

Value chain Management of Mango in West Bengal

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Abstract—Mango (*Mangifera indica*) is the most important fruit crop of Malda district. The study was carried out to analyze the market chain of mango in Malda district of West Bengal. Mainly, this study was proposed to identify the production area and productivity of mango, cost of cultivation, marketing channels, marketing margin, marketing efficiency, value share and situation of information flow among the chain actors and also to find out the production and marketing problems by analyzing the mango value chain. For this purpose purposive selection of a village, namely, Araidanga of Ratua-I block of Malda were done based on the production situation. From the target population 50 mango growers were selected by using simple random sampling techniques. 20 pre harvest contractors, 10 secondary wholesalers and 10 retailers from Malda town market were selected from the market chain followed by the respondent mango growers by using simple random sampling techniques. Langra, Himsagar, Laxmanbhog are the majorly cultivated varieties. Pre harvest contract with the traders is the main trend followed by the mango growers. The main consuming markets are Kolkata market, Assam market and Bangladesh market. Producer's share in consumer's price is 47.50 percent and 43.24 percent at maximum and minimum price levels in Assam market chain and in case of Kolkata market it is 42.50 percent and 45.16 percent at maximum and minimum price levels respectively. Growers are lacking of marketing information, modern cultural and plant protection practices. Post harvest losses are also very high due to lack of storage facilities, bad condition of roads and poor handling of fruit. No organized market of mango is present in the study area. Mango growers and all the other stakeholders of the project like aratdars, primary and secondary wholesalers, retailers, consumers, orchard guards, labours, pesticide and fertilizer sellers, local mango pickle sellers, picking tool makers are directly related with the project and have interest regarding the success of the project. There are some informational, infrastructural gaps in the whole system. Support activities and services needed to be supplied to not only the mango growers but also to all the other stakeholders of the value chain for the overall improvement of the mango value chain.

Keywords: Value chain, Value chain Management, Mango Value chain, Value chain of Fruit crops.