

V	MARKETING PROBLEMS IN MANGO CULTIVATION	203-249
---	--	---------

VI	SUMMARY OF FINDINGS AND CONCLUSION	250-271
----	---------------------------------------	---------

BIBLIOGRAPHY

APPENDICES

LIST OF TABLES

TABLE No.	TITLE	PAGE No.
1.1	Most Popular Commercial Varieties of Different Regions in India	13
1.2	Nutritional Contents of Mango	18

2.1	Blocks and Taluks of Madurai District	58
2.2	Population of Madurai District	59
2.3	Occupational Pattern in Madurai District in 2001	61
2.4	Taluk-wise Annual Rainfall in Madurai District	63
2.5	Monthly Season-wise Rainfall in Madurai District in 2002-03	64
2.6	Land Utilisation in Madurai District in 2002-03	66
2.7	Size of Land Holdings in Madurai District in 2002-03	67
2.8	Irrigation in Madurai District in 2002-03	75
2.9	Block-wise Sources of Water Supply	76
2.10	Reservoirs in Madurai District in 2002-03	77
2.11	Crops Grown in Irrigated Area of Madurai District in 2002-03	79
2.12	Area, Production and Yield of Major Crops in Madurai District, 2002-03	81

3.1 Planting System in Mango Cultivation 88

TABLE No.	TITLE	PAGE No.
3.2	Fertilizer Doses in Mango Cultivation	93
3.3	Area under Mango Cultivation in the World from 1990 to 2004	97
3.4	Production of Mango in the World from 1990 to 2004	99
3.5	Productivity of Mango Cultivation in the World from 1990 to 2004	101
3.6	Area under Mango Cultivation in India from 1990 to 2004	105
3.7	Production of Mango in India from 1990 to 2004	107
3.8	Productivity of Mango Cultivation in India from 1990 to 2004	110
3.9	Area under Mango Cultivation in Tamil Nadu from 1990 to 2004	113
3.10	Production of Mango in Tamil Nadu from 1990 to 2004	115

3.11	Productivity of Mango Cultivation in Tamil Nadu from 1990 to 2004	117
3.12	Area under Mango Cultivation in Madurai District from 1990 to 2004	120
3.13	Production of Mango in Madurai District from 1990 to 2004	122
3.14	Productivity of Mango Cultivation in Madurai District from 1990 to 2004	124

TABLE No.	TITLE	PAGE No.
3.15	Area under Mango in India Share in Tamil Nadu from 1990 to 2004	127
3.16	Mango Production in India Share in Tamil Nadu from 1990 to 2004	129
3.17	Area under Mango in Tamil Nadu Share in Madurai District from 1990 to 2004	130
3.18	Production under Mango in Tamil Nadu Share in Madurai District from 1990 to 2004	131
4.1	Religion of Mango Cultivators	134
4.2	Age-wise Distribution of Sample Growers	135

4.3	Educational Level of Sample Growers	136
4.4	Family Size of Sample Growers	137
4.5	Number of Family Members Engaged in Cultivation	138
4.6	Selection of Occupation in Agriculture	139
4.7	Experience of Sample Growers	140
4.8	Size of Operational Holdings of Sample Growers	141
4.9	Mango Trees per acre	143
4.10	Type of Soil in the Mango Field	144
4.11	Testing of Soil in the Mango Field	145
4.12	Fertilisers Used by the Mango Cultivators	146

TABLE No.	TITLE	PAGE No.
4.13	Water Problems	147
4.14	Sources of Getting Mango Crafts	148

4.15	Major Variety of Mango Cultivation	150
4.16	Methods of Harvesting of Mango	151
4.17	Grading of Mango	152
4.18	Mango Fruits Damaged at the Time Harvesting	153
4.19	Problems of Mango Cultivation	154
4.20	Input Problems in Mango Cultivation	156
4.21	Labour Problems in Mango Cultivation	157
4.22	Production Problems of Small Size Growers	159
4.23	Production Problems of Large Size Growers	160
4.24	Nature of Problems	161
4.25	Major Disease Attached in Mango Cultivation	162
4.26	Reasons for Declining the Mango Yield	163
4.27	Total Mango Yield in Different Seasons	164
4.28	Establishment Cost of Mango Cultivation	166

4.29	Average Annual Operation and Maintenance Cost of Mango	173
4.30	Average Cost of Production of Mango	174
4.31	Cost of Cultivation as per Cost Components	178
TABLE No.	TITLE	PAGE No.
4.32	Statement of Income from Mango Cultivation	182
4.33	Average Variable Cost of Cultivation for Different Growers	183
4.34	Average Total Cost of Cultivation for Different Growers	185
4.35	Returns on Cultivation for Different Growers	186
4.36	Estimated Regression Results of Determinants of Yield of Mango for Small Farmers	189
4.37	Estimated Regression Results of Determinants of Yield of Mango for Large Farmers	191
4.38	Estimated Regression Results of Determinants of Yield of Mango for Overall Farmers	193
4.39	Computation of Pay-Back Period, Benefit Cost Ratio, Net Present Value and Internal Rate of Return for Mango	198

4.40	Benefit-Cost Ratio of Mango Cultivation	200
4.41	Net Present Value of Mango Cultivation	201
5.1	Stages of Marketing	204
5.2	Reasons for Selling Mango Soon After Harvest	205
5.3	Way of Selling Mango	207
5.4	Mode of Transport	208
5.5	Reason for Selected such Mode of Transport	209
5.6	Problems in Storage Facilities of Mango	210

TABLE No.	TITLE	PAGE No.
------------------	--------------	-----------------

5.7	Transporting Problems Faced by the Mango Growers	211
5.8	Problems in Procurement of Packing Material of Mango Growers	213
5.9	Problems of Getting Marketing Information	214
5.10	Reasons for Preferring Middlemen	216

5.11	Method of Price Fixation	217
5.12	Approach for Price Fixation	218
5.13	Measurable Unit of Mango	219
5.14	Nature of Problems	220
5.15	Problems of Expenses in Marketing of Mango	221
5.16	Problems in Marketing of Mango	222
5.17	Problems of Sample Growers with Regard to Procurement of Mango by Middlemen	224
5.18	Problems of Malpractices of Mango as Perceived by Growers	225
5.19	Sources of Finance	226
5.20	Sources of Borrowing	227
5.21	Nature of Problem for Getting Finance from Unorganized Sector	229
5.22	Interest Paid by the Cultivators to Unorganised Sector	230

TABLE No.

TITLE

PAGE No.

5.23	Purpose of Getting Advance	232
5.24	Periods of Repayment	233
5.25	Problems in Getting Finance from the Organized Sector	234
5.26	Reasons for Satisfaction of the Present Cultivation	235
5.27	Reasons for Dissatisfaction of the Present Occupation	237
5.28	Opinion of Cultivators about Future Action	238
5.29	Rotated Factor Matrix for Marketing Problems of Mango	242
5.30	Variables with the Highest Factor Loadings for the Marketing Problems of Mango	248