



Supply Chain Management of Mango in Dindigul District

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Abstract

Mango (*Mangifera indica* L.) belongs to the family Anacardiaceae which is the most important commercially grown fruit crop of the country. It is called the king of fruits. India is the richest collection of mango cultivars. Cultivation of mango is believed to have originated in South East Asia. Supply chain management is to manage the supply chain activities to increase customer value and accomplish a sustainable competitive benefit. It represents the supply chain organizations to emerge and made the supply chains in a drastic and efficient ways. Supply chain activities is nothing but it is concentrated on right from the initiation of product development, tracing the source of production, manufacture, and logistics. Besides, these activities have been coordinated by the information systems.

Keywords: SCM, Farmers, Mango, Marketing, Intermediaries

Introduction

Mango (*Mangifera indica* L.) belongs to the family Anacardiaceae which is the most important commercially grown fruit crop of the country. It is called the king of fruits. India is the richest collection of mango cultivars. Cultivation of mango is believed to have originated in SouthEast Asia. Supply chain management is to manage the supply chain activities to increase customer value and accomplish a sustainable competitive benefit. It represents the supply chain organizations to emerge and made the supply chains in a drastic and efficient ways. Supply chain activities is nothing but it is concentrated on right from the initiation of product development, tracing the source of production, manufacture, and logistics. Besides, these activities have been coordinated by the information systems.

Integrated supply chains are enabling organizations to reduce inventory costs, add product value, extend resources, accelerate time to market, and retain customers. The real measure of a

supply chain's success is how well activities coordinate across the supply chain to create value for consumers, while increasing the profitability of every link in the supply chain.

Role of Supply Chain Management

Agribusiness with supply chain management (SCM) implies managing the relationships between the business responsible for the efficient production and supply of products from the farm level to the consumers to meet consumers' requirements reliably in terms of quantity, quality and price.

Statement of the Problem

In order to develop supply chain management, the government enables and engages private endowment by valuing the challenge of the agriculture economy.

Lack of good quality crops and low processing capacity cutoff the supply of products. Due to high wastages the farmers are facing economical inconvenience. Major difficulty in supply chain management is the struggles in marketing the crops.

Lack of grading becomes a big disappointment to the producers. Poor infrastructure and non-fixation in prices are also the reason for the broken links in the supply chain. Delaying in transferring the products from the farmers to retailers affects the farmers' lives both personally and economically.

Objectives of the Study

1. To study the role of the supply chain in mango marketing in Dindigul district.
2. To evaluate the problems faced by the farmers.
3. To suggest the solution for the problems that farmers have been facing.

Research Methodology

The supply chain study of mangoes in Dindigul district was aimed to appraise the existing supply chain and the problems faced by various farmers. The study is based on primary and secondary data collection. Stratified random sampling method used in this paper. Percentage analysis of the problems of farmers.

The secondary data has been collected from horticulture department officials and marketing officials, national horticulture website, articles and journals.

Limitations

1. This research paper is done on analyzing mango production in the select area of Dindigul district.
2. The common drawback of farmers is unawareness of the schemes provided by the government.
3. The basic study of the paper deals with the opinions of farmers in Dindigul.

Problems Faced by Farmers

Problems in supply chain management of these crops are lack of storage, poor transportation facilities, high wastages and multiple intermediaries. These are the reasons for the broken supply chain in agriculture.

The major problem in the production of mango was lack of quality seeds. Besides this problem, the mango production was also facing some marketing problems such as lack of storage facilities, excessive dependence on intermediaries, etc.

Particulars	Variables	Frequency	%
Engages the Private Endowment	Highly Agree	7	10
	Agree	15	21
	Agree neither Disagree	21	29
	Disagree	19	27
	Highly Disagree	10	13
Total		72	100
Lack of quality	Highly Agree	25	35
	Agree	22	31
	Agree neither Disagree	15	21
	Disagree	10	13
	Highly Disagree	-	-
Total		72	100
Low processing capacity	Highly Agree	27	38
	Agree	23	32
	Agree neither Disagree	10	13
	Disagree	7	10
	Highly Disagree	5	7
Total		72	100

High Wastage	Highly Agree	18	25
	Agree	14	19
	Agree neither Disagree	23	32
	Disagree	14	19
	Highly Disagree	3	5
Total		72	100

Lack of Grading	Highly Agree	15	20
	Agree	25	35
	Agree neither Disagree	20	28
	Disagree	5	7
	Highly Disagree	7	10
Total		72	100
Intermediaries	Highly Agree	25	35
	Agree	20	28
	Agree neither Disagree	14	19
	Disagree	9	13
	Highly Disagree	4	5
Total		72	100
Availability of Storage	Highly Agree	30	42
	Agree	20	28
	Agree neither Disagree	15	21
	Disagree	5	7
	Highly Disagree	2	2
Total		72	100
Availability of Water	Highly Agree	18	25
	Agree	20	28
	Agree neither Disagree	25	35
	Disagree	6	8
	Highly Disagree	3	4
Total		72	100
Heirs not Entered	Highly Agree	27	38
	Agree	25	35
	Agree neither Disagree	12	17
	Disagree	6	8
	Highly Disagree	2	2
Total		72	100

Source: Primary Data

Findings

- It reveals that 29% of the farmers neither agree nor disagree to engage the private endowment.
- Among the total 72 respondents, 35% farmers highly agree with the lack of quality.
- It is found that 27% of farmers highly agree with the low processing capacity.
- Twenty-five percentages of the farmer highly agreed by the lack of grading
- 38% of the farmers are highly agreed to not enter this field.

Suggestion

- Government can motivate the small size farmers to become co-operative societies.
- The Horticulture department has to introduce good schemes to attract all types of mango farmers.
- To take necessary steps to feed illiterate people about their schemes.
- To create awareness to the big and to the marginal size land holders.
- The mango supply chain may strengthen the suppliers identifying and giving constant encouragement.
- To make small land holders loyal towards mango.

Conclusion

The most repeated and the undisputable saying which holds good even today is that agriculture is the backbone of the Indian economy. Mango growing is one of the sub-sectors of the agricultural economy. The remedy lies in educating the people on scientific and modern methods of rearing mango trees, procuring, processing, transporting, storing and distributing fruits products.

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