



Research Paper

Study on marketing channels for mango in Srinivasapura taluka of Kolar district

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ABSTRACT : Mango (*Mangifera indica* L.) is an important fruit crop in India and popularly called the 'king of fruits'. Approximately 50 per cent of all tropical fruits produced worldwide are mangoes. Mango is the most widely cultivated fruit in India. India is the major Mango growing country, contributing nearly 49.62 per cent of world's area and 42.06 per cent of world's production, respectively. Lack of suitable marketing avenues and channels decreases the margin for the mango growers. This study was undertaken to know the existing marketing channels and various reasons for farmers opting particular marketing channel for sale in the Srinivasapura taluk of Kolar district in Karnataka. A survey was conducted among 85 mango growers in Srinivasapura Taluk of Kolar district, Karnataka. The study revealed three marketing channels used by farmers, of which the pre-harvest contractor was the most prevalent, because it is more convenient and less risky. The mango growers were classified into small (<2.5 acres), medium (2.5 to 5 acres) and large (> 5 acres) based on total mango holding of the farmers and information was collected in different villages of the taluk and the total sample size is 85. Results show that 67.06 per cent of the farmers sold mango in APMC Srinivasapura, 30.97 per cent of farmers sold mango to pre-harvest contractors and only 2.35 per cent of the farmers sold mango in upcountry market. There are various reasons expressed by the farmers to opt particular channel of sale are convenient to sell in the village, better price for produce, less risky compared to other type of sales, marketing cost, immediate need for money, inadequate knowledge about marketing information, better price, orchard nearer to APMC yard, borrowed money from trader / commission agent, etc.

KEY WORDS : Mango, Marketing channels, APMC, Pre-harvest contact, Upcountry market

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