



AN ANALYTICAL STUDY OF MANGO MARKETING BY THE GROWERS FROM THE RATNAGIRI DISTRICT

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ABSTRACT

In the world of LPG, mango growers from Konkan region in general and Ratnagiri district in particular have ample opportunities for making all round development of their mango business. Mango growers are facing various problems related with marketing of fresh mangoes as well as mango products. In order to find out all those problems and provide solutions, the detailed study has been carried out. The study has found out different problems faced by the small mango growers, medium mango growers and large mango growers from Ratnagiri District in direct selling of mangoes and selling mangoes through market intermediaries as well as provided concrete recommendations for solving problems of mango growers.

Keywords:- mango, marketing, problems, recommendations,

1 INTRODUCTION

Ratnagiri district is having favourable environment for mango cultivation. The mango is the cash crop. Many people from the district are engaged in mango production, marketing and distribution. Many producers are not ready to accept challenges of national and international market. Many mango producers are giving their mango orchards on the pre-harvest contract basis. Many of the farmers are selling their mangoes to agents at lower cost. Agents and middlemen are getting more profits and farmers are getting very less price for their product. The present study has highlighted the problems faced by mango growers, in particular, small mango growers, medium mango growers and large mango growers in the Ratnagiri District and provided possible recommendations to overcome the problems.

2. REVIEW OF LITERATURE:-

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The important and relevant literature has reviewed as under:-

Krisagar, et. al., (2003), in their paper explained about the problems faced by farmers like wholesalers giving very much less price to the farmers as well as secretly determine the price. They also stated that there are problems of scarcity of skilled labour for harvesting and heavy transport cost etc. ⁴

Sarada Gopalakrishnan (2013) has stated that Indian mango marketing is having improper post-harvest management and longest mango supply chain with many intermediaries.⁵

Haque T. and Singh G. (2001), in their research scrutinized monsoon, diseases, production problems, scarcity of labour, inadequate transport facilities and exploitation by intermediaries as the major problems faced by the farmers.¹

Joshi (1990)), in his research scrutinized that the harvesting of mango at the accurate time determines quality and shelf-life of it. In his research, he also stated that none of the agency engaged in the distribution of mango has been following systematic grading of mango.²

Senam Raju's (2002) "Fruit Marketing in India", is an all-round study of problems and prospects of marketing mango and banana fruits.⁶

The article written by Dr.Anil Karale in 'Kisanshakti' (March 2005) gives details regarding quality standards for mango export for exporting mangoes to the different countries.³

The marketing problems of mango growers investigated in the reviewed studies formed the basis to carry out the research study.

3. OBJECTIVES OF THE STUDY

The objectives set forth for the study are as under:-

1. To analyse problems of mango growers from Ratnagiri District in marketing mangoes.
2. To provide concrete recommendations for overcoming problems in marketing mangoes.

4. HYPOTHESIS OF THE STUDY:-

Following are the hypothesis of the study:-

1. **H₁**= Perishable Nature of Mangoes is the main problem in direct marketing of mangoes.
2. **H₂**=Strong bargaining power of intermediaries is the main problem in marketing of mangoes through intermediaries.

5. RESEARCH METHODOLOGY:-

Mango growers from the nine Tehsils of Ratnagiri district are the universe of the study. Out of nine Tehsils, three namely Chiplun, Sangameshwar and Ratnagiri are selected as the sample for the study. In total, 90 mango growers, in particular, 30 small, 30 medium and 30 large mango growers from sample tehsils are selected as sample for the study by using Purposive Sampling Method. The sample selected Tehsil wise has shown in the following table:-

Table 1: Tehsil wise Sample Mango Growers

Sr. No.	Name of the Tehsil	Mango Growers			
		Small	Medium	Large	Total
1	Chiplun	10	10	10	30
2	Sangameshwar	10	10	10	30
3	Ratnagiri	10	10	10	30
Total		30	30	30	90

Source: - Primary Data

Primary data has been collected by preparing structured questionnaire. Secondary data has been used from published sources like books, magazines and websites. Descriptive and exploratory research method has been used. Percentage method has been used for analysis of data.

6. Analysis and Interpretation of Data:-

A] Marketing Problems during Direct Marketing of Mangoes:-

Though the direct marketing of mangoes is beneficial for both the mango growers and the mango consumers, while marketing mangoes directly the mango growers have to face certain problems. They are analysed in the following table:-

Table 2: Problems faced by the Mango Growers during Direct Marketing of Mangoes

Sr. No.	Problems	Mango Growers (Absolute Figures)				Mango Growers (Percentage Form)			
		S	M	L	T	S	M	L	T
1	Inadequate Storage	22	23	20	65	73.33	76.67	66.67	72.22

	Facilities								
2	Non-Regulated Markets	25	23	21	69	83.33	76.67	70.00	76.67
3	Market Intelligence Related Issues	26	18	14	58	86.67	60.00	46.67	64.44
4	Inferior Quality of Packing Materials	28	27	23	78	93.33	90.00	76.67	86.67
5	More Transport Cost	24	25	24	73	80.00	83.33	80.00	81.11
6	Lack of Reach to Distant Market	24	22	27	73	80.00	73.33	90.00	81.11
7	Perishable Nature of Mangoes	30	28	28	86	100.0	93.33	93.33	95.56
8	Poor Customer Relationship	18	24	23	65	60.00	80.00	76.67	72.22
9	More Wastage during Low Market Demand	28	19	22	69	93.33	63.33	73.33	76.67
10	Hurdles from Local Authorities	27	23	16	66	90.00	76.67	53.33	73.33
11	Credit Sales and Bad debts	25	22	19	66	83.33	73.33	63.33	73.33
12	Price Fluctuations	28	22	17	67	93.33	73.33	56.67	74.44
	Total	30	30	30	90	100.0	100.0	100.0	100.0

Source: - Primary Data

Where, S=Small, M=Medium, L=Large and T=Total

Maximum 30(100.00%) small, 28(93.33%) medium and 28(93.33%) large mango growers are facing the problem of perishable nature of mangoes during direct marketing of mangoes. In total, maximum 86(95.56%) mango growers are facing the problem of **perishable nature of mangoes** during direct marketing of mangoes. **Therefore, 'H₁= Perishable nature of mangoes is the main problem in direct marketing of mangoes.'** has proved.

B) Marketing Problems while Marketing Mangoes through Market Intermediaries:-

While Marketing Mangoes through Market Intermediaries, the mango growers have to face certain problems. They are analysed in the following table:-

Table 3: Problems faced by Mango Growers while Marketing Mangoes through Market Intermediaries

Sr. No	Problems	Mango Growers (Absolute Figures)				Mango Growers (Percentage Form)			
		S	M	L	T	S	M	L	T

1	Unavailability of Getting Market Information	28	22	18	68	93.33	73.33	60.00	75.56
2	High Commission Rates	27	25	22	74	90.00	83.33	73.33	82.22
3	Quoted At Low Prices	25	23	18	66	83.33	76.67	60.00	73.33
4	Dominance of Market Intermediaries	26	23	22	71	86.67	76.67	73.33	78.89
5	Unauthorized Deductions	25	23	23	71	83.33	76.67	76.67	78.89
6	Demanding Mangoes beyond Actual Weight	27	26	24	77	90.00	86.67	80.00	85.56
7	Strong Bargaining Power of Intermediaries	29	28	25	82	96.67	93.33	83.33	91.11
8	One Sided Price Fixation	27	22	17	66	90.00	73.33	56.67	73.33
9	Demanding Free Sample	27	27	24	78	90.00	90.00	80.00	86.67
10	Credit Sales	25	22	19	66	83.33	73.33	63.33	73.33
11	Malpractices Adopted by the Middlemen	24	21	22	67	80.00	70.00	73.33	74.44
12	Faulty Method of Sale	25	24	22	71	83.33	80.00	73.33	78.89
Total		30	30	30	90	100.0	100.0	100.0	100.0

Source: - Primary Data

Where, S=Small, M=Medium, L=Large and T=Total

Maximum 29(96.67 %) small, 28(93.33%) medium and 25(83.33%) large mango growers are facing the problem of strong bargaining power of intermediaries during direct marketing of mangoes. In total, maximum 82(91.11%) mango growers are facing the problem of **strong bargaining power of intermediaries** while marketing mangoes through market intermediaries. **Therefore, 'H₂=Strong bargaining power of intermediaries is the main problem in marketing of mangoes through intermediaries.'** has proved.

7. Suggestions for overcoming problems in marketing mangoes from Ratnagiri

District:-

Suggestions for overcoming problems in marketing mangoes from Ratnagiri District are as follows:-

1) To Minimize High Scale of Mango Wastage:-

Conventional methods of plucking mango should be avoided. Mango growers should use 'Nutan Net' developed by KKV, Dapoli. Trained and experienced workers should carry out Mango plucking, sorting, handling, packing, loading and unloading etc.



2) Interference in Price mechanism:-

The government should fix the standard price for selling mangoes by taking into account market conditions and production cost of mangoes. The government should fix minimum commission rates in order to minimise commission charges of intermediaries.

3) Infrastructural Development:--

Central Government, State Government, Zilha Parishad, Panchayat Samities and Grampanchayats should work in appropriate co-ordination to develop infrastructural facilities.

4) Mango Tourism:-

‘Mango tourism’ should be started throughout the district for promoting sale of mangoes for the tourists visiting Ratnagiri District.

5) Flexible Lending Policies:-

The banks and other financial institutions should initiate extremely flexible lending policies for catering diverse financial needs of the mango growers.

6) To Create Awareness about International Quality Standards:-

In order to improve mango exports, awareness about international quality standards should be developed among farmers.

7) Subsidy to overcome Calamities:-

The Government should provide subsidy to the mango growers for overcoming loss taking place due to natural calamities like floods and heavy rainfalls.

8) Transport Facilities:-

The transport facilities should be provided at minimum price to the mango growers from their doorsteps to the market. Remote villages should be connected by roads to the tahsil places.

9) ONLINE MANGO MARKETING:-



The Government, NGOs and Mango Growers should work together in order to initiate online mango marketing and provide information about it to all the mango growers for their efficient mango marketing.

8. CONCLUSION:-

The study has shown different hurdles faced by the small, medium and large mango growers in direct selling of mangoes and selling mangoes through market intermediaries. Perishable nature of mangoes is the major problem in direct marketing of mangoes whereas strong bargaining power of intermediaries is the major problem while marketing mangoes through market intermediaries. The study has suggested recommendations to the mango growers for effective and efficient mango marketing. In order to minimise the problems in mango marketing combined efforts of mango growers and all other mango stakeholders are essential.

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