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ESTIMATING SUPPLY CHAIN LOSSES OF FRESH MANGO IN SOUTH  
GUJARAT

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**ABSTRACT**

There is no need to emphasize the significance of horticulture crops, particularly fruits and vegetables, in improving nutrition and the economy. South Gujarat's most important horticultural crop is mango. Mango is distributed via two supply chains: the traditional APMC Supply chain and the Mango Marketing Cooperatives of South Gujarat. Post-harvest loss in the Mango Supply Chain is one of the most significant concerns and obstacles in the Indian Fruits Supply Chain. A knowledge gap exists about post-harvest losses in Gujarat and South Gujarat. The extent of the overall loss and its causes at each actor level remain unknown. This study determines the supply chain loss in both chains and concludes that both the Conventional APMC Chain (38.44%) and the Co-operative Marketing chain (38.26%) experience losses. Given the size of the loss is approximately 38%, policymakers and the government must take immediate measures to reduce the overall loss in the mango supply chain in South Gujarat.

**Key words:** Mango Marketing, Mango Supply chain, Post-Harvest Loss, Supply chain Loss