INTERNATIONAL JOURNAL OF SCIENCE AND NATURE

www.scienceandnature.org

MARKETING BEHAVIOUR OF MANGO GROWERS OF KARNATAKA

Manjunath, Amaresh Kumar, K. and Shashikala Bai, D.
Department of Agricultural Extension Education,nUniversity of Agricultural and Horticultural Sciences, Shivamogga - 577225, India
*Corresponding author email: manjunathsnatikar@gmail.com

ABSTRACT
The study was carried out to know the marketing behaviour of mango growers in Kolar and Ramanagar district of Karnataka state during the year 2014-2015. Major findings revealed that nearly half (49.16 %) of the respondents were leased their orchard to the pre harvest contractors, 40.00 % of them sell their produce immediately after the harvest and none of the farmers stored their produce in cold storage units. It was found that, 18.33 % of the respondents sell their produce to traders in village itself, only 15.00 % of the respondents sell their produce to regulated markets. Whereas, very few (3.33 %) of them sell their produce to co-operatives and meager 2.50 % of the respondents sell their produce to processing unit and export organizations respectively. Majority (40.83 %) of the respondents got market price information by mobile phone. Only 9.16 % of them stored their produce for 8-10 days with paddy straw or other grasses. About 25.83 % of the respondent following grading and only 13.33 % of the respondents followed packing of their produce. Regarding market problem faced by the farmers, cent percent the respondents were facing the problem of price fluctuation in the raw material (mangoes) followed by lack of remunerative price for the produce (95.83%), lack of storage facility for fruits and processed products (92.50 %), lack of marketing facility for processing products (87.50 %), high commission charges (81.66 %) and lack of co-operative marketing system (76.66 %).

KEY WORDS: Export organizations, marketing behavior, processing unit and storage facility

INTRODUCTION

Mango (*Mangifera indica linn*) is one of the most ancient fruits of India and deserves to be the national fruit. It is the favorite fruit of almost every Indian and has been repeatedly acclaimed as the “King of Fruits”. It occupies the same position in India as is occupied by apple in temperate and grapes in sub tropical areas. Its common name Aam means common. Mango is grown in about 87 countries but it is greatly valued in India. In India, about 1,500 varieties of mangos are grown, including 1000 commercial varieties. Among these, Dashehari, Langra and Chausa are the popular varieties of the northern regions of the country, while Alphanso and Pairi are popular in Deccan Plateau and Western regions. Totapuri, Neelam and Benishan are the important varieties of South India (Ravikumar *et al.,* 2013). India produces 2,516 thousand MT of mango from an area of 18,431.30 thousand hectare has the share of 34.09 % area and 20.07 % production of major fruits. Among the top ten mango producing countries, India ranks first with the highest share of 44.01 % of world mango production. The leading mango producing states of India are Uttar Pradesh (43, 00980 MT), Andra Pradesh (27, 37,010 MT), Karnataka (17, 55,560 MT) followed by Telangana (17, 17,000 MT) (Anon., 2015a).

In Karnataka the crop is grown in an area 180530 hectares with the production of 1755560 MT (Anon., 2015a). Among the various districts of Karnataka, Kolar and Ramanagara the largest mango growing districts with an area of 46,722 and 19,853 hectares, produces 3,74,140 and 2,23,570 tonnes respectively (Anon., 2015b).The success of mango industry in different mango growing regions of Karnataka is attributed to the geographical situation with amazing diversity in micro as well as macro climate.Study on marketing behaviour of mango growers has not been done in mango specially in Karnataka. Therefore, the present study was undertaken to know marketing behaviour of mango growers.

METHODOLOGY

The study was conducted in Kolar and Ramanagar districts of Karnataka state during the year 2014-15. These two districts were selected purposively as these districts stood first and second in area and production of mango. Further, two tehsils *i.e.,* Srinivaspura and Mulabaglu from Kolar district and two tehsils *i.e*., Ramanagar and Magadi from Ramanagar districts were selected in proportion to the highestarea under mango cultivation. Thereafter, three villages having the highest area under mango cultivation were selected from each tehsil. 10 respondents were selected randomly from each village. 120 respondents were selected from the selected 12 villages by adopting simple random sampling. Ex-post facto design was employed for conducting the study. Data was collected by using a detailed interview schedule employing personal interview method, Statistical tools like frequency and percentage were used to analyse the data.

RESULTS & DISCUSSION

Duration of harvesting of Mango, Yield and Prices

The data in the Table 1 reveals the information about duration of harvesting of different mango varieties, yield obtained and prices for their harvested produce, most of the farmers revealed that Banganapalli (Baneshan) variety harvested during June 20–July 10 and obtained highest yield (6-7 tonnes/acre) when compared to other variety because its bigger size. Bangalora (Totapuri) variety harvested during June 15 – July 5 and obtained second highest yield (5.6 tonne/acre). Further, the respondents expressed that the highest price was fetched by Alphonso (Badami) variety (Rs. 25000 to 35000/tonne) because of its sweetness. Mallika fetched second highest price in the market (Rs. 15000-20000 /tonne). Whereas, Bangalore sold for Rs. 15000- 18000 / tonne.

TABLE 1: Information on duration of harvesting of Mango, Yield and Prices

Sl. No.	Variety	Harvesting month	Yield\acre (tonnes)	Price\tonne ('000)
1.	Bangalora(Totapuri)	June 15-July 5	5 - 6	8 – 10
2.	Alphonso (Badami)	May 15-June 10	3 – 4	25 - 35
3.	Neelum	July 15-July 30	3 – 5	8 - 12
4.	Banganapalli(Baneshan)	June 20-July 10	6 – 7	15 - 18
5.	Mallika	June 15- June 30	4 – 5	15 – 20
6.	Sindhura (Rajgira)	May 15-May 30	2 – 3	8 – 12
7.	Raspuri	May 20 – May 30	1 - 2	10 - 12

Marketing behaviour of mango growers

The data presented in the Table 2 regarding marketing behavior of mango growers reveals that nearly half (49.16 %) of the respondents lease their orchard to the pre harvest contractors and 40.00% of them sell their produce immediately after the harvest and no farmers stored their produce in cold storage units. The probable reason might be due to easy accessible of pre harvest contractor, easy to farmers to sell with less risk, lack of regulated markets, lack of knowledge about market information, lack of storage facility in the area and low keeping quality of the fruit the farmers simply lease out their orchards.

It was found that, majority of (41.66 %) of the respondents sell their produce at aparticular period because of highly perishable, 37.50 % of them sell their produce at a particular period duet no cold storage units in the area, whereas only (12.50 %) of them sell their produce due to the reason of financial urgency and the remaining (8.33 %) of the respondents sell their produce at a particular period due to indebtedness to traders.

With regard to place of selling the produce, 18.33 % of the respondents sell their produce to traders in village itself, only 15.00% of them sell their produce to regulated markets. The possible reason may be lack of cold storage units, processing units and poor transportation facility. It was noticed that, majority (65.00 %) of the respondents sell their produce to particular agency because of immediate payment by the purchaser. Whereas, 20.00 % of them expressed that they sell their produce at particular markets because produce will sell for better price and 15.00 % of them sell their produce at particular markets because of nearness to their places. Regarding market information, majority (40.83 %) of the respondents were received the market information by mobile phone. Whereas, 28.33% of them were received market information from the newspaper. In recent years mobile phone has become common usage. Even few farmers were enrolled their mobile numbers with KVKs and other agri. clinic service agencies. These services are providing first hand information on all agricultural aspects including marketing information periodically. That might be the reason for majority respondents were opined that they received market information by mobile phones. The results are in accordance with the findings of Raghavendra (2007) and Jadhav Balaji Amruthrao (2009).

In case of storage of fruits, only 9.16 % of the respondent stored their produce for 8 to 10 days with paddy straw or other grasses and none of the farmers were stored their produce in the cold storage units. The results are in accordance with the findings of Jadhav Balaji Amruthrao (2009).About 25.83 % of the respondent following grading. Of which, 15.00 % of the respondents grading their produce based on size. Whereas, 5.83% and 4.16 % were graded their produce based on the colour and maturity of the fruit respectively. It was noticed that, only 13.33% of the respondents followed packing of their produce. Of which 8.33 % were used cardboard boxes for packing and 5.00 % were used plastic crates for packing of their produce (Table 2).

Marketing problems faced by mango growing farmers

Table 3 depicts information about marketing problems faced by the mango growers that, cent % of the respondents were facing the problem of price fluctuation in the raw material (mangoes), whereas high majority of the farmers facing problem were lack of remunerative price for the produce(95.83 %) followed by lack of storage facility for fruits and processed products (92.50 %), lack of marketing facility for processing products (87.50 %), high commission charges (81.66 %), lack of co-operative marketing system (76.66 %), lack of regulated market (75.00 %) and lack of market information (73.33 %).

TABLE 2: Marketing behaviour of mango growers n=120

Sl. No.	Category	Respondents	
		Frequency	%
I	**When do you sell the produce;**		
1.	Before harvesting for pre-harvest contractors	59	49.16
2.	Immediately after the harvest	43	40.00
3.	Stored in cold storage/warehouse and sold later	00	00.00
4.	When price is attractive	18	15.00
II	**Reasons for selling at a particular period.**		
1.	Highly perishable	50	41.66
2.	No cold storage facilities available	45	37.50
3.	Financial urgency	15	12.5
4.	Indebtedness to trader	10	8.33
III	**Where do you sell the produce;**		
1.	Regulated market	18	15.00
2.	Cooperative societies	4	03.33
3.	Village itself for traders	22	18.33
4.	Processing unit	3	02.50
5.	Export organizations	3	02.50
IV	**Reasons for selling at the particular place.**		
1.	Market is very nearer to the village	18	15.00
2.	Produce can sell for better price	24	20.00
3.	Immediate payment is available	78	65.00
VI	**Source of market information**		
1.	News paper	34	28.33
2.	Radio	12	10.00
3.	Television	13	10.83
4.	Personnel visit to APMC	12	10.00
5.	By mobile phone	49	40.83
VII	**Method of storage**		
1	Stored for 8-10 days with paddy straw	11	9.16
2	Cold storage units	00	00.00
VIII	**Grading based on**		
1.	Matured fruits	5	4.16
2.	Size	19	15.83
3.	Colour	7	5.83
	Total	**31**	**25.83**
IX	**Method of packing**		
1.	Card board box	10	8.33
2.	Plastic crates	6	5.00
	Total	**16**	**13.33**

TABLE 3: Marketing problems faced by mango glowing farmers n=120

Sl. No.	Constraints	Problem	
		Frequency	%
	Marketing problems		
1.	Fluctuations in the prices	120	100.00
2.	Lack of remunerative price for fruits	115	95.83
3.	Lack of storage facility for fruits and processed products	110	92.50
4.	Lack of marketing facility for processing products	105	87.50
5.	High commission charges	98	81.66
6.	Lack of regulated market	90	75.00
7.	Lack of co-operative marketing system	92	76.66
8.	Lack of market information	88	73.33

The price fluctuation in the agriculture and horticulture produces was the major constraints for the farmers. Even this problem was experienced by the mango farmers also. Due to glut in the market, the mango price will reduce similarly during demand prices will hike. This market fluctuation can't predicted by even marketing experts.

Hence, respondents may expressed price fluctuation was the major problem. The results are in accordance with the findings of Raghavendra (2009) and Ashok Kumar Bennur (2011).

CONCLUSION

Most of the mango growers lease their orchard to pre harvest contractor and sell their produce to traders. The awareness should be created among mango growers regarding market intelligence. Further, it is estimated to provide need for providing separate market for mango growers by the Government and National Horticulture Mission and also encourage people to establish processing and cold storage units.

REFERENCES

Anonymous (2015a) Indian Horticulture Database 2014, National Horticulture Board, http://www.nhb.gov.in

Anonymous (2015b) Department of Horticulture, Kolar and Ramanagar district, 2014-15.

Jadhav Balaji Amruthrao (2009) Technological gap in adoption of recommended practices of mango cultivation.*M.sc. (Agri.) Thesis,* Univ. Agric. Sci., Dharwad, Karnataka, India.

Raghavendra, B. Nayak (2009) A study on management practices of pineapple growers in Karnataka. *M.sc. (Agri.) Thesis,* Univ. Agric. Sci., Dharwad, Karnataka, India.

Ravikumar, D. Modi, Bhemappa, A., Manjunath, A.L., Hedge, R.V. and Havaldar, Y.N. (2013) Entrepreneurial characteristics of mango growers and their constraints in adoption of post-harvest management practices in mango. *Karnataka J. Agric. Sci.,* **26**(3): 384-387.