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Constraints in marketing of mango in Muzaffarpur district of Bihar

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Abstract

Known as the "King of Fruits", mango is a drupe prized for its sweet, juicy fruit and flavour. They are native to South Asia, thrive in warm climates, and are grown worldwide. Mangoes are rich in vitamins A and C and have many health benefits, including improving immunity and skin health. It has many uses in cooking, from eating it fresh to using it in smoothies, desserts, and stews. The present study entitled "Constraints in marketing of mango in Muzaffarpur district of Bihar". In this study, two blocks namely Meenapur and Katra were deliberately selected. 5% of respondents wanted to be divided into three groups based on the size of their mango plantations: small, medium and large. The study found that most farmers sell their mangoes to agents, who then sell them to wholesalers, local traders and finally directly to the customer. The study found that the mango industry in the study area faces eight constraints: lack of storage facilities, low exchange rates, lack of government schemes and subsidy information, etc.

Keywords: Marketing channels, constraints

Introduction

Known as the "King of Fruits", mango is loved for its sweet, sweet taste and bright color. They originally grew in tropical and subtropical climates in South Asia and are now grown worldwide. Mango is rich in vitamins A and C, which support immunity and skin development. Their products are used in many ways, from eating fresh to adding them to smoothies, desserts and meals. In addition to its nutritional values, mango has cultural importance in many areas and symbolizes prosperity and wealth in many cultures and cuisines. (Taapopi, M., Kamwi, J.M. & Siyambango, N. 2018) [4]. Muzaffarpur district of Bihar is known for its production of mangoes, especially Shahi and Dussehari varieties. The fertile soil and good climatic conditions of the region help to grow mango well. Mango cultivation in Muzaffarpur follows this practice and many small and medium farmers are interested in this sector. Although the region has a high level of prosperity, problems such as inadequate water supply, lack of modern agriculture and inadequate storage facilities affect production and productivity. Improving infrastructure, providing education and promoting market access are key to realizing the full potential of mango in Muzaffarpur. (Uddin, M.G. 2015) [6]. The mango in Bihar's Muzaffarpur district is facing some restrictions. Poor infrastructure, such as inadequate transportation and lack of refrigeration, leads to post-harvest depression. (Srinivasalu, T. 2016) [2]. Today's agricultural practices and limited access to business information make it difficult for farmers to optimize production and cost. Additionally, fragmented supply chains and dependence on intermediaries reduce farmers' income. Inadequate

government support and lack of industry cooperation have further compounded these challenges, making it difficult for mango farmers in Muzaffarpur to compete in the broader market and earn a fair return on their property.

Research methodology

The method used to select areas, blocks, villages and participants is purposive random sampling. Muzaffarpur district was chosen to avoid inconvenience and time constraints for researchers. All blocks in Muzaffarpur district were selected from Minapur and Katra blocks were selected as most of the respondents were engaged in mango cultivation. A separate list of villages was prepared for the constituencies and 5% of the villages with more mango growers in the selected blocks were selected. A list of all mango growers in the villages was prepared and divided into three groups based on their mango tree farms. Random sampling method was used to select 100 mango farmers from the list. Five respondents each from vendors/traders/retailers were selected to study product awareness and consumer sentiment in the study area. Important information is collected at appropriate times. Secondary data is collected from books/journals/publications/data on district/block basis. Information was collected from the participants by personal interview method. Statistical tools are used to analyze data and current results. Information about agriculture in 2023-2024.

Analytical Tools

Garret Ranking: Percent position = $100 (R_j - 0.5) / N_j$

Results and Discussion

Table 1: Constraints experienced by mango growers in marketing

S. No.	Particulars	Percent position	Garrett score	Garrett mean score	Rank
1	Non availability of storage facility	6.25	80	50.08	IV
2	Frequent price fluctuation	18.75	68	61.88	I
3	Lack of information about government scheme and subsidies	31.25	60	44.95	V
4	Market intermediaries	43.75	53	52.51	III
5	Distance market	56.25	47	44.84	VI
6	Labour problem for grading and packaging	68.75	41	44.65	VII
7	Lack of market infrastructure	81.25	33	47.41	VIII
8	Inadequate transportation facility	93.75	21	56.68	II

Table 1: This shows that mango growers face some restrictions in marketing their mangoes. In an environment where prices are constantly changing, the most important business issue facing mango growers is importance; with an average score of 61.88, meaning this question should be attempted first. Inadequate transportation (56.68) is another problem faced by mango growers, so this problem comes second, followed by lack of storage (50.08), lack of talk about government schemes and subsidies (44.95), distance to market (44.84). following. Distribution and packaging problems (44.65), lack of business infrastructure (47.41). Inadequate transport facilities (56, 68) are identified as the second major problem, as farmers sometimes receive lower prices due to changes in market prices and cannot afford transport costs. Farmers ranked sixth (44.84) - the main problems they face are distance from work and lack of work. (47.41) one. Lack of economic activity is a common problem in Bihar, which has only 324 administrative units (RMs); The lack of economic data is also considered a major limitation, as farmers often reference local market prices rather than comparing prices across all markets. including. Long term trade and export. This causes them to lose more.

Conclusion

As a result, the mango industry in Muzaffarpur district of Bihar is affected by various constraints that limit the profitability and sustainability of the mango industry. Major problems include poor infrastructure, such as inadequate transportation and lack of refrigeration, leading to significant post-harvest damage and reduced fruit quality. In addition, farmers face challenges due to limited access to modern agriculture, business information and financial resources, restricting them from maximizing profits and maintaining fair prices. While the lack of government support and effective cooperation has led to these difficulties, the control of intermediaries in the chain continues to prevent farmers from reaping these benefits. Overcoming these barriers requires a range of approaches, including infrastructure development, agricultural training, better business connections and supportive policies. By addressing these issues, the Muzaffarpur mango industry can become competitive, develop farmers and contribute to the economy and food security in the region.

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