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# CRITICAL ANALYSIS OF EXPORTS : MANGO AND PROCESSED MANGO PRODUCTS BY INDIAN MANGO PROCESSING INDUSTRY

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## Abstract :

India ranks first in the world (production of 10.5 mmt) when it comes to mango production. India contributes 45% of the total mango production of the world. In spite of the India's strong hold on the production of mango it is alarming to know that India processes just 2% of the total mango production with an alarming loss of around 40%. Only 20% of the production of processed mango products is being exported. India's share of global exports of fresh mangoes and processed mango products is quite meager when we compare the same with other major mango producers of the world, i.e., China, Thailand, Mexico, Pakistan, Phillipines, Brazil, Indonesia, and Nigeria.(in the same order).

The research undertaken is purely secondary in nature. The critical analysis of the exports undertaken by the Indian mango processing industry has been made using secondary data. The data is analyzed to know the per cent contribution and CGR of exports of each processed mango product to aggregate (total) exports of processed mango products and region / country wise contribution towards exports of every processed mango product including fresh mangoes. The effort was made to know the causes for the particular export pattern found in this industry along with recommendations on policy front to strengthen Indian mango processing industry.

Indian mango processors should manufacture high value added processed mango products and export them to rich countries like; USA, UK, Canada, Australia, other European countries so that value realization will be much higher. To achieve this Indian mango processors need to improve their quality standards and bring in lot of innovation to meet the stringent quality standards set by importing countries (like FDA standards of US). Indian mango processors must also utilize the byproducts like mango kernels to manufacture innovative products like; mango margarine, facial cream, other cosmetic products, piggery feed ingredient, etc., so that total processing loss will be curtailed and profitability of the processors will be strengthened.

## Key words :

Exports, Mango processing industry, India, processed mango products

## Introduction :

It becomes evident from the table-1 (displayed on the following page) that India, an emerging economy, is predominantly a agriculture based economy where-in 18.60% of the GDP comes from agriculture sector and which employs 60% of labor force. Of the total arable land of 1703000 sq kms, 100000 sq kms is covered by permanent crops and 22.80% of the total land area is covered by forests. India is one of those few countries that enjoy tropical and temperate climatic conditions, which is quite ideal for fruit cultivation in general and mango cultivation in particular. Almost all varieties of fruits are being grown in India. This is the reason India ranks second in the world (production of 45.91 mmt), next only to China (production of 72 mmt), when it comes to fruit production. India contributes 9.54% of the total fruit production of the world.

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