

Status and prospects of Indian mango export industry

Mango (*Mangifera indica*) is Asia's most popular fruit, and it has gained popularity around the world. It has long been a component of culture and religion as a useful and tasty fruit. In addition to taste, it has many good qualities, thus making it to be called as 'King of Fruits'. Mango is grown in an area of 5.58 million hectares of area in the world. India is the largest producer of mangoes with 46.02% and 45.88% of the total world area and production, respectively. Thus, India has immense potential to assert a strong presence in the global mango market, which is still under-developed.

IN India, mango is grown in an area of 2.26 million ha with a production of 21.82 million tonnes and productivity of 9.66 tonnes per ha during 2017-18. India is blessed with different agro-climatic conditions and is a home for more than 1000 different cultivars of mango. In spite of this, only few varieties are being exported. Alphonso, Totapuri, Kesar, Dashehari, Rajapuri, Banganapalli are leading export varieties of mango from India. Though India is the largest producer of mango in the world, its share in global export of mangoes is not utilized fully.

Important market for Indian mangoes

The export value of fresh mangoes has increased from 200.53 crore rupees in 2009-10 to 400.21 crore rupees in 2019-20. The major destinations of cumulative export quantity of mangoes from India during 2000 to 2010 were Bangladesh (47.67%), United Arab Emirates (31.33%), Nepal (5.95%), Saudi Arabia (3.86%), United Kingdom (2.87%) and Bahrain (1.24%) whereas export to other countries was less than one percent of the total exports. Major junk of the Indian mangoes was exported only to the nearest countries like Bangladesh, UAE and Nepal (84.95% of total exports). Indian mangoes were not able to reach other overseas markets during the period 2000-2010. The possible reasons were that, mango being very perishable crop, higher freight charges, long distance and stringent sanitary and phyto-sanitary restrictions by the importing countries.

During the period 2010-2020, the major destinations of cumulative export quantity of mangoes from India were United Arab Emirates (48.75%), Bangladesh (14.06%), Nepal (11.63 %), United Kingdom (5.81%), Saudi Arabia (3.85%), Qatar (3.16%), Kuwait (2.60%), Oman (2.50%), Bahrain (1.61%) and Singapore (1.38%) whereas export to other countries was less than one percent of the total

exports. During this period, destination of Indian mangoes was diversified which resulted in higher export earnings. During 2019-20, India exported 49,659 tonnes of mangoes to the global market (Table 1).

India besides exporting fresh mangoes also exports mango pulp. India has exported 85,725.55 MT of mango pulp to the world at a worth of 584.32 crore rupees during the year 2019-20. Major destinations of mango pulp export are Saudi Arabia, Yemen Republic, Netherland, Kuwait and United States of America. Alphonso, Totapuri and Kesar are the major processing varieties cultivated in India. Chittoor in Andhra Pradesh and Krishnagiri in Tamil Nadu are the two clusters where mango pulp is processed and exported to other countries. Apart from this, few of the processing plants are located in Maharashtra and Gujarat.

Table 1. Trends in export of Indian mangoes (Quantity) during 2010-11 to 2019-20

Name of the Country	Export quantity in 2019-20 (MT)	CAGR (%)
United Arab Emirates	16567.22	-4.74
Bangladesh	3038.11	-27.82
Nepal	11975.04	22.72
U K	4356.26	5.76
Saudi Arabia	1517.39	-0.08
Qatar	2744.95	21.43
Kuwait	1170.85	4.25
Oman	3636.81	46.78
Bahrain	700.33	3.00
Singapore	687.55	7.62
Total	49658.67	-2.24



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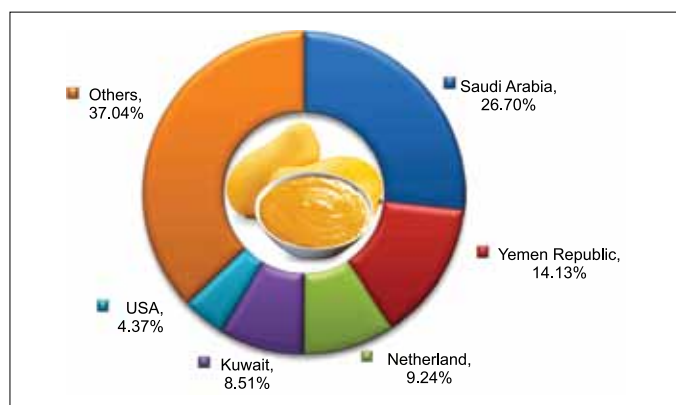
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Share of mango pulp export to different countries from India (2019-20)

Changing scenario of export

Trend analysis indicated that, export of Indian mangoes is decreasing at the rate of 2.24% annually during 2010-11 to 2019-20. Exports to United Arab Emirates and Bangladesh are decreasing at the rate of 5 and 28% annually. Exports to Oman, Nepal and Qatar are increasing at the rate of 47, 23 and 21% annually (Table 1). Though UAE, Bangladesh are the major export destinations in the current period but it is evident from the CAGR that the directions of trade may change. Oman, Nepal, Qatar and Singapore can be the major destinations in the near future period. Indian mangoes are still struggling to find its market in USA, Australia and many other distant countries.

Suggestions for promotion of mango export

There are over 1000 mango cultivars in India, but only a few have export potential. Importers' lack of knowledge or widespread publicity about the nutritional value, taste, and aroma of many locally cultivated mangoes is also a barrier to the export of such cultivars, and the variety that has an international market is limited to a few places in India. Trade fairs dedicated to organising Indian mango globalisation each year and inviting other countries to participate in them are therefore required.

Due to the strong competition from other countries, especially Pakistan, Brazil, South America, and South Africa, there is a strong fight for distant US and UK mango markets. Compared to other exporting countries India has disadvantage of high transportation charges. Transportation charges for mangoes to distant markets reduce the profit in export. Therefore, sea transport protocols can significantly reduce the expenditure on

transportation. Their is need for refinement of sea transportation protocol for mango.

Pesticides used for managing pests and diseases may increase pesticide residue and, as a result, the shipment may be rejected or not accepted by countries that import mangoes. Use of recommended pesticides at the correct times and quantities may reduce pesticide residue. Farmers should employ pesticide load reducing technology (integrated pest management, washing with 2% salt water, hot water dip, bubble wash).

Organically or pesticide residue free mango culture should be encouraged. The general support in this regard should be given to the adoption of "GAP". Thereby new markets can be opened for Indian mangoes.

Concerted efforts are required for documentation and registration of farmers. Products shall be obtained from registered farmers to establish traceability in order to comply with importing nation standards.

The lack of adequate implementation of farm-level post-harvest practises affects the shelf-life and quality of the product. For this purpose, farmers must undertake measures such as harvesting with mango harvesters at the right time and proper post-harvest management. Training and skill development in this area will improve post-harvest life of mango fruits.

By 2021, the total number of mango packaging houses recognised by APEDA was just 48, which, compared with total mango area/production, was very low. As a result, in all mango growing regions, capacity and the number of modern packaging houses have to be increased.

Mango is highly périshable and must be exported through airways, which raises the price on the international market of Indian mangoes and makes them costly or inexpensive for many countries. This should prioritise long sea shipping and extend the shelf-life of mango to at least 30 days. If the protocol for maritime transport is perfected, India can compete in the export of mango in addition to other countries.

India also has the potential for mango pulp exports, as well as exporting fresh fruits. In order to build on the untapped potential, efforts must be standardised to develop treatment facilities for local varieties.

For further interaction, please write to:

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– Editor