



**A STUDY OF FARMING AND BUSINESS MANAGEMENT OF ALPHONSO
MANGO FARMERS IN REIGAD DISTRICT, KONKAN REGION**

BARGE SHITAL KALIDAS

Research Scholar
Rayat Shikshan Sansthas's
Karmaveer Bhaurao Patil College, Vashi,
Navi Mumbai, Maharashtra, India 400703

DR. P.G.PAWAR

Rayat Shikshan Sansthas's
Prof. Dr. N. D. Patil Mahavidhyalaya,
Malakapur - Perid
Tel- Shahuwadi, Dist- Kolhapur

Abstract:-

The production of fruits is higher than the production of other crops. A new sector has emerged in Indian agriculture as an important sector for various agricultural purposes namely horticulture industry. Fertilization has emerged as a more profitable production sector than cereals. Being an agricultural country, India also has many regions which are temperate and sub-temperate as well as warm temperate. Such different environments are suitable for growing different fruits. Among all these regions, Konkan is the region with the highest rainfall. The area under horticultural crops has more than doubled worldwide. The increase in horticultural area has also led to an increase in fruit production. This has increased the demand for tropical fruits. Such fruits are available to consumers in fresh and clean quantities. Fresh and nutritious ingredients enhance their taste and value. Due to population growth and urbanization along with increasing health awareness among the population, the demand for such fruits is continuously increasing. Oftentimes, it is seen that the production of fruit crops has increased significantly and rapidly as compared to cereal crops. In recent times, horticulture has been the main goal of development in every developing country.

The region has many rivers with sufficient rainfall and good and fertile soil to grow various horticultural crops. Also, the weather conditions here are also favorable. Most of the Konkan region is covered by rural areas. There is a lot of potential for development in rural areas. Apart from this, the profit margin is increasing due to participation of farmers in production sectors. By purchasing the goods directly from the farmers, we get the fruits at a fair price. Besides, we get them immediately after picking them from the garden. So bad fruits cannot or are not likely to be produced. Raigad in Konkan division is one such district of Maharashtra state where majority of people live. Rural areas in many places of Raigad district are known as remote areas. Being close to Mumbai and along the Konkan coast, this district is suitable for exporting mangoes. People living in Raigad district are unemployed throughout the year so during the mango season these unemployed people get more employment. All the people are busy from harvesting the mangoes to bringing the mangoes to the market. Due to its proximity to the Konkan coast, Raigad district is widely viewed in the national and international markets. Alphonso mango and other varieties of mango are produced in large quantities in these districts. This district produces many types of mangoes. Hence, Raigad district plays a very important role in boosting domestic sales and promoting mango exports.

Introduction:-

Mango, fish and rice are produced in large quantities in Konkan, and cashew, coconut and fanas are also produced. Raigad district in Konkan regions is famous for agriculture. Various experiments have been done regarding the climate and rainfall in the entire Raigad district as well as the soil in that place. These experiments prove that this environment is



suitable for mango production. The entire Konkan including Raigad district does not have flat land. All the land in that place is hilly. Therefore, the mango orchards in Konkan are in the middle of the mountains. Mountain gardens are planted in the valleys. Therefore, this area also looks very beautiful.

Raigad district receives satisfactory rainfall for the mango crop. Apart from this, the district is blessed with many rivers and streams. When water is scarce before the onset of rains, water is supplied to plants from rivers and streams. People living in Raigad district also grow mango crop by planting mango saplings around their house. The mango plants planted around the house are called wadi by the people living there. This means the income from these trees will be used only for the household. This means that the income from the wadi is not sent for sale. They are used by members of the household. Mangoes produced in Raigad district are exported to foreign countries. +

This is because of the lack of proper storage facilities for mango produce after harvesting. Improper management prevents pest and disease outbreaks. Due to inadequate scientific facilities in cold storage facilities to properly store large quantities of mangoes, there is a high possibility of spoilage of the produce. But with proper management, even these things can change. During the mango season many people get employment. New employment opportunities are available for people.

Location of Raigad district

Earlier Raigad district was included in Thane district. After that due to some reason it got separated from Thane district. Long ago that area was called 'Kulaba'. After that it came to be called 'Raigad'. Raigad is surrounded by Thane Pune Ratnagiri Satara and some nearby districts. Raigad district falls in the Konkan division of Maharashtra. Raigad is a purely coastal district, located on the west coast. Raigad district is bordered by the Sahyadri mountain ranges to the east and the Arabian Sea to the west.

Boundaries

The boundaries of Raigarh district are as below

East- Pune district

West – the Arabian Sea

North - Thane District

South - Ratnagiri district

Total geographical and area under forest.

The total geographical area of Raigad district is 7152 square kilometers. Raigad district has been divided in three ways. It is divided geographically.

1. A section with a narrow strip near the sea border,
2. a section with a narrow strip of fertile and flat land in the central part,
3. a section with a narrow strip of land on the Sahyadri hills in the east.

There is no flat land in the east of Raigad district. There are hilly areas in all directions. The forest condition is very high in this district. The geographical position of this district is heavily forested so it falls under the forest zone. The Sahyadri mountain range to the east of Raigad district is full of hills and rain forests. There are two types of forests in Raigad district. Out of which reserve forest and protected forest are divided into 3/4 area. Forest cover in Raigad district is 85 percent. The revenue departments of the state governments have control over their forests. The forests of this district provide valuable timber and other important Ayurvedic medicinals. Forest control by state governments has resulted in significant changes in afforestation.



Hills and rivers

Raigad district is formed by Sahyadri mountain range on one side and Arabian sea on the other side. Raigad district is blessed with sandy beaches. Raigad district has many valleys and peaks in the Sahyadri mountains. The land of Raigad district is irregular. It means that hilly areas are more developed in these districts. Farming is being done in such hilly areas. It has become a characteristic of Raigad district that its land is rugged and uneven. Many rivers and tributaries originate in the Sahyadri mountain range. Among them Savitri, Bhogavati, Ulhas, Patalganga, Amba, Kundlika are major rivers. When there is no monsoon season, water from these rivers is used for agriculture. Most of the villages and towns in Raigad district are situated on the banks of these rivers.

Climate rainfall and soils

The entire Konkan region is tropical and humid. Because Konkan region is blessed with Arabian sea coast. Many districts of Konkan division are blessed with this coast. Among them, Raigad district is also adjacent to the Arabian Sea. The temperature of this district ranges from 15.00 C to 44.0 C. The temperature of this district is maximum 40°C in summer and the same temperature in winter is 8 to 10 degree celsius. This district and Konkan region receive heavy rainfall. The rainy season starts in the month of June and continues till the month of September. In the current situation, this rain may continue till Diwali i.e. November. Annual rainfall in Raigad district ranges from 2200 to 3500 mm. The soil in Raigad district is red in color and also known as Chikanmati. This colored soil is important for mango rice and other crops. As this district is blessed with many rivers, the land in the valleys of the rivers is fertile and this fertile land can produce a large amount of produce.

Horticulture in Ratnagiri district:-

It is necessary to provide good facilities for the improvement of mango production in Ratnagiri district. The international market has provided an opportunity for the improvement of this industry. As the agricultural climate in Ratnagiri district is favorable, the climate is conducive to mango cultivation and has greatly helped in the cultivation of the fruit. Considering this, mango, cashew, coconut, betel nut and many other spices were cultivated in Ratnagiri district, but some farmers experimented with mango cultivation after studying the climate there. At the same time, production of cashews started to increase. In the state of Maharashtra, since the Government of Maharashtra has undertaken a major program of mango cultivation under the Employment Guarantee Scheme, mango growers have increased significantly and the area under horticulture in the district has increased. About 2.80 lakh hectares area is used for mango cultivation in Ratnagiri district. Hapus mangoes are being exported in large quantities from Ratnagiri district due to which the government has declared the districts of Ratnagiri Sindhudurg as well as Raigad as a separate zone for Hapus mangoes which is called Agricultural Export Zone.

National and international marketing

Hapus mango is very popular in Raigad district of Maharashtra. That mango is in demand all over the world. When mangoes are exported to other countries, good quality mangoes are selected. Mangoes also have varieties. Number one mango, number two mango and number three mango. Mangoes produced in Raigad district are well handled and stored. Often wooden boxes are used to store mangoes and grasses are used in those wooden boxes. So that the heat will not affect the mangoes. Mangoes are often kept in a cool place to prevent spoilage. Or a cold environment is created for them. Mangoes are sent to big cities



like Mumbai, Pune, Kolhapur to be sent to the international market.

Conclusion:-

From this study it is understood that Hapus mango production is high in Konkan district of Maharashtra. Hapus mangoes produced in Ratnagiri district are famous all over the world. Among the many varieties of mangoes, the largest area is used for cultivation of Hapus mangoes. Also, consumers prefer Hapus mangoes more than other mangoes. It is necessary to provide facilities to the growers to get more mango production and also to start mango processing unit to manufacture the products to earn maximum profit from it. The researcher presents the following conclusions which could be considered and reviewed by all engaged in the marketing of Raigad mangoes in a selective phased manner with the use of short term, medium term and long term marketing strategy.

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