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http://www.nellai.tn.nic.in/irrigation.html

http://www.census2011.co.in/district.php

http://www.census tn.nic.in/religion.aspx

http://www.dictirunelveli.in/profile.html

http://www.nanguneri.com
**A STUDY OF PRODUCTION AND MARKETING PROBLEMS OF MANGO CULTIVATORS IN TIRUNELVELI DISTRICT**

**INTERVIEW SCHEDULE FOR MANGO CULTIVATORS**

**I PERSONAL DATA**

1.1 Name of the Farmer : 

1.2 Name of the Village : 

1.3 Age (in years) : 

<table>
<thead>
<tr>
<th>Option</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Below 30</td>
<td>[ ]</td>
<td>b) 30 – 40</td>
</tr>
<tr>
<td>c) 40 – 50</td>
<td>[ ]</td>
<td>d) Above 50</td>
</tr>
</tbody>
</table>

1.4 Literacy Level :

<table>
<thead>
<tr>
<th>Option</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Illiterate</td>
<td>[ ]</td>
<td>b) School Level</td>
</tr>
<tr>
<td>c) College Level</td>
<td>[ ]</td>
<td>d) Professional</td>
</tr>
<tr>
<td>e) Others</td>
<td>[ ]</td>
<td></td>
</tr>
</tbody>
</table>

1.5 Strength of Family Members :

<table>
<thead>
<tr>
<th>Option</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Male</td>
<td>[ ]</td>
<td>b) Female</td>
</tr>
<tr>
<td>c) Children</td>
<td>[ ]</td>
<td></td>
</tr>
</tbody>
</table>

1.6 Number of Family Members engaged in Mango Cultivation :

<table>
<thead>
<tr>
<th>Option</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Below 2</td>
<td>[ ]</td>
<td>b) 2 – 4</td>
</tr>
<tr>
<td>c) 4 – 6</td>
<td>[ ]</td>
<td>d) Above 6</td>
</tr>
</tbody>
</table>
1.7 Occupation in Agriculture:
   a) Main [ ] b) Secondary [ ]

1.8 Operational Land Holdings in Acres:
   a) Below 2.5 [ ] b) 2.5 – 5 [ ]
   c) 5 – 8 [ ] d) Above 8 [ ]

1.9 Status of Land cultivated:
   a) Owned [ ] b) Leased [ ]
   c) Both [ ]

1.10 Experience in Mango Cultivation in years:
   a) Up to 10 [ ] b) 10 – 20 [ ]
   c) 20 – 30 [ ] d) Above 30 [ ]

II PRODUCTION PROBLEMS IN MANGO CULTIVATION

2.1 Whether your land is fully irrigated or not?
   a) Yes [ ] b) No [ ]

2.2 If yes, area of irrigated land?
   a) Partly [ ] b) Fully [ ]

2.3 Are there Water Problems in Mango Cultivation?
   a) Adequate [ ] b) Inadequate [ ]

2.4 Which type of Soil is in your Mango field?
a) Red Loam [ ]  b) Red Sandy Soil [ ]

c) Black Soil [ ]  d) Lateritic [ ]

2.5 Whether Soil Testing was done while planting the tree?

a) Yes [ ]  b) No [ ]

2.6 If yes, how long is the gap between the testing?

a) One Year [ ]  b) Two Years [ ]

c) Three Years [ ]  d) Above 3 Years [ ]

III CULTIVATION OF MANGO

3.1 How many trees are planted per acre?

a) Below 30 [ ]  b) 30 – 40 [ ]

c) 40 – 50 [ ]  d) Above 50 [ ]

3.2 What are the Varieties of Mango cultivated?

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Varieties</th>
<th>Age (in Years)</th>
<th>Number of Trees per acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Neelum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Mulgoa</td>
<td></td>
<td></td>
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<tr>
<td>3.</td>
<td>Alphonso</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Bangalora</td>
<td></td>
<td></td>
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<tr>
<td>5.</td>
<td>Others</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3.3 What are the sources of getting Mango Grafts?

a) Own Source [ ]
b) Private Nursery
   [   ]

c) Horticulture Department
   [   ]

3.4 Do you get adequate inputs?
   a) Yes  [   ]  b) No  [   ]

3.5 If No, what are the problems faced?
   a) High Cost Equipments  [   ]
   b) Lack of Equipments  [   ]
   c) Non-availability of Modern Equipments  [   ]
   d) No Problem  [   ]

3.6 What are the methods of harvesting?
   a) By Owns  [   ]  b) Mango Picker  [   ]
   c) Mango with Net  [   ]  d) All together  [   ]

3.7 Do you undertake fruit grading?
   a) Yes  [   ]  b) No  [   ]

3.8 At what percent of mango fruits are damaged at the time of harvest every year?
   a) Up to 10 %  [   ]
   b) 10 % – 20 %  [   ]
   c) 20 % – 30 %  [   ]
   d) Above 30 %  [   ]
3.9 What are the problems in Mango Cultivation?

a) High initial Orchard Investment
b) Long Juvenile period of plants
c) Lack of High Quality Fruit Plants
d) Lack of Technical Know-how

3.10 What are the Labor Problems in Mango Cultivation?

a) Shortage of Labour
b) High Cost of Labour
c) Inefficiency of Labour
d) No Problem

3.11 What are problems in the Production of Mango?

Rank them in order of importance:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>PROBLEM</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Irrigation</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Severity of Pests and Disease</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Inadequate Finance</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Labor Problem</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Pilferage</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Long Gestation Period</td>
<td></td>
</tr>
</tbody>
</table>
7. Lack of latest technical know-how

8. Lack of Equipment and Machinery

9. Perishable nature of Fruits

3.12 What are the problems faced in the blossoming days?

   a) Disease [ ]
   b) Monsoon [ ]
   c) Both the above [ ]

3.13 What are the kinds of diseases attacked?

   a) Blight [ ]
   b) Powdery Mildew [ ]
   c) Red Rust [ ]
   d) Others, Specify [ ]

3.14 Are there the preventive measures taken to cure diseases?

   a) Yes [ ]   b) No [ ]

3.15 Which type of fertilizers do you use?

   a) Organic [ ]
   b) Inorganic [ ]
   c) Both [ ]
3.16 Have you the Crop Insurance?

a) Yes [ ]  b) No [ ]

3.17 Do you prefer Hybrid Variety?

a) Yes [ ]  b) No [ ]

IV FIXED ASSET

4.1 Fixed Asset other than land used in Mango Cultivation:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>NAME OF THE ASSET</th>
<th>YEAR OF PURCHASE</th>
<th>PRESENT VALUE [Rs.]</th>
<th>MAINTENANCE COST [Rs.]</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Well / Bore well</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Shed / Store Room</td>
<td></td>
<td></td>
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<tr>
<td>3.</td>
<td>Farm House</td>
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<tr>
<td>4.</td>
<td>Bullocks</td>
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<tr>
<td>5.</td>
<td>Bullock Cart</td>
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<tr>
<td>6.</td>
<td>Tractor</td>
<td></td>
<td></td>
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<tr>
<td>7.</td>
<td>Agricultural Implements</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>8.</td>
<td>Electric Motor</td>
<td></td>
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<tr>
<td>9.</td>
<td>Oil Engine</td>
<td></td>
<td></td>
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<tr>
<td>10.</td>
<td>Power Sprayer</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

V COST OF CULTIVATION PER ACRE

5.1 Cost of Material :

<table>
<thead>
<tr>
<th>S. No.</th>
<th>MATERIALS</th>
<th>AMOUNT (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mango Grafts</td>
<td></td>
</tr>
</tbody>
</table>
2. Natural Manure

3. Fertilizers

4. Pesticides

5. Irrigation

6. Others

5.2 Cost of Labour

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>No. of Workers per Year per Acre</th>
<th>Wages per day [Rs.]</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>1.</td>
<td>Preparing Land</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Ploughing</td>
<td></td>
<td></td>
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<tr>
<td>3.</td>
<td>Digging the Pit and filling back of Pits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Planting the Mango Grafts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Fertilizers and Natural Manures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Pesticides</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Weeding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Plucking the Mango</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Cleaning and Grading the Mango</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Counting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Store Keeping</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5.3 Cost of Irrigation:
   a) Electricity [ ]  b) Diesel [ ]

5.4 Cost of Insurance Premium in Rs.

5.5 Land Tax per year in Rs.

5.6 Value of Rent per acre in Rs.

5.7 Give your suggestions for improving Profitability of Mango Production.

VI INCOME LEVEL

6.1 What is your Total Mango Yield per season?
   (If details are not available, please Rank the Year based output)
   a) 2006 – 2007 [ ]
   b) 2007 – 2008 [ ]
   c) 2008 – 2009 [ ]
   d) 2009 – 2010 [ ]
   e) 2010 – 2011 [ ]

6.2 What is your average yield per acre in Tonnes?
   a) 2006 – 2007 [ ]
   b) 2007 – 2008 [ ]
   c) 2008 – 2009 [ ]
   d) 2009 – 2010 [ ]
6.3 What is the Gross Income of Sale of Mango per year in Rupees?

a) Below Rs. 10,000  

b) Rs. 10,000 – Rs. 50,000  

c) Rs. 50,000 – Rs. 1,00,000  

d) Above Rs. 1,00,000  

6.4 If your mango yield is less than the normal yield, state the reasons for decline;

a) Inadequate Rainfall  

b) Disease  

c) Winds  

d) Wrong Manuring  

e) All of the above  

6.5 Give your suggestions for the efficient production of Mango.

VII MARKETING PROBLEMS OF MANGO

7.1 When do you market your product?

a) Soon after Harvesting  

b) After ripening Fruits  

7.2 If the mango is sold soon after harvest, State the reasons;

a) To clear Debts  

b) To Meet the Family Expenditure [   ]
c) No Storage Facility [   ]
d) Perishable Nature of Product [   ]
e) Anticipating Price Lowering [   ]
f) Post Harvest Losses [   ]
g) Other reasons, specify [   ]

7.3 To whom do you sell your mango?

a) Direct Selling and Middlemen [   ]
b) Commission Agent [   ]
c) Local Traders [   ]
d) Wholesalers [   ]

7.4 What is the mode of transport?

a) Auto and Van [   ] b) Bullock Cart [   ]
c) Tractor and Lorry [   ] d) Both the above [   ]

7.5 Why do you select such mode of transport?

a) Cheap Rate [   ]
b) Quick Travel [   ]
c) Accessibility [   ]
d) Safety of the Mango [   ]
7.6 Mention the Marketing Cost per acre per Season Rs.

7.7 What are the problems in Storage Facilities?

   a) No Storage Facility [ ]
   b) Inadequate Storage Facility [ ]
   c) No Problem [ ]

7.8 What are the Problems in Transporting?

   a) Delay [ ]
   b) Loss in Transport [ ]
   c) Inadequate Transport Facility [ ]
   d) High Cost of Transport [ ]
   e) Frequent Strikes [ ]
   f) Any Other Reason [ ]
   g) No Problem [ ]

7.9 Before selling your mango, whether proper packaging is adopted?

   a) Yes [ ]  b) No [ ]

7.10 What are the problems of getting marketing information?

   a) Late Information [ ]
   b) Limited Information [ ]
   c) Inadequate Information [ ]
7.11 If sold through middlemen, state the reasons for preferring the middlemen.

a) Immediate Payment [ ]
b) Provide Finance Facility in advance [ ]
c) Bulk Quantity [ ]
d) Any other reason, specify [ ]

7.12 On what basis the prices are fixed?

a) On the basis of Demand and Supply [ ]
b) On the basis of Competition [ ]
c) On the basis of the size of the mango [ ]
d) Price prevailing in other mango market [ ]

7.13 At the time of selling mango, how do you measure the mango?

a) Physical Quantity Method [ ]
b) Weight (Kg) [ ]
c) Both the above [ ]

7.14 What are the problems faced by the cultivators?

a) Unreasonable Price [ ]
b) Low Demand [ ]
c) Bad Debts [ ]

d) Delay in Collection Dues [ ]

e) Any Other Problem, specify [ ]

g) No Problem [ ]

7.15 What was the price realised by you during the past years?

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Variety</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Neelum</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Mulgoa</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Alphonso</td>
<td></td>
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<tr>
<td>4.</td>
<td>Bangalora</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>5.</td>
<td>Others</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.16 In which expenses of on marketing of mango, ranking high?

a) Plucking [ ]

b) Loading / Unloading [ ]

c) Transportation [ ]

d) Storage [ ]

e) Commission Charges [ ]

f) Incidental Charges [ ]
7.17 Do you face problems in marketing of mango?

a) Yes [ ] b) No [ ]

7.18 If Yes, Rank the problem in order of importance.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>PROBLEM</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Price Fluctuation</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Lack of Market Information</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Inadequate Market Finance</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Lack of Transport Facility</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Competition from Exporters</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Inadequate Storage Facility</td>
<td></td>
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<tr>
<td>7.</td>
<td>Malpractice Selling Method</td>
<td></td>
</tr>
</tbody>
</table>

7.19 What are the problems of malpractices of mango as perceived by growers?

a) Deduct more charges [ ]

b) Part Payment [ ]

c) Multiplicity of charges [ ]

d) Delay in Payment [ ]

e) Do not take consent for farmers in selling [ ]

f) Quote Lower than Actual Prices [ ]

g) Any Other Problem, Specify [ ]
7.20 Do you have any fruit growers association?

   a) Yes [ ]   b) No [ ]

7.21 What are the problems relating to marketing?

Please Tick any one of the statement:

SA - Strongly Agree, A – Agree, N – Neutral, DA – Disagree, SDA – Strongly Disagree

<table>
<thead>
<tr>
<th>S. No.</th>
<th>STATEMENTS</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Better or Competitive Price for mango is available</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2.</td>
<td>Easy to get packing material</td>
<td></td>
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<td></td>
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<tr>
<td>3.</td>
<td>Easy to sell soon after harvesting</td>
<td></td>
<td></td>
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<tr>
<td>4.</td>
<td>Easy to sell after ripening</td>
<td></td>
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<td></td>
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<tr>
<td>5.</td>
<td>Sufficient Local Market for selling the mangoes</td>
<td></td>
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<tr>
<td>6.</td>
<td>Prices of Mangoes keep fluctuating in every season</td>
<td></td>
<td></td>
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<tr>
<td>7.</td>
<td>Marketing is not a difficult one</td>
<td></td>
<td></td>
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<tr>
<td>8.</td>
<td>Profit is high, it leads to cultivate more area</td>
<td></td>
<td></td>
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<tr>
<td>9.</td>
<td>Transport Cost is higher than the expected cost</td>
<td></td>
<td></td>
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<tr>
<td>10.</td>
<td>More Labours are available for marketing of mangoes</td>
<td></td>
<td></td>
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<tr>
<td>11.</td>
<td>Mode of Transport is the most important factor for marketing</td>
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<td></td>
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<tr>
<td>12.</td>
<td>Information from Government about financial assistance is essential</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>13.</td>
<td>Lack of information about better varieties of mango</td>
<td></td>
<td></td>
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<tr>
<td>14.</td>
<td>Need more information about marketing of mango</td>
<td></td>
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<tr>
<td>15.</td>
<td>Lack of information about marketing leads to misguide the farmers</td>
<td></td>
<td></td>
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<tr>
<td>16.</td>
<td>Middlemen’s assistance is very essential for mango marketing</td>
<td></td>
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<tr>
<td>17.</td>
<td>Price difference among various markets are high</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Lacking of Government Assistance in mango marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Difficult to sell in Peak Season</td>
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<td>20.</td>
<td>Insufficient Transport Facilities exist in marketing of mango</td>
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<td>21.</td>
<td>Commission Charges collected by intermediaries are too high</td>
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<td>22.</td>
<td>Difficult to get finance from organized sector than unorganized sector</td>
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<td>23.</td>
<td>Information from Government about channel of marketing is essential</td>
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<td>24.</td>
<td>Getting advance money from middlemen is not properly used</td>
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<td>25.</td>
<td>Selling through middlemen leads to malpractices in mango marketing</td>
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<td>26.</td>
<td>Borrowed Capital is a main source of assistance for mango marketing</td>
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<td>27.</td>
<td>Interest is too high for Borrowed Capital</td>
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<td>28.</td>
<td>At the rainy season, more storage facilities are available</td>
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<td>29.</td>
<td>Complexity Procedure while getting finance from organised sector</td>
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</tbody>
</table>

7.22 Give your suggestions for the efficient marketing of mango.

**VIII FINANCIAL PROBLEMS**

8.1 What are the sources of finance?

a) Owned Capital [ ]

b) Borrowed Capital [ ]

c) Both the above [ ]

8.2 If it is borrowed capital, please mention the lending agency.

a) Bank [ ]

b) Money Lenders [ ]

c) Wholesale Merchants [ ]

d) Friends and Relatives [ ]
8.3 Do you face any problem while getting finance?

   a) Yes  [   ]  b) No  [   ]

8.4 If Yes, state the problem:

   a) High Rate of Interest  [   ]
   b) Requirement of Security  [   ]
   c) Insufficient Finance  [   ]
   d) No Flexibility of Lending  [   ]
   e) Any other Problem, Specify  [   ]

8.5 If you are getting finance from unorganised sectors, in what percentage of interest they have collected per year?

   a) Less than 24 %  [   ]
   b) 24 % to 36 %  [   ]
   c) 36 % to 60 %  [   ]
   d) Above 60 %  [   ]

8.6 What is the purpose of getting advance?

   a) To buy Fertilizers  [   ]
   b) To meet Maintenance Cost  [   ]
   c) To Harvest  [   ]
   d) Any other reason  [   ]
8.7 Do you have any difficulty in getting finance from the organised sector?

a) Yes [ ]  b) No [ ]

8.8 If Yes, Rank the difficulties faced:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>PROBLEM</th>
<th>RANK</th>
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<tbody>
<tr>
<td>1.</td>
<td>Processing Charges</td>
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<td>2.</td>
<td>Limit for Loan Amount</td>
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<td>3.</td>
<td>Complexity in Procedure</td>
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<tr>
<td>4.</td>
<td>Requirement of Security</td>
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<td>5.</td>
<td>Rigid Payment Procedures</td>
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</tbody>
</table>

8.9 Mention the repayment period of getting money.

a) At One Installment [ ]

b) Two Installments [ ]

c) Three Installments [ ]

d) Above Three Installments [ ]

8.10 Give your suggestions for financial aspect.

IX MISCELLANEOUS

9.1 Are you satisfied with the present Occupation?

a) Yes [ ]  b) No [ ]
9.2 If Yes, state the reason:

a) More Profitability [ ]

b) Less Risk More Return [ ]

c) Well Experienced in this line [ ]

d) Don’t know other job [ ]

e) To develop Agriculture [ ]

9.3 If No, Give reason:

a) Uncertainty of Income [ ]

b) Increased Cost of Production [ ]

c) Inadequate Return [ ]

d) Irregular Employment [ ]

e) More Competition [ ]

f) Shortage of Labours [ ]

9.4 What is your future plan?

a) Desire to increase the area under Mango Cultivation [ ]

b) Desire to establish a separate Co-operative Marketing Society [ ]

c) Desire to start a separate Regulated Market for Mangoes [ ]

9.5 Please give your suggestions for improving production and marketing of mango.