

## **Mango Marketing: Prospects and Challenges in the Sweet World of Business**

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### **ABSTRACT:**

Indians are a peasant country; over two thirds of them rely on agriculture for their livelihood. Since agriculture makes up the majority of the Indian economy, any attempt to plan for economic growth would be pointless if the industry did not expand. A sizeable portion of the horticulture sector in our country is devoted to mango growing. Mango producers have a number of challenges, including underemployment, a lack of funding, and the participation of intermediaries. In general, they are less well-off socially and economically. Since mango farming is a seasonal industry, it is obvious that they are unemployed for around half the year. Pawnbrokers and moneylenders are two middlemen in the market that mango producers are taking advantage of. The majority of farmers are illiterate, thus they are not aware of efficient marketing strategies to advertise their produce. They also don't know about the current pricing patterns in different centers. It is therefore crucial to research the marketing opportunities and problems that the mango growers in the East Godavari district confront. Convenient sampling was used to select 150 farmers from the East Godavari taluk for this study. The chi-square test and one-way variance analysis were used in the study to look into the relationship between

the demographic characteristics of the farmers and how satisfied they were with the marketing of mangoes in the East Godavari area. When it came to marketing their mangoes, sample farmers in the East Godavari area encountered a number of difficulties, including as price swings, insufficient market financing, a lack of market knowledge, inadequate transportation and storage facilities, and unscrupulous middlemen. Regarding the possible marketing of mangoes in the East Godavari district, the researcher has suggested suitable measures.

**Keywords:** Mango farming, fruit marketing, agricultural marketing, and mango marketing.

### **INTRODUCTION:**

Indians are a peasant country; over two thirds of them rely on agriculture for their livelihood. Since the agriculture sector is the foundation of the Indian economy, its development is crucial to any successful plan for economic progress. India's diverse agro-climatic conditions, including soil and temperature, allow the country to cultivate a wide variety of fruits and vegetables, unlike the artificial conditions required in the most developed countries—in Europe, for example, farms install electrical cables to heat the soil for the cultivation of certain horticultural products. About 60% of India's horticultural crops are produced as mangoes. The mango is one of the most palatable fruits in the country. It contains fiber, energy, vitamin "C," vitamin B, carotene, and carbs, among other nutrients. Mangoes are among the cheapest fruits available in India, even for the most impoverished people. Mango growers have to find alternative ways to make money during the off-season because the crop is seasonal. The botanical name for the mango is *Mangifera indica*. The words "mango" and "fero" combine to form the compound word "manfigera." The Latin for "pertaining to India" is "bare mangoes from Indica," which is how they translate. Common names in several languages include mango, mangga, mangot, mangue, mangou, Aam, Amb, and Amba. The mango, which belongs to the Anacharsdiacease family, is a large, upright plant that may grow up to 100 feet tall and 125 feet wide. A tree of size develops both a deep taproot and a wide root system. However, containerization or pruning can control the size. There are various types of this fruit, and they are all identified by their own names. Mango flavor and fragrance are characteristics of the summer season in India.

Throughout history, people have been aware of the medical benefits of mangos. Almost every part of the plant is used as medicine in one way or another. A fully ripe mango contains a very high amount of vitamin A, which may have anti-cancer effects. It is also a rich source of fiber and has a high vitamin C content. When a mango is green, it has more vitamin C than vitamin A; but, when the mango ripens, it contains more vitamin A. Mangoes are good for the kidneys, aid in digestion, unclog skin pores, and reduce body temperature, acne, and fever. Every component of the mango has medicinal qualities. The roots and bark have astringent, acrid, refrigerant, styptic, antisyphilitic, vulnerary, antiemetic, anti-inflammatory, and constipating qualities. Among the vitiated conditions for which they are employed are pita, metrorrhagia, colonorrhagia, pneumorrhagia, leucorrhoea, syphilis, wounds, ulcers, vomiting, uteri, dysentery, diphtheria, and rheumatism. The leaves are constipating, astringent, vulnerary, styptic, and refrigerant. They are helpful in vitiated kapha and pitta cough, hyperdisplasia, burning sensation, hemorrhages, hemoptysis, hemorrhoids, wounds, ulcers, diarrhea, dysentery, and pharyngopathy. The ash from burned leaves can help with burns and scalds. The blossoms are constipating, astringent, refrigerant, vulnerary, styptic, and haematinic. This fruit is said to help one stay young for a very long time, delay deterioration, and avoid early aging. Sugar-syrup-soaked mangoes are a blood, brain, lung, and stomach tonic. They also increase vitality and ease constipation. Fruits are a great source of several vitamins, dietary salts, and dietary fiber—all of which are necessary for good health. Mango fruits contain amino acids, carbohydrates, fatty acids, minerals, organic acids, proteins, and vitamins. When the fruits first ripen, they are sharp, sour, and contain a lot of ascorbic acid.

**PROBLEM STATEMENT:** Approximately 70% of Indians are employed in agriculture. The tactics used by farmers have a significant impact on the success of agriculture. It's clear that the farmers have encountered a range of difficulties while cultivating their land. The main issues were with field maintenance, financing, and production. Mango growers deal with completely different issues than other types of farmers. Agricultural operations are the primary driver of the growth of the agriprocessing and agricultural production industries. Mango farming is one of the crucial aspects of our nation's horticultural industry. Mango growers are generally less well-off both socially and economically, and they deal with several issues like underemployment, a lack of

funding, and the involvement of middlemen. Given that mango cultivation is seasonal, they experience six months of unemployment annually. Mango growers are taking advantage of middlemen in the market, such as pawnbrokers and moneylenders. Due to their lack of literacy, most farmers are unaware of the current pricing trends in various locations. The growers do not work together or have a well-functioning marketing system. Commission agents and intermediaries are taking advantage of the ignorant farmers by setting prices that are lower than their actual cost of production. Mango growers lose out on revenue because middlemen set the prices for mangos, rather than the growers themselves. Despite the lack of profitability, a lot of people continue to grow mangoes because there are no other viable options for employment.

Studying the marketing opportunities and issues faced by the mango growers in the AP district is therefore essential.

#### **RESEARCH METHODOLOGY:**

This study uses a survey methodology to be descriptive. The purpose of the study is to ascertain how the farmers in the AP district feel about the marketing of mangoes. Primary sources formed the bulk of this study's foundation. Farmers' low educational attainment and lack of understanding of marketing activities has led to the use of the schedule method to gather primary data from them. Books, records, and journals have been the source of the secondary data. For this study, 150 farmers from the East Godavari taluk were chosen using convenient sampling. A pilot study involving 25 farmers was carried out. The schedule's suitability has been verified, and considering the knowledge gathered from the pilot study, the required adjustments have been implemented in the updated version. Numerous statistical techniques, including the chi-square test, one-way variance analysis, and percentage analysis, have been used to investigate the farmers' attitudes.

#### **FINDINGS:**

1. The satisfaction levels of respondents with varying educational backgrounds with the marketing of mangoes in East Godavari district do not significantly differ from one another. Nonetheless, there is a noteworthy correlation between the respondents' satisfaction levels with the marketing of mangoes across various categories.

2. The respondents who were illiterate and middle-class expressed a great deal of dissatisfaction with the marketing of mangoes in the East Godavari district.
3. The marketing of mangos was characterized by the dominance of middlemen, the local market, perishable product, lack of organized setup, and price fluctuation.
4. The sample farmers in East Godavari district faced several challenges in marketing their mangoes, including price fluctuations, inadequate market financing, lack of market information, inadequate transportation, inadequate storage, and middleman malpractices.

#### **SUGGESTIONS:**

1. Mango prices should be set after a thorough analysis of the real market conditions. Additionally, it is believed that the mango's price should never fall below its production costs.
2. Since the taluk headquarters is connected to adequate transportation and marketing facilities and mango growers can efficiently use the services of cold storage, it is imperative to establish a storage facility there.
3. The Tamil Nadu government ought to buy mango produce straight from farmers or provide a quote based on the going rate for mangos in the given market. If not, a system should be created so that farmers can sell produce to customers directly at retail stores without the need for middlemen.
4. To support their farming and marketing endeavours, mango growers need funding. Therefore, it is recommended that the banks implement flexible lending policies in order to accommodate the needs of the mango growers.
5. For the benefit of the individual mango growers as well as the advancement of the nation, more processing facilities should be established in this study area by both public and private organizations.
6. To promote mangoes more effectively and lower crop spoilage losses, there should be a significant expansion of the transportation infrastructure.
7. Establishing an effective market information network is imperative to provide farmers with timely and sufficient market-related information, thereby enabling them to obtain better prices for their mango harvest.

## CONCLUSION:

The radical changes that the mango industry brings to rural areas are significant. In addition to transforming agriculture from a means of subsistence to a business, they have had a significant impact on the socioeconomic development of rural areas. Among the severe obstacles that the mango growers in East Godavari district must overcome are the extremely erratic price pattern, a dearth of storage options, and the suffocating grip of middlemen. Since the demand for mangoes has grown, the mango has continued to be the most popular fruit in India; therefore, more Indian soil should be dedicated to mango cultivation. Many people can find work thanks to mango cultivation, which also helps mango growers improve their financial situation.

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