

## **‘Mango cultivation 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. 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.

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 fifty cultivators was chosen. In depth interviewing mechanism guided through structured interview schedules was being used. Various statistical, mathematical and computational tools and techniques were being used.

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.

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