

# **An Economic Analysis of Marketing of Mango Fruit in Bangalore District of**

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India has been a predominantly agrarian economy since time immemorial. Agriculture occupies the central place in rural life. On the other hand, horticulture has emerged as an important sector for diversification of agriculture. India has a wide variety of climate and soils on which a large number of horticultural crops such as fruits, vegetables, potato, tuber crops, mushroom, ornamental, medicinal and aromatic plants, plantation crops, spices, cashew, and betel vine are grown. Horticulture plays a key role in the overall economic and social wellbeing of India. Particularly, fruits have great potential in the domestic and world markets. Karnataka occupies a prominent place in the horticulture map of the country, particularly in mango production. It stands fourth in India in mango production. In Karnataka, Kolar, Bangalore, Tumkur and Dharwad are the major producers of mango.

### **Objectives of the study**

1. To estimate the growth in area, production and productivity of horticultural crops in Karnataka
2. To identify the marketing channels of mango
3. To assess the cost and benefit of mango business in Bangalore Urban
4. To study the different places of mango purchasing by traders
5. To suggest appropriate policy measures

Based on the above objectives, the following hypotheses have been framed.

1. Growth of horticultural crops in Karnataka has been declining.
2. The profit of mango business depends on the production and yield in Bangalore Urban.

To assess the status of the area, production and exports, and marketing aspects of mango in Bangalore market, relevant data and information have been collected from primary sources (personal interview method with the help of the pre-tested and well structured questionnaire) and various secondary sources. The data was analyzed with the help of various statistical techniques like average, percentage, growth rates, functional analysis and correlation. The survey has been conducted on sample mango traders of pre-harvest contractors/wholesale sellers and retailers whose business activities are in Bangalore Urban area. Bangalore North comprised 28.57% of wholesale traders and 26.7% of retailers. Bangalore South consists of 17.14% of wholesale traders and 22.2% of retail mango traders. Bangalore East has about 25.71% of wholesale traders and nearly 28.9% of retail traders. Anekal comprised 28.57% of wholesale traders and 22.2% of retailers of mango business.