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AWARENESS LEVEL OF VALUE ADDED TECHNIQUES OF MANGO GROWERS

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ABSTRACT

India is self-reliant country in food grains in world. Agriculture shares 19.9 per cent in total GDP in 2020-21. The study was conducted in Valsad district of South Gujarat. All six talukas were selected for the study. Two villages were randomly selected from each taluka and ten respondents from each village were selected following simple random sampling. So, the total of 120 respondents were selected for the study. The appropriate measuring techniques/scale for dependent and independent variables were also assorted and well structured interview schedule was developed accordingly. Collected data were analyzed by using statistical tools and method for analysis. More than three fourth (62.50 %) of the respondents had high level of awareness, followed by 25.00 and 12.50 per cent had medium and low level of awareness about value added techniques, respectively. Except variables viz., age, land holding, annual income and economic motivation had significant relationship with awareness level of value added techniques of mango growers.

Keywords*: awareness, mango growers, profile, value added techniques*

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. Agriculture shares 19.9 per cent in total GDP in 2020-21. In world, India is the second largest producer of fruits after China. India produced 99.07 million metric tonnes of fruits, The five fruits (mango, banana, citrus, guava and apple) alone cover about 75 percent of total fruit production of the country. However, mango alone has contributed about 40 percent of total fruit production in country in the year 2008-09 (Anon., 2009). Mango (*Mangifera indica*) is one of the ancient fruits of India. Mango can be value added by managing the time of harvesting, grading, ripening, using of post harvest treatments, attractive packing, storage, transport with care, use of co-operative for marketing and processing. In Gujarat, Gir Somnath, Junagadh, Amreli and Bhavnagar districts of Saurashtra region, Kutch district of Kutch region and Navsari, Valsad and Surat in South Gujarat are the main mango pockets. Therefore considering the importance of value addition for enhancing the income of mango growers, the present study was carried out in Valsad district.

OBJECTIVES

(1) Profile of mango growers of Valsad district of South Gujarat

(2) Awareness of mango growers about value added techniques

(3) Relationship between selected characteristics and awareness level of mango growers regarding value added techniques

METHODOLOGY

Ex-post-facto research design was employed in the present investigation The study was conducted in Valsad district of South Gujarat. Valsad district has six talukas *viz.,* Valsad, Vapi, Pardi, Umargam, Kaparada and Dharampur. All six talukas were selected for the study. Two villages were randomly selected from each taluka. Thus, total numbers of villages were twelve for the study. From each village, ten mango growers were randomly selected. In this way the sample size for the study comprised for 120 respondents. The data so collected was be tabulated and analyzed with appropriate statistical tools viz., frequency, percentage, rank, arithmetic mean, standard deviation and correlation coefficient was used.

RESULTS AND DISCUSSION

Profile of mango growers

It became clear from the data presented in table 1 that the more than half of the mango (58.33 %) growers

were in the old age, followed by 31.67 and 10.00 per cent of mango growers were found in middle and young age group. More than half of the mango growers (50.83%) had higher secondary education, followed by 31.67 per cent of mango had college level education and 17.50 per cent of mango growers had primary education. The possible reason of this findings might be due to more awareness regarding techniques of fruit crops.

Less than three fourth (68.83 %) of the respondents had medium farming experience, followed by 16.67 and 15.00 percent of them had high and Low farming experience, respectively. The probable reason for above fact might be due to that they were come from farming community and get farming occupation from their ancestors. This finding is in similar with Manjunath and Bai (2019).

More than one third (40.00 %) of respondents had medium land holding followed by, 30.83 and 29.17 per cent had small land holding and big land holding, respectively. The possible reason of this finding might be due technique features of fruit crops under the study. This finding is in similar with Patra and Kense (2021).

Less than two third (65.00 %) of the respondents belonged category of high annual income, followed by 21.67 and 13.33 per cent belonged to medium and low annual income categories, respectively. This might be fact that despite they had marginal land holding and doing income generating activities to fulfill family needs. This finding is in similar with Ahire *et al.* (2021).

Less than two third (63.33 %) of mango growers had medium extension contact, followed by 29.17 per cent had high extension contact and 07.50 per cent had low extension contact. This finding is in similar with Parmar *et al.* (2020). More than three fourth (85.83 %) of the respondents had membership only in one organization, followed by 10.00 per cent had membership in more than one organization while, only 04.17 per cent had no participation in any organization.

Table 1: Distribution of the respondents according to their profile characteristics (n=120)

Categories	Frequency	Percent
(1) Age		
Young (Up to 35 years)	12	10.00
Middle (Between 36 to 50 year)	38	31.67
Old (Above 50 year)	70	58.33
(2) Education		
Primary (Up to 7thstandard)	21	17.50
Higher (8th to 12th standard)	61	50.83
College (Above 12th standard)	38	31.67
(3) Farming experience		
Low (< 13 score)	18	15.00
Medium (14 to 24 score)	82	68.33
High (> 24 score)	20	16.67
(4) Land holding		
Small (Up to 1.0 ha)	37	30.83
Medium (Between 1.10 to 2.00 ha)	48	40.00
Big (Above 2.1 to 4.0 ha)	35	29.17
(5) Annual income		
Low (Up to ₹ 50,000)	16	13.33
Medium (₹ 50,000 to ₹ 1,00,000)	26	21.67
High (Above ₹ 1,00,000)	78	65.00
(6) Extension contact		
Low	09	07.50
Medium	76	63.33
High	35	29.17
(7) Social participation		
No membership in any organization (0 score)	05	04.17
Membership in one organization (1 score)	103	85.83
Membership in more than one organization (2 score)	12	10.00
(8) Economic motivation		
Low (Up to 13 score)	26	21.67
Medium (Between 14 to 16score)	73	60.83
High (Above 16 score)	21	17.50
(9) Market orientation		
Low (Up to 12)	18	15.00
Medium (Between 12 to 16)	80	66.67
High (Above 16)	22	18.33
(10) Scientific orientation		
Low	26	21.67
Medium	76	63.33
High	18	15.00

Less than two third (60.83 %) of mango growers had medium level of economic motivation, followed by 21.67 and 17.50 per cent of them had low and high level of economic motivation, respectively. The probable reason for above fact might be due to that the majority of mango growers considered the perishableness of their fruits. This finding is in similar with Tabina *et al.* (2021). More than two third (66.67 %) of mango growers had medium level of market orientation, followed by 18.33 and 15.00 per cent of them had high and low level of market orientation, respectively. The probable reason for the above findings might be that, they are aware about their limitations as well as the importance of marketing of their produce. Less than two third (63.33 %) of the mango growers had medium level of scientific orientation, followed by 21.67 and 15.00 per centhad low and

high level of scientific orientation, respectively. The probable reason for the finding might be that they believed in science and also at same level in god. This finding is in similar with Parmar *et al.* (2020).

Awareness of mango growers about different value added techniques

To assess the level of awareness of mango growers about twenty value added techniques of mango were identified. The responses of the growers were collected, classified and presented in table 2.

Table 2: Distribution of mango growers according their level of awareness (n=120)

Category	Frequency	Percent
Low (0 to 14 score)	15	12.50
Medium (14.01 to 28.00 score)	30	25.00
High (28.01 to 42 score)	75	62.50

The data pertaining to table 2 indicates that the more than three fourth (62.50 %) of the mango growers had high level awareness about value added technique followed by 25.00 and 12.50 per cent had medium and low level of awareness about value added techniques, respectively.

Relationship between personal profile and level of awareness

The relationship between personal characteristics of mango growers and awareness about value added techniques were presented in subsequent heads.

Table 3: Relationship between selected characteristics and awareness of mango growers (n=120)

Sr. No.	Personal characteristics	Correlation coefficients
X_1	**Age**	0.040
X_2	**Education**	0.571**
X_3	**Farming experience**	0.491**
X_4	**Land holding**	0.141
X_5	**Annual income**	0.090
X_6	**Extension contact**	0.397*
X_7	**Social participation**	0.394*
X_8	**Economic motivation**	0.080
X_9	**Market orientation**	0.415*
X_{10}	**Scientific orientation**	0.413*

* = Significant ** = Highly significant NS = Non-Significant

The table 3 shows that the variable like education, farming experience were found positive and highly significant and extension contact, social participation, market orientation and scientific orientation of mango growers were found positive and significant association with the level of awareness about value added techniques. But age, land holding, annual income and economic motivation had not found any relationship.

CONCLUSION

Regarding personal profile of mango growers, it was found more than half of mango growers belonged to old age group and they had higher secondary level of education. Less than three fourth of the respondents had medium farming experience. More than one third of mango grower had medium size of land holding. Less than two third of the respondents belonged category of high annual income and medium extension contact. More than three fourth of the respondents had membership only in one organization. Less than two third of mango growers had medium economic motivation. More than two third of mango growers had medium level of market orientation. Less than two third of mango growers had medium scientific orientation. The study on awareness concluded that more than three fourth of mango growers had high level of awareness of value added techniques. Variables like education, farming experience were found positive and highly significant and extension contact, social participation, market orientation and scientific orientation of mango growers were found positive and significant association with the level of awareness about value added techniques. But age, land holding, annual income and economic motivation had not found any relationship. Therefore, these findings can be utilized to develop better extension activities for enhancing awareness of value added techniques among mango growers.

CONFLICT OF INTEREST

No conflict of interest among researchers.

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