

AWARENESS AND ADOPTION GAP OF VALUE ADDED TECHNIQUES OF MANGO GROWERS

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INTRODUCTION

Mango, the 'King of Fruits' is produced mainly in India (almost 65 per cent). India secured pride position in supplying different value added products through out the world market. Gujarat is progressive state in horticulture and also one of the major producers of Kesar and Alphonso varieties. Though, only a meager 1 per cent of total mango production is used to prepare different value added products and hardly 0.55 per cent of fresh mangos are exported by the Gujarat.

There are many technologies available for processing of fruits ranging from traditional sun drying to sophisticated state of the art and techniques of juice concentration and freeze drying are valuable in the present context. Many units are engaged in the production of ready to serve beverages and other convenience foods. The commercial potential of value addition is immense. In general, value addition is a produce which is subjected to a change for higher monetary gains. It is important when South Gujarat has been earmarked as an export orient zone. The present study intended to know the awareness and adoption gap of mango growers regarding value added techniques. The specific objectives of this study are:

1. To assess the level of awareness and gap in awareness of mango growers about value added techniques in Mango.
2. To measure the adoption gap of mango growers regarding value added techniques in Mango.

METHODOLOGY

Valsad district of South Gujarat stands first for the acreage and production of mango. As such, the district having high potentiality of value addition in mango was purposely selected for the present study. Valsad and Pardi talukas of Valsad were selected on the basis of the highest area under mango. The list of major mango growing villages was obtained from the office of the department of horticulture of Valsad district. Five villages were randomly selected from each selected taluka. The lists of major mango growers of the ten selected villages were obtained from the village panchayat. A simple random sampling procedure was followed to select 10 mango growers from each village, making a total of 100 mango growers as the respondents for this study.

An ex-post facto research design was used for the study. Keeping in view the objectives, an interview schedule was prepared and used to collect the information. Considering the demand of this study, the interview was taken along with housewives of the fruit growers.

To determine the level of awareness and adoption gap of mango growers regarding value added techniques, the index developed by Mayani and Kumar (1980) and Sengupta (1967) were used. Frequencies and percentage were applied to analyse the collected information.

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RESULTS AND DISCUSSION

Gap in awareness

Awareness is first step to adoption. To adopt the value added techniques, one has to be aware about it. For that, the information should be diffused in a way so the fruit growers can know it in consumable form, along with details of cost addition and availability of market or requirements for house hold use. The data in this regards is presented in table-1.

The perusal of data in table-1 shows that the overall awareness gap was found to be 38.93 per cent among the mango growers about value added techniques. Out of which the highest awareness gap was found in case of mango jelly (99.5 per cent), followed by mango jam (97.0 per cent), mango chocolate (95.0 per cent), mango juice powder (94.5 per cent), preservative for mango processing (87.0 per cent), mango

papad (75.0 per cent) and marketing of mango (48.0 per cent).

However, growers were found to be some what aware about the making of value added products (38.0 per cent), mango pulp (34.0 per cent) cold storage (32.5 per cent), mango juice (22.5 per cent), sweet mango chutney (22.0 per cent), mango *amboliya* (17.0 per cent), mango *chhunda* (13.0 per cent), mango *murabba* (10.5 per cent), mango nectar (9.0 per cent), packaging of mango (7.0 per cent), sweet mango pickle (6.5 per cent), sour mango pickle (4.5 per cent), grading of mango (3.0 per cent) and mango salad (2.0 per cent).

Adoption gap

Adoption is a decision to continue the full use of an innovation. Adoption gap refers to the degree with which an individual exhibits a difference in the use of the

Table:1 Distribution of mango growers according to their awareness gap about value added techniques. (N=100)

Sr. No.	Value added techniques	Awareness Gap
1	Value added products	38.00
2	Packaging of mango	7.00
3	Grading of mango	3.00
4	Mango pulp	34.00
5	Mango nectar	9.00
6	Mango juice	22.50
7	Mango juice powder	94.50
8	Mango jelly	99.50
9	Mango jam	97.00
10	Sour mango pickle	4.50
11	Sweet mango <i>chutney</i>	22.00
12	Mango chocolate	95.00
13	Sweet mango pickle	6.50
14	Mango <i>papad</i>	75.00
15	Mango <i>salad</i>	2.00
16	Mango <i>amboliya</i> / <i>kachumber</i>	17.00
17	Mango <i>chhunda</i>	13.00
18	Mango <i>murabba</i>	10.50
19	Preservatives for mango processing	87.00
20	Cold storage	32.50
21	Marketing of mango	48.00
Composite awareness gap among mango growers		38.93

innovation. The data were analysed and are presented in Table 2.

The Table 2 reflects the overall adoption gap which was found to be 62.93 per cent among the mango growers about value added techniques for their house hold uses. A cent per cent of adoption gap found in mango growers for making of mango chocolate, preservative for mango processing, cold storage and marketing of mango for their house hold use; followed by mango jelly and mango *murabba* (99 per cent), mango juice powder (98.5 per cent), mango jam (98 per cent), packaging of mango (86.5 per cent) and mango *papad* (82.0 per cent).

However, mango growers were found to be some what aware about the making of value added products (57.0 per cent), mango juice (55.5 per cent), mango nectar (54.5 per cent), grading of mango (47.0 per cent), mango *chunda* (32.5 per cent), mango

kachumber (31.0 per cent), mango pulp (30.5 per cent), sweet mango chutney (21.0 per cent), sweet mango pickle (13.0 per cent), mango dry slice (11.0 per cent) and sour mango pickle (5.5 per cent).

The same table also indicates the overall awareness gap which was found to be 90.74 per cent among the mango growers about value added techniques targeted to the market. A cent per cent adoption gap of mango growers was found in making of mango juice, mango juice powder, mango jelly, mango jam, sour mango pickle, sweet mango chutney, mango chocolate, sweet mango pickle, mango *papad*, mango *kachumber*, mango dry slice, mango *chunda*, mango *murabba* and preservatives for mango processing, followed by mango pulp (99.5 per cent), mango nectar (99.0 per cent), value added products (98.5 per cent), cold storage (98.0 per cent). Where as, the

Table:2 Distribution of mango growers according to their adoption gap regarding value added techniques used for household use and market purpose. (N=100)

Sr. No.	Value added techniques	Adoption Gap	
		House Hold Use	Market Use
1	Value added products	57.0	98.5
2	Packaging of mango	86.5	51.0
3	Grading of mango	47.0	15.5
4	Mango pulp	30.5	99.5
5	Mango nectar	54.5	99.0
6	Mango juice	55.5	100.0
7	Mango juice powder	98.5	100.0
8	Mango jelly	99.0	100.0
9	Mango jam	98.0	100.0
10	Sour mango pickle	5.5	100.0
11	Sweet mango chutney	21.0	100.0
12	Mango chocolate	100.0	100.0
13	Sweet mango pickle	13.0	100.0
14	Mango <i>papad</i>	82.0	100.0
15	Mango <i>kachumber</i> (<i>salad</i>)	31.0	100.0
16	Mango dry slice (<i>amboliya</i>)	11.0	100.0
17	Mango <i>chunda</i>	32.5	100.0
18	Mango <i>murabba</i>	99.0	100.0
19	Preservatives for mango processing	100.0	100.0
20	Cold storage	100.0	98.0
21	Marketing of mango	100.0	44.0
Composite adoption gap among mango growers		62.93	90.74

adoption gap was observed lower in packaging of mango (51 per cent), marketing of mango (44.0 per cent) and grading of mango (15.5 per cent).

CONCLUSION

The majority of the mango growers had awareness gap in making of mango jelly, mango jam, mango chocolate, mango juice powder, preservative for mango processing, mango *papad*, marketing of mango and making of value added products.

The majority of the mango growers had adoption gap in making of mango chocolate, preservative for mango processing, use of cold storage, marketing of mango, mango jelly, mango *murabba*, mango juice powder, mango jam, packaging of mango and mango *papad* for their house hold use.

The majority of the mango growers had adoption gap in making of mango juice, mango juice powder, mango jelly, mango jam, sour mango pickle, sweet mango chutney, mango chocolate, sweet mango pickle, mango *papad*, mango *kachumber*, mango dry slice, mango *chunda*, mango *murabba* and preservatives for mango processing, followed by mango pulp, mango nectar, value added products and cold storage for their market use.

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