

A CASE STUDY

Status of Indian mangoes-A trend analysis

LAXMI N. TIRLAPUR, NAZATH PARVEEN NAVALUR AND BHEEMANAGOUDA O. PATIL

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ABSTRACT

The mango is one of the most important tropical and subtropical fruits of the world and is popular both in fresh and processed forms. The fruit is cultivated in the largest area *i.e.* 2, 312 thousand ha and the production is around 15.03 million tons contributing 40.48 per cent of the total world production (APEDA, 2010). India is the largest producer, processor, exporter and consumer of mango in the world. The major importing countries of India's mango during the period 2012-13 were UAE (67.85 %), Bangladesh (8.39 %), UK (5.96 %), Nepal (3.71 %), Saudi Arabia (3.00 %), Qatar (2.74 %) and Kuwait (1.49 %) (NABARD, 2011). The study was based on secondary data collected from various official websites like APEDA (Agriculture Produce Export Development Authority), DGCIS Annual Export and NHB (National Horticultural Board). Results of the study showed that, India is having positive and significant growth in area (4.45 %) and production (3.07 %) whereas, productivity showed negative and significant growth (-0.72 %). Analysis of trade direction revealed that, UAE was most reliable and loyal market for Indian mango which is having high probability of retention of 63.41 per cent followed by UK (30.05%), Kuwait (30.03%) and Bangladesh (23.92%). It is concluded from the study that there is an increasing growth in production (15.86%) and productivity (8.30 %) of mango in India but it is not in line with growth rate of export of mango from India (6.33%) So, there is a scope for increasing the export rate. Trade direction for Indian mango is diverted more towards UAE, Saudi Arabia, UK, Kuwait, Bahrain and Bangladesh.

KEY WORDS : Mango instability, Markov chain model, Export competitiveness

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MEMBERS OF THE RESEARCH FORUM

Correspondence to:

LAXMI N. TIRLAPUR, Department of Agricultural Economics, College of Agriculture, University of Agricultural Sciences, DHARWAD (KARNATAKA) INDIA
Email: laxmint4424Gmail.com

Authors' affiliations:

NAZATH PARVEEN NAVALUR AND BHEEMANAGOUDA O. PATIL, Department of Agricultural Economics, College of Agriculture, University of Agricultural Sciences, DHARWAD (KARNATAKA) INDIA