango, popularly known as "The king of Fruits is grown all over the country. Karnataka is one of the largest producer of Mango in the country after Uttar Pradesh and Andhra Pradesh. The study proposes to analyse the Supply Chain management of Mango in Kolar District of Karnataka State. As this district are Mango Bowl of Karnataka State, this study tries to analyse the production, Yield and Marketing. It also tries to analyse the supply chain functionalities in depth how the stakeholders are utilizing it. It also explores how the processing industry in the study area is flourishing. It tries to analyse the cost benefit to the farmer as the main stakeholder, how the consumers money is spread to all stakeholders with special reference to farmers. The study also look into trends in export of mango products in world. The export potential of Mangoes from Karnataka State. The study tries to explore other problems related with supply chain management and to come out with a workable solution to the possible extent.

INTRODUCTION

Supply chain Management means the flow of goods and services in the market from the procurement of raw materials and to the primary producer and the final producer and to the marketing firm and the wholesaler and the retailer and at the main part of the supply chain which these many links have given birth to is the none other than final consumer. So likewise there will be supply chain in every goods and services providers in this worldwide Market. Accordingly in the Mango that which comes under the Horticulture sector, has its own supply chain management in the market. Even in Horticulture every fruit and Vegetable will have its own supply chain links according to its nature and its market set up. This is decided upon the final consumer perspective. But here we only concentrate on the supply chain links followed in the kolar district, for Mango. The Mango supply chain in the district depends upon the demand by the market in for the Mango grown in the district. Here in the Kolar District the Mango fetches good price in whole of south Indian market, compare to other market in India, this is because the Mango grown in the District Main Mango growing Belts of Srinivasapura and Mulabagilu, in which Srinivasapura mangoes has best taste and texture in its juicy content compared to other mangoes in our country. Various Supply chain model in the Kolar District is playing a very crucial role supplying the Mangoes from the farms to the Consumers table. The study in this paper is purely based on the Secondary data collected from the source government data base that is Horticulture department.

Objectives

To analyse the area, production and yield of the mango in kolar District.

To analyse the Supply Chain Analysis of the Mango in the study area.

Methodology

The study is purely based on the Secondary Data collected from the Horticulture Department of Karnataka.

Results and Discussion

In this section we analyse the secondary data collected from Horticulture Department of Karnataka.

Table 1: Area under Production of Mango in Kolar District

Taluk	2013-14	2014-15
Bangarpet	3762	3762
Kolar	5276	5226
Malur	1632	1632
Mulabagilu	12520	13520
Srinivasapura	23582	24684
District Total	46772	48824

Source: Department of Horticulture, Bengaluru, Karnataka-2015.

Table 2: Production of Mango in Kolar District

Taluk	2013-14	2014-15
Bangarpet	30096	30090
Kolar	42208	42200
Malur	13056	13050
Mulabagilu	100160	108149
Srinivasapura	188656	197472
District Total	374176	390961

Source: Department of Horticulture, Bengaluru, Karnataka-2015.

Background information on Supply Chain Management of Mango in Karnataka and Kolar District

Supply Chain Management plays a very prominent role in any field, in Horticulture Sector it plays any important role from farmer to the final consumer, likewise the Supply Chain Management of Mango in India and Kolar district also having its own structure in terms of various models of Supply chain are playing a role in its own way.

Karnataka State is an important state in India for Horticulture sector. State has its own landmarks in this sector. From Horticulture sector only many processing industries are been run in the state it may be a international companies or the local and national companies, which are providing more employment opportunities directly and indirectly in the urban areas, industrial areas and also the enormous opportunities to the rural young people in the rural areas. So its clear that the horticulture is playing a very crucial role in states economy. In Mango Crop Karnataka is the third largest producer after Uttar Pradesh and Andhra Pradesh.

Due to its most favoring geographical conditions for Mango in the country, accordingly in Karnataka State, Kolar District is the largest Producer of Mango. Specifically Srinivasapur Taluk is called as Mango city in Kolar District.

Kolar District is one of the industrial developing area in the state, it has many large scale industries, automobile industries, agro base industries, small scale industries and also Kolar is also a largest Producer of Tomatoes in Karnataka state.

Kolar District has a good transport facility and other logistics facilities in place for easy movement of Goods and Services to the consumer end.

Kolar District headquarters comes in between the Bangalore and Chennai National Highway which possess the great significance in every way so as to increase the development of all sectors in the District, including Agriculture, Horticulture Sector, and livestock and other sectors.

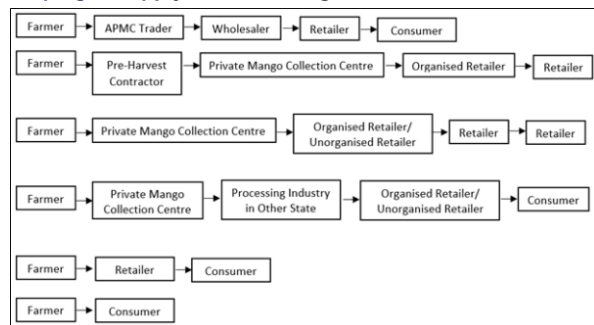
Supply Chain Management of Mango in Kolar District

Mango is an important cash crop in the Kolar District after tomato. Which is having Majority of the farmers are engaged in the farming of Mango, but also with this they are making mixed cropping. Because of good climate and suitable soil in the area the people are so much favoured with the mango farming which gives them a good amount of profit, this has made farmers direct towards this farming. But it doesn't means that there is no problems in the Mango farming as any other it is also having a lot of problems like rainfall problem, marketing problem, sometimes the production of mango is good then there will be a fear of price fall even though the quality of the Mango is High, more rainfall in the time of flowering will cause drastic loss to the farmers because at this time fruits starts to grow this rainfalls makes small flowers fall which may decrease the yield of mango making a loss to the farmers.

Supply chain for Mango in Kolar is facilitated through government and private players. Farmers gets the inputs from the agri traders and from the government agencies and from other organisations.

When Mangoes are ready for harvest then with the help of contract labours farmers gets the Mangoes harvested, then it will be directly transported to APMC or to the Private Market yard where in APMC the traders purchase the Mangoes and then from them the wholesalers and the processing industries purchase it and also some traders will export mangoes with tie up with some export organisations. In the private market yard the mangoes will directly goes to the other national market and also to export also. Raw mangoes will go to consumer market and also to the processing industries from this private market yards established by the private people. Even some retailers directly purchase from the private people. Even the Karnataka Mango Development Board also is supporting the farmers by organizing the Mango melas in urban centres, which has seen very successful in its work which farmers are so happy that small farmers are really benefitting with this facility. Farmers are expecting the board to provide continuously, which will improve the farmers economically.

Mapping of Supply Chain of Mango in Kolar District



CONCLUSION

Supply chain in the Kolar district is playing a very vital role for Mango. Mango is also playing as an economic pillar in the District. Farmers are benefitting from supply chain, while there is also lot of problems like farmers are not getting the good share of the price which is paid by the final consumer due to various reasons. So there are lot of scope for creating the Farmers company by making a group of Mango farmers, but this needs a support from government which will further make benefits to the farmers.

There are lot of scope for improvement in the supply chain management, because consumption of raw mangoes is higher than the processed mangoes, this shows the various opportunities in the Mango sector.

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