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MANGO PROCESSING INDUSTRY OF INDIA: PROBLEMS AND PROSPECTS

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ABSTRACT

India is the largest producer of mango in the world, contributing to nearly 46% of the total world production. Despite all this mango processors of India are facing grave challenges including; middle men menace, huge post-harvest loss, lack of support by the concerned nodal bodies, poor profitability and seasonality of the processing activity, etc., leading to processing of just 2% of total production. This has catalyzed the research work in this area. Primary research is made using single stage cluster sampling coupled with non-probabilistic convenience based selection within the cluster, where-in Karnataka state was chosen as a cluster. Sample size of twenty five processors was chosen. In depth interviewing mechanism guided through structured interview schedules was adopted to gather the necessary information. Various statistical, mathematical and computational tools and techniques were used for analysis.

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.

A coordinated, integrated and strategic effort of all the stake holders is must to turnaround this industry. Mango processing Industry of India has to undergo a radical shift to address all the above constraints 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.

Key words: Mango Processing Industry, India, Problems, Prospects

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. India has the right soil, climatic condition and other required resources to produce mango. In fact the Indian 'Alphonso' is the most sought after fruit in the world – known popularly as the 'king of all fruits'. Despite all this mango processors of India are facing grave challenges including; middle men menace, huge post-harvest loss, lack of support by the concerned nodal bodies, poor profitability and seasonality of the processing activity, etc., leading to processing of just 2% of total production. This has catalyzed the research work in this area. 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.

The Indian fruit processing sector is undoubtedly a potential sector and has a tremendous scope for unparalleled growth prospectus in the coming days. The Government of India has taken a lot of