



“A STUDY OF ALPHONSO MANGO FARMING BUSINESS AND MARKETING STRATEGIES IN KONKAN REGION”

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Abstract:-

There are many varieties of mangoes. Among them, Hapus mango is the type that is famous all over the world. Researchers have done research. In these researches several methods have been tried to obtain data. Interviews were conducted with farmers. Questionnaires have been prepared and answered. Various observations were recorded by the trading officers. The study has revealed that Hapus mango production is mostly taken up by the youth. Young growers take up mango cultivation with thorough study and skillful Hapus mango production. Many types of care have to be taken while transporting ready mangoes. If the environment of ready mangoes deteriorates, then those mangoes start spoiling. Mangoes can be affected by numerous pests. It is necessary to take care of them. Unseasonal rain is also considered in such a case. Unseasonal rains adversely affect our quality and storage. The quality of the mango depends on how the mango is handled after harvesting.

Introduction:-

Ratnagiri district is famous for its delicious Hapus mangoes. Ratnagiri district is in the state of Maharashtra and the district was bifurcated in 1981. That is, Ratnagiri district was divided and two districts namely Ratnagiri and Sindhudurg were created. The southwestern part of Maharashtra state is known as Konkan division. And Ratnagiri district falls in the same area. There are nine talukas in Ratnagiri district including Mandangad, Dapoli, Khed, Chiplun, Guhagar, Sangameshwar, Ratnagiri, Lanja and Rajapur. Ratnagiri district is as important from historical point of view as it is also important from natural point of view. Ratnagiri is also famous as a tourist destination. Deep valleys, beaches, mango cashew groves, coconut groves, clean and beautiful nature are some of the important features of Ratnagiri district that attract tourists to Ratnagiri district. Along with this, there are many forts and there are also many memories of the martyrs who died for our country in Ratnagiri. If you think about it, Ratnagiri district is very dear for Hapus mangoes. Hapus mangoes from Ratnagiri are in demand from all over the world. Mango cashew and kokum are the main fruits of Ratnagiri district and are processed and prepared

for sale. Mangoes and processed mangoes provide foreign exchange to Ratnagiri district as well as to the country. Ratnagiri district has a very long coastline of 167 km. Due to this, the environment created in Ratnagiri district is favorable for Hapus mangoes. Mango export facility centers have been made available at many places in Ratnagiri district with the help of the government to export Hapus mangoes.

Market of agricultural produce:-

Many co-operative societies help us to complete the business. Such cooperative societies are functioning at every district location. Ratnagiri district also has cooperative societies to cater to many needs of the market. Considering the geographical location of Ratnagiri district, there are many incidents that create obstacles to traffic in these districts. Hilly areas as well as long distances from markets create obstacles to transportation. In Ratnagiri district there are many things that create obstacles to traffic. Inadequate transport facilities as well as non-availability of markets in the area are the biggest problems, so many mango growers send their produce to the Mumbai market. These mangoes are exported abroad from Mumbai. Often this mango is sold in small quantities in Maharashtra.

Horticulture in Ratnagiri district:-

It is necessary to provide good facilities for the improvement of mango production in Ratnagiri district. The international market has provided an opportunity for the improvement of this industry. As the agricultural climate in Ratnagiri district is favorable, the climate is conducive to mango cultivation and has greatly helped in the cultivation of the fruit. Considering this, mango, cashew, coconut, betel nut and many other spices were cultivated in Ratnagiri district, but some farmers experimented with mango cultivation after studying the climate there. At the same time, production of cashews started to increase. In the state of Maharashtra, since the Government of Maharashtra has undertaken a major program of mango cultivation under the Employment Guarantee Scheme, mango growers have increased significantly and the area under horticulture in the district has increased. About 2.80 lakh hectares area is used for mango cultivation in Ratnagiri district. Hapus mangoes are being exported in large quantities from Ratnagiri district due to which the government has declared the districts of Ratnagiri Sindhudurg as well as Raigad as a separate zone for Hapus mangoes which is called Agricultural Export Zone.

History of Mango :-

According to some researchers, mango has been cultivated in the Indian subcontinent for about 4000 to 5000 years. Mangoes are mainly grown in tropical climates. Mango tree is also known as *Mangifera indica* L. The ideal temperature for good mango production should be between 24°C to 35°C. Along with this, it is also necessary to have sufficient rainfall every year. Mango is a very good source of vitamin C. Balasaheb Sawant of Konkan Agricultural University, Dapoli, says that although the Alphonso Mango is a local product of Konkan, it was introduced to the world by the Portuguese. Mango is the national fruit of India and rightly so. India is one of the largest fruit producing countries in the world. Mango is the national fruit of India and is called the king of fruits. Among the many Asian fruits, mango is one of the popular fruits. Mangoes are also mentioned in the history of India. Mango is a fruit that can be processed throughout the year

Top 10 mango producing states in India:-

Mangoes are grown all over India. Many states in India are leaders in mango production. In the study from 2005 to 2015, several states were leading in mango production. Among them, Andhra Pradesh was the highest mango producing state in India. In 2005-6, Andhra Pradesh became the largest producer of mangoes. After that in 2014-15, Uttar Pradesh became the highest mango producing state. Andhra Pradesh, Uttar Pradesh, Kerala, West Bengal, Gujarat, Maharashtra, Tamil Nadu, Karnataka, Orissa, Bihar are the largest mango producing states in India today. Maharashtra accounted for five percent of mango production in 2005-6 while the same share was 4 percent in 2014-15.

Top 10 mango producing states in India in 2005-06 and in 2014-15 are presented in the following table:-

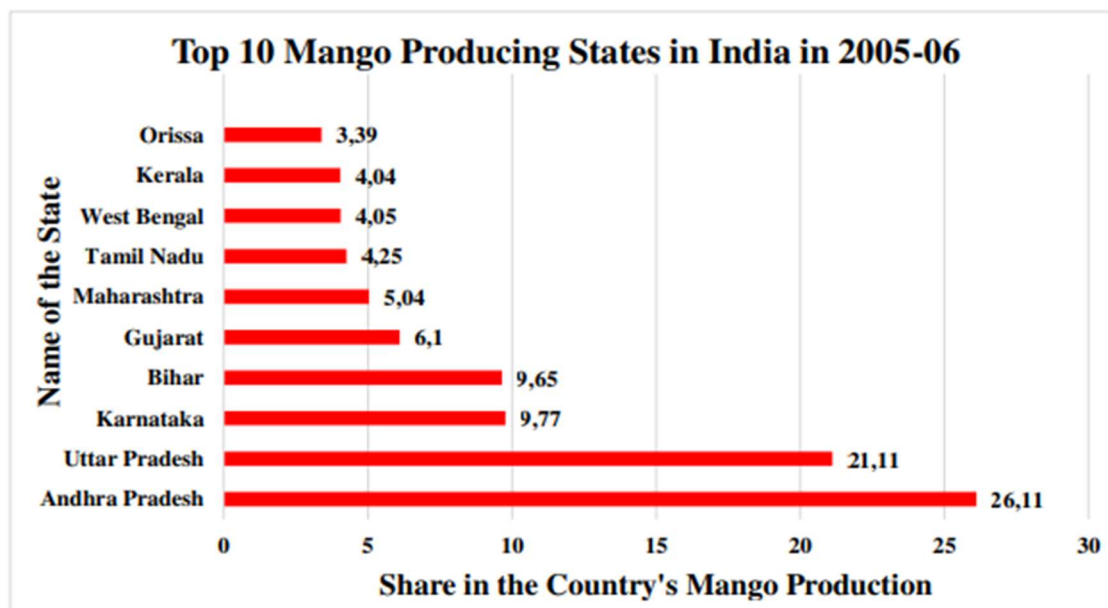
Top 10 Mango Producing States in India

2005-06				2014-15			
Sr. No.	Name of the State	Production		Sr. No.	Name of the State	Production	
		Absolute Figure (MT)	%			Absolute Figure (MT)	%
1	Andhra Pradesh	3,306.03	26.11	1	Uttar Pradesh	4,347.50	23.46
2	Uttar Pradesh	2,673.26	21.11	2	Andhra Pradesh	2,822.07	15.23
3	Karnataka	1,236.79	9.77	3	Telangana	1,801.75	9.72
4	Bihar	1,222.73	9.65	4	Karnataka	1,646.51	8.89
5	Gujarat	772.13	6.10	5	Bihar	1,272.00	6.87
6	Maharashtra	638.59	5.04	6	Gujarat	1,219.71	6.58
7	Tamil Nadu	537.80	4.25	7	Tamil Nadu	896.78	4.84
8	West Bengal	513.34	4.05	8	West Bengal	799.65	4.32
9	Kerala	511.13	4.04	9	Orissa	769.93	4.16
10	Orissa	428.80	3.39	10	Maharashtra	758.84	4.10
	Other States	822.54	6.49		Other States	2,192.25	11.83
	Total	12,663.14	100.0		Total	18,526.99	100.0

(Source: Indian Horticulture Database)

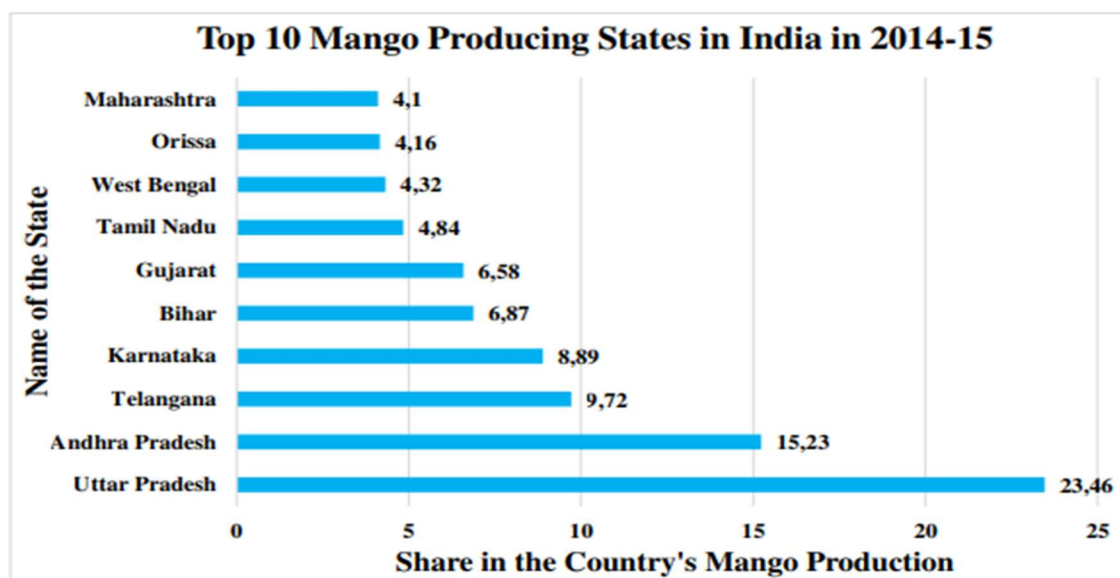
Top 10 mango producing states in India in 2005-06 and in 2014-15 are presented graphically in the form of two separate bar diagrams as under:-

Top 10 Mango Producing States in India in 2005-06



(Source: Compiled from Table No 1.7)

Top 10 Mango Producing States in India in 2014-15



(Source: Compiled from Table No 1.7)

Mango Marketing: -Local marketing

All the villages in Ratnagiri district which are nine talukas produce mango. And they market the mangoes locally. Local market is also called primary market. Mango growers in these villages sell the mangoes they produce directly in the village market as well as in the weekly market in the village and in the Tehsil market. Naturally, mangoes are sold at the village level at a much lower price than the price at which they are sold at the urban level. Because the mangoes that are sold at the village level are directly taken from the garden and brought to the market. In this process, there is no need to store, process and pack the mangoes. At present, mango growers are taking training and producing mangoes. They know how to make more profit from mango production. Hence low quality or small size mangoes are sold at village level and good quality mangoes are stored for sale at urban level or internationally. Children who are poor in circumstances often steal mangoes from other people's gardens and sell them in the market. Besides, those mango growers who cannot afford to go to big markets or do not have money to transport mangoes to big markets, these growers or these mango farmers sell mangoes by sitting on the roadside or on the footpaths. Apart from this, there are many mango growers who sell mangoes on highways to deliver mangoes directly to consumers. Often because it is the summer season, there is a possibility of spoilage of mangoes, so instead of storing the mangoes, the mango growers sell them immediately. There are some farmers who have minimum number of mango trees in their fields which only cater to the farmer's household or supply mangoes to their relatives. Such manufacturers have no relation with the market.

Regional marketing

Regional marketing also includes Ratnagiri district. As mangoes are produced in every village of Ratnagiri district as well as in the nine talukas of Ratnagiri, mangoes are sold in the regional markets. But this mango is sold only in small quantities in regional markets. In regional markets, mangoes are often sold sitting on the side of the road or on small carts, as well as through small and large village traders.

National and international marketing

Hapus mango is very popular in Ratnagiri district of Maharashtra. That mango is in demand all over the world. When mangoes are exported to other countries, good quality mangoes are selected. Mangoes also have varieties. Number one mango, number two mango and number three mango. Mangoes produced in Ratnagiri district are well handled and stored. Often wooden boxes are used to store mangoes and grasses are used in those wooden boxes. So that the heat will not affect the mangoes. Mangoes are often kept in a cool place to prevent spoilage. Or a cold environment is created for them. Mangoes are sent to big cities like Mumbai, Pune, Kolhapur to be sent to the international market.

Mango Grading as per Weight:-

The National Horticulture Board gave directions about the grading of mangoes.

Mango Grading as per Weight

Sr. No.	Grade	Weight (in gm.)
01	A+ Grade	More than 301 grams
02	A Grade	250 grams to 300 grams
03	B Grade	225 grams to 250 grams
04	C Grade	200 grams to 225 grams
05	D Grade	175 grams to 200 grams

(Source: National Horticulture Board)

For more than 301 grams mango weight A+ Grade, for 250 grams to 300 grams mango weight A Grade, for 225 grams to 250 grams mango weight B Grade, for 200 grams to 225 grams mango weight C Grade and for 175 grams to 200 grams mango weight D Grade is assigned.

Conclusion:-

From this study it is understood that Hapus mango production is high in Konkan district of Maharashtra. Hapus mangoes produced in Ratnagiri district are famous all over the world. Among the many varieties of mangoes, the largest area is used for cultivation of Hapus mangoes. Also, consumers prefer Hapus mangoes more than other mangoes. It is necessary to provide facilities to the growers to get more mango production and also to start mango processing unit to manufacture the products to earn maximum profit from it.

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