

## A Study on Problems in Marketing of Mangoes in Dharmapuri District

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### Abstract:

"The king of the fruits," mango fruit is one of the most popular, nutritionally rich fruits with unique flavor, fragrance, taste, and health promoting qualities, making it numero-uno among new functional foods, often labeled as "super fruits." Mango is one of the delicious seasonal fruits grown in the tropics. The tree is believed to be originating in the sub-Himalayan plains of Indian subcontinent. Botanically, this exotic fruit belongs within the family of Anacardiaceae, a family that also includes numerous species of tropical-fruited trees in the flowering plants such as cashew, pistachio,...etc. Marketing of any product is very typical and essential one. Mango is a seasonal fruit. So the farmers should follow effective marketing strategy to market their product for reasonable price. In this study the researcher has taken Dharmapuri district farmers as sample to analyse the problems of farmers for marketing their cultivated mangoes.

### Introduction:

Mango is a tropical tree cultivated in many regions of India, and now its farming has been extended wide across the world in many continents. After flowering its fruits generally grow at the end of a long, string like peduncle, with sometimes more than one fruit to a peduncle.

Each fruit measures 5 to 15 cms in length and about 4 to 10 cms in width, and has typical "mango" shape, or sometimes oval or round. Its weight ranges from 150 gm to around 750 gm. Outer skin (pericarp) is smooth and is green in un-ripe mangoes but turns in ripe fruits into golden yellow, crimson red, yellow or orange-red depending upon the cultivar type. Fresh mango season lasts from April until August.

Mango comes in different shapes and sizes depending upon cultivar types. Internally, its flesh (mesocarp) is juicy, orange-yellow in color with numerous soft fibrils radiating from its centrally placed flat, oval-shaped stone (enveloping a single large kidney-shaped seed). Its flavor is pleasant and rich, and tastes sweet with mild tartness. A high-quality mango fruit should feature no or very less fiber content and minimal tartness. Mango seed (stone) may either has a single embryo, or sometimes polyembryonic.

### Objective of the Study:

To analyse the problems involved in marketing of mangoes.

### Research Design:

Descriptive research has been used for the study.

### Sampling Method:

The researcher has adopted convenient sampling method for the study.

### Sample Size:

The researcher has selected 120 respondents for the study.

### Tools used:

Chi square and Simple Percentage has been used for the study.

### Problems in Marketing of Mangoes:

The heart of your business success lies in its marketing. Most aspects of your business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, your business may offer the best products or services in

your industry, but none of your potential customers would know about it. Without marketing, sales may crash and companies may have to close.

The growth of any country depends the level of agricultural production. India is one of the agriculture based nation among the world countries. Because of lack of educational knowledge and financial instability the farmer have a weak bargaining capacity. The traders and some intermediaries take those advantages on farmers. Unfair trade practices are also affect the farmers. On the other hand the trader who are generally well informed, well organized, financially sound and very tactful in their dealings and takes advantage of the farmers weaknesses and prospers. Agricultural marketing is mainly the buying and selling of agricultural products. In earlier days when the village economy was more or less self-sufficient the marketing of agricultural products presented no difficulty as the farmer sold his produce to the consumer on a cash or barter basis. Today's agricultural marketing has to undergo a series of exchanges or transfers from one person to another before it reaches the consumer. Most of the agricultural products in India are sold by farmers in the private sector to moneylenders (to whom the farmer may be indebted) or to village traders. Products are sold in various ways. The market is also deprived of healthy and fair competition. The farmer is discontented with the environment in which he has to operate in the market. Some of the unfair practices such as, short weights, considerable delay in payment, high market charges, taking away substantial quantity under the name of sample, underhand dealings, and the incorrect and false weights are fairly known and widely practiced in agricultural marketing in India. Moreover, no one can ever forget the customary gesture of secret or cover bids. Thus, the trader has the upper hand in the agricultural marketing system and the farmer is always at his mercy. Generally mango prices are fixed by the middlemen, not by the growers with the result that they lose their due share in the mango business. So, it is very much essential to study the problems of mango marketing, since large number of farmers involves themselves in this field. The most serious problems faced by the cultivators are financial indebtedness to others, and no guarantee in mango yield. Though the mango cultivation is not a profitable one, many people are continually doing the mango cultivation due to the non- availability of alternative occupation. The national fruit of India and of the state of Tamil Nadu is mango.

#### **Findings of the Study:**

Among the selected respondents, 20 percentage of the respondents prefer mango cultivation for lesser workload, 25 percentage of the respondents prefer for Cash crop, 30 percentage of the respondents cultivating mango for traditional crop and other respondents cultivating mango because of cash crops, sustainability to climate profitability, no alternative employment.

40 percentage of the respondents were marketing their cultivated mangoes because of to clear debts, 30 percentage of the respondents marketing mangoes immediately because of to meet the family expenditure. 20 percentage of the respondents for storage problems. The other problems are post harvest loss, immediately sale fetches better price and they do not know other uses.

Nearly 50 percentage of the respondents sold their cultivated mangoes with the help of commission agents, 20 percentage of the respondents sold to directly to the wholesaler. 30 percentage of the respondents depends both wholesaler and commission agents.

Among the selected respondents, 35 percentage of respondents faced cropping finance problems, 20 percentage of the respondents were facing transport arrangement. 20 percentage of the respondents did not avail enough market information.

Nearly 30 percentage of the respondents were faced lack of labour supply, 20 percentage of the respondents facing lack of labour supply after lack of availability of quality fertilizer and pesticides. Soil condition, lack of area of land, natural calamities are some other problems faced by the mango cultivators.

#### **Chi Square Result:**

#### **Hypothesis Framed:**

There is a significant difference between the success among the mango growers of various blocks.

#### **Result:**

The chi square tool has been applied for to know the significant difference between the success among the mango growers of various blocks. The calculated value of Chi square is 55.725 which is

greater than the table value of 21.666 at 1 percent level of significance. The null hypothesis is rejected. There is a significant difference between the success among the mango growers of various blocks.

**Conclusion:**

Mango industry plays a pivotal role to bring in radical changes to cultivation in rural areas. Some obstacles are highly volatile price pattern, lack of storage facilities and the dominance of middlemen in marketing". The present study has highlight the problems for the successful marketing of the mangoes by the growers of Dharmapuri district. The government should purchase the mangoes directly from the growers and market them. It should also evolve very flexible lending policies for the mango growers to go ahead with their cultivation.

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