

International Multidisciplinary
Research Journal

*Indian Streams
Research Journal*

Executive Editor
Ashok Yakkaldevi

Editor-in-Chief
H.N.Jagtap

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Regional Editor

Dr. T. Manichander

Mr. Dikonda Govardhan Krushanahari
Professor and Researcher ,
Rayat shikshan sanstha's, Rajarshi Chhatrapati Shahu College, Kolhapur.

International Advisory Board

Kamani Perera Regional Center For Strategic Studies, Sri Lanka	Mohammad Hailat Dept. of Mathematical Sciences, University of South Carolina Aiken	Hasan Baktir English Language and Literature Department, Kayseri
Janaki Sinnasamy Librarian, University of Malaya	Abdullah Sabbagh Engineering Studies, Sydney	Ghayoor Abbas Chotana Dept of Chemistry, Lahore University of Management Sciences[PK]
Romona Mihaila Spiru Haret University, Romania	Ecaterina Patrascu Spiru Haret University, Bucharest	Anna Maria Constantinovici AL. I. Cuza University, Romania
Delia Serbescu Spiru Haret University, Bucharest, Romania	Loredana Bosca Spiru Haret University, Romania	Ilie Pinteau, Spiru Haret University, Romania
Anurag Misra DBS College, Kanpur	Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Xiaohua Yang PhD, USA
Titus PopPhD, Partium Christian University, Oradea,Romania	George - Calin SERITAN Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, IasiMore

Editorial Board

Pratap Vyamktrao Naikwade ASP College Devrukh,Ratnagiri,MS India	Iresh Swami Ex - VC. Solapur University, Solapur	Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur
R. R. Patil Head Geology Department Solapur University,Solapur	N.S. Dhaygude Ex. Prin. Dayanand College, Solapur	R. R. Yalikal Director Managment Institute, Solapur
Rama Bhosale Prin. and Jt. Director Higher Education, Panvel	Narendra Kadu Jt. Director Higher Education, Pune	Umesh Rajderkar Head Humanities & Social Science YCMOU,Nashik
Salve R. N. Department of Sociology, Shivaji University,Kolhapur	K. M. Bhandarkar Praful Patel College of Education, Gondia	S. R. Pandya Head Education Dept. Mumbai University, Mumbai
Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai	Sonal Singh Vikram University, Ujjain	Alka Darshan Shrivastava Shaskiya Snatkottar Mahavidyalaya, Dhar
Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College, Indapur, Pune	G. P. Patankar S. D. M. Degree College, Honavar, Karnataka	Rahul Shriram Sudke Devi Ahilya Vishwavidyalaya, Indore
Awadhesh Kumar Shirotiya Secretary,Play India Play,Meerut(U.P.)	Maj. S. Bakhtiar Choudhary Director,Hyderabad AP India.	S.KANNAN Annamalai University,TN
	S.Parvathi Devi Ph.D.-University of Allahabad	Satish Kumar Kalhotra Maulana Azad National Urdu University
	Sonal Singh, Vikram University, Ujjain	



TRENDS IN THE EXPORT OF MANGO FROM INDIA

Dr. S. L. Patil

Associate Professor, Head of Department Economics Sangola college, Sangola.

Abstract :- In the world, total 51.65 lakh ha. space is underneath mango cultivation and it produces around four hundred hundred thousand M.T. mango. Major mango manufacturing countries within the world are Republic of India, China, Thailand, Pakistan, Mexico, Indonesia, Brazil, Bangladesh, Philippines and Federal Republic of Nigeria. Republic of India contributes quite forty four per cent space underneath mango cultivation with the share of thirty eight.00 per cent in production. the globe productivity of mango is seven.74 M.T. /ha

Key Words:-mango cultivation, fresh fruits, vegetables, mango export.

INTRODUCTION

India, of late, has emerged as the largest player in the fresh fruits in the world. Because of their taste and deliciousness, Indian fruits, particularly mangoes, enjoy a pride of place all over the world. Indian mangoes are emerging fast as an important foreign exchange earning fruit crop. Alphonso is the leading export variety of India, particularly from Maharashtra. The Maharashtra state contributes 18 per cent of the mango production of the country and the share of mango export of the state is 60 per cent of the total export of India. Maharashtra has been a pioneer in introducing the concept of pre-cooling and cold-storage technology for fresh fruits and vegetables for the export markets especially for grapes. The successful beginning of the grape export to European markets has encouraged by exporting mangoes and pomegranates. The consumer preference viz. varieties, grade, colour, maturity, appearance and pesticide residues are the important issues in international markets. Development of expertise to grow quality products at competitive rates and creation of infrastructure for post-harvest handling, necessary for enhanced shelf-life is the need.

India is the largest producer of mangoes in the world accounting for about 52 per cent of the total world production and Maharashtra's share in this production is 18 per cent. The total international trade in mango was around 1.5 lakh tonnes valued at US \$ 90 million in 1998 and in India, mango export contributes 23 per cent in the total fresh fruit exports. India is facing competition for exports from Mexico, Kenya, Costa Rica, Burkina Faso in the peak season i. e. April and May and Pakistan by the end of the season i. e. July. Some of these suppliers have produced for exports, even in the lean season. Presently, Mexico is the major supplier of mangoes and has built up a strong base for exports. India's share is hardly 2.5 per cent of the European market. This is because, the European consumers have been exposed to coloured varieties of mangoes, whereas Indian varieties are only yellow in colour. The main problems in the export of mangoes from India include absence of post-harvest protocols for sea transport, lack of good pre-harvest and post-harvest practices, lack of awareness of requirements of the international market, aggressive market campaign by certain countries like Israel, Brazil etc., subsidised air freight rates by competitor countries like Pakistan, Kenya etc., attractive and protective packaging and brand image established by some countries.

Volume of Mango Export

According to FAO Production Year Book and International Trade Centre UNCTAD/GATT market, mango is being cultivated in 111 countries spread over five continents. Asian continent is leading in production of mango with 79.30 per cent. Among the Asian countries, there is lion share of India in respect of both area and production. India is a world's main producer with 1.3 million hectares of area with annual production of 12 millions tonnes, which account for 52 per cent of the total world production.

In India, mango is mainly grown in the states of Uttar Pradesh, Andhra Pradesh, Maharashtra, Karnataka, Haryana and Punjab on commercial scales. Maharashtra state produces 18 per cent of mango and state contributes 85 per cent of the mango export in total Alphonso mango export of India.

Mango, especially Alphonso is one of the principal cash crops of India, earning foreign exchange. Alphonso, which is the most popular and leading variety of mango, is largely grown in Konkan region of Maharashtra state. Konkan region alone contributes nearly 70 per cent of area under mango in the state and it is mostly confined to Ratnagiri and Sindhudurg districts.

Zone wise Export of Fresh Mango

Quantity in tonnes Value in 000' Rs.

Year		American zone	European zone	West Asian zone	South East Far East Asian Zone	African zone	Australian zone	Zone total
1	2	3	4	5	6	7	8	9
1991-92	Quantity	105.07 (0.46)	806.17 (3.49)	21060.63 (91.15)	1115.59 (4.83)	2.54 (0.01)	14.62 (0.06)	23104.62 (100)
	Value	1985.7 (0.57)	16643.2 (4.78)	319278.90 (91.58)	10516.4 (3.02)	46.00 (0.01)	149.6 (0.04)	348619.00 (100)
1992-93	Quantity	162.43 (0.63)	1640.95 (6.35)	20949.46 (81.04)	3094.21 (11.97)	-	3.15 (0.01)	25850.2 (100)
	Value	3187.9 (0.69)	43328.5 (9.42)	380415.0 (82.72)	32584.7 (7.15)	-	110.5 (0.02)	459905.8 (100)
1993-94	Quantity	119.95 (0.53)	1711.01 (7.51)	18190.91 (79.81)	2723.02 (11.95)	40.72 (0.18)	8.31 (0.04)	22793.92 (100)
	Value	2357.00 (0.54)	44567.0 (10.15)	364854.0 (83.16)	25891.0 (5.91)	842.0 (0.19)	215.0 (0.05)	438726 (100)
1994-95	Quantity	309.65 (1.22)	1809.19 (7.11)	17753.49 (69.86)	5508.76 (21.68)	6.94 (0.03)	25.81 (0.10)	25413.84 (100)
	Value	7658.00 (1.7)	36657.0 (8.14)	353363 (78.48)	51514.0 (11.44)	168.00 (0.04)	912.0 (0.20)	450272.0 (100)
1995-96	Quantity	184.76 (0.83)	1821.33 (8.18)	18090.31 (81.23)	2109.36 (9.47)	50.35 (0.23)	13.95 (0.06)	22269.61 (100)
	Value	3936.00 (1.02)	44605.00 (11.58)	299668.00 (77.80)	33517 (8.70)	2765.00 (0.72)	700.00 (0.18)	385191.00 (100)
1996-97	Quantity	317.58 (1.28)	1942.5 (7.84)	16852.38 (68.03)	5551.24 (22.40)	97.9 (0.4)	11.88 (0.05)	24773.03 (100)
	Value	9409.00 (2.10)	57272.00 (12.77)	325635.00 (72.56)	53935.00 (12.02)	2067.00 (0.46)	445.00 (0.10)	448763.00 (100)
1997-98	Quantity	1260.21 (2.94)	4670.13 (10.89)	25815.21 (60.18)	10652.63 (24.83)	220.97 (0.56)	275.79 (0.64)	42894.94 (100)
	Value	28510.00 (3.87)	111840.00 (15.20)	481105.00 (65.37)	105867.00 (14.39)	4926.00 (0.67)	3711.00 (0.5)	735959.00 (100)
1998-99	Quantity	750.10 (1.65)	2860.44 (6.30)	25624.92 (56.44)	15908.06 (35.03)	132.21 (0.29)	131.49 (0.29)	45407.76 (100)
	Value	22399.00 (2.83)	98528.00 (12.45)	538429.00 (68.04)	121851.00 (15.40)	4087.00 (0.52)	6072.00 (0.77)	791366.00 (100)
1999-2000	Quantity	628.93 (1.82)	3875.05 (11.19)	19366.66 (55.92)	10705.9 (30.91)	26.76 (0.08)	27.91 (0.08)	34631.21 (100)
	Value	22698.00 (3.17)	130165 (18.19)	434955 (60.79)	125822.00 (17.59)	816.00 (0.11)	1036.00 (0.15)	715492.00 (100)
2000-2001	Quantity	804.01 (2.17)	2680.89 (7.23)	11246.51 (30.31)	22299.25 (60.09)	26.22 (0.07)	52.8 (0.14)	37109.68 (100)
	Value	24113.00 (3.51)	90608 (13.21)	306878.00 (44.73)	261677.00 (38.14)	2204.00 (0.32)	590.00 (0.09)	686070.00 (100)

Source : APEDA Year Books, 1991-92 to 2000-2001

Note : Figures in parenthesis are percentages to total mango export.

Zone wise export of mango is shown in Table. The major zones confined for mango export are mainly American, European, West Asian, South and Far East Asian, African and Australian Zones. India exported mainly to Asian zone and then to European zone. Table No. 4.2 also shows the zone wise mango export from 1991-92 to 2000-2001 in percentages of quantity and value. India exported 91.55 percent mango to West Asian zone, 4.83 per cent to South East and Far East Asian zone and 3.49 per cent to European zone in 1991-92, with a value in per cent at 91.58, 3.02 and 4.78 respectively. In 1995-96, mango export was 81.23 per cent to West Asian zone, 9.47 to South East and Far East Asian zone and 8.18 per cent to European zone, with a value in per cent at 77.80, 8.70 and 11.58 respectively. Moreover, it was 30.31 per cent to West Asian zone, 60.09 per cent to South East and Far East Asian zone and 7.23 per

cent to European zone with a value in per cent of 44.73, 38.14 and 13.21 respectively in 2000-01. It means mango export has increased in per cent terms to South East and Far East zone, and European zone. Mango exported to American zone has also increased from 0.46 per cent to 2.17 per cent in 1991-92 to 2000-2001. Indian mango is mainly exported to West Asian Zone.

Share of Mango Export in Total Production

Year	Production tonnes	Export tonnes	Export as per cent of total production
1980-81	8363300	6692.00	0.080
1981-82	8515710	7483.01	0.088
1982-83	8662810	13152.01	0.152
1983-84	8833800	11967.00	0.135
1984-85	9154460	11715.31	0.128
1985-86	9337520	16460.87	0.167
1986-87	9871000	16430.08	0.166
1987-88	10113300	20194.31	0.199
1988-89	7927000	16121.62	0.203
1989-90	850.4000	22999.18	0.270
1990-91	8645400	19285.60	0.223
1991-92	8715600	23104.62	0.265
1992-93	9223300	25850.2	0.280
1993-94	1011300	22793.92	0.225
1994-95	10993330	25413.84	0.231
1995-96	10810900	22269.61	0.206
1996-97	9981200	24773.03	0.248
1997-98	10234200	42894.94	0.419
1998-99	9781800	45407.76	0.464
1999-2000	10503500	34631.21	0.330

Source: APEDA and NHB Database 2000

Although India is the major producer of mangoes in the world having more than 52 per cent of share in world production, it is not a major exporter so far and comparatively small producers like Brazil, Mexico, Venezuela have a much bigger share in the world market.

India is a big producer of mango but marginal quantity of mango is exported in the global markets. Due to varieties of reasons, India exported less quantity of its production. Main constraints are the poor or weak pre and post-harvest operations held with mango fruit. There are also other constraints in mango export i. e. lack of efficient market intelligence and information, lack of good infrastructure like cold storage, lack of quality grading and packaging, lack of timely credit support, lack of air services for quick delivery, lack of improved technology adoption, etc. Government has planned in a better way, but indifferent administration caused for improving and supporting fruit export, is another reason in India for meagre export of mango fruit. Mango producing countries subsidies export with full initiation for their mango export. Mango producers in our country are not properly thinking about the export markets. They only think off for national market. By all these reasons, India exported less even though, India is a big producer of mango fruit.

DIRECTIONS OF MANGO EXPORT

Study of directions of export of any commodity is important part, for the point of future stability of trade

and trend in it. The destinationwise export of fresh mango is presented in Table Nos. 4.1, 4.2, 4.6 and 4.7. Table No. 4.2 depicts zonewise mango export and their percentage to total mango export from India, for the years 1991-92 to 2000-2001. the countrywise export of mango quantity and its value for ten years i. e. 1991-92 to 2000-2001. Moreover, the major destinations for fresh mango of our country with export quantity and the value for the year 1998-99 to 2000-01 and the percentage to total mango export of India.

It is observed that the maximum quantity of fresh mango export to West Asian zone, accounting more than 55 per cent share in total mango export is followed by South and East Asian zone with 35 per cent, European zone 5 per cent and others have 5 per cent share. near about 79 countries were importers of Indian fresh mango. However, the major destinations for Indian mango are only 10 to 12, which are presented in Table No. 4.6, and 4.7 with their quantity and value for the years.

REFERENCE

1. Anonymous(2001, 2003, 2005, 2006, 2009, 2011): „Indian Horticulture Database-2001".National Horticulture Board, New Delhi.
2. Anonymous(2007, 2010, 2011): „Export Statistics For Agro and Food Products 2007-08" APEDA, New Delhi.
3. Autkar,V.N., S.J. Kakde, U.J. Khedalkar and P.P. Khode (1997). Horticulture production: Prospects for export in the context of Globalisation of Agriculture. Indian J. Agric. Econ., 52(3):634-635.
4. Autkar V.N.,S.S. Marwar,C.K. Joshi and A.M. Dhope (1998) Prospects of agricultural export. Indian J. of Agric. Marketing,12(3):55.
- 5.Bhongale Sudheer (1995) Sheti Israyalchi (Marathi) Rajhans Publication,Pune,: 93- 95.
- 6.Chaturvedi Tamanna,S.P.R. Chaurasia and L.R.Singh.(1999):" An exploration of foreign markets for export competitive fruits of India."The Bihar Jr. of Agri. Mktg. 7(1): 44-50.
- 7.Chaturvedi Tamanna,S.P.R. Chaurasia and L.R.Singh.(2001):Export marketing of high value horticultural crops: Present status, constraints and future strategies".Agril.
- 8.Econ. Res. Review,Vol. 14, No.1-2.
- 9.Jadhav, M.S. and J.S. Kumbhar(2003) Mango export trade and future prospect. In abstract of National seminar on "Mango: challenges in management of production, 10.post-harvest, processing and marketing" organised by Gujrat Agricultural University, Junagadh on June,2003:pp-119.
- 11.Naik, V. G.(2005) An economic analysis of mango production, processing and export in South Konkan region of Maharashtra. Ph.D.(Agri.) Thesis. Dr. Balasaheb Sawant
- 12.Konkan Krishi Vidyapeeth, Dapoli Dist. Ratnagiri.
- 13.Pitam Chandra and Abhijit Kar (2006) Issues and solutions of fresh fruit export in India. Indian Agricultural Research Institute, New Delhi.
- 14.Patil,S.S.,Shripad Vishweshar and Girish N. Kulkarni(2009): Liberalisation and its impact on India imports and exports of agricultural commodities. Karnataka J. Agric.Sci., 22(4) pp (927-928) 2009.

Publish Research Article

International Level Multidisciplinary Research Journal

For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ International Scientific Journal Consortium
- ★ OPEN J-GATE

Associated and Indexed, USA

- Google Scholar
- EBSCO
- DOAJ
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Indian Streams Research Journal
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.isrj.org