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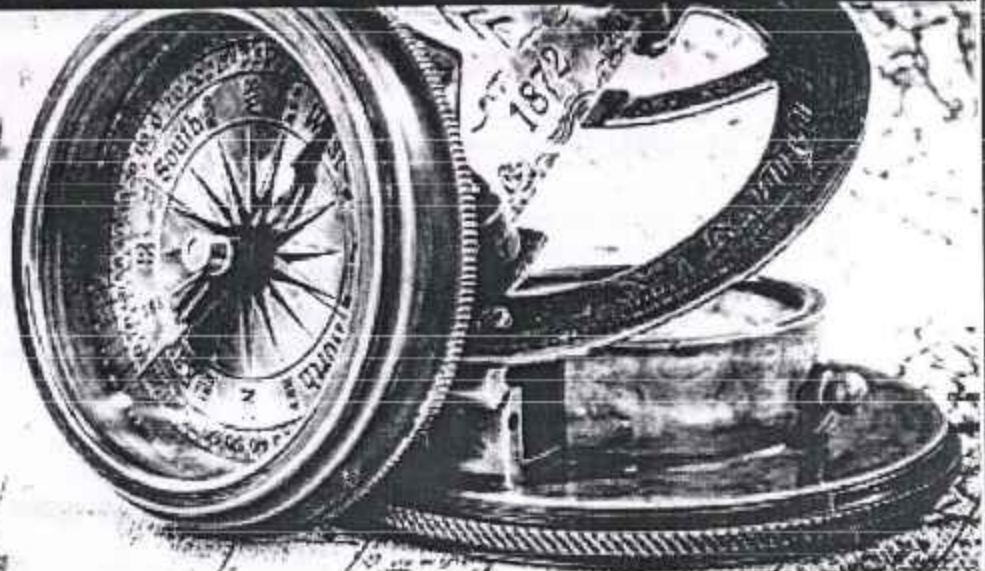
**Proceedings of  
A Two Day Interdisciplinary International Seminar  
On  
Geographical & Historical Perspective of Global Problems  
Organized by Departments of History**

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### **Alphonso Mango: An Export Prospect**

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India has emerged as the largest producer of fruits in the world, with an annual production of 57.60 million tonnes over an area of 5.2 million hectares, as against world production of 300 million tonnes. India produces around 50% of the world's mango, 8% of the world's banana and pineapple, 3% of the world's citrus and apple. However, her share in global exports is less than 1%. In India, less than 2% of the fruits produced are processed, while comparable figures for Brazil are 70%, USA 60%, Malaysia 40% and Thailand 30%. Brazil is the world leader in processed products like citrus and pineapple juice concentrates. Even though India is the largest producer of the choicest varieties of mango, the country is not a major player in the export market for either fresh mango or processed mango products. Out of 10 million tonnes, around 40,000 tonnes of mango is exported as fresh fruit, accounting for about 0.4% of production. The Devgad Alphonso gained distinctiveness and favorable characteristics like the pleasant fruity smell, extremely aromatic and sweet taste, becoming popular among buyers. The distinctiveness comes from geographical

conditions of Devgad as well as in Ratnagiri district are not observed in other varieties grown elsewhere. Alphonso mangoes that tasted very different from mangoes of Ratnagiri region. This was attributed to the typical weather conditions and soil characteristics in the geographical region of Devgad.

#### **Introduction**

Mango is a fruit that is originated in South East Asia. In India the production of mango is up to 60 per cent of the total fruit production in India. Mango contains various neutering namely B, carotene, carbohydrates, vitamin 'C' and energy. India is the largest mango producer, accounting for about 50 per cent of the global mango production. Most of the mangoes produced in India are consumed domestically and less than 5 per cent of the produced mangoes are processed and mango pulp is the main export product both in terms of volume and value. It accounts for about 20 per cent of the processed fruits and vegetables exported from India. The export of fruits and

vegetables from India amounted to 50 US\$ billion in 1990 and to 70US\$ billion in 2000 and in 2009 it was more than 160 US\$ billion.

Sr. No.	Name of Variety	Recommended Areas
1	Alphonso	Maharashtra, Goa, Karnataka, Gujarat, Himachal Pradesh, Tamil Nadu, Kerala
2	Banganapali	Andhra Pradesh, Keraia, Tamil Nadu, Karnataka, Odisha
3	Bombay Green	Bihar, Jharkhand, West Bengal, Odisha, Chhattisgarh, Madhya Pradesh, Uttarakhand, Uttar Pradesh, Assam

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4	Chausa	Uttar Pradesh, Uttarakhand, Punjab, Bihar, Jharkhand, Himachal Pradesh, Haryana, Jammu & Kashmir, Rajasthan, Delhi
5	Dashehari	Uttar Pradesh, Punjab, Uttarakhand, Bihar, Jharkhand, Gujarat, Rajasthan, Haryana, Odisha, Himachal Pradesh, Chhattisgarh, Madhya Pradesh, Jammu & Kashmir, Delhi
6	Fazil	Uttar Pradesh, Uttarakhand, Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, West Bengal
7	Gulab Khas	Bihar, Jharkhand, Uttar Pradesh, Uttarakhand, West Bengal
8	Himsager	West Bengal, Bihar, Jharkhand, Odisha, Tripura, Mizoram
9	Kesar	Gujarat, Maharashtra
10	Kishen Bhog	West Bengal, Bihar, Jharkhand, Rajasthan
11	Langra	Uttar Pradesh, Punjab, Uttarakhand, Bihar, Jharkhand, Odisha, West Bengal, Himachal Pradesh, Delhi, Chhattisgarh, Madhya Pradesh, Jammu & Kashmir, Haryana, Rajasthan, Gujarat
12	Mankurad	Goa, Maharashtra (Ratnagiri)
13	Neelum	Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Gujarat
14	Pairi	Maharashtra, Karnataka, Kerala
15	Totapuri	Andhra Pradesh, Karnataka, Tamil Nadu, Odisha, Gujarat
16	Mulgoa	Tamil Nadu, Kerala, Karnataka
17	Imam Pasand	Andhra Pradesh, Kerala
18	Suvernarekha	Andhra Pradesh
19	Vanraj	Gujarat
20	Zardalu	West Bengal, Bihar
21	CIHS, Lucknow (Hybrid) Ambika	Gujarat, Andhra Pradesh, Karnataka
22	IARI, Lucknow Mallika	Uttar Pradesh, Bihar, Delhi, Jharkhand, Karnataka, Andhra Pradesh, Tamil Nadu, Odisha, Uttarakhand, Haryana, Punjab, Rajasthan, Chhattisgarh, Madhya
23	Amrapali	Uttar Pradesh, Bihar, Delhi, Jharkhand, Andhra Pradesh, Tamil Nadu, Odisha, Madhya Pradesh, Chhattisgarh, West Bengal, Punjab, Uttarakhand, Tripura, Nagaland, Assam, Karnataka, Himachal Pradesh, Haryana, Delhi, Rajasthan, Jammu & Kashmir
24	Pusa Arunima	Uttar Pradesh, Uttarakhand, Bihar, Jharkhand, Punjab, Andhra Pradesh, Tamil Nadu, Odisha, West Bengal
25	Pusa Surya	Uttar Pradesh, Bihar, Jharkhand, Andhra Pradesh, Tamil Nadu,

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		Odisha, West Bengal, Punjab, Uttarakhand
26	Pusa Lalima	Uttar Pradesh, Delhi, Punjab, Haryana
27	Pusa Shreshth	Uttar Pradesh, Bihar, Jharkhand, Andhra Pradesh
28	Pusa Pratibha	All over India
29	Pusa Peetamber	Uttar Pradesh, Delhi, Punjab, Haryana, Rajasthan
30	BSKKV, Dapoli, Maharashtra Ratna	Maharashtra, Karnataka

#### MANGO PRODUCTION IN INDIA

Mango covers an area of 4946 thousand ha with a production of 39.78 Mt in the world during the 2013-14. India's share is around 46.25 per cent of the total world mango production i.e 18.4Mt (2013-14). Mango is grown almost in all the states of India. Maharashtra state is an important mango growing state in India. In 2013-14, Maharashtra has the area of 0.48 Mha with production of 1.13 Mt with productivity 2.5 tonns

per hectare. The important mango growing districts in Maharashtra state are Ratnagiri, Sindhudurg, Raigad, Ahmadnagar, Nashik, Aurangabad, Jalana, Beed, Parbhani, Latur and Osmanabad. Among this Ratnagiri, Sindhudurg, Raigad, districts are recognized as export zone for Alphonso variety of mango by government of Maharashtra. The commercial varieties grown in India are as follows:

#### All India Area, Production and Productivity of Mango

Year	Area (in '000HA)	% of Total Frt. Area	Production (In '000 MT)	% of Total Frt. Production	Productivity (In MT/HA)
1991-92	1077.6	37.5	8715.6	30.4	8.1
2001-2002	1575.8	39.3	10020.2	23.3	6.4
2002-2003	1623.4	42.9	12733.2	28.2	7.8
2003-2004	1906.7	40.8	11490.0	25.2	6.0
2004-2005	1970.4	39.7	11829.7	24.0	6.0
2005-2006	2080.7	39.1	12663.1	22.9	6.1
2006-2007	2154.0	38.8	13734.0	23.1	6.4
2007-2008	2201.0	37.6	13397.0	21.3	6.4
2008-2009	2309.0	37.8	12750.0	18.6	5.5
2009-2010	2312.3	36.5	15026.7	21.0	6.5
2010-2011	2297.0	36.0	15188.0	20.3	6.6
2011-2012	2378.1	35.5	16196.4	21.2	6.8
2012-2013	2500.0	35.8	18002.4	22.1	7.2
2013-2014	2516.0	34.9	18431.3	20.7	7.3

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**Suggestions & Conclusion:**

India largest producer in world for mangoes production it doesn't sound high in case of productivity and quality. It may be due to adoptability low technology and lack of knowledge among the producers and distributors. As many reports, studies and works depicts. Educate the mango growers in case of pest control, diseases, and necessities of water drip irrigation, marketing knowledge, the updates and information of Government policies, Regulations and financial remedies and subsidies should be enhanced to the farmers. Reduce the intervention of intermediaries in the marketing channels. Mango farmers should be trained in Hi-tech mango cultivation, which includes adoption of high density planting, use of fertilizer, etc. KVK should take initiative to motivate the orchard

owners through the visit to orchards, which adopted hi-tech mango in their

Government agencies are to take initiatives to develop the sufficient number of cold storages in the country to store the mango fruit and sell the same in the off-season to get higher price.

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