

Title of the paper:

International trade analysis: 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 exported⁶. 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 involves both secondary and primary research. The international trade analysis of 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 international trade pattern found in this industry along with suggestions on policy front to elevate Indian mango processing industry to international standards.

A coordinated, integrated and strategic effort of all the stake holders, i.e., mango growers, mango processors, channel members, nodal bodies (Governmental and Non Governmental), and end users is must to turnaround this industry. Mango Processing Industry of India has to undergo a radical shift to address all the constraints and reap the enormous advantages/benefits/ profits which this industry is to offer and be the world's largest mango processing factory. Problems / constraints have to be studied in wholesome, integrated and strategic manner rather than adopting piecemeal approach.

Key words:

International trade analysis, Mango processing industry, India, Mango, processed mango products