

PRODUCTION AND CONSUMPTION PATTERN OF MANGO MARKETING ALONG WITH PROBLEMS FACED BY THE FARMERS

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ABSTRACT:

India is still primarily an agricultural nation today. It is reliant on the production of flowers, fruits, and vegetables. Mangoes are one of the fruits that contribute significantly to our nation's economy. As a result, it is referred to as the "king of fruits." The current study aims to describe mango marketing and aspects like production, demand, mango variety, and exports that impact it. Mango marketing is influenced by a number of variables, including production, demand, mango variety, and export contribution. In terms of mango marketing, this essay conceptually explains the related variables.

Keywords: Export, Marketing, Mango, Production, and Problems

INTRODUCTION:

Since ancient times, India has been primarily an agricultural nation. India has diverse soil, a varied climate, a large range of languages, and a wide array of crops. India produces a large range of fruits that are high in vitamins and minerals. For many years, India has dominated the export of mangoes and mango-related items. As a result, the mango is referred to as the "King of Fruits." With an annual production of roughly 10 million tonnes, it ranks second in the world for mango production. It has a direct effect on the nation's economic expansion. Since the marketing infrastructure in our nation hasn't matured to that point and isn't also under government control, the marketing of agricultural products is having trouble.

The agricultural sector's recent influx of economic opportunities has opened up numerous options for aspiring business owners. Mango marketing has grown in importance on a local, national, and international scale. A mango market is a location where mango buyers and sellers can get together in person, via mail, cell phone, internet, or any other kind of communication. It indicates that the buyers and sellers can engage in unrestricted competition.

The post-liberalization period is crucial since India's entire economic structure has altered from the pre-liberalization era. This has an impact on the land used for mango cultivation, mango output, and productivity, as well as mango marketing and exporting. The production and selling of mangoes face numerous difficulties because of the open economy. So, researching the area of production, and productivity of mangoes is crucial to learning about mango marketing.

In comparison to the pre-liberalization period, there was a favourable change in the area under mangoes, mango production, and mango productivity.

NEED OF THE STUDY:

The study is carried out to find out the production and marketing pattern in India and its importance in employment generation to the people. Mango marketing is impacted by mango production. Even though there exists a huge demand for mangoes it also has various constraints which have to be taken into consideration.

LITERATURE REVIEW:

Production of mangoes:

Mango production is affected by a wide range of additional elements, including technology, export quality, market, and others. Since 1990, the states of Andhra Pradesh, Uttar Pradesh, Bihar, and Karnataka have experienced a continuous increase in their mango production, while Bihar and Maharashtra have seen an increase in their citrus production. India is one of the world's top producers overall, contributing 8.57 percent of global production (Subrahmanyam K.V, 2000).

A few of the studies also looked at the connection between the market, the technology being employed, and the level of export quality. Since 1950, the state of Andhra Pradesh has significantly grown its mango production (M.S., 2002). The area used for mango production changes from year to year; as a result, the lowest rise in mango has been noted at 13%. U.P. has the most land planted in fruit (26%) followed by Andhra Pradesh (11%) and then Kerala and Karnataka (6%) (Ranjit, 1995).

A study on the U.K. fresh fruit and vegetable market has been conducted, paying particular attention to the production and distribution networks for marketing and consumption. The study focuses on the methods that could enhance fruit consumption and claims that the share of imports has dramatically increased because of increasing consumption (Black Holly, 2009).

Marketing of mangoes:

Mango marketing is very conventional and multifaceted. Mango marketing entails numerous indirect costs, such as clerical fees, hamali, phone fees, cleaning fees, etc., which should only be covered by commission agents who collect from the seller (M.S. S. R., 2002). Mangoes are marketed through many channels, and each marketing channel has a distinct producer share of the consumer's rupee. Due to the producers' employment of pre-harvest contractors to market their goods, intermediaries seized the lion's share of the consumer's rupee; however, the producer's share is higher as a result of the elimination of pre-harvest contractors, whose part the producers themselves shared (B.C.Bhowmick, 1993).

Studies on the organization, sales strategy, and pricing of fruits and vegetables in the USA concluded that there are seasonal and cyclical variations in supply, pricing variations between markets, prices at intermediate marketing stages, pricing is based on quality, and price stabilization (J.C, 1970).

With a focus on fruit marketing for India from 1985 to 1990, Subbanarasaiah examined the marketing of horticulture products specific to the pricing system in India. He defined pricing as the sum of money exchanged for a unit of any certain products or services. In light of this, he proposed that price is the market worth of a good or service stated in monetary terms. He also claims that knowledgeable growers, pre-harvest workers, wholesalers, commission agents, and even retailers participate in the process of determining the price of the fruit (Subbanarasaiah, 1991).

Studies stated that several factors would affect the price of mangoes, including the age and general health of the trees, the type of soil, the setting of the fruit, the number of trees in the orchard, the proportion of bearing and non-bearing trees, the availability of transportation facilities, the distance from the orchard to the market, and the orchard's previous year's performance (Chauhan, 1997).

Importance of mango marketing:

Any improvement in the efficiency of the mango marketing process reduces distribution costs, and lower consumer prices results in more national income. Second, it produces commodities that are export-oriented and generates foreign exchange, increasing national wealth. Furthermore, it is a well-known fact that one-third of all people in the country are employed for paid work in the marketing sector, of which mango marketing is a crucial component.

The marketing strategy for mango offers customers new options and higher quality. As a result, it offers the crucial link that joins the production and consumption of mangoes. Mango marketing is methodical and analytical hence stabilizes the price of mangos. Mango hoarding, profiteering, and black marketing are the exact opposites of this type of mango marketing. The imbalance in the supply of mangoes is corrected through scientific and methodical mango marketing, which makes the surplus available to the shortage areas (Sreenivasa Murthy, 2002).

Mango marketing lowers the use of bonded labour, acts as a catalyst to transform hidden resources into usable ones that are specialized, and boosts economic leadership and informed citizens.

With intermediaries participating in the marketing efforts, the fruit marketing system is dynamic and has a wide network of Channels in many nations, including India. India still uses a traditional marketing strategy and distribution networks for its crops. Usually, when the fruit is still young, the standing crops are sold to a contractor who is called a Pre-harvest contractor. The harvest is overseen by these contractors, who then sell it in a wholesale market where commission brokers and wholesalers take a large cut of the proceeds (Khunt, 2001).

The marketing channels in mangoes

1. Producer -> Pre-harvest Contractor -> Local Wholesaler -> Retailer -> Consumer.
2. Producer-> Pre-harvest Contractor / Distant Wholesaler -> Retailer -> Consumer
3. Producer -> Pre-harvest Contractor -> Retailer Consumer
4. Producer -> Pre-harvest Contractor -> Consumer
5. Producer -> Local Wholesaler/C/A-Retailer -> Consumer
6. Producer -> Distant Wholesaler / C/A-Retailer -> Consumer
7. Producer -> Consumer

There are six main routes for marketing mangos in Andhra Pradesh. The study carried out in Khammam, Rayalaseema revealed that large farmers dispose of their mango production through pre-harvest channels to the extent of 46.67 percent whereas small and medium farmers dispose of their production to the extent of 65.33 and 62.22 percent, respectively. Domestic marketing and export marketing are the two categories of marketing channels. Even though Maharashtra's cooperative marketing channels are expanding and playing a significant role, pre-harvest contractors and local traders continue to have a significant amount of power (C.P.Godara and S.R.Bhonde, 2006).

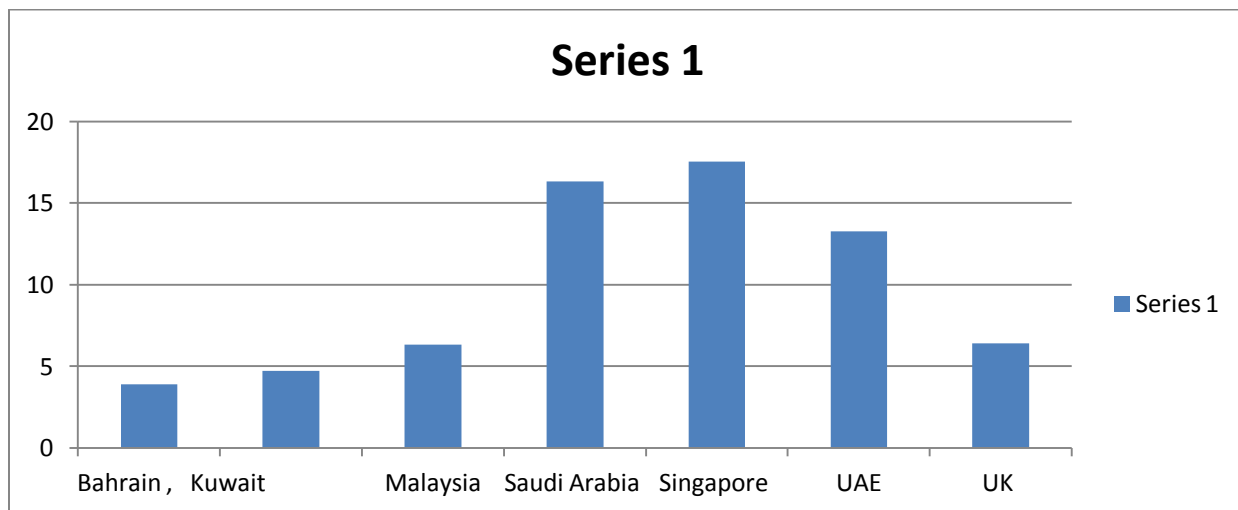
In India, there are 48 wholesale markets, although only 12 cities have regulations. In addition, there is a tolerant market in each Delhi, Mumbai, and Ahmadabad. The number of mango arrivals handled because of this event is directly related to investment, financing, manpower, and the protection of farmers' interests (Sreenivasa Murthy, 2002).

Prices for agricultural output change because of a combination of trade limitations and government intervention in commodities markets. It is time for reform to address these agricultural inefficiencies so that benefits from industrial reforms can be improved even more. Farmers' cropping practices and the distribution of inputs like fertilizers among various crops would alter as a result of changes in relative prices. As a result, output levels and farm incomes will shift (D.S.Sidhu, 1976).

Indian mango export industry

An additional benefit for India is that China has opened its market to the import of Indian mangoes, particularly the Alphonso type. Thus, mangoes have benefited from the Indian economy's globalization by experiencing an increase in exports. According to a study by Patil and Patil on the export competitiveness of Indian mangoes, some of the nations were regular importers of Indian mangoes, whilst other countries either imported fresh mangoes irregularly or in very little amounts (Export-Import Bank of India, 2005). According to his research, Bahrain, Bangladesh, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Singapore, the United Arab Emirates, and the United Kingdom are the primary destinations for mangoes imported from our nation (H.N.Patil, 1994).

Graph No 1: Pre- Liberalization period



Source- Author

The volume of fresh mango exports from India showed positive development in the pre-liberalization period to Bahrain (3.89%), Kuwait (4.73%), Malaysia (6.33%), Qatar (8.41%), Saudi Arabia (16.31%), Singapore (17.56%), UAE (13.27%), and the UK (6.40%), among other destinations.

The countries with the highest and lowest growth rates throughout this time were Malaysia and Kuwait, respectively (41.72% and 5.89%). While the UAE had the greatest number of exports at 21222 thousand metric tonnes, Saudi Arabia came in second with 17513 thousand metric tonnes. Since 1978, the UAE has consistently led in terms of quantity, with an overall average of 7101 thousand metric tonnes, followed by Saudi Arabia with 4971 thousand metric tonnes (Sudha.M, 2003).

According to the country-by-country export earnings for mangoes, the highest value was fetched in the export to the UAE, amounting to Rs 61021 thousand annually, accounting for 50% of the total export of mangoes from India, and the lowest export earning was earned from Malaysia, amounting to Rs 206 thousand annually. The UAE received the most exports (Rs 169565 thousand) and Qatar received the lowest exports (Rs 901 thousand) during the post-liberalization period. (G.P.Gandhi, June 2006.).

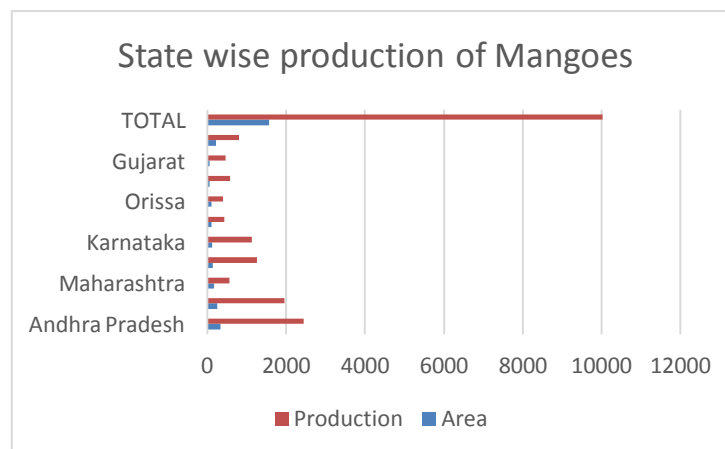
In terms of growth rate, it was found that mangoes grew by 13.34 percent, 22.99 percent, and 9.48 percent in the pre-post and overall periods, respectively. Malaysia had the highest growth rate among the nations, at 45.53 percent, followed by Singapore at 40.60 percent, and Qatar had the lowest growth rate at 1.01 percent annually for exports. Mango exports totaled 44429 thousand metric tonnes and Rs 809913 thousand in the 2001–2002 fiscal year. In 2001–2002, Bangladesh brought in Rs 241040 lakh while Indonesia brought in Rs 0.52 lakh (AERC, 2001). Just 3% of Europe's imports of mangoes, worth \$72 million, come from India. From 2001 to 2002, India began exporting its fresh mangoes to neighbouring nations.

The liberalization of the economy both inside and outside the nation has increased the number of new business owners entering the agricultural industry. All of this suggests that there is ample room to examine mango marketing and its associated problems. It is a crucial component of any study on the marketing of mangoes in India (Nair, 1996).

As Andhra Pradesh stands first area-wise and production-wise due to unconducive marketing practices and less control of the government in effecting its marketing plans and strategies. And it impacts economic growth with exports as well as the local markets.

Table 1: State-wise Area, Production & Productivity of Mangoes during 2010-2020

State	Area (‘000 Ha.)	Production (‘000 MT)
Andhra Pradesh	341.2	2445.8
Uttar Pradesh	253.0	1950.0
Maharashtra	164.4	559.0
Bihar	139.3	1253.5
Karnataka	115.4	1130.6
Tamil Nadu	110.8	438.7
Orissa	107.3	402.4
West Bengal	65.4	585.0
Gujarat	65.3	457.6
Others	213.7	797.6
TOTAL	1575.8	10020.2



All of this suggests that there is a wide range of mango marketing research to be done. the national production and marketing performance of mangoes has received considerably less attention than it warranted. This gap encouraged the researcher to conduct studies on mango marketing as well. It is intended that the current study would assist marketing organizations, mango entrepreneurs, the government, middlemen in mango marketing, and those involved in mango export to adopt great actions for fostering domestic and international trade. Since this study covers the post-liberalization era, it assumes additional significance.

OBJECTIVES:

- a) To examine the mango fruit production and consumption pattern.
- b) To study the demographic aspects of mango farmers
- c) To understand the relationship between marketing mix strategies.
- d) To analyze the problems faced by mango cultivation farmers.

METHODOLOGY:

The study is carried out based on secondary data and primary data. First, the existing literature is taken into consideration from available various reports, journals, and websites for performing content analysis to understand the scenario of the production and consumption pattern of mango fruits. The problems aspect is identified through collecting data a via questionnaire from the respondents.

A sample size of 1200 farmers is taken for the research by using a stratified random sampling technique from the population. A well-structured research instrument with a Likert scale is used to collect the information from the farmers.

The first objective is well-examined by exploring the review of the literature whereas the second objective is discussed by descriptive analysis of the primary data.

The third objective is fulfilled by analyzing the primary data which was collected from the farmers.

DATA ANALYSIS:

Table 2: Marketing Problems of Mango Marketing

S.No	Respondents Opinion	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	SD
1	Price fluctuation	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
2	Non-regulated market	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398

3	The non-availability of marketing intelligence	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
4	Non availability of storage facilities	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
5	Excessive wastage during low market demand	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
6	Lack of quality of packing materials	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
7	High transport cost	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
8	Highly perishable commodity	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
9	Lack of export promotional activity	0	0	96 (8.0%)	516 (43.0%)	588 (49.0%)	1.59	0.634
10	Poor customer relationship	0	0	0	896 (74.7%)	304 (25.3%)	1.75	0.435
11	Improper method of sale	0	0	0	872 (72.7%)	328 (27.3%)	1.73	0.446
12	Disturbance from local authorities	0	0	0	784 (65.3%)	416 (34.7%)	1.65	0.476
13	High commission charged	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
14	Lack of market information from intermediaries	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
15	Quoted very low price	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
16	Unauthorized deductions	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
17	High dominance of market intermediaries	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
18	Credit sales	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
19	Lack of	236	964	0	0	0	4.20	0.398

	consultation before price fixation	(19.7%)	(80.3%)					
20	Demanding sample mangoes free of cost	0	0	0	1088 (90.7%)	112 (9.3%)	1.91	0.291
21	Bargaining method of sales	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
22	Demanding mangoes beyond actual weight	0	0	0	400 (33.3%)	800 (66.7%)	1.33	0.472
23	Lack of availability of large size of land	0	0	0	940 (78.3%)	260 (21.7%)	1.78	0.412
24	High labor cost	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
25	Non-availability experienced labor	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
26	Wait a long period for returns	0	0	0	624 (52.0%)	576 (48.0%)	1.52	0.500
27	No insurance for Mango trees	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
28	Non availability of loan facility	0	0	40 (3.3%)	544 (45.3%)	616 (51.3%)	1.52	0.563
29	No research center nearby	0	0	0	956 (79.7%)	244 (20.3%)	1.80	0.403
30	No subsidy loss of natural calamities	0	0	276 (23.0%)	368 (30.7%)	556 (46.3%)	1.77	0.800
31	High cost of fertilizer and pesticides	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
32	Lack of Government support	0	0	0	692 (57.7%)	508 (42.3%)	1.58	0.494
33	High marketing cost	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
34	Irregular market	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398

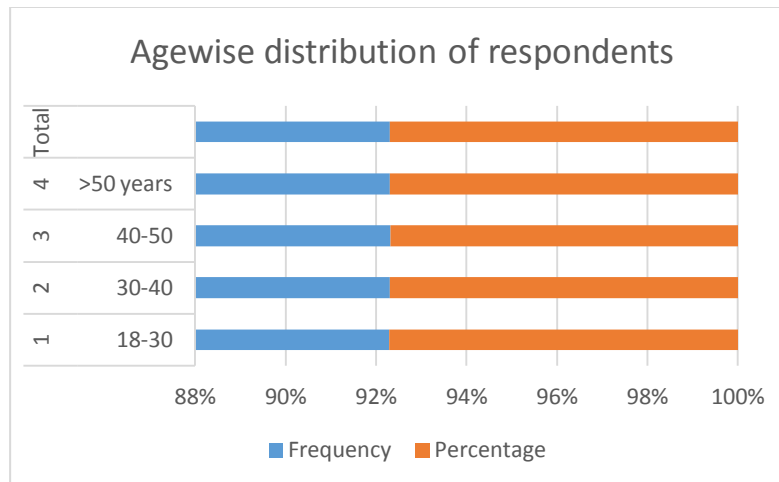
	Demand							
35	Lack of alternative uses (Medicine, Industry, etc...)	0	0	64 (5.3%)	1056 (88.0%)	80 (6.7%)	1.99	0.346
36	Sales of mangoes in open space	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398
37	Poor storage facilities	236 (19.7%)	964 (80.3%)	0	0	0	4.20	0.398

From the above analysis with regard to mean and SD of marketing problems of mango farmers it was observed that the mean value of statements price fluctuation, non-regulated market, the non-availability of marketing intelligence, non-availability of storage facilities, excessive wastage during low market demand, lack of quality of packing materials, high transport cost, highly perishable commodity, credit sales, high commission charged, lack of market information from intermediaries, quoted very low price, unauthorized deductions, high dominance of market intermediaries, lack of consultation before price fixation, bargaining method of sales, high labour cost, non-availability experienced labor, no insurance for mango trees, high cost of fertilizer and pesticides, high marketing cost, Irregular market demand, sales of mangoes in open space and poor storage facilities is 4.20, which means most of the framers are agreeing with the factors that are causing problems in marketing whereas lack of alternative uses (medicine, industry, etc.) (1.99), demanding sample mangoes free of cost (1.91), no research centre nearby (1.80), lack of availability of large size of land (1.78), no subsidy loss of natural calamities (1.77), poor customer relationship (1.75), improper method of sale (1.73) are indicating that the farmers are disagreeing with the factors as problematic and opined that these factors are not causing any damage in marketing of mangoes. they also opined that the factors like disturbance from local authorities (1.65), lack of export promotional activity (1.59), lack of government support (1.58), waiting a long period of returns, and non-availability of loan facility (1.52) respectively, and demanding mangoes beyond actual weight (1.33) is also not causing any problems in marketing of mangos.

The SD analysis shows that the statement demanding sample mangoes free of cost (0.291) states that the opinion of respondents is closely related.

1. Age of the respondents

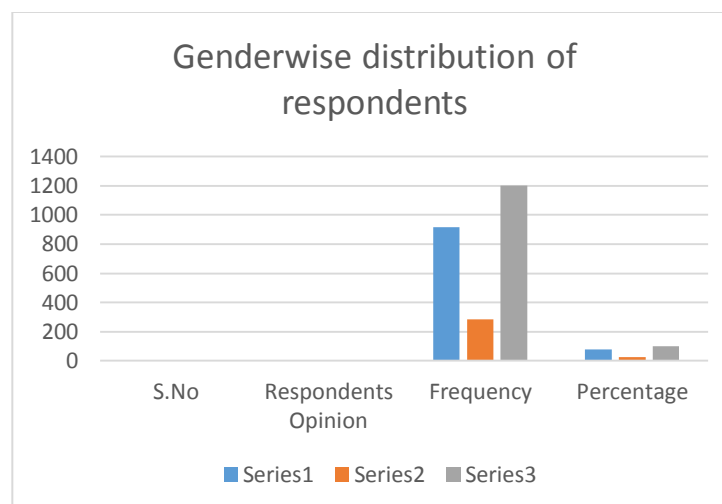
S.No	Respondents Opinion	Frequency	Percentage
1	18-30	248	20.7
2	30-40	420	35.0
3	40-50	424	35.3
4	>50 years	108	9.0
Total		1200	100.0



From the above analysis, it was observed that, among 1200 respondents, 35.3 percent belong to the age group of 40-50 years, 35 percent of respondents belong to the age group 30-40 years, 20.7 percent of respondents belong to the age group 18-30 years and 9 percent of respondents belong to age group above 50 years.

2. Gender-wise category of the respondents

S.No	Respondents Opinion	Frequency	Percentage
1	Male	916	76.3
2	Female	284	23.7
Total		1200	100.0

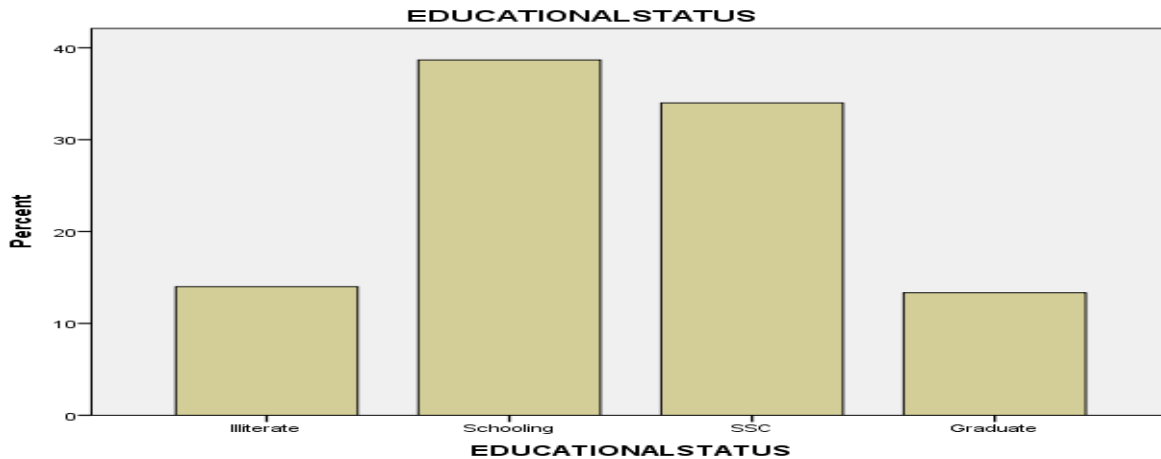


From the above analysis, it was observed that, among 1200 respondents, 76.3 percent of respondents are male, and 23.7 percent of respondents are female. In educational status 38 and 34 percent have completed schooling and secondary education.

1. Educational Status

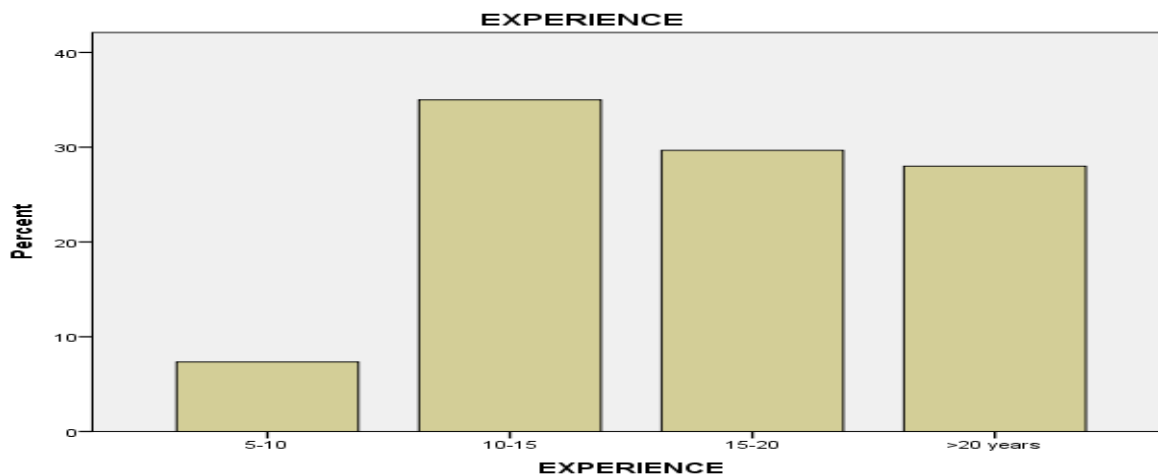
S.No	Respondents Opinion	Frequency	Percentage
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1	Illiterate	168	14.0
2	Schooling	464	38.7
3	SSC	408	34.0
4	Graduate	160	13.3
Total		1200	100.0



2. Experience

S.No	Respondents Opinion	Frequency	Percentage
1	5-10	88	7.3
2	10-15	420	35.0
3	15-20	356	29.7
4	>20 years	336	28.0
Total		1200	100.0



From the above analysis, it was observed that, among 1200 respondents, 35 percent of respondents are having experience of 10-15 years, 29.7 percent of respondents are possessing experience of 15-20 years, and 28 percent of respondents are possessing more than 20 years of experience.

H_0 – There is no relationship between marketing mix strategies.

Factors	Price Total	Product Total	Place Total	Promotion Total
Price Total	1	0.039	0.172**	0.035
Product Total	-	1	0.076**	0.126**
Place Total	-	-	1	0.614**
Promotion Total	-	-	-	1

The correlation coefficient between the price total and product total is 0.039 which indicates positive relation between price and product. The percentage of the relationship between price total and product total is 0.15% $((0.039)^2) = 0.0015$. The significance value is 0.178 which states that the null hypothesis is accepted at a 5% significant level.

The correlation coefficient between the price total and place total is 0.172 which indicates positive relation between price and place. The percentage of the relation between price and place is 2.9% $((0.172)^2) = 0.029$. The significance value is $<0.001^{**}$ which states that the null hypothesis is rejected at a 1% level of significance.

The correlation coefficient between the price total and promotion total is 0.035 which indicates positive relation between price and promotion. The percentage of the relation between price and promotion is 0.12% $((0.035)^2) = 0.0012$. The significance value is 0.223 which states that the null hypothesis is accepted at a 5% significant level.

The correlation coefficient between product total and price total is 0.076 which indicates positive relation between product and price. The percentage of the relationship between product and price is 0.57% $((0.076)^2) = 0.0057$. The significance value is 0.009* which states that the null hypothesis is rejected at a 1% level of significance.

The correlation coefficient between product and promotion is 0.126 which indicates positive relation between product and promotion. The percentage of the relation between product and promotion is 1.58% $((0.126)^2) = 0.0158$. The significance value is $<0.001^{**}$ which states that the null hypothesis is rejected at a 1% level of significance.

The correlation coefficient between place and promotion is 0.614 which indicates positive relation between place and promotion. The percentage of the relationship between place and promotion is 37.6% $((0.614)^2) = 0.376$. The significance value is $<0.001^{**}$ which states that the null hypothesis is rejected at a 1% level of significance.

Regression Analysis

To analyse the effect of marketing mix on marketing problems of mango farmers in Krishna District

From the above results it was observed, the Multiple R-value determines that 0.979 (97.9%) as it shows that there exists a relationship between the dependent and independent variables. The R square value indicates how much is the total variation in the dependent variable is explained by the independent variable and was observed that 95.8% of the variation is explained.

As the p-value is less than 0.05 it indicates that the regression model is significant.

Variables in multiple regression analysis:

Variables	Unstandardized Coefficient (B)	SE of B	Standard Co-efficient (Beta)	T value	P value
Constant	-0.027	0.027	-	-0.984	0.325
Price Total	0.001	0.003	0.003	0.428	0.669
Product Total	0.004	0.004	0.006	1.077	0.282
Place Total	-0.115	0.007	-0.133	-17.446	<0.001**
Promotion Total	1.090	0.008	1.054	139.274	<0.001**

The regression equation is.

$$Y = -0.027 + 0.001X_1 + 0.004X_2 - 0.115X_3 + 1.090X_4$$

Marketing Problems = -0.027 + 0.001 x Price total + 0.004 x Product total -0.115 x Place total + 1.090 x Promotion total.

FINDINGS:

From the analysis it was observed that:

1. Price fluctuation is the major problem faced by mango farmers.
2. Mango marketing is being a nonregulated market, there are kind of regulations upon it which is very alarming.
3. From the patterns it was observed that climate, proximity to markets, accessibility to suitable cultivable land, and seasonality are still the traditional characteristics that influence the export of mangoes.
4. In Andhra Pradesh, the introduction of new locations in the mango marketing industry has increased because of the economy's openness both inside and beyond the nation.
5. It was also found that there exists a relationship between place and promotion.

CONCLUSION:

Mango, often known as the "king of fruits," is regarded as a valuable resource for the nation since it influences the economy of that nation. It makes a significant contribution to our nation's exports. Despite these, there are other issues with the mango marketing system. The demand, variety, production, and other elements all play a role in the multifaceted Indian mango

marketing system. Therefore, the government must take important steps to address the issues relating to the marketing of mangoes.

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