

**PROBLEMS RELATED TO MARKETING OF MANGOES IN
SRINIVASPUR TALUK AND ITS ADVERSE IMPACT ON SALES AND
REVENUE**

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ABSTRACT

This research paper focuses on the key problems associated with adverse impact on sales and revenue from the cultivation and marketing of mango fruit in Srinivaspur Taluk-Kolar district. The research has been conducted based on three key elements such as problems related to mango cultivation, distribution and problems related to marketing of mango growers. There are 326 villages under Srinivaspur taluk (Kolar District-Karnataka State), among them 82 villages were selected and 100 farmers were selected as respondents for the study based on the convenience of the research. Questionnaire and focus group discussion was the technique followed to gather required information. Regression analysis was used to find out whether any significant relationship between problems related to cultivation, distribution, marketing of mangoes and its adverse effect on sales and revenue. The results shows that non-availability of reliable varieties and plant material, lack of finance and credit, no insurance for mango trees, aged orchards, lack of transportation facility, lack of consultation before price fixation, demanding sample mango at free of cost, irregular market demand, excessive wastage during low marketing demand, bargaining method of sales and demand mangoes beyond actual weight are the key problems were identified which are adversely effecting sales and revenues from the cultivation and marketing of mangoes in Srinivaspur.

KEYWORDS: : *Mango, Problems, Cultivation, Distribution, Marketing, Sales and Revenue.*

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