

CONSTRAINTS ENCOUNTERED ON THE PARTICIPATION OF MANGO FARMERS IN AGRICULTURE MARKETING

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ABSTRACT

Agriculture zone is the primary entity in a financial system on which the success of different sectors is ascertained. Whilst agriculture develops, so does the economy in trendy, speeding up the reduction of rural and urban poverty. A strong and vibrant agricultural gadget bureaucracy the primary pillar within the strategy of overall economic system. The diversity in climatic conditions and the huge populace make the sector prone to many challenges. Henceforth a developed mechanism to promote the agricultural produce becomes the need of the hour. Rest of the agricultural produce on one side and fruits and vegetables happen to be on the other side as they are very vital for the country in terms of their economic as well as nutritional values. Amongst them mango occupies the highest place as it is rightly termed as the king of all the fruits with the various variants available in the country. Though the country is blessed with favorable climatic and soil conditions for the growth of mango yet it is confronted with several struggles in marketing the fruit in the nation. The present study deals with the different issues encountered by the mango producers on participation in the agricultural marketing of mangoes in different parts of the country. Possible literature is properly understood and the relevant analysis is performed and results mentioned.

Keywords: Mango, Agricultural marketing, Growth, Problems

INTRODUCTION

India is more relevant and familiar with tags like developing economy and an agrarian economy. Agriculture is the most important sector for any country and is the most dependent on sector for a developing country like India. Agriculture is the main contributor to the gross domestic product of the nation. Amongst other produce from the sector the fruits and vegetables assume the major proportion. Mango is well famous as the king of fruits in the country. Marketing is far more than mere selling and agricultural marketing is inevitable as agriculture is the primary source of income generation for many.

Technological step forward in Indian agriculture has introduced about speedy boom in the productivity degrees of crops. This has generated new issues in advertising and marketing for which adequate attention has no longer been paid even though it has been recognized that the solution for these issues is great condition for agricultural prosperity. For the farmers, disposal of their produce has end up as essential because the adoption of latest agricultural technology for improving his profits from agriculture. Until marketing gadget is advanced, no incentive to growth manufacturing will appeal to the cultivators. It's far regularly found that the farmers do no longer get their remunerative costs for his or her produce whilst the clients should pay higher fees.

India has an extensive pattern of climatic conditions and soils on which a huge variety of horticulture plants consisting of fruits, vegetables, potato, tropical tuber plants, mushroom, decorative and aromatic vegetation, plantation plants, spices, cashew, cocoa and betel vine. India contains the largest manufacturer of coconut, aromatic plants, cashew and tea, and second largest producer of end result and veggies within the World. The changing scenario encourages non-public investment. Resultantly, horticulture has moved from rural confines to industrial mission attracting teens, because it has proved to be intellectually-pleasurable and financially benefitting. Horticulturists produce a wide variety of fruits in the area. Some of the extraordinary fruits produced through growers the cultivation of mango is better in phrases of region in addition to in output compared to another fruit. India has occupied number one function within the mango cultivation inside the world.

OBJECTIVES

1. To ascertain the importance of agriculture in India.
2. To validate the value of agricultural marketing in India.
3. To understand the problems encountered by the participants in agricultural marketing of mangoes in India.
4. To facilitate the possible suggestions to handle the constraints encountered during agricultural marketing of mangoes in the country.

REVIEW OF LITERATURE

A developing country like India prominently an agrarian economy marks agricultural marketing of a great significance and importance. A sector that's a huge contributor to the gross domestic product of the nation presumes its marketing to be of relevance. Fruits are a great source of various vital resources for an individual of the country. Mango is termed as the king of fruits for India. This section of the study accumulates the relevant literature on agricultural marketing of mangoes and the relevant issues associated with the same for the farmers in India.

Agronomy of fruits is a completely vital factor contributing to the wellbeing of the country. In fact, the per capita consumption and manufacturing of fruits are often taken as an index of the standard of residing of the people in a country.

In phrases of vitamins, fruits are a superb supply of numerous nutrients, mineral salts and nutritional fiber, which are vital for exact health. Fruits are fitness-promoting as nicely as delight-giving. Due to their low power density and appreciable amounts of nutritional fibre end result are right for health.

Agricultural advertising is basically the purchase and promoting of agricultural products. In earlier days when the village economic system became extra or less self-enough the marketing of agricultural merchandise supplied no difficulty as the farmer sold his produce to the purchaser on a coins or barter basis.

Rivera has said that the mango is a greater value and larger earner crop, in comparison to the traditional vegetation like rice, corn, coconut and sugarcane, wherein income stages are simplest from a revenue from Rs.15,000 to Rs.60,000 in step with hectare a year. That is why

most of the farmers growing traditional crops have remained terrible. Mango ought to effortlessly deliver an income range of rupees one lakh to five lakh per hectare according to 12 months with mango bushes of 10 to 20 years old. Inter-cropping inside the mango orchard with seasonal or coins crops like grains and greens could add more to the farmer earnings. The mango tree is benefited through the cultivation and application of fertilizers to it. Extra profits in line with unit area could be better attained through growing mango with different vegetation. The distance of mango planting at 20 to 30 meters of interval might permit larger and greater effective mango timber to flourish nicely with much less production fees and with less of pest and disorder troubles. The care, cultivation and fertilization of the intercrop could also benefit the boom and the productiveness of the mango trees.

Manimehalai (2011) Incorporated increase and agricultural improvement in her article portrayed that the profitability has end up extra applicable in latest years due to restricted scope for growth of arable land. Increasing yield to their technology highest level may be possible via good enough investment in infrastructure and generation, irrigation, land improvement, garage, markets, etc., Availability of credit score and extension services could facilitate access to available technology. These troubles are greater relevant in our country because 58% of labor force dependent on agriculture.

Subbiah, Radha and S. Jeyakumar (2006) of their paper "Advertising issues of Cotton growers", agricultural merchandise market wishes a special examine as a result of its personal peculiarities in production, distribution, deliver, and demand. Within the case of manufactured merchandise, the control of these kind of components lies in the fingers of the manufacturers themselves. As such, the employer of advertising is sort of ideal. That is quite opposite within the case of agricultural products, wherein proper from the level of production to the distribution, the producers haven't any contact or manipulate. Charges are fixed through the middlemen and not by means of growers. Selection and manage of the channel of distribution additionally lie within the palms of intermediaries. These odd capabilities make agricultural advertising and marketing mostly disorganized, and for this reason, there is a vital need to have a look at those components.

RESEARCH METHODOLOGY

For the conduct of this study, farmers who are mainly on the mango cultivation have been selected as target population. The random sampling method used for the selection of mango growers. At 0.025 margin of error and 95% confidence level used for the selection of sample size

from the population. It was finalized as 1537.

ANALYSIS AND INTERPRETATION

The following analysis showed the constraints faced by mango growers in Tamilnadu. Constraints are evaluated with the score of mean value. High mean score will get the top position. The subsequent position followed by the mean value. Constraints are listed as lack of knowledge for the proper cultivation, lack of knowledge on exports, improper middle man usage, poor support from the wholesalers, lack of financial support from banks, poor adoption of modern technology, low quality of mango grafts, fertilizer usage, Lack of plant production and lack of storage facility.

Constraints	SA	A	N	DA	SDA	Total Score	WAS	Rank
lack of knowledge for the proper cultivation	248	138	8	17	9	1859	4.43	I
lack of knowledge on exports	198	127	35	39	21	1702	4.05	III
improper middle man usage	48	61	77	158	76	1107	2.64	VIII
poor support from the wholesalers	155	13	94	73	85	1340	3.19	VI
lack of financial support from banks	285	44	43	26	22	1804	4.30	II
poor adoption of modern technology	75	67	124	56	98	1225	2.92	VII
low quality of mango grafts	14	36	67	114	85	316	1.98	X
fertilizer usage	164	126	85	39	6	1663	3.96	IV
Lack of plant production	65	198	55	79	23	1463	3.48	V
Lack of storage facility	18	58	75	155	114	971	2.31	IX

The above table clearly exhibits the constraints of mango growers. The weighted average score is ranged from 4.43 to 1.98. It is observed that most of the respondents were facing the constraints as “lack of knowledge for the proper cultivation” which got the first position with high score. And the last score was given to “low quality of mango grafts”

SUGGESTIONS

1. Removal of middlemen or intermediaries is very crucial for the farmers to promote their agricultural marketing as unless the farmers have the advantage of complete sales revenue in their pocket, they won't be able justify marketing of the produce in the end.
2. Proper and regular training of the marketing staff is very important and essential to keep the marketing developments in pace with the latest developments that happen in the world outside and around us.
3. Cheaper and liberal credit facilities to the farmers should be provided so as help them to procure the required marketing facilities and agricultural inputs to ensure success of the agricultural sector.
4. There must be a merger of several related departments like irrigation, fertilizer, meals, agriculture, and so on. For better coordination and synergy.
5. Development of proper means of transportation and development of roads capable of all-season travel needs to be assured to allow regular and proper transportation of the agricultural produce. Mangoes are seasonal fruits and seasonal issues must never be a hurdle.
6. Mangoes being seasonal in nature need upgrades in marketplace infrastructure which includes storage (warehouse) facilities, bloodless garage, higher loading and weighing facilities, right stalls, higher street hyperlinks and so forth. Would also be helpful in improving the marketing performance.
7. Marketing is improved transparent marketing operations are ensured in a huge nation like India.
8. Bringing in a greater number of markets under the wholesale sector increases the marketing efficiency.

CONCLUSION

Fruits and vegetables form a very important competent in the diet sheet of the citizens of the nation. India currently plays the first state in the world in the combined production of fruits and vegetables in the country. India's proportion in global fruit production could be very considerable, the largest manufacturer of mango and banana in the global count and fifth function inside the manufacturing of pineapple and sixth inside the manufacturing of orange, tenth in the manufacturing of apple. Further India's presence inside the production of vegetables is also very big. The present paper goes through various hurdles faced by the participants or farmers in agricultural marketing of mangoes in India. The general public of the mango growers were pronounced the restrictions viz. High susceptibility of diseases and bug pests, lack of awareness approximately clinical cultivation practices, non-availability of reliable types plant cloth, inadequate schooling for obtaining talent about medical mango manufacturing excessive value of transportation of fruit and plant cloth, inadequate and unreliable Advertising channels changed into the most critical constraint perceived via the mango growers. Apart from the above stated problems from the findings and analysis possible suggestions have been mentioned.

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