

## Economical feasibility of kesar mango garden

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### ABSTRACT

The present study was under taken in Latur district of Maharashtra, which is one of the major mango growing districts. Marathwada is one of the important mango growing region of Maharashtra. Latur is an important kesar mango growing district. This district accounts about 15 per cent of total area of Marathwada region under kesar mango. It envisages suggesting possible corrective measures to bring about the desired improvement in financial feasibility of kesar mango garden. Results revealed that kesar mango garden was found financial feasible because of higher NPW, BCR, N/K ratio and IRR on the basis of acceptable criteria of project evaluation.

**Key words :** Financial feasibility, NPW, BCR, N/K ratio and IRR

**M**ango (*Mangifera indica* L.), originated in South East Asia, one of the most important fruit crops grown in India. Mango is indigenous to India. It is as old as Indian civilization and mango has been cultivated in India since antiquity and records show that Huien-Tsang (606 – 647 AD) has testified its cultivation during the time of his visit to India. India occupies a prominent place in the cultivation of mango. Its cultivation is distributed throughout the warmer countries and is confined regions between 30 N and 30 S of the equator.

Kesar is one of the finest varieties of Indian mangoes and is rated to be the best at the home and abroad. The fruits are very attractive, large sized and oval in shape. The taste is superb with an excellent sugar / acid blend. It is favorite fruit of the processing industries since it retains its characteristics flavour even after processing. Kesar variety was released from Balashad district of Gujarat.

The present study was under taken in Latur district of Maharashtra, which is one of the major mango growing districts. Marathwada is one of the important mango growing region of Maharashtra. Latur is an important kesar mango growing district. This district accounts about 15 per cent of total area of Marathwada region under kesar mango. The long, warm to hot, dry summer and medium cool winter prevailing in this district are most suited for best the quality mango production. Due to

implementation of different schemes from central and state government like NHM (National Horticulture Mission), NHB (National Horticulture Board) and horticultural development through Employment Guarantee Schemes (EGS), the area under fruit crop in general and mango in particular is increasing very rapidly during the last decade. Very recently, the state government has also developed facilities for pre-cooling, grading, packaging of mango fruits at Latur. This situation has favoured for export of mango. From this district mangoes are exported to Hongkong and Japan during last three years. The export of mango is increasing day by day on account of higher price realized by the farmers and export facilities developed. It envisages suggesting possible corrective measures to bring about the desired improvement in financial feasibility of kesar mango garden.

The study was under taken with the following specific objectives to study the financial feasibility of kesar mango garden and to identify the various constraints and suggestions of kesar mango growers in kesar mango production.

### METHODOLOGY

#### Discounted measures of project worth:

When costs and benefits fall during the life of the project differ from one another. The most common means of doing this is to subtract year-by-year, the costs from the benefits to arrive at the incremental net benefit stream, the so called cost flow and then to discount that this approach will give one of three discounted cash flow and then two discount cash flow measures of project worth. The net present worth, the internal rate of return or the net benefit investment ratio. Another discounted measure of project worth is to find the present worth of the cost

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