

## **A Micro Level Study of Mango Producers: Socio-Economic Profile in Krishnagiri District, Tamil Nadu**

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### **Introduction**

Mango (*Mangifera indica* L., Anacardiaceae), an ancient fruit of Indian origin as well as most important fruit of India and is known as “King of fruits”, is of great importance to millions throughout the tropics. It is sold on local markets in India and constitutes an important source of energy and nutrients (Vitamins A, C, and D, amino acids, carbohydrates, fatty acids, minerals, organic acids, proteins). The fruit is cultivated in the largest area i.e. 2,021 thousand ha and the production is around 12.5 million tons, contributing 40.1 per cent of the total world production of mango.

The main mango producing states in India are Andhra Pradesh (25 percentage), Uttar Pradesh (21 percentage), Karnataka (9.8 percentage), Bihar (9.7 percentage), Gujarat (6.1 percentage) and Maharashtra (5.09 percentage) Total export of mangoes from India is 79.06 thousand tons, valuing Rs. 141.9 crores during 2006-07. India exports mango to over 50 countries worldwide. India’s exports to UAE, Saudi Arabia, Qatar, Bahrain, UK, Kuwait, Singapore, Malaysia and Bangladesh together account for 97 per cent of total exports of fresh mangoes from India<sup>4</sup>.

India's diverse climate ensures availability of all varieties of fresh fruits & vegetables. It ranks second in fruits and vegetables production in the world, after China. As per National Horticulture Database 2012 published by National Horticulture Board, during 2011-12 India produced 76.424 million metric tonnes of fruits and 156.33 million metric tonnes of vegetables. The area under cultivation of fruits stood at 6.704 million hectares while vegetables were cultivated at 8.99 million hectares. India ranks first in production of Bananas (27.85 per cent), Papayas (35.31 per cent), Mangoes (including mangos teens, and guavas) 39.04 per cent<sup>5</sup>.

The main varieties of mango grown in Tamil Nadu comprise Totapuri, Sendhuri / Sentharu, Peter and Neeham. Totapuri accounts for approximately 80 per cent of the total production while the others are mainly grown for the regional market with respectively 5 per cent, 5 per cent and 10 per cent of total production. A small percentage of Alphonso is grown in Tamil Nadu; this variety is predominantly grown 400-1500 km north of the studied area. For the purpose of processing, Totapuri is the main variety of interest; Alphonso might be interesting as

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

<sup>4</sup> Mary Antoni Rosalin and A. Vinayagamoorthy, “Growth Analysis of Mangoes in India”, International Journal of Business and Administration Research Review, Vol. No: (1)5, April-June 2014, p.157.

<sup>5</sup> Shreya Vinay Patil, “A Study of Marketing of Mangoes in India”, Online International Interdisciplinary Research Journal, Vol. No.:3, Special Issue, November 2013, p.238.

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well, although not grown by smallholder farmers, for prolongation of the harvest and processing season. Synonyms for Totapuri are Bangalora, Collector, Kallamai, Killi (Gillig), Mukku, Sandersha and Thevadimuthi. Quality is relatively low. Ripening is late midseason and fruits are fibrous and large with 800-1100 gram a piece. Productivity is high compared to other varieties and bearing quite regular. Alphonso is also known under the names Appus, Badami, Gundu, Haphus, Kagdi, Khader and Khader Pasand. It is a low fibrous, high quality variety with an average fruit weight of 226 grams. Alphonso ripens during the late midseason and bears irregularly<sup>6</sup>.

### Objectives

1. To study the socio-economic conditions of the mango growers in the Krishnagiri district,
2. To analyse the cost of production and returns of the mango growers in the study area.
3. To identify the constraints of mango production and suggest the remedial measures in the study area.

### Review of Literature

Rajgopal<sup>7</sup> (2001) study has the marketing of apple guava reported that the producers' share in the consumer's prices is found to be the highest in apple followed by mango and guava. The cost of marketing is found to be higher in guava than in mango and apple. It has revealed that apple cultivation is economically viable even to the small growers.

### Socio – Economic Profile of Krishnagiri District

It was found from table 1 that the majority of the small sample farmers are Hindus which accounted for 81.46 per cent among the categories of farmers in Krishnagiri district. It was followed by Muslims and Christians which constituted 15.61 per cent and 2.93 per cent, respectively.

**Table 1: Distribution of Sample Farmers According to their Religions**

Sl. No.	Religions of Mango Producers	Sizes of the Groups of the Farmers		Overall Farmers
		Small Farmers	Large Farmers	
1.	Hindus	167 (81.46)	157 (80.51)	324 (81.00)
2.	Muslims	32 (15.61)	29 (14.87)	61 (15.25)
3.	Christians	6 (2.93)	9 (4.62)	15 (3.75)
	Total	205 (100)	195 (100)	400 (100)

**Source:** Field data.

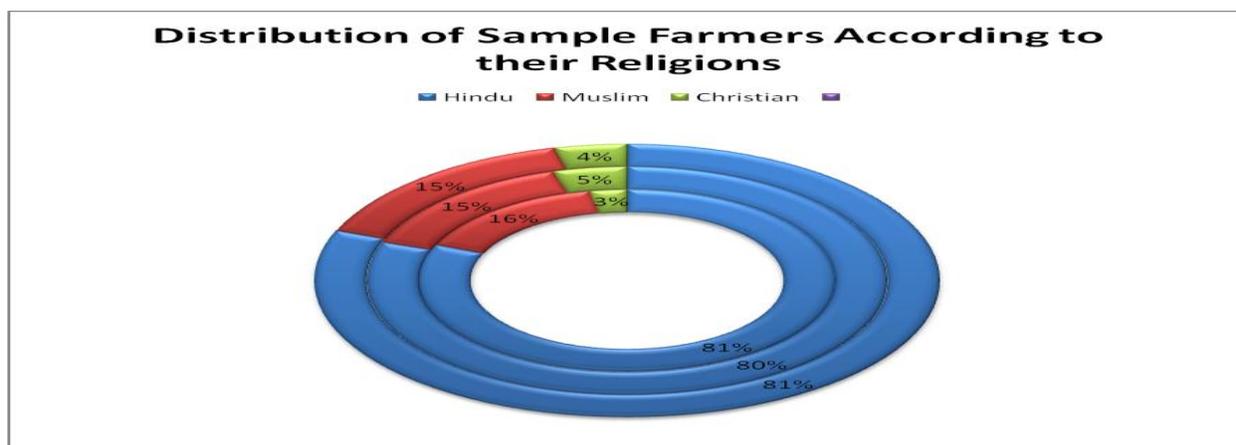
**Note:** Figures in the brackets has indicated percentages to the Total.

In the case of within group of large sample out of 195 farmers, 157 (80.51 per cent) were Hindus and it was followed by Muslims and Christians which constituted 14.87 per cent and 4.62 per cent, respectively.

<sup>6</sup> W.R. Okie, "Register of New Fruit and Nut Varieties, List 39", Horticulture Science, Vol. No: (34)2, 1999, pp181-205.

<sup>7</sup> Rajgopal "Economics of Fruit Production and Marketing of India: A Study of Selected Crops", Indian journal of Agricultural Economics, 2001, Vol. No: 42, p.465.

In an overall farmer out of 400 sample farmers, 324 (81.00 per cent) were Hindus and it was followed by Muslims and Christians which constituted 61 (15.25 per cent) and 15 (3.75 per cent) respectively. It is concluded that the majority of the sample farmers were Hindus among all the categories of farmers namely small, large and overall farmers of producers of mango from Krishnagiri district.



**Table 2: Distribution of Educational Levels of the Sample Farmers**

Sl. No.	Educational Levels	Sizes of the Groups of Farmers		Overall Farmers
		Small Farmers	Large Farmers	
1.	Illiterates	63 (30.73)	36 (18.46)	99 (24.75)
2.	Primary Level	37 (18.05)	41 (21.03)	78 (19.50)
3.	Secondary Level	30 (14.63)	46 (23.59)	76 (19.00)
4.	Higher Secondary Level	49 (23.90)	38 (19.49)	87 (21.75)
5.	Graduates	15 (7.32)	19 (9.74)	34 (8.50)
6.	Post Graduate and others if any (specify)	11 (5.37)	15 (7.69)	26 (6.50)
	Total Number of Sample Farmers	205 (100)	195 (100)	400 (100)

**Source:** Field data.

**Note:** Figures in the brackets has indicated percentages to the Total.

Table 2 reveals that out of 205 sample farmers within group of small farmers, 63 (30.73 per cent) are illetrate. It is followed by higher secondary educator 49 respondents, primary level educator 37 respondents, secondary level educator 30 respondents, graduate educator 15 respondents and post graduate 11 respondent which constituted 23.90 per cent, 18.05 per cent, 14.63 per cent, 7.32 per cent and 5.37 per cent respectively.

In the case of large farmers out of 195, 46 (23.59 per cent) have higher secondary level of educator. It is followed by primary level educator 41 respondent, higher secondary level educator 38 respondents, illiterate have 36 respondents, graduate level educator 19 respondent

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and post graduate level of educator 15 respondents which constituted 21.03 per cent, 19.49 per cent, 18.46 per cent, 9.74 per cent and 7.69 per cent respectively.

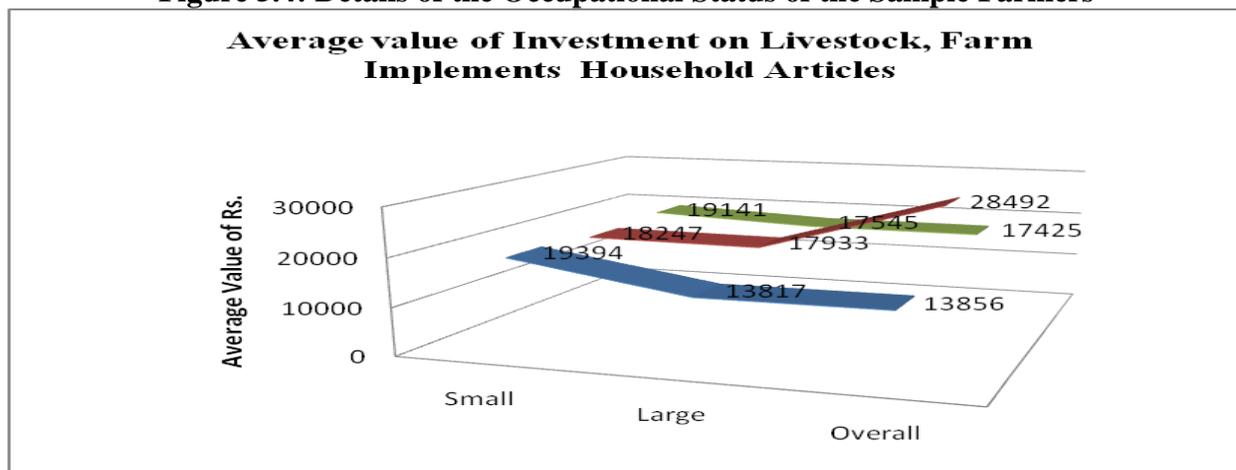
**Table 3: Average value of Investment on Livestock, Farm Implements and Household Articles**

Sl. No.	Particulars	Sizes of the Groups of Farmers		Overall Farmers
		Small Farmers	Large Farmers	
1.	Livestock	19394	13817	13856
2.	Farm Implements	18247	17933	28492
3.	Household Articles	19141	17545	17425

**Source:** Field Data

In the overall size-group, the average value of livestock ( ₹ 19,394) is higher in small sample farmers than that of large farmers and overall farmers who invested ₹ 13, 856 and ₹ 13, 817 of livestock investment in Krishnagiri district. In the case of farm implements, the average value of farm implements for the overall farmers was higher ( ₹ 28492) than that of small and large farmers who has invested ₹ 18, 247 and ₹ 17, 933 respectively. The investment made of sample farmers household articles ( ₹ 19, 141) is higher than that of large and overall farmers who has invested ₹ 17, 545 and ₹ 17, 425 respectively.

**Figure 5.4: Details of the Occupational Status of the Sample Farmers**



### Problems related to the Marketing of the Mango Fruits

The mango growers have to meet met various problems at the time of the marketing of the mango fruits. The problems include heavy price fluctuations, malpractices adopted in the selling methods, inadequate market finance, and lack of transport facilities, inadequate storage facilities and competition from the exporters. Table 6.40 presents the problems related to the marketing of the mangoes.

**Table 4: Problems Related to the Marketing of the Mango**

Sl.No.	Problems	Garrett's Mean score	Rank
1.	Price fluctuations	60.52	I
2.	Malpractices adopted in the selling methods	57.19	II
3.	Inadequate market finance	53.12	III
4.	Inadequate market information	46.77	IV
5.	Lack of transport facilities	44.55	V
6.	Inadequate storage facilities	44.34	VI
7.	Competition from exporters	39.92	VII

**Source:** Field data.

The Table 4 shows that the problems of price fluctuations with a garrets mean score of 60.52 has occupied the first rank I and malpractices adopted in the selling methods with a Garrets mean score of 57.19 has been placed in the second rank II among the major constraints faced by the mango growers in the marketing of the mango fruits which has been placed in the III and the IV ranks have been found to be the inadequate market finance and lack of market information the other major problems of the mango growers. Besides, lack of transport facilities, inadequate storage facilities and competition from the exporters have been the other minor problems faced in the marketing of the mango fruits by the mango growers.

### **Conclusion**

It is a gratifying experience to study at close quarters the harrowing experience of some of the mango producers in Krishnagiri district. The highly volatile price pattern, lack of storage facilities, non-availability of agricultural labourers at times, the primitive methods of mango cultivation and stranglehold of middlemen are some of the crippling roadblocks faced by the mango entrepreneurs desirous of a study progress. Mango has remained the topmost fruit in India ever since ancient days. It is highly tasty and luscious table fruit for Indians. To meet the ever-growing demand of the mangoes, a portion of land of should be used for mango cultivation. The mango cultivation provides employment opportunities to many people and also helps the mango growers for improving their economic status.