

ADOPTION OF COMMERCIAL MANGO PRODUCTION TECHNOLOGY BY THE MANGO GROWERS

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ABSTRACT

Mango (*Mangifera indica L.*) is the premier fruit of India which belongs to family Anacardiaceae is a native of south East Asia. Mango fruit is rightly known as 'National fruit of India'. Adoption of improved production practices is the key to higher production of fruits and higher incomes to farmers. The technical knowledge of farmers appears to be the key link to higher level of adoption. The main objective of this study was to study assess the adoption of commercial mango production technology by the mango growers. The study was carried out in Ratnagiri and Rajapur tahsils of Ratnagiri district of Konkan region. The sample was constituted of 100 mango growers drawn from 10 villages. The respondents were interviewed with the help of a specially designed interview schedule. The exploratory survey design was used for the present study. The 'experience survey method' was followed for the present study, because the respondents had practical experience of mango production. The finding of this study revealed that, 77.00 per cent of the respondents had 'medium' adoption of the commercial mango production technology, while 12.00 per cent and 11.00 per cent of the respondents had 'low' and 'high' adoption, respectively. The average adoption score was 93.68.

Keywords: adoption, mango growers, mango production technology

INTRODUCTION

India has mainly an agriculture based economy. Majority of the population is dependent upon agriculture and allied activities. Their livelihood standards have been the prime concern for the policy makers. The adoption is not a simple process as it involves sequence of thoughts and action. Adoption is a mental process through which an individual eventually make a decision to put into use an innovation after carefully evaluating its relative advantage, compatibility, complexity, observability and adoptability vis-à-vis his biophysical and socio-economic environment. There are many restrains that hinder adoption of technology on farm. Studies have shown that, there are number of factors that influence adoption of new agricultural technology. If the process of adoption of improved cultivation practices is to be enhanced, knowledge of these factors is very essential. The factors that influence adoption of new technology are

economic, social and socio-psychological factors. Values of farmers also assume an important place

OBJECTIVE

To study the adoption of commercial mango production technology by the mango growers

METHODOLOGY

The study was carried out in Ratnagiri and Rajapur tahsils of Ratnagiri district of Konkan region. The sample was constituted of 100 mango growers drawn from 10 villages. The respondents were interviewed with the help of a specially designed interview schedule. The exploratory survey design was used for the present study. The data were tabulated, organized, analyzed and presented in such a way that it well help in proper interpretation and statistical tools were used for analyzing the data is frequency, mean, standard deviation, and chi square test.

RESULTS AND DISCUSSION

Adoption of the commercial mango production technology by the mango growers

In crop like mango, adoption of innovative farming practices within the framework of commercial mango production technology are essential for long term improvement and sustainability. With these consideration, the extent of adoption of the commercial mango production technology were studied. The findings on these aspects are presented here below.

Table 1: Distribution of the respondents according to their overall adoption of the commercial mango production technology n=100

Sl. No.	Adoption index (score)	Number	Percent
1	Low (Up to 89.00)	12	12.00
2	Medium (90.00 to 99.00)	77	77.00
3	High (Above 99.00)	11	11.00
\bar{x} : 93.68			

It is revealed from table 1 that 77.00 per cent of the respondents had 'medium' adoption of the commercial mango production technology, while 12.00 per cent and 11.00 per cent of the respondents had 'low' and 'high' adoption, respectively. The average adoption score was 93.68.

This finding is in agreement with that of Katkar (2001), Kadam (2006), and Waghmode (2015).

CONCLUSION

The mango growers had differential level of

adoption of the commercial mango production technology. In other words, there is scope to increase the adoption by way of educating and motivating the farmers. Thus, it becomes clear that rate of adoption of commercial mango production technology by the mango growers was considerably low to high level. This might have happened because of the constraints faced by the growers.

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