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| | |
|---|-----|
| ■ Editorial | 2 |
| ■ Reviewed Techniques of Leadership for Change Management in Educational institutions of India | 03 |
| A.S.Chandramouli and M.K. Raghupathi Sarma | |
| ■ Recent Trends and Prospects of Merger and Acquisition in India | 13 |
| Arun Kumar, Rashmi Sahu and Satvinder kaur | |
| ■ Service Quality Measurements as Customer Relationship Management Strategy: An Empirical Study of Selected Customers' of Vadodra City of the Gujarat State | 21 |
| Neha Tiwari, Parimal.H.Vyas and Priti Nigam | |
| ■ Tourism – An alternative Profession. (Special Emphasis on Sivasagar) | 37 |
| Nabajyoti Sarmah, Himanjoli Sarmah and Chandan Borgohain | |
| ■ Benchmarking in the Automobile Industry: Challenges And Opportunities | 43 |
| Geetha Sivaraman | |
| ■ Green Marketing with Exceptional Suggestion to Consumer Purchasing Patterns | 55 |
| Navneet Joshi and Anudeep Arora | |
| ■ A Study of Social Advertising & Its Impact on Brand Image | 65 |
| D. C. Kumrawat and Shikha Kumrawat | |
| ■ A Study of Factors Affecting the Implementation of TQM in the Corporate World of Union Territory of Dadra Nagar & Haveli | 70 |
| Keyurkumar M Nayak | |
| ■ Human Resource Development Climate in Andhra Pradesh Rayon's Limited, Kamalapuram, Warangal District, Andhra Pradesh | 76 |
| Syed Siraz | |
| ■ Corporate Social Responsibility - Mobile Computer Education Center for Extending Computer Education in Slums of Nagpur District & Wardha District | 89 |
| S. Subramaniam | |
| ■ Talent in Reality: Useful to the Society | 96 |
| A. Chandra Kala | |
| ■ Comparative Study on Two Wheelers of T.V.S. with Competitors A Case study on Kakinada city only | 103 |
| B. Charwak | |
| ■ Challenges Facing Mango Processors of India and the Feasible Solutions | 111 |
| Purushottam Bung | |
| ■ Talent Retention Strategies and their Practical Implications | 118 |
| Nitika Bhandari and Suman Nayyar | |
| ■ GHG Emissions and Economic Growth in India | 127 |
| Hardeep Kaur and H S Bhalla | |

Abstract

India is the largest producer of mango in the world, contributing to nearly 46% of the total world production. India has an edge over other countries when it comes to mango production in terms of natural resources required and climatic conditions. Despite all this, mango processors of India are facing grave challenges including; lack of necessary infrastructure, middle men menace, lack of support by the concerned nodal (Governmental/ Institutional) bodies, poor profitability and seasonality of the processing activity, non availability of right varieties of mangoes that are ideal for processing, etc., leading to processing of just 2% of total production. This has catalyzed the need for research work to be undertaken in this area.

Exploratory research has been made in this research paper which includes secondary research as well, to know the major challenges that this industry is facing today. Attempt has been made to propose meaningful hypotheses based on the exploratory study made. These hypotheses will be tested in the consecutive phase of the research through empirical studies aimed at the mango processors of India.

Major reasons for ill growth of this industry include: non availability of right varieties of mangoes that are ideal for processing; lack of necessary infrastructure; lack of cooperative effort amongst processing community; and lack of integration of all the activities starting from farm gate till final consumers because of ill functioning of the government departments/nodal bodies/institutions with no clear direction and goals.

Mango Processors of India, collectively, have to look for the feasible solutions to address the challenges mentioned above and reap the enormous advantages/benefits/ profits which this sector is to offer. Problems/constraints have to be studied in wholesome, integrated and strategic manner rather than adopting piecemeal approach.

Challenges Facing Mango Processors of India and the Feasible Solutions

Purushottam Bung

Keywords: Mango processors, challenges, solutions

Introduction

India is the largest producer of mango in the world, contributing to nearly 46% of the total world production. India has an edge over other countries when it comes to mango production in terms of natural resources required and climatic conditions. In fact the Indian 'Alphonso' is the most sought after fruit in the world – known popularly as the 'king of all fruits'. There is a great demand for the processed mango products, especially the mango pulp, pickles, chutneys, juices, jams, slices in brine, etc, in the international markets. This should be seen as a great opportunity to be exploited by Indian mango processors.

The research reveals that China and Philippines have experienced highest growth rate (11.3% and 9.08% CGR respectively), even in the mango production also. This clearly indicates the fact that China has realized the tremendous potential that is being hidden in this specialized sector, i.e. mango processing industry, and is trying to exploit the same before any other country does. Brazil, Egypt, Indonesia, Pakistan and Nigeria are the countries that are experiencing significant growth between 4 and 6%.

Mango processors of India are facing grave challenges including; lack of necessary infrastructure, middle men menace, lack of support by the concerned nodal (Governmental/ Institutional) bodies, poor profitability and seasonality of the processing activity, non availability of right varieties of mangoes that are ideal for processing, etc., leading to processing of just 2% of total production.

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