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A Study on Production and Marketing of Mango In Salem District of Tamil Nadu

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Abstract

The objectives of the study are: to identify the demographic profile of mango cultivating farmers in Salem district; to measure the cultivation practices adopted by the mango cultivating farmers; and to find out the different problems faced by mango cultivating farmers. A sample of 150 mango cultivating farmers was selected from Salem district of Tamil Nadu. Simple random sampling method was applied to select the mango cultivating farmers. The study found that 72.67% are male, 36% are in 46-60 years, 45.33% have school education, and 37.33% are in the income range of Rs.25, 001 – 50,000. 60.67% of the farmers cultivate mango in their own land. Low yield on monsoon failure are the major problems in cultivation to the mango. The study concluded that mango farmers have better prospects and provision of sufficient assistance will increase their production and market surplus.

Key words: Mango marketing, mango cultivation, agricultural marketing, cash crop, rural development, etc.

1. Introduction

India is the largest mango producer in the world, accounting for almost 46% of total world production. India has an advantage over other countries when it comes to mango production in terms of natural resources and climatic conditions. There is a great demand in the international markets for Indian mango, as well as for processed mango products, especially mango pulp, pickles, chutney, juices, jams, sliced pickles, etc. Mango spoils very quickly, quickly ripens in the summer and very soon becomes immune. It is estimated that about 30-35% of the mangoes are lost during the harvest phase and after the harvest. If you take care of

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the proper care from harvesting to final marketing for consumers, you can reduce significant losses and get better fruits for the consumer that can help growers get better prices. Mango cultivators in India are facing serious challenges like very small land, lack of quality seedlings, huge losses after the harvest due to lack of infrastructure and threats to the middle management. The main reasons for the weak growth of this sector are the lack of sales of mango varieties with a high yield and high cellulose content, which also have a high resistance to pests.

2. Statement of the problem

Lack of highquality pest, lack of knowledge about various diseases that affect mango plants and pesticides that will be used to fight diseases, lack of knowledge about the crop insurance scheme and its usefulness, lack of financial resources to cover production costsare faced during mango growing. If adequate measures are not taken to minimize these problems, mango production could be seriously affected. Similarly, natural disasters such as strong winds lead to a reduction in mango supply and, as a result, to higher prices. Fluctuations in price create chaos among mango producers. The farmers must grow, harvest, transport and sell. Intermediaries must make payments before or after the collection, transportation and marketing of products. Problems may relate to manufacturing or transportation, safety, price, space, transportation, and other related aspects. Thus, mango cultivators are encouraged by various factors and widely follow different cultivation methods.

3. Review of literature

Mango is the most important tropical and subtropical fruit in the world and is popular both in fresh and in processed form (Ahmed and Mohamed, 2016). It is called the king of fruits (Biswas and Kumar, 2011), which is preferred by all segments of the population for its delicious taste, aroma, attractive colour, nutritional value and excellent aroma. A garden with a high planting density gives increased productivity as well as yield/area unit by increasing the number of

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trees/unit area (Mishra and Goswami, 2016). This is possible by regularly pruning and using growth regulators to maintain the size and shape of the tree (Balamohan et al. 2016). But the traditional growing system often created problems in achieving the desired level of productivity due to the large canopy of the tree (Jaggaiah, 2015). Mango cultivators face a high level of problems in cultivation and marketing. In addition, they have many privileges when growing mango trees on their farm (VikramandMuniyandi, 2015).

4. Objectives of the study

The objectives of the study are: to identify the demographic profile of mango cultivating farmers in Salem district; to measure the cultivation practices adopted by the mango cultivating farmers, and; to find out the different problems faced by mango cultivating farmers.

5. Research methodology

The mango cultivating farmers have been selected in Salemdistrict of Tamil Nadu among the rest of the farmers. A sample of 150 mango cultivating farmers was selected from Salem district of Tamil Nadu. Simple random sampling method was applied to select the mango cultivating farmers.The primary data were collected through questionnaire.The collected data were analysed using percentage analysis and Garrett's ranking technique.

6. Results and discussions

6.1. Demographicprofile of the respondents

The demographic profile of the mango cultivating farmers in Salem district is presented in Table 1.

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Table 1

Demographic Profile of the Respondents

Demographic Profile		No. of Respondents	Percentage
Gender	Male	109	72.67
	Female	41	27.33
Age (years)	18 – 30	21	14.00
	31 - 45	34	22.67
	46 - 60	54	36.00
	60 & above	41	27.33
Education	Uneducated	48	32.00
	Up to HSC	68	45.33
	Degree/Diploma	34	22.67
Monthly Income (Rs.)	Less than 15,000	37	24.67
	15,001 - 25,000	56	37.33
	25,001 - 50,000	45	30.00
	50,001 & above	12	8.00
Family type	Nuclear family	86	57.33
	Joint family	64	42.67
Farmer type	Small farmers	87	58.00
	Bigfarmers	63	42.00

Source: Primary Data.

Out of 150 mango cultivating farmers, 72.67% are male and 27.33% are female. 14% of the respondents belong to the age group 18 – 30 years, 22.67% are in 31 – 45 years, 36% are in 46 – 60 years and 27.33% are in 60 years and above. 32% of the respondents are uneducated, 45.33% have school education, and 22.67% are undergraduates or diploma holders. Monthly income of mango cultivating farmersdiscloses that 24.67% have less than Rs.15,000, 37.33% are in Rs.15,001 – 25,000, 30% are in Rs.25,001 – 50,000, and 8% are in Rs.50,001 and above. 57.33% are belonging to nuclear family, and 42.67% are joint family. 58% of the respondents are small farmers and 42% are big farmers.

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6.2. Cultivation practices

Mango cultivators apply and follow the unique methods of growing mangoes. Therefore, their improved methods are being studied, and the results are presented in Table2.

Table2

Cultivation Practices of Mango Farmers

Particulars	Distribution	No. of Respondents	Percentage
Land holding pattern	Own land	91	60.67
	Leased	25	16.67
	Both	34	22.66
Ratio of land used (%)	Less than 25	44	29.33
	25% - 50	68	45.33
	More than 50	38	25.34
Type of irrigation	Flow	45	30.00
	Drip	68	45.33
	Springer	37	24.67
Type of manure	Natural	56	37.33
	Fertilizer	82	54.67
	Both	12	8.00
Type of pesticide	Organic	56	37.33
	Inorganic	64	42.67
	Both	30	20.00

Source: Primary Data.

It is inferred from Table 2 that 60.67% of the respondents are cultivating mango in their own land, 16.67% are using leased land and 22.66% are using both. Ratio of land used for mango cultivation shows that 29.33% are cultivated mango in less than 25% of land, 45.33% are cultivated mango in 26% to 50% of land, and more than 25.34% are cultivated in more than 50% of their land. 30% of the respondents are using flow irrigation, 45.33% are using drip irrigation and 24.67% are using springer irrigation. 37.33% are using natural manures, 54.67% are using fertilizers and 8% are using both manures. 37.33% are using organic pesticides, 42.67% are using inorganic pesticides, and 20% are using both.

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6.3. Problems of mango cultivating farmers

The problems of farmers in cultivating and marketing of mangoarepresented in Table 3.

Table 3

Problems Faced in Mango Cultivation and Marketing

S. No.	Problems	Weighted Score	Co-eff.	Rank
	Cultivation Problems			
1	Low yield on monsoon failure	460	3.0667	1
2	Lack of quality saplings and seeds	357	2.3800	5
3	Dearth of labour for farm work	411	2.7400	2
4	Change in climatic conditions	334	2.2267	6
5	Lack of credit support	291	1.9400	7
6	Labour cost is high	221	1.4733	9
7	Cultivation takes more cost	380	2.5333	3
8	Initial orchard investment is more	257	1.7133	8
9	Juvenile period is long	195	1.3000	10
10	Fruit drop is high	371	2.4733	4
	Marketing Problems			
1	Low price for mango sold	461	3.0733	1
2	Perishable nature of product	378	2.5200	4
3	Absence of transport	321	2.1400	6
4	High expenses on transportation	418	2.7867	2
5	High labour required for marketing	347	2.3133	5
6	Agent commission is high	390	2.6000	3
7	Poor storage facilities	262	1.7467	9
8	Inadequate marketing information	273	1.8200	7
9	Price fluctuation is high	217	1.4467	10
10	High sorting and packing cost	302	2.0133	8

Source: Primary Data.

Low yield on monsoon failure is the major problem in mango cultivation. It is ranked first with 460 scores. Dearth of labour for farm work is ranked second with 334 points. Cultivation takes more cost is ranked third with 380 points. Fruit

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drop is highranked fourth with 371 points. Lack of quality saplings and seedsis ranked fifth. Change in climatic conditions is ranked sixth with 334. Thereafter, lack of credit support, more initial orchard investment,high labour cost, and juvenile period are ranked subsequently and have considerable impact on cultivation of mangoes.Low price for mango soldare the main marketing problem to the mango cultivators. It is ranked first with 461 scores. A high expense on transportation is ranked second. Agent commission is highare ranked third. Perishable nature of productis ranked fourth. High labour required for marketingis ranked fifth. Thereafter, absence of transport,high sorting and packing cost, inadequate marketing information, poor storage facilitiesand high price fluctuation are ranked subsequently and have considerable impact on marketing of mangoes.

7. Conclusion

Farmers have several prospects and problems while cultivating and marketing of their produces. This study has been conducted to study the cultivation and marketing of mango. Low yield on monsoon failure is the significant problem in cultivation of mango.Low price for mango is the main marketing problem to the mango cultivators. It is concluded that farmers cultivating mango have better prospects and provision of sufficient cultivation and marketing assistance will increase quantity of cultivation.

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