

**RESEARCH ARTICLE :**

## Economic nuances in Indian mango exports: the way forward for economic growth

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**SUMMARY :** Mango is one of the important fruit crops in India contributing 20.71 per cent of the total fruit production. The export of fresh mango from India during 2015-16 was 41280 tonnes with 0.22 per cent share to total production. In this paper an attempt was made to quantify the growth, instability, structural changes and quality attributes of Indian mango exports. Data for a period of 20 years from 1996-97 to 2015-16 was collected to estimate Compound Growth Rate and Coppock's Instability Index. The growth rate of export quantity, export value and unit value of mango was positively significant and the export value and unit value were more stable than the export quantity of mango. The growth of exports to Bangladesh was high. The instability index of mango exports from India to both U.A.E and Bangladesh was found low. The Markov chain analysis was attempted through linear programming method to assess the loyal markets for Indian mango. The major Indian mango export markets were categorized as stable market (Bangladesh and U.A.E.) and unstable markets (Saudi Arabia and U.K.) based on the magnitude of transition probabilities. The conjoint analysis was used to determine the relative importance of each quality attributes and revealed that the variety is the most important attribute for mango export. Despite of a huge production base, the Indian mango markets are confined to neighbouring countries. Hence efforts are needed to improve the efficiency of production and quality in order to make the product acceptable and price competitive in European countries.

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