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A Study on Cultivation and Marketing of Mango with Special Reference to Thiruvallur District in Tamilnadu

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A B S T R A C T

The mango, a natural product that started in India, has admirers everywhere on the globe. The plant term of mango is called as "Mangifera Indica", got from the mix of two words, 'Mango' and 'Fera'. In Latin, it implies that Indica that is, it has a place with India. Mango without a doubt has the right to be the public product of India. In zone of creation, nutritive worth and prominence, no other organic product can contrast and it. Its development in India goes back to 6000 years of age. It is the public products of the soil among the organic products in India. In India's plant crops, creation of mango is around 60%. Mango is one of the profoundly consumable organic products in the nation. It contains different fixing specifically B, carotene, sugars, nutrient "C" fiber and energy. Mango is probably the least expensive natural product in India, which can be eaten even by the most unfortunate of poor people. In India huge quantities of agriculturists are developing mango trees for their job. Mango development is occasional and in this way during the slow time of year, the cultivators need to look for elective business.

Keywords: Mango, Production of mango, Cultivation and Marketing Practices.

1. Introduction

India is the second biggest maker of organic products after china, with a creation of 44.04 million tons of organic products from a zone of 3.72 million hectares. An enormous variety of common items is filled in India, of which mango, banana, citrus, guava, grape; pineapple and apple are the critical ones. Mango profitability relied upon the synergistic impact of numerous factors, outside the ability to control of the farmer. Mango creation relies upon the downpour, season and soil conditions, crop assortment, water level, water system and compost use. Notwithstanding that pesticides, composts, infectious prevention, development time and reap, farmer's information in cultivating energetically add to mango development. Mango tree is the major green plant and has procured unique significance in all nations of the world. Its refined taste and its assorted characteristics, Places it as the lord of all natural products on the planet. The improvement of agribusiness is the way in to country's financial turn of events. Food development is the most imperative item among rural products for the opposition of human progress and creature life. Mango is accepted as the most well known and stylish organic product among various portion of individuals. Mango is the solitary organic product that has rich smell and kind, everything being equal; this is the purpose for the individuals' affection for mangoes. Mango development assumes fundamental part in making work and food stuff to the general population. The organic products, for example, apple, mango, banana, citrus, and guava are the fundamental natural products developed in India. These five natural products cover three-fourth of complete natural product creation in India. . The significant mango developing states are Dindigul, Dharmapuri, Krishnagiri, Salem, Theni, Thiruvallur, and Vellore. Mango development is generally significant and it involves 22% of land used for various organic product developments. In

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India, a few natural products are developed almost 3.35 million hectares and mangoes alone are developed almost in 2.4 million hectares. The assortments of mango developed are Bangalora in 30,000 hectares, Alphonsa in 4000 hectares, Sendhura in 2000 hectares, Banganapalli in 1000 hectares. Assortments are Tamil Nadu contributes roughly 4% to 5% of mangoes and the farmers inclusion in mango creation is bit by bit raising. . The significant fare assortments are Bangalora, Badami, Banganapalli, Kesar, Alphonsa, and Dashehari. India, being the biggest maker of mangoes, trades extensive amounts to a few nations subsequent to satisfying its homegrown need. Mangoes are for the most part used to make cool and sweet beverages; which upholds mango creation incredibly. Water system is the main wellspring of need for mango development and water isn't required in storm seasons. During fruiting stage, appropriate consideration ought to be guaranteed to ensure mango trees. Ready mangoes are reaped in the opportune time changes in organic product appearance, size, Color, and wax level found in the skin are the indication of development.

2. Objectives of the Study

1. To find out the profile of the study area and socio-economic attributes of the example respondents of Thiruvallur district of Tamil Nadu
2. To recognize the cultivation and marketing practices followed by the mango farmers
3. To realize the elements affecting farmers satisfaction in cultivation and marketing of mangoes.

3. Scope of the Study

Mango cultivators have certain advantages in mango creation and yet they face sudden issues as normal breezes, downpours, tornadoes, etc. Such issues influence their efficiency and occupation as well. Helpless instruction and experience on mango development is the primary issue to them. Hence, numerous possibilities and issues are related with development of advertising of mangoes. Thusly, this examination has been directed with a particular limit. This examination is planned to survey financial qualities of mango farmers in the area. Their development and promoting rehearses followed by them is likewise analyzed. This investigation is expected to evaluate financial qualities of mango farmers in the locale. The serious issue included creation, money, and support of field. The issues looked by the mango producers are totally not the same as different agriculturists. The expansion of rural creation and the advancement of agro-preparing businesses are for the most part contingent upon farming activities.

4. Review of Literature

There are number of researchers done their research study in the area of that mango is an important fruit crop grown in the region. They have undergone this research study, identified, discussed about this topic and explained their views in detail as below. The vast majority of them referenced numerous farmers sell their mangoes to merchants and those they ought to be prepared in the development of cutting edge mango for the creation.

Rosalin and Vinayagamoorthy (2014) intended to dissect the development example of mangoes in India. This examination underlined that it was imperative to teach mango makers on perspectives, for example, bug the board, infections and trickle water system needs, advertising and refreshing data on Government strategies. Likewise, guidelines, monetary assets and sponsorships to improve farmers' exhibition and decrease delegate mediation are absolutely critical. Likewise, the selection of proper reaping to promoting would assist with keeping up the nature of the ideal organic product, which would permit the maker to acquire better costs and high benefit while diminishing the misfortunes during the gather. The outcomes uncovered that numerous farmers sell their mangoes to brokers and that they ought to be prepared in the development of innovative mango for the creation. It was presumed that the Government should additionally uphold the improvement of the mango market.

Masood et al. (2011) led to distinguish the relationship of pathogenic organisms with mango snappy decrease tree and the bark insect. This study pointed out that the fungi formation are re-isolated from symptomatic mango plants and artificially inoculated. After six months of inoculation, all treatments developed symptoms of disease, namely wilting, exudation and black streaks. The results revealed that, despite the pathogens and vectors, mango trees are more and more at risk to infection because of insufficient irrigation, root damage caused by termites or furrowing, absence of sanitary measures in orchards. It was found that it is important to develop integrated management systems for mango production to minimize the risk of damage from disease.

Biswas & Kumar (2011) examined the revolution in mango production stories. This study divulged that India provides half of mango production, but unfortunately, its productivity is decreasing. The results showed that the causes of the low productivity are due to traditional sowing systems, the deficient management of the orchards, the low use of nutrients of the plants, the inadequate irrigation and the use of old varieties. On the contrary, when using an efficient irrigation, fertilizers can have a positive effect on the increase of mango productivity. The results revealed that mango trees grows very large, which makes it difficult to carry out the necessary cultivation operations, such as pruning, training, control of diseases and pests, and so on. Findings revealed that high-tech horticulture techniques improve mango productivity.

Abdelazim et al. (2011) observed the suitability of mango varieties for jam making in Sudan. This study pointed out that the Malgova mango variety has been tested in good quality. Therefore, it can be used for the preparation of marmalades and can be stored safely under cooling conditions in a cold room for four months. The results showed that mango is a good source of vitamin A and C, and is rich in carbohydrates, minerals, potassium and phosphorus. The results revealed that the mango is consumed mainly in the form of fresh fruit, but due to its perishable nature, it cannot be maintained for long, resulting in the loss of a substantial amount of the crop each year. The results showed that mango processing can be used to make mango nectar, mango juice, mango concentrates and jam. It was concluded that the mango crop gave good income to the producers.

Jayaraj & Rajavel (2010) aimed to analyse the nut weevil menace in mango. This study pointed out that the nut weevil or the mango weevil is a particular pest, which mainly affects the yield from mango trees. The results of the study revealed that it was attacking varieties of soft pulp such as Himayuddin, Bangalora, Neelum, Mulsoa, Alphonsa, Beneshan, Kalepad, etc. Moreover, it feeds only on mango seeds and is measured to be the most serious pest of mango. The results revealed that the complete life cycle of the weevil is complete in two months and that there is only one generation per year. It was found that the use of pesticides can control the threat of the nut weevil.

5. Research Methodology

This study focused only on mango growers in Thiruvallur District. This study used respondent-completed structured questionnaire survey to collect data that were analyzed those detailed information on farmers cultivation and marketing practices. Most of the questions were structured were close-ended questions and the responses scale as ordinal variables. A non-probability sampling research approach (convenience sampling) was used for this research to select the respondents from 5 Taluk in Thiruvallur district. Within these taluk around 150 respondents were surveyed and the questionnaires were found usable for data analysis.

5.1 *Data Analysis and Interpretation*

Table No. 1.1 Gender of the Farmers

ARTICULARS	FREQUENCY	PERCENTAGE
MALE	85	56.7
FEMALE	65	43.3
TOTAL	150	100

The table 1.1 & Charts represents that 56.7% of the farmers belong to male category. Similarly, 43.3% of the farmers belong to female category.

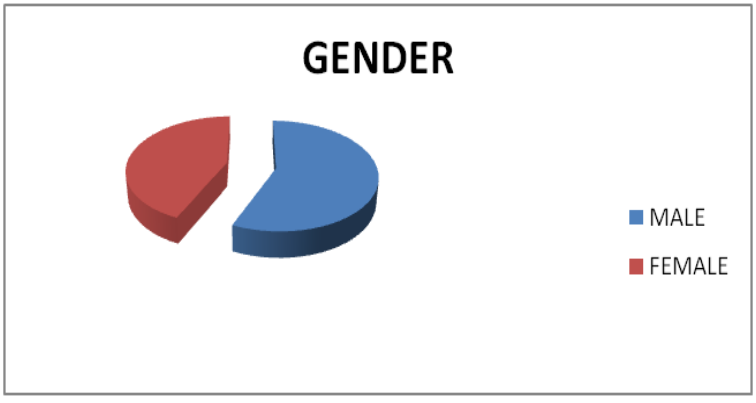

Fig 1. Gender of the Farmers

Table No. 1.2 Type of Soil in Cultivating Practices

PARTICULARS	FREQUENCY	PERCENTAGE
RED SOIL	27	18
SANDY LOAM	43	28.6
ALLUVIAL	45	30
OTHERS	35	23.4
TOTAL	150	100

The table 1.2 & Charts represents that 30% of the farmers belongs to Alluvial soil category, 28.6% of the farmers belongs to Sandy loam category, 23.4% of the farmers belongs to others category and 18% of the respondents belongs to Red soil category.

Cultivating Practices

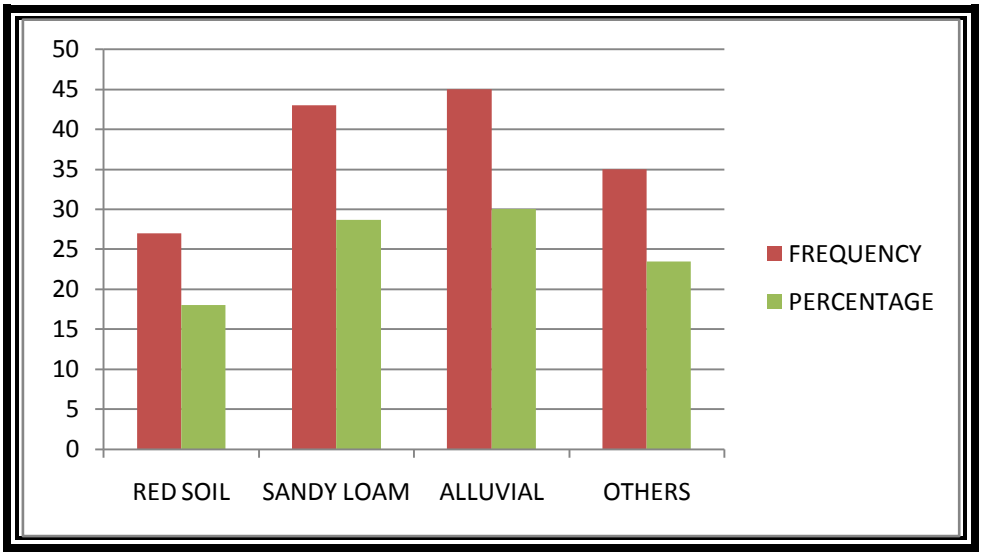

Fig. 2 Cultivating Practices

Table No. 1.3 Price of Mango in Marketing Practices

PARTICULARS	FREQUENCY	PERCENTAGE
REGULATED PRICE	31	20.6
SIZE OF THE MANGO	36	24
COMPETITION	63	42
DEMAND AND SUPPLY	20	13.4
TOTAL	150	100

The table 1.3 & Charts represents that 13.4% of the farmers are fixed the price demand and supply force, similarly, 42% of the farmers are fixed with competition forces. 24% of the farmers are fixed with size of mango. Finally, regulated price fixed the mango price to 20.6% of the farmers.

PRICE OF MANGO

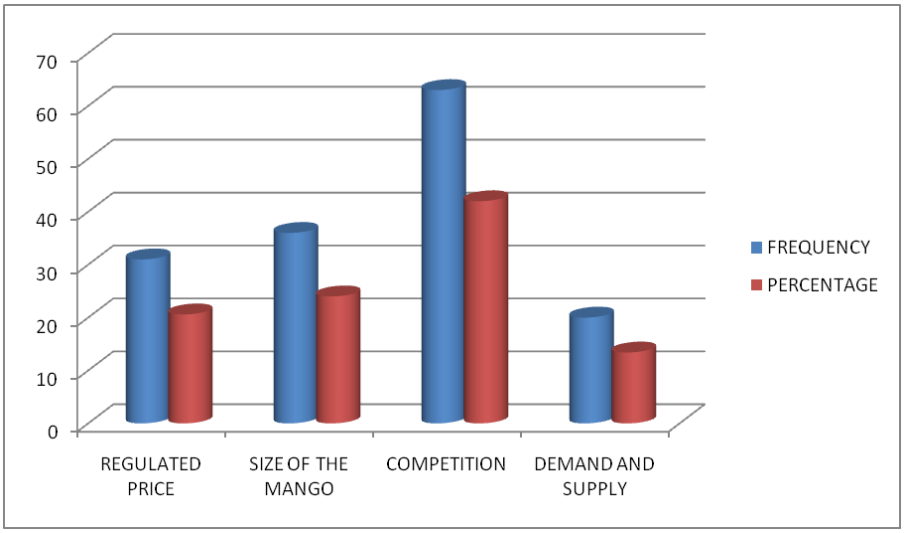

Fig 3. Price of Mango

Table No. 1.4 Farmers Satisfaction in Cultivation and Marketing

PARTICULARS	FREQUENCY	PERCENTAGE
PROFIT	20	13.4
LABOUR SUPPORT	35	23.4
INSURANCE	15	10
WEATHER	52	34.6
CREDIT FACILITIES	28	18.6
TOTAL	150	100

The table 1.4 & Charts represents that satisfaction in cultivating and marketing 34.6% of the farmers have satisfaction in weather conditions, 23.4 % of the farmers have satisfaction in labour support, 18.6% of the farmers have satisfaction in Credit facilities, 13.4% of the farmers have satisfaction in profit and 10% of the farmers have satisfaction in insurance.

SATISFACTION IN CULTIVATION AND MARKETING

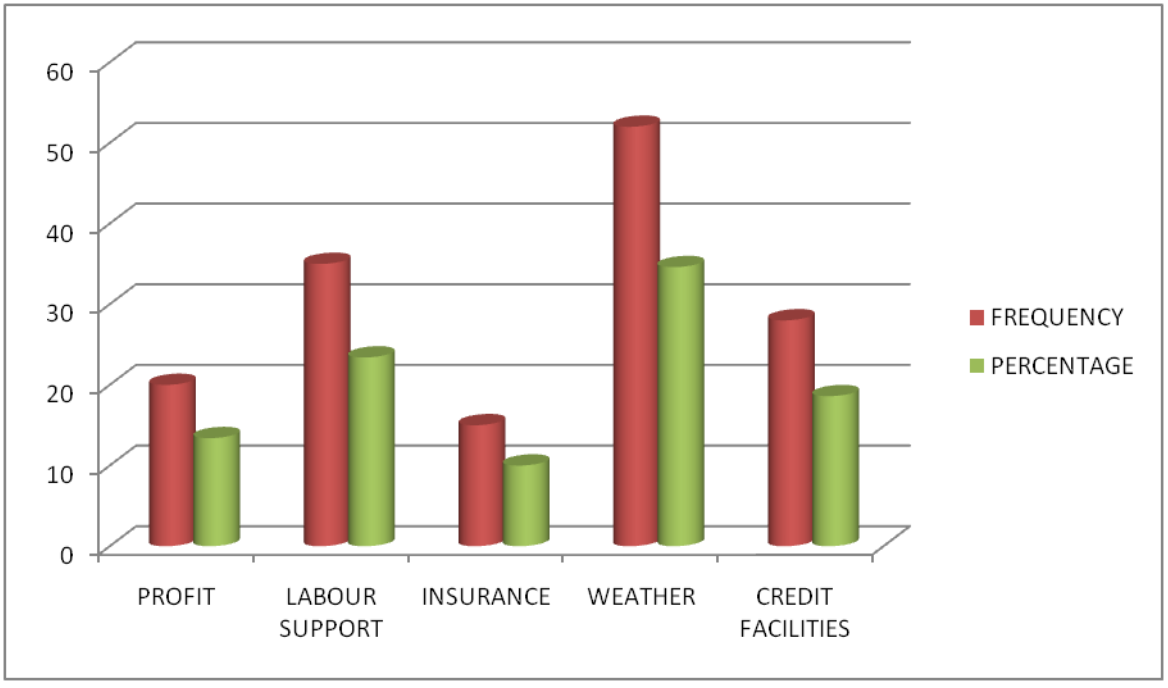

Fig 4. Price of Mango

6. Findings

- Among farmers group56.7% of the farmers belong to male category. Similarly, 43.3% of the farmers belong to female category.
- Among farmers group 30% farmers belongs to Alluvial soil category, 28.6% of the farmers belongs to Sandy loam category, 23.4% of the farmers belongs to others category and 18% of the respondents belongs to Red soil category.
- Among farmers group 13.4% of the farmers are fixed the price demand and supply force, similarly, 42% of the farmers are fixed with competition forces. 24% of the farmers are fixed with size of mango. Finally, regulated price fixed the mango price to 20.6% of the farmers.
- Among farmers group satisfaction in cultivating and marketing 34.6% of the farmers have satisfaction in weather conditions, 23.4 % of the farmers have satisfaction in labour support, 18.6% of the farmers have satisfaction in Credit facilities, 13.4% of the farmers have satisfaction in profit and 10% of the farmers have satisfaction in insurance.

7. Suggestions

- Organic cultivation is another method recommended for increasing the income per hectare from mango cultivation. All over the world there is a high and growing demand for organic products.
- Mango grower without the use of chemical fertilizers and pesticides is sold at high prices in the world market. An attempt in this regard would open up new areas of activity for growers.
- Central and state governments should provide sufficient incentives for growers in their long-term development plans.
- This fact is necessary that mango cultivation must be laborious and workers must constantly pay higher wage rates in order to raise their standard of living.
- The cost of mango production is growing steadily in almost all regions of the region. Reducing the cost of production is possible only with an increase in productivity.
- The introduction of new high-yielding resistant varieties will be of great importance for increasing the productivity of mangoes.
- Access to technical assistance, materials, credit, transportation and marketing information is critical to maximize productivity. The interaction between the Department of Horticulture and growers should be improved. Gardeners should be advised to visit the Department of Horticulture to meet with relevant officials to receive recommendations on their production problems.

8. Conclusion

Mango grower must provide timely financial assistance, especially agricultural loans, in order to stimulate their effective growth. It is reported that the sale of mango distress by manufacturers is widespread. Producers sell their products long before the harvest season at prices well below those that prevail in the market in order to overcome their financial difficulties with creditors and commissions. It is anticipated that financial institutions should provide adequate financial assistance at a moderate interest rate to meet their financial needs.

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