

**RESEARCH ARTICLE :**

# Economic constraints faced by the mango growers

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**SUMMARY :** The major economic constraints faced by the mango growers were inadequate marketing channel, exploitation by commission agents, high fluctuation in the market price during season, high wages of labours, high cost of establishment of mango orchards, high cost of plant protection chemicals and equipments, lack of adequate economic policies, distant market for mango and high cost of transportation, high cost of packing material, chance of theft, lack of contract farming for mango, lack of co-operative marketing network and lack of export promotional strategies.

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**KEY WORDS :**

Constraints, Mango growers, Marketing cost

## BACKGROUND AND OBJECTIVES

Mango is the most important tropical and subtropical fruits of the world. It is called as the king of fruits on account of its nutritive value, taste, attractive fragrance and health promoting qualities. The Indian scenario of horticulture indicates that India ranks first among world's mango producing countries. Mango is grown over an area of 2.51 million hectares. The production of mango in India is 18.43 million tonnes (Anonymous, 2015). The leading state in area under mango is Maharashtra followed by Andhra Pradesh, Uttar Pradesh, Odisha and Karnataka. Irrespective to the reality that Maharashtra is having a comparative more area than other mango producing states, still the productivity continues to be low (1.3 tonne/ha).

In Maharashtra Alphonso and Kesar are important varieties of mango. The annual net

income earned per hectare was higher (Rs. 55,024 /ha) in Alphonso mango than Kesar mango (Rs. 44,773 /ha) during tender age. During adult period Kesar mango earned higher net income at Rs. 67,993 /ha compared to Alphonso mango *i.e.* Rs. 53.698/ha (Banerjee, 2011). Hence, it is observed that the benefit incurred through Alphonso mango tends to be low. With special focus on economics of Alphonso variety of mango, this study was under taken with objective to study economic constraints faced by the mango growers.

## RESOURCES AND METHODS

The major Alphonso growing districts in Maharashtra state are Sindhudurg, Ratnagiri, Raigad and Thane. The present study was conducted in Sindhudurg district of Maharashtra state which accounted about

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31363 ha area under mango cultivation. Three tahsils viz., Deogad (12190 ha), Malvan (5290 ha) and Vengurle (3815 ha) having highest area under mango cultivation were selected for the study. Five villages from each tahsil were selected considering the maximum area under mango cultivation based on the information obtained from the Tahsil Agriculture Officer. Thus, in all 15 villages were selected. The list of mango growers having more than 100 bearing mango trees were collected from each selected village. 8 farmers were randomly selected from each village. A total sample of 120 mango growers was selected for the study. An exploratory design of social research was used for the present study.

## OBSERVATIONS AND ANALYSIS

The findings of the present study as well as relevant discussion have been presented under following head :

### Economic constraints faced by the mango growers:

Different constraints regarding economic aspects like marketing, costs, transportation etc. are presented in Table 1. The data given in Table 1 indicated that all the mango growers (100.00 %) faced different economic and marketing constraints like inadequate marketing channel as in case of marketing of mango. The present findings of the study are supported by the findings of Yadav *et al.* (2010). The most common marketing channel used by the majority of the mango growers was traditional marketing system *i.e.* mango growers- Local middleman- commission agent- wholesaler- retailer-

consumer (Gopalakrishnan, 2013). In such marketing system the producer's share in consumer rupees is too less hence, this channel was reported as non-profitable by all the mango growers.

The second major constraint faced by the all (100.00 %) mango growers was exploitation by the commission agents. This finding is in line with finding of Kavaskar and Govind (2003). In traditional marketing system of mango commission agents are the factors which cannot be neglected. All the farmers reported there was exploitation by the middleman in marketing of mango.

All (100.00 %) the mango growers reported high fluctuation in the market price during season as major constraints. Surve (2012) reported similar result. At the initiation of the season of mango crop, the market prices for mango used to be high which is profitable but at the end of season prices goes too down which is not at all profitable for farmers. The important constraint faced by all (100.00 %) the mango growers was high wages of labours for working in orchard for different farm operations including fertilizers application, training and pruning, spraying, harvesting etc. The present findings of the study are supported by the findings of Jadhav (2009). The wages of labours goes high due to unavailability of labours.

Most of the mango growers (95.00 %) were facing constraint regarding high cost of establishment of mango orchards. Jawale and Ghulghule (2015) reported similar result. The more monetary resources required for land preparation as most of the land of research area was hilly, digging pits and labour charges.

Sr. No.	Economic constraints	Respondents	
		Number	Percentage
1.	Inadequate marketing channel	120	100.00
2.	Exploitation by commission agents	120	100.00
3.	High fluctuation in the market price during season	120	100.00
4.	High wages of labours	120	100.00
5.	High cost of establishment of mango orchards	114	95.00
6.	High cost of fertilizers and plant protection chemicals and equipments	107	89.17
7.	Lack of economic assistance	101	84.17
8.	Distant market for mango and high cost of transportation	85	70.83
9.	High cost of packing material	72	60.00
10.	Chance of theft	67	55.83
11.	Lack of contract farming for mango	54	45.00
12.	Lack of cooperative marketing networks	51	42.50
13.	Lack of export promotional strategies	50	41.67

**Table 2 : Suggestions given by the mango growers to overcome economic constraints (n=120)**

Sr. No.	Suggestions	Respondents	
		Number	Percentage
1.	Reform of marketing channel	120	100
2.	Expulsion of commission agents from marketing system	120	100
3.	Fix price for alphonso mango throughout the season	112	93.33
4.	Availability of fertilizers, plant protection chemicals at low cost	105	87.50
5.	Adequate economic assistance	95	79.17
6.	Availability of packing material at low cost	95	79.17
7.	Initiation of contract farming	50	41.67
8.	Formation of co-operative marketing networks	48	40.00
9.	Awareness regarding export strategies and norms	45	37.50

The next major constraint faced by the majority (89.17 %) of the mango growers was high cost of fertilizers, plant protection chemicals and equipments. This result is in line with findings of Khanolkar (2004). The plant protection chemicals used for control of different pest and diseases were reported more costly. Also the different plant growth regulators like paclobutrazole required for overcoming alternate bearing behaviour of Alphonso mango were reported more costly which are not affordable for most of the mango growers. Another constraint faced by majority (84.17 %) mango growers was lack of economic assistance which could act as backbone for farmers in case of crop failure. Similar result was observed by Mahadik *et al.* (2008).

Distant market for mango and high cost of transportation was also major constraint faced by 70.83 per cent of the mango growers. The results obtained by Sumathi and Rathakrishnan (2008) are in line with above results. The mango is packed in wooden boxes to avoid damages during transportation and storage, high cost of this packing material was also the major constraint faced by the majority (60.00 %) of the farmers. Mohamed (2004) reported similar results. When the fruits became ready to harvest, chance of theft was the major constraint reported by more than half of the mango growers (55.83 %) as their orchards were away from the place of their residence which causes economic loss. Contract farming, which can ensure mango growers regarding definite availability of market for their produce at pre-decided prices in terms of different processing industries, lack of such contract farming facilities was the constraint reported by 45.00 per cent of the mango growers also lack of co-operative marketing networks was the major constraint faced by 42.50 per cent of the mango growers. Lack of export promotional strategies was also the

important constraint reported by the 41.67 per cent of the mango growers who showed their interest in export of mango. The present findings of the study are supported by the findings of Kota (2011).

#### **Suggestions given by the mango growers to overcome economic constraints :**

According to data given in Table 2, it is suggested by all the mango growers (100.00 %) to execute intensive reforms of marketing channel for the mango so that there should be direct linkage between farmers and consumers. Expulsion of commission agents was suggested by all the farmers so that they can get maximum profit from mango. As there is high fluctuation in the price of mango it is suggested by majority of the farmers (93.33 %) that government should fix price for alphonso mango throughout the season. Most of the farmers (87.50 %) had suggested that fertilizers, plant protection chemicals should be available at low cost. Majority (79.17 %) of the farmers suggested that government may take in consideration the economic constraints faced by the mango growers and plan suitable economic assistance overcome these economic losses. It is also suggested by the farmers that different strategies should be executed for activities like contract farming (41.67 %), co-operative marketing network (40.00 %) and export promotion (37.50 %).

#### **Conclusion :**

India has great potential to produce high quality alphonso mango which has highest demand in domestic as well as international market. But due to lack of proper linkage between producer system and marketing system profit obtained by mango growers is to less. Due to these economic constraints, as compare to cost of production

the benefits availed by the farmers are too less. Hence to overcome these economic constraints proper action should be taken by government as well as state agriculture universities as per the suggestions obtained by the mango growers for profit maximization in mango crop.

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