

International Journal of Management and Development Studies

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Challenges facing mango cultivators of India and the feasible solutions

Purushottam Bung¹

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 cultivators of India are facing grave challenges including; very small land holdings, non-availability of quality seedlings / saplings, huge post-harvest loss due to dearth of infrastructure, middle men menace, lack of support by the concerned nodal bodies, lack of cooperative effort, poor profitability of the cultivation activity, etc., leading to negative growth rate (-0.86%). This has catalyzed the research work in this area. Major reasons for ill growth of this sector include: non availability of right varieties of mangoes that are ideal for processing; lack of necessary infrastructure; lack of cooperative effort amongst farming 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 cultivation 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 cultivators, challenges, solutions, India.

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 Indian mangoes and also 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 cultivators.

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 cultivation 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%.

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Any remaining errors or omissions rest solely with the author(s) of this paper