



A STUDY ON MARKETING CHALLENGES FACED BY MANGO FARMERS IN THE GADAG DISTRICT

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ABSTRACT: Agriculture is one of India's most important economic sectors, contributing to over half of the country's GDP. India's ability to produce a wide range of items is well-known around the world. Marketing of the self-grown agricultural produces by the farmers is considered a most tedious task with the presence of middlemen (Bhagawan). Competitors, Unavailability of nearby markets and improper are the major circumstances in marketing. Production, grading, transportation, pricing, transmitting information from the production area to the market and from the market to the production area, and finished items are part of the marketing cycle. The agricultural marketing process includes the manufacture of goods and commodities, as well as transportation to and from the consumer.

The objective of this study was to gather data on the challenges and potential of mango production and marketing. As a result, it has been identified as a source of significant and essential information on mango production trends and their marketing challenges. As a result, developmental activities should focus on the identified gaps that might help small-holder farmers exploit opportunities and fill skills and knowledge gaps to better their livelihoods.

The present study took part in the Hulkoti, Gadag district, Alphanso is the most common variety grown in Gadag, but other cultivars such as Mallika and Ratmagiri are also popular. The study threw some light on mango marketing challenges and issues by the farmers.

Primary data was collected during the study with a sample size of 30 mango farmers. The outcomes of the study are the farmers need training and education on preservation, processing, packaging, financial and marketing assistance, and forward and backward linkages. Farmers required entrepreneurs to market their mangoes, Cold storage, and improved technologies in the production and storage of mangoes.

Keywords: Mango Growers, Mango Marketing, Mango Processing and value addition, Problems of Mango Growers.

1. INTRODUCTION

Agriculture is one of India's most important economic sectors, contributing to over half of the country's GDP. India's ability to produce a wide range of items is well-known around the world. The sale of agricultural products has been one of India's economic highlights. The agricultural marketing process includes the manufacture of goods and commodities, as well as transportation to and from the consumer. One of the key challenges leading to the failure of agriculture development goals is the inefficiency of marketing methods and information to the



target.

Production, grading, transportation, pricing, transmitting information from the production area to the market and from the market to the production area, and finished items are all part of the marketing cycle. Inadequate marketing infrastructure facilities; seasonal price fluctuations in agricultural commodities; insufficient marketing information systems; insufficient government support in the field of marketing information to rural areas; and a lack of rural cooperative work Inputs are unavailable to farmers, storage facilities are lacking, and sales outlets are limited. There is no added value in manufacturing or marketing. Cooperatives do not provide warehousing or storage facilities for rural areas, and transportation for exporting produce is insufficient. Lack of technical understanding of how to manage the produce is cited as another constraint in the industry as a result of the perishability of the commodities.

Alphanso is the most common variety grown in Gadag, but other cultivars such as Mallika and Ratnagiri are also popular. Only 20% of Gadag land is dependent on rainfall, while the remaining 80% is dry land farming. Many Gadag mango growers are leasing their orchards on a contract basis during the pre-harvest (bloom stage). Some farmers sell their mangoes for a lower price to middlemen agents. They're selling the rest of the produce in local villages. Due to a lack of marketing information strategies, they are selling their products on a contract basis. High-value agricultural enhancement needs to be enhanced in order to boost the agriculture sector. The elimination of middlemen aids farmers in obtaining the necessary price for their products. Improved supply chain management can boost mango farming returns. In reality, appropriate marketing channels must be built to fulfil the demands of remote farmers, connecting them to available resources and information.

2. LITERATURE REVIEW :

Dr V. Sriman Narayanan and V.Saminathan (2017) Mango is a universal fruit of India and a commercial crop in tropical regions like south India. The mango cultivation is yielding more profit as well as improving the livelihood of Tamil Nadu and also the whole of India. Therefore it is concluded that providing more facilities such as transport, cold storage and credit facility to the mango cultivators will enhance the yield, production and marketing of mango thereby the country's income will be increased domestic and foreign of the country.

V. Palanivel et al., (2015) a study conducted in the Krishnagiri district in Tamilnadu. The farmers face many problems in the case of the production and marketing of mango. Lack of irrigation system and improper pest management system, lack of storage system and influence



of agents and middlemen are the major problems observed in the niche area. The suggestions for the major problems available in this paper are a good local administration system, appropriate storage and cold storage system and research by farmers to obtain a good marketing strategy.

A Vadivelu and B R Kiran (2013) states the technology has improved in India so far but it has not gone to grass root levels. It is confined to certain urban areas. Still in rural areas the problem of literacy level, money lenders who charge more interest, corruption department heads. Many loopholes were accumulated and farmers have to face many problems and hurdles to get a better price for their sweat.

Anselm A. Enete and Taofeeq A Amusa (2010) in a country like Nigeria poverty results in a shortened lifespan. The average life expectancy is about 65.82 years for both sexes. But in the case of Nigeria's overall life expectancy is 44.3 years. It means 30% of Nigerians are under below average world life expectancy. The only reason for this circumstance is food scarcity and crisis. And also in the case of the fertilizer application in Nigeria is about eight kilograms per one hectare while the average world's fertilizer application is two hundred kilograms. If this is the situation of one of the underdeveloped countries, then it is required to imagine the problems of the production and marketing of agriculture commodities.

SaripalleMadhuri (2019) study took part in the Kolar district in Karnataka. The middleman is involved in the credit cycle with the farmers who handle market risk and supply mangoes to the market. The elimination of the agents or middlemen is not so easy because they are involved in the credit facility to farmers and have easy access to the market. Even though the agents are providing no technical advice to farmers, but are required to avail the high-value market and reduce the risk of the market.

Tesfayehailu et al., (2016). If the farmers failed to maintain credit and surplus for future uncertainty it becomes a Severe problem by increasing the debt. Having a piece of sound market information, sustainable infrastructure, agriculture marketing advisory service, warehousing facilities and the presence of legal agricultural product traders, influence the productivity and the effective result of the product at the result. In Ethiopia the government took the initiative to increase the standard of living of farmers by 1) Streamlining the supply chain of fertilizers. 2) Redesigning the credit supply system. 3) Developing the linkage to markets. 4) Introducing a model warehouse system to store the farm produce.

D.S. Thakur et al, (1997) according to this paper, 32-53% of small farmers suffered from low prices, lack of procurement, lack of co-operatives, monopoly and malpractices. The most



serious problem is regarding the high cost of transportation. 82% of small and 60% of large farmers suffered from this, followed by a lack of functioning of regulated markets. Large scale farmers were concerned with the credit, mechanical grading and packing facility. The main thing to understand here is that a small farmer is affected more as compared to the large farmer, due to the small scale production of commodities and inability in financial aspects. Importance of rural area and necessity of establishment of the firm in rural areas.

MdSikandarAzam et al, (2019) has a review on rural markets that the industries target only rural areas because the resources are abundant in nature, with less risk and handling of human resources. Here is the study on the rural market that the growth of rural markets is five times more as compared to urban markets. In case of challenges and traditional rural marketing aspects. The improvement has to undertake by the respective government.

3. OBJECTIVES OF THE STUDY:

This study aims to find the mango market-related challenges concerning the Gadag area. The objective is as below:

1. To study the acceptance of Hulkote mango in the nearby markets.
2. To explore the marketing challenges of Mango Growers in Gadag District.

4. HYPOTHESIS OF THE STUDY:

With the reference to the above objectives the following hypotheses are constructed.

H₁: There is a no good acceptance for the Hulkote mangoes in nearby markets.

H₂: There are no Marketing challenges for Mango-Growers in Gadag.

5. METHODOLOGY

5.1. Research Method and Data collection:

A comprehensive research methodology was tailored using explorative research designed to conduct the study.

5.2. Sample

Mango farmers residing in Hulkote village, Gadag district of Karnataka State. They were consulted personally on one to one base and their responses are recorded in the well-structured questionnaire constructed for this study.

5.2.1. Primary data: During the study, the researcher collected the primary data from the mango farmers in the village of Hulikoti and nearby areas.



5.2.2. Secondary Data: Various Journals, Books, Office Documents, Websites and online material were referred during the study.

5.3. Sampling Method: Simple random sampling method was adopted to collect the data from primary respondents.

5.3.1. Sample Size: A total of 30 respondents are contacted for primary data collection.

5.3.2. Sample Point: Mango farmers in Hulkote and nearby area in Gadag are the sample point for the study.

5.4. Data Collection Tool: A well-designed questionnaire having 09 questions was administered during the study to collect the primary data.

5.5. Statistical Package Used: SPSS and MS Excel

6. DATA ANALYSIS:

The data collected from respondents of mango growing farmers and landholders in the Hulkote area Gadag district of Karnataka state. A total of 9 questions are asked to the respondents based on the present demand for mangoes and infrastructure related aspects. The five point likert scale was used in the questionnaire. Further, the demographical details and statistical analysis using one sample t-test and descriptive statistics are computed and analysed below:

Demographic data of respondents

Fig. 1. Age of respondents

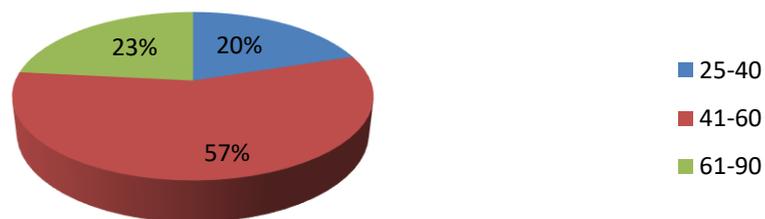


Fig. 2. Income of respondents

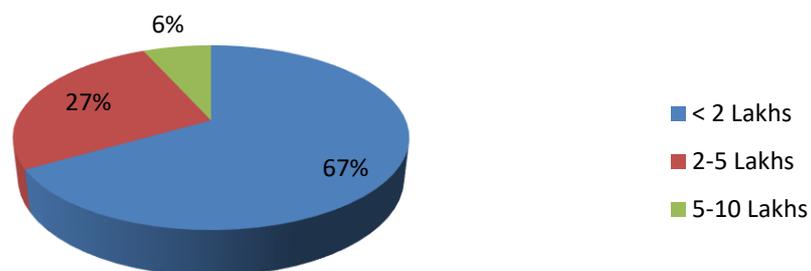


Fig. 3. Land holdings of respondents

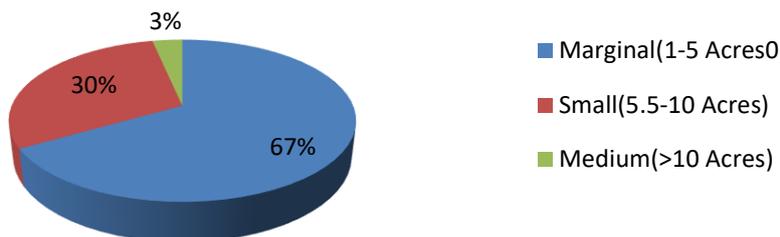
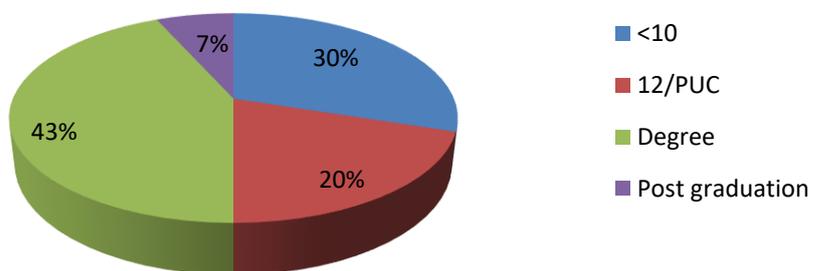


Fig. 4. Education of Respondents



1. Descriptive statistics.

Table 1 - Statistics

		Variable 1	Variable 4	Variable 5	Variable 8	Variable 9
N	Valid	30	30	30	30	30
	Missing	0	0	0	0	0
Mean		1.53	2.67	2.70	1.90	2.63
Std. Deviation		.900	.758	.702	.845	.669
Minimum		1	1	1	1	1
Maximum		3	3	3	3	3

Source – Primary Data



Table 2 – Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Variable 1	30	1	3	1.53	0.9
Variable 2	30	1	3	1.63	0.928
Variable 3	30	1	3	1.77	0.935
Variable 4	30	1	3	2.67	0.758
Variable 5	30	1	3	2.7	0.702
Variable 6	30	1	3	2.77	0.626
Variable 7	30	1	3	1.5	0.82
Variable 8	30	1	3	1.9	0.845
Variable 9	30	1	3	2.63	0.669
Valid N (list wise)	30				

Source – Primary Data

Table 3 - Consolidate Table for Group 1(Hypothesis 1)

	Likert scale	Frequency	Percent	Valid Percent	Cumulative Percent
Variable 1	Agree	22	73.3	73.3	73.3
	Disagree	8	26.7	26.7	100
	Total	30	100	100	
Variable 4	Agree	5	16.7	16.7	16.7
	Disagree	25	83.3	83.3	100
	Total	30	100	100	
Variable 5	Agree	4	13.3	13.3	13.3
	Don't Know	1	3.3	3.3	16.7
	Disagree	25	83.3	83.3	100
	Total	30	100	100	
Variable 8	Agree	12	40	40	40
	Don't Know	9	30	30	70
	Disagree	9	30	30	100
	Total	30	100	100	
Variable 9	Agree	3	10	10	10
	Don't Know	5	16.7	16.7	26.7
	Disagree	22	73.3	73.3	100
	Total	30	100	100	

Source – Primary Data

Table 4- Consolidate Table for Group 2 (Hypothesis 2)

		Frequency	Percent	Valid Percent	Cumulative Percent	
Variable 2	Valid	Agree	20	66.7	66.7	66.7
		Dont Know	1	3.3	3.3	70
		Dis-Agree	9	30	30	100
		Total	30	100	100	
Variable 3	Valid	Agree	17	56.7	56.7	56.7



		Dont Know	3	10	10	66.7
		Dis-Agree	10	33.3	33.3	100
		Total	30	100	100	
Variable 6	Valid	Agree	3	10	10	10
		Dont Know	1	3.3	3.3	13.3
		Dis-Agree	26	86.7	86.7	100
		Total	30	100	100	
Variable 7	Valid	Agree	21	70	70	70
		Dont Know	3	10	10	80
		Dis-Agree	6	20	20	100
		Total	30	100	100	

Source – Primary Data

Hypothesis 1: There is a no good acceptance for the Hulkoti mangoes in nearby markets.

Table 5 - One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Variable 1	30	1.53	.900	.164
Variable 4	30	2.67	.758	.138
Variable 5	30	2.70	.702	.128
Variable 8	30	1.90	.845	.154
Variable 9	30	2.63	.669	.122

Source – Primary Data

Table 6 -One-Sample Test

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Variable 1	-2.841	29	0.008	-0.467	-0.8	-0.13
Variable 4	4.817	29	0	0.667	0.38	0.95
Variable 5	5.46	29	0	0.7	0.44	0.96
Variable 8	-0.648	29	0.522	-0.1	-0.42	0.22
Variable 9	5.188	29	0	0.633	0.38	0.88

Source – Primary Data

From the above table 6 for 29 degree of freedom, the critical value of t is 1.699 for a 5% level of significance. In the above table except for variable 8, all variables are having less than 5% significant level. Further, except for variable 8, the t-values are more than the critical value of t (1.699). Hence null hypothesis is rejected and the alternative hypothesis “There is a good acceptance for the Hulkote mangoes in nearby markets” is accepted.

Hypothesis 2: There are no challenges related to infrastructure for mangoes in Gadag

Table 7 - One-Sample Statistics



	N	Mean	Std. Deviation	Std. Error Mean
Variable 2	30	1.63	.928	.169
Variable 3	30	1.77	.935	.171
Variable 6	30	2.77	.626	.114
Variable 7	30	1.50	.820	.150

Source – Primary Data

Table 8 - One-Sample Test

	Test Value = 2					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Variable 2	-2.164	29	.039	-.367	-.71	-.02
Variable 3	-1.366	29	.182	-.233	-.58	.12
Variable 6	6.707	29	.000	.767	.53	1.00
Variable 7	-3.340	29	.002	-.500	-.81	-.19

Source – Primary Data

From the above table 8 for 81 degree of freedom, the critical value of t is 1.699 for a 0.05 level of significance. In the above table, all variables are having less than a 5% significance level. Further, all variable t-values are more than the critical value of t(1.699). Hence null hypothesis (There are no challenges related to infrastructure for mangoes in Gadag) is rejected and the alternative hypothesis “There are challenges related to infrastructure for mangoes in Gadag” is accepted.

7. FINDINGS:

1. Some farmers are comfortable with mango marketing on a lease basis which results in uniform earnings even in the downfall of mango demand.
2. Farmers are unaware of branding and marketing strategies. If they are educated in these fields can overcome the losses during marketing.
3. Farmers expect food processing and value addition training for mango, which induces the doubling the income.
4. The other location mangoes are marketed in the Gadag district, which results in decreasing the demand for mangoes grown in the local area.
5. The mango exporting firm is required in the Gadag district because farmers are producing export quality mangoes but there is no suitable channel for export.
6. As the Gadag location is producing mangoes on a large-scale, thus the area required exhibitions and Melas related to mangoes.



7. Farmers are facing difficulties in the lack of backward linkage and forward linkage. The FPOs are already established in the area and they are less effective in case of lessening the farmers problems.

8. RECOMMENDATIONS:

The objective of this study was to gather data on the challenges and potential of mango production and marketing in the Hulkoti, Gadag region. As a result, it has been identified as a source of significant and essential information on mango production trends and their marketing challenges. As a result, developmental activities should focus on the identified gaps that might help small-holder farmers exploit opportunities and fill skills and knowledge gaps in order to better their livelihoods. The following mitigation strategies have been proposed:

1. Mangoes require specific handling when being packed. Farmers must be educated and trained on a variety of preservation procedures.
2. Storage facilities must be created and made available at a reasonable cost to assist farmers in storing their harvest rather than relying on traditional methods.
3. Farmers must be given importance by eliminating brokers and middlemen, allowing them to keep all revenues and reinvest them in the economy.
4. Empowering and establishing mango cooperatives, both in terms of finance and resources such as cold chain storages etc.
5. A mango processing plant should be built in the local area, or a link to processors throughout the country should be established.
6. Training is required by respective departments on diseases and pest control of mangoes to farmers to retrieve an improved package of practices.
7. To maximize the opportunity and add value to the farm gate, training on the processing of mango and the required materials is essential.
8. In the mango value chain, smallholders have minimal power. As a result, smallholder farmers, particularly females, should take the initiative and have to participate in marketing functions and value addition, such as sorting, grading, and bulking.
9. To expand and improve smallholder farmer cooperatives, capital and logistical resources by initiating cold storage logistics and improved transport system which decreases the deterioration of mangoes. Also other necessary accessories such as harvesting sticks and packaging materials for small-scale farmers.
10. Mango juice processors and mango processing types of machinery should be available



for farmers nearby the farm.

11. Smallholder farmers should be provided entrepreneurial training and assistance to help them to move up the value chain, such as processing mangoes into juice or providing pre-packaged fresh fruits to mango processors.
12. Smallholder farmers require not just marketing information, but also financial and material assistance to make the transition from subsistence to market-oriented agriculture.
13. Farmers must be trained on how to utilize farming machines and tools such as pruning scissors, cutting and convey type machines, sprayers and other similar tools so that they can harvest mangoes without damaging the fruit, which will sell for a better price without loss.

9. CONCLUSION:

Mango growing farmers are well-versed in production technology, although they need improved strategies for marketing, post-harvesting, branding and as well as forward linkages. During the study, the key points observed and to be focused on further is 1. Cold storage facility. 2. Market related information to farmers. 3. Branding and marketing procedures. 4. Improved logistics facility.

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