

RELATIONSHIP BETWEEN PROFILE OF MANGO GROWERS AND THEIR LEVEL OF AWARENESS TOWARDS THE EXPORT OF MANGO

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ABSTRACT

India is self-reliant country in food grains in world. Agriculture is a very ancient and important occupation for the economic development in India. The study holds significant importance as it can drive economic development and agricultural progress. The present study was conducted in Valsad district of South Gujarat to ascertain relationship between selected profile of mango growers with awareness regarding export of mango. Two villages from six talukas were selected randomly. Ten mango growers were selected from all selected villages. Thus, the total sample size was 120 respondents for present investigation. The findings of this study reveal that less than two-thirds (60.00 %) of the mango growers had medium level of awareness. The finding of this study revealed that the variable like education, land holding, annual income, training, mass media exposure, extension contact, risk orientation, social participation, scientific orientation, decision making, marketing behaviour and cosmopolitaness were found positive and significant relationship with awareness regarding export of mango and innovativeness had found positive and significantly related with awareness regarding export of mango. while, age had negative and but significant relationship with awareness regarding export of Whereas, farming experience, irrigation facility and children's education were found non-significant relationship with awareness regarding export of mango.

Keywords: awareness, relationship, mango growers, mango export

INTRODUCTION

India is self-reliant country in food grains in world. Agriculture is a very ancient and important occupation for the economic development in India. Mango is one of the most significant fruits produced in the tropics and sub-tropics of the globe. Though mango cultivation is recorded from more than 120 nations, simply more than 60.00 % of global mango output comes from India, China, Thailand, Indonesia and Mexico (Rajan S., 2021). It is considered as the most potential fruit crop based on export value. Gujarat has an established export market and poses bring opportunities for export in the international market. In the year 2020-21, total quantity 238 MT of mangoes is exported from Gujarat (Anonymous, 2020-21). South Gujarat is the main region of Gujarat, which is the major growing area and production of mango. There is wide scope for mango export from South Gujarat for higher net profit and to earn foreign exchange. For economically benefits, horticultural commodities must be competitive both in quality and price.

OBJECTIVES

(1) Awareness level of mango growers regarding export of mango

(2) Relationship between profile of mango growers and their level of awareness towards the export of mango

METHODOLOGY

An Ex-post-facto research design was used in the present investigation. The study was conducted in Valsad district of South Gujarat due to its highest area under mango orchard and producing district in South Gujarat. The main focus of the investigation was awareness of mango growers towards export of mango. Valsad district has six talukas. All six talukas were selected for the study. Two villages were selected using the lottery methods. Ten respondents were randomly selected from each village. Thus, 120 mango growers were selected as respondents. Seventeen independent variables of the mango growers were measured through respective scales with due modification. The interview schedule was prepared and data were collected by using personal interview method. The collected data were analyzed with appropriate statistical tools viz., frequency, percentage, rank, arbitrary method, arithmetic mean, standard deviation and correlation coefficient was used.

RESULTS AND DISCUSSION

Awareness level of mango growers regarding export of mango

To assess the level of awareness of mango growers regarding export of mango, seventeen statements were identified. The respondents were assigned scores based on their response. The range of awareness score was divided into three categories viz., ‘low’, ‘medium’, and ‘high’ with the help of mean and standard deviation. These three categories are presented in Table 1.

Table 1: Awareness level of mango growers regarding export of mango (n=120)

Categories	Frequency	Percentage
Low	26	21.67
Medium	72	60.00
High	22	18.33

(Mean=15.27) (SD=±4.18)

The data presented in Table 1 indicated that less than two-thirds (60.00 %) of the mango growers had medium level of awareness, followed by 21.67 and 18.33 per cent of them had low and high level of awareness, respectively. This finding more or less similar with these reported by Choudhary *et al.* (2018) and Rahimi (2018).

Relationship between profile of mango growers and their level of awareness towards the export of mango

Table 2 indicated that the education, land holding, annual income, training, mass media exposure, extension contact, risk orientation, social participation, scientific orientation, decision making, marketing behaviour and cosmopolitanism were found positive and significantly related with awareness regarding export of mango. Change in their knowledge, skill and attitude as well as they become more informative and amenable. They are able to get more from the knowledge bank of others. Annual income of the respondents directly affects the standard of living and rational behaviour of an individual. With increasing the training, the overall cost of production and marketing problems are also increasing. Through more mass media exposure and extension contact, they might have made them more aware regarding mango exporting. The mango growers about export of mango are aware with high risk orientation due to farmers to take more decision to manage mango cultivation and marketing in better ways. With increasing the social participation, they lead towards more problems solving nature and open minded. The mango growers with scientific orientation could be believed in science and received scientific methods and updated information and they are able to take their own decision regarding mango export and their essentialities. The

Table 2: Relationship between profile of mango growers and level of awareness towards the export of mango

(n=120)

Sr. No.	Characteristics	Correlation coefficients
X ₁	Age	-0.190*
X ₂	Education	0.549**
X ₃	Land holding	0.390**
X ₄	Farming experience	-0.166 ^{NS}
X ₅	Annual income	0.633**
X ₆	Training	0.411**
X ₇	Innovativeness	0.191*
X ₈	Mass media exposure	0.662**
X ₉	Extension contact	0.646**
X ₁₀	Risk orientation	0.525**
X ₁₁	Social participation	0.520**
X ₁₂	Scientific orientation	0.526**
X ₁₃	Decision making	0.478**
X ₁₄	Marketing behaviour	0.588**
X ₁₅	Cosmopolitanism	0.753**
X ₁₆	Irrigation facility	0.172 ^{NS}
X ₁₇	Children’s education	0.022 ^{NS}

*Significant at 0.05 level, **Significant at 0.01 level, NS = Non significant

mango grower’s awareness regarding the export of mango increases with the increasing the marketing behaviour and cosmopolitanism the overall knowledge regarding local, national as well as international level market scenario is also increasing.

The Table 2 indicated that innovativeness had found positive and significantly related with awareness regarding export of mango. This indicates that there was significant influence on awareness of mango growers regarding export of mango. It may be due to innovative nature leads them towards higher awareness. While age had negative and significantly related with awareness regarding export of mango. This meant that elder mango growers were less aware regarding export of mango. Whereas, farming experience had negative and non-significant association with awareness regarding export of mango. This indicated that elder mango growers have experience but they were less aware of exporting. Irrigation facility and children’s education were found non-significant relationship with awareness regarding export of mango. This indicated that elder mango growers have a negative influence on the willingness to engage in exports due to a traditional approach and have experience but they were less aware of exporting. This findings is supported by the findings of Chaudhary (2013), Parmar (2014), Lothe *et al.* (2017), Vihariya (2017), Rahimi (2018), Singh (2019) and Patel and Patel (2020) Ranoliya *et al.* (2022); Padaliya *et al.* (2022); Padaliya *et al.* (2022) and Archit *et al.* (2023).

CONCLUSION

In conclusion, the findings of this study reveal that less than two-thirds of the mango growers had medium level of awareness regarding export of mango. Variable like education, land holding, annual income, training, innovativeness, mass media exposure, extension contact, risk orientation, social participation, scientific orientation, decision making, marketing behaviour, cosmopolitanism were found positive and significant relationship regarding export of mango. While, age had negative and significant relationship regarding export of mango. Whereas, farming experience, irrigation facility and children's education were found non-significant relationship regarding export of mango.

IMPLICATIONS

- The findings of the study help the scientist and extension functionaries to organize training and educational programme on export and marketing strategies for competence building of the mango growers
- The findings of the study would help planners and administrators of the researchers and extension personnel, as it provides basis for enhance exporting.
- Findings related to level of awareness regarding export of mango shown that majority of the respondents had medium level of awareness.

SUGGESTIONS

- The present study was conducted in one district of South Gujarat. Similar studies can be taken up in another district.
- More studies related to different aspect of marketing need to be done to identify the required to upscale the condition of farmers in the backward areas.
- A similar study may be repeated after a suitable period to assess the awareness about export of mango.

CONFLICT OF INTEREST

All authors declare that they have no conflict of interest

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