Chapter 2

Review of Literature
REVIEW OF LITERATURE

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CHAPTER 2
REVIEW OF LITERATURE

2.1 INTRODUCTION:

The aim of chapter second is to assess the review of literature on production and marketing of mango and allied activities. This chapter reviews the literature on marketing of mangoes and indicate the gap in existing literature. To understand the gap in research on marketing of mangoes available literatures is classified and reviewed under suitable section. This chapter is divided as under.

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2.2 STUDIES ON PRODUCTION OF MANGOES:

The study on Factors associated with the production of export quality fruit by small banana farmers of Rico Grand valley Port Land Jamica by Thomas (1) attempted to examine the relationship between two production variables Viz, technology used and production of export quality of fruit. The study also examined socio-economic characteristics of personnel on sample basis and collected opinions from them for variation of production. His study suggested that farmers should be provided with more infrastructural facilities and adequate credit facility to increase production. Basically this study’s focus is on Banana fruit. On the other hand Subrahmanyam and Gajanana studied the production of mango in India for the period
of 1990-00. It is a study of production trends of fruits specially on mango. He found out that the area under fruits production has registered a positive growth of 25.61% during 1982-83 to 1992-93 period. Andhra Pradesh, Uttar Pradesh, Bihar and Karnataka are the important production centers for mango production, whereas Bihar and Maharashtra are important for Citrus fruits production(2). He also pointed out that India has accounted for 8.57% of the total world production of fruit among different kinds of fruits, and she is still the largest producer of mangoes accounting for 54.2% of the total world production, which has come down from nearly 65% during 1981 at the same time the other countries are picking up.

Raju(3) has made a study on fruits marketing in India with reference to Andhra Pradesh state for the period of 1980-2000. His study has emphasized on area under production and cultivation of mango in Andhra pradesh. The total area cultivated under this fruit was steadily increased with 33.33% growth rate during 1984-1991 period and further it increased to 61.3% in 1993-94. Further, this study shows that (a) Krishna district has highest cropped area 43.5 thousand hectares, west Godavri has 25.7 thousand hectares with production 151.6 thousand tonnes. (b) The total production during 1985-86 was 7,216.0 thousand tonnes over an area of 840.8 thousand hectare, where as during 1990-91 the production was 7,386.8 thousand hectare, while in 1994-95 the production was 12,247.2 thousand tonnes over an area of 1,234.6 thousand hectare. (c) the land under mango cultivation was very less in 1980’s and it increased tremendously, whereas even the production also increased during the 1985-95, Uttar Pradesh production was 1879.3 thousand tones, area 239.4 thousand hectare. State-wise also, the state which produces highest mango in Andhra Pradesh with a production of 2993.4 where as area was 215.2 thousand hectare. The
second highest producer of mangoes is Bihar with an area of 116.4 thousand hectare with the production of 1074.4. The total production of all India was 9,744.0 and total area was 972.2 thousand hectare during the period of 1984-85 to 1994-95. (d) Yield mango is not uniform in India and it has many, however up’s and down. Thus this study highlights production area and productivity of mango in India for the year 1980-2000. This is one of the comprehensive studies on mango production and marketing.

The study of Singh is on “Fruits”, for the period of 1950 to 85 (4). It is a study of Area and Production of fruits e.g. mango. The study concludes that most of the area under fruits is under mango which constitutes over 40% of the total area. In many cases apples and mangoes, Jackfruit and cashew etc are not planted in regular groves, but exist as stray trees. The area under mango fluctuates from year to year; hence the lowest increase has been recorded in mango about 13%. The largest area under fruits is found in U.P(26%), the next highest in Andhra Pradesh (11%) and then Kerela and Karnataka(6%). The mango output in U.P. has shown big swings in some years. It is unbelievable that the mango would really change from year to year. The study found that the area under fruit cultivation on scientific lines has been increasing in spite of some setbacks to fruit growing due to hazards of citrus decline, mango malformedation and erratic bearing of mango.

Asian productivity organization (5) has brought out a book in 1985 on “Fruit production and marketing in Asia and the Pacific”. It covers 12 countries on trends in fruit production in respective countries, on economics of fruit production, agronomic aspects of fruit farming marketing and also the government policies on fruit production and marketing. This study presented the trends in fruit production in India
in general, along with economics of fruit production of selected fruits like Apple, Guava, Orange and Pear. Thus, even in such a pilot study mango has not covered Helen on “Marketing opportunities for the fruit and vegetables industry” has made a study on U.K. fresh fruit and vegetables industry with particular reference to “production and distribution channels of marketing and consumption”. (6) The study concentrates on mechanism by which fruits consumption could be increased and states that the proportion of imports has significantly increased due to consumption has increased.

2.3 STUDIES ON MARKETING OF MANGOES:

Unauthorized expenditure like clerical charges, hamali, telephone charges, cleaning charges etc, which should be borne by commission agent, but it is collected from the seller only, is pointed out by Raju’s study. (7) Further this shows that even zero level marketing cost per hectare of produce is very high, it is to the extent of Rs 7850, according to this study.

Talukdae and Bhowmik,(8) Highlights on marketing channels of mangoes and the share of producers in consumer’s rupee in different marketing channel. The analysis shows that the producer’s share in consumer rupee was comparatively lower, because the producers marketed their supplies through pre-harvest contractors and middlemen took away the lion’s share from consumer’s rupee, but producer’s share is higher because of the eliminated of pre-harvest contractor whose share was shared by the producers themselves. The fruits and vegetables marketing was studied by Abbott for USA for the period of 1957 to 1970.(9) He studied the marketing channels and organization and sales policy and pricing. The study concludes the seasonal and
cyclical supply variations of fruits and vegetables, pricing differences between markets, prices at intermediate marketing stages, pricing according to quality and price stabilization. Subbanarasaiah's study on marketing of horticulture crops in India highlights on fruit marketing for India for the period of 1985 to 1990. It is a study of price mechanism on Horticulture crops. (10). According to Subbanarasaiah's the market situation changes rapidly and each buyer or seller to a considerable extent, decides on his own. He has defined "prices the amount of money for which a unit of any given goods or services is exchanged." Therefore he suggest that price is the market value of a commodity or service expressed in terms of money. "Price is considered to be a barometer of economic activity. The success or failure of farming is mainly determined by the price conditions prevailing during the market season of the crops. Further, he states that enlightened producers, pre-harvest contractors, wholesalers, commission agents and even retailers contribute to the process of price discovery of the fruits.

2.4 STUDIES ON OTHER ASPECTS OF MANGO MARKETING:

Raju also study the cost of mango and price of mango during the harvest and after harvest at market level. (11) Subrahmanyam and Gajanan's study on co-operative marketing of fruits and vegetables in India, has taken the period of 1990-2000. It is the study of export of fruits and vegetables through co-operatives. (12) Further this study shows that the role played by NAFED to increase export level of mango and earn foreign exchange. Abbott (13) has studied the sales and pricing policy for fruits and vegetables in USA. He has studied the price for fruits and vegetables between markets. According to his views, important consuming centers usually depend on certain production areas for the major part of their fruits and
vegetables. The closer the area is to its market, the more favorable is its position. When nearby production exceeds demand, additional domestic or foreign markets must explore. Conversely, if demand exceeds the output of nearby growers, more distant areas will be tapped for supplies.

In countries with a developed marketing system, produce of the same quality and presentation will fetch comparable prices on all markets, due allowance being made for differences in transport costs and losses according to distance from the growing areas. Price discrepancies between one market and another will occur in the short run because of local imbalances between demand and supplies but normally will be ironed out quickly as whole sales respond to different market opportunities. This still does not mean that prices should be exactly the same in all markets in a certain country. The cost of shipping from production areas to these markets will vary, perhaps also the costs of packing materials and other services. Further this study states that pricing according to quality is more important because consumers whose disposable income has reached a comfortable level appreciate quality and are disposed to pay higher prices for better grades as well as for attractive and convenient presentation. Discriminating buyers also look for varieties of produce suitable for specific purposes. According to N Subbanarasaiah's study (14) there exists no data by which the influence of suppliers on the variations of the prices can be measured. He pointed out that the prices will depend on several factors like age and general conditions of the trees, type of soils, setting of the fruit, number of trees in the orchard, percentage of bearing and non-bearing trees, transport facilities available, distance of the orchard to the market and previous years record of the orchard. Though enormous research work has been carried out on marketing of various grains
and crops including vegetables, but so far much attempt has been made in the study of economics of production and marketing of mangoes. The literature on this topic in India is scant, and rarely articles appeared in the reputed journals (15).

2.5 **RESEARCH GAP:**

Reviews of the existing literature on various aspects of the marketing of mangoes indicate that an attempt is made so far on it suffer from the following lacunas.

1. A Review of literature shows that a few studies on Andhra Pradesh, Gujarat and Maharashtra and reports existed on Marketing of mangoes during post liberalization and WTO period, however there has no attempt been made to study the marketing of mangoes taking together all states in India. Further there is no attempt to assess and analyze the inter-state variations and all India level trends in marketing of mangoes for post liberalization period and particularly after 1997 and onwards.

2. Most of the studies relating to fruits have a predominant bias of being Apple and Grapes studies and intra-state oriented. Hence such studies by their nature do not touch the core of reality about mango production and marketing and its socio-economic nature at national level. As reports are unseen by general public and at college level, so what is studied by them must be brought out to public.

Therefore what is in reports, along with process involved in it, is almost essential and this study make an intensive effort to know the real situation and
problems of marketing of mangoes and find out the solution to bring them at far level of mass sale purposes, and improve the standard of living of concern community by improving earning capacity. An effort is made in this direction to study the existing production, national marketing, co-operative marketing and export marketing pattern of mangoes.

In the present development context in India, rapid changes are taking place within India and outside the country on economic scene, which brings for reaching changes in socio-economic environment and managerial decision making process. Mango marketing and destination is segregating very fast. Therefore although micro studies were existing on marketing of mangoes, initiating of a new study on marketing of mangoes would have undiluted importance and will bring out several new destigation, inter-state as well as national level new policy issues and prospectus of mango trade and commerce.

Thus the review of the literature on marketing of mangoes in India helped the researcher to understand the various aspects of studies and the gap available in the existing literature. Therefore, an attempt have been made in the present study to assess the available literature to study the marketing of mangoes which is undoubtly an special contribution in the field of mango production and marketing and this study may provide a clue to an understanding of the state-wise and regional economic development pattern in it. This study represents a transition of policy initiative period and situational analysis.
2.6 RATIONAL AND SIGNIFICANCE OF STUDY:

Apart from health supporting vitamins and minerals, fruit play an important role in commerce, particularly in export trade and it has made significant progress in spite of various constraints. Among the fruit, mango the "King of fruits" occupies the top position with an annual production about 52% of the world mango and a role of marketing in promoting mango trade is very crucial. In an open economy, success of trade and commerce is fully depending on efficient marketing. Therefore it provides a very wide scope of enquiry especially in a country like ours, where marketing system and its function are not well developed yet and inadequate effort made by government in this direction. The opening of the economy within as well as outside the country has been increasing entry of new destinations in the field of marketing of mango. Hence the issue of marketing has become quite crucial and indispensable for trading of mango at local, national and global levels. Marketing creates time; place and price utility, improve efficiency, profitability, and gives fair and reasonable price to producers. Therefore it is called a systematic study of marketing of mango. Again there are temporal and spatial variations in the production, markets and the producers share, consumer's price at all India level, regional level and local level. This all indicates that there is a comprehensive scope for study on marketing of mangoes. It is an acknowledge fact that the working of markets and co-operative marketing play an important role in the foreign trade of our country. In spite of this, production and marketing performance of mango evaluation at national level have been attracted much less attention than it actually deserved. It was this lacuna also which promoted the researcher to undertake research on mango marketing. It is hoped that the present study would help the marketing agencies, mango entrepreneurship, government, middlemen in marketing of mangoes and those are concerned with export of mangoes
to undertake excellent measures for promoting trade and foreign trade of mango marketing. This study assumes greater importance since it covers post-liberalization period, all India production, export, co-operative and other related marketing pattern and issues.
REFERENCES:


15. Singh Amar “Fruits Physiology and Production”.
