



## **Socio-economic relationship with knowledge of mango grower of Lucknow**

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### **ABSTRACT**

*In research study conducted on mango growers in lucknow region of Uttar Pradesh state with the major objectives of measuring the socio-economic characteristics and knowledge level of mango growers. It was observed that that majority (80%) of the respondents was literate while only twenty per cent were illiterate. The majority (64.50%) of the respondents belonged to marginal category of land holding. The maximum number of respondents (85%) was belonged to the income group (up to Rs.330833) and (70%) of the respondents belonged to medium category of extension participation. The majority (58%) of the respondents belonged to 16 to 30 years experience of mango cultivation and (64%) of the respondents belonged to medium category of achievement motivation and (78.50%) of the respondents belonged to medium category of economic motivation. The majority (74%) of the respondents belonged to medium category of marketing and (58%) of the respondents belonged to medium category of risk orientation and (60.50%) of the respondents belonged to medium category decision making pattern.*

*Key words: socio-economic, mango growers, knowledge*

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### **Introduction**

In fruit production, India has emerged as the world leader with a production of 88.97 million tonnes from an area of 7.21 million ha (Indian Horticulture Database-2014). But, there is considerable gap between the gross production and net availability of fruits due to post-harvest loss of about 30 per cent. Furthermore, only less than 2 per cent of the produce is used for processing compared to 83 per cent in Malaysia, 70 per cent in Brazil, 65 per cent in USA and 50 per cent in Israel. Therefore, in order to achieve our target of feeding the population as well as meeting the requirement of processing industry and export trade, only increasing production and productivity of horticultural crops will not be enough, a lot more emphasis needs to be given to post-harvest management of fruits. Mango is the most important fruit of India. It is cultivated in 2.51 million ha area and production is around 18.43 million tonnes (Horticultural Statistics at a Glance 2015). Local knowledge, participation and better targeting by extension agent are critical establishing a long term commitment to mango post harvest management in India.

Uttar Pradesh is the largest mango growing state with an area of 0.274 million hectares and production of 4.39 million tones but the post harvest losses are about 15-33 per cent of total production. Lucknow region with its diverse agro-ecology is very suitable for the production of high quality mango both for domestic and export markets. Lack of correct and inadequate knowledge leads to under or over adoption of innovation which proves fatal to the farming business. This heavy loss is due to the unscientific management of post harvest practices. Various studies revealed that there is a gap between knowledge and adoption of these technologies among farmers. The knowledge has been recognized as one of the most important component of human behavior, which gives impetus to adopt a technology. A proper understanding of improved practices of mango post-harvest management is pre requests its adoption by the farmers. The knowledge in the present context has been conceptualized as the amount of information about currently recommended practices known to the farmers.

**Objective**

1. To study the socio-economic profile of mango growers and relations with knowledge.

**Research Methodology**

The present study was carried out in Uttar Pradesh State. In order to collect data with regard to the objectives formulated for the research work, a questionnaire was developed by the researchers.

**Sample**

Lucknow district was selected purposively because it is having highest area and production of mango in Uttar Pradesh and all over India. Its total geographical area is 2528 square kilometers. It has four Tehsils, namely Sarojnagar, Bakshi ka talab, Malihabad, and Mohanlalganj, and consisting 8 Community development blocks in which two blocks were selected i.e. Malihabad block and Mal Block for study. These blocks were selected purposively on the basis of highest area and production. The list of respondents were prepared separately for each sample village and thus, the number of 100 mango growers and 10 sample villages were selected from both blocks (total 200 mango growers and 20 sample villages) through proportionate random sampling technique on the basis of size of land holding. The list of all mango growers developed with the help of officials documents. The structural interview schedule was used for the data collection. The data were tabulated, analyzed and interpreted in the light of the objective. The statistical measures like percentage and average were used.

**Data Analysis and Findings****Personal profile of the respondents**

The findings of these selected characteristics have been presented in the following section:

Table 1: Distribution of respondents according to their personal characteristics

n=200

S. No.	personal characteristics	Respondents	
		Frequency	Percentage
<b>A</b>	<b>Education</b>		
1.	Illiterate	40	20.00
2.	Primary	37	18.50
3.	Middle (junior high school)	44	22.00
4.	High school	34	17.00
5.	Inter mediate	18	9.00
6.	Graduate	18	9.00
7.	Post Graduate and Ph.D.	9	4.50
	<b>Land holding</b>		
	Marginal (below1 ha.)	129	65.50
	Small (1.1-2 ha.)	48	20.00
	Semi medium (2.1-4 ha.)	18	11.50
	Medium (4.1-10 ha.)	5	03.00
	<b>Annual income</b>		
	Income up to Rs. 330833	170	85
	Income (Rs. 330834 to 726666)	24	12
	Income Rs. 726667 and above	6	3
	<b>Extension participation</b>		
	Low (up to 3.86 )	21	10.50
	Medium (3.86 to 11.4)	140	70.00
	High (11.40 & above )	39	19.50
	mean score	7.62	3.81
	standard deviation	3.770	1.88
	<b>Farm experience</b>		
	Up to 15 Years	44	22
	16 to 30 Years	116	58
	31 Years & above	40	20
	<b>Achievement motivation</b>		
	Low (up to 10)	36	18
	Medium (10 to 15)	128	64

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	High (15 & above )	36	18
	mean score	13.044	6.52
	standard deviation	2.134	1.067
	<b>Economy motivation</b>		
	Low (up to 18)	19	9.50
	Medium (18 to 24)	157	78.50
	High (24 & above )	24	12
	mean score	21.4	10.7
	standard deviation	3.00	1.5
	<b>Marketing facilities</b>		
	Low (up to 2.74)	20	10
	Medium (2.74 to 4.27)	148	74
	High (4.27 & above)	32	16
	mean score	3.51	1.755
	standard deviation	0.769	0.345
	<b>Risk orientate</b>		
	Low (up to 2.06)	68	34
	Medium (2.06 to 4.08)	116	58
	High (4.08 & above )	16	8
	mean score	3.075	1.537
	standard deviation	1.041	0.520
	<b>Decision making pattern</b>		
	Low (up to 20.51)	35	17.50
	Medium (20.51 to 26.53)	121	60.50
	High (26.53 & above )	44	22
	mean score	23.52	11.76
	standard deviation	3.01	1.505
	<b>Innovativeness</b>		
	Low (up to 14.58)	35	17.50
	Medium (14.58 to 21.39)	126	63
	High (21.39 & above )	39	19.50
	mean score	17.99	8.99
	standard deviation	3.40	1.7
	<b>Training exposure</b>		
	Low (up to 0.15)	73	36.50
	Medium (0.15 to 1.91)	78	39
	High (1.91 & above )	49	24.50
	mean score	1.03	0.515
	standard deviation	.87	0.435

Table 1 revealed that majority (80%) of the respondents was literate while only twenty per cent were illiterate. The majority (64.50%) of the respondents belonged to marginal category of land holding followed by small category (24%), semi medium category (9%) and medium category (2.5%) of land holding. The maximum number of respondents (85%) was belonged to the income group (up to Rs.330833) followed by (12%) respondents belonged to income between (Rs.330833 – 726666) and (3%) respondents belonged to (Rs.726666 and above) category of income group respectively. Almost similar finding was reported by Mehta, B.M. and Sonawane, M. (2012),(2013) and reported by Bung, D. (2007). The majority (70%) of the respondents belonged to medium category of extension participation followed by high (19.50%) and low (10.50%) category of extension participation, respectively. The majority (58%) of the respondents belonged to 16 to 30 years experience of mango cultivation followed by (up to 15 years) twenty two per cent and (31years and above) twenty per cent of respondents had

experience of mango cultivation respectively. The majority (64%) of the respondents belonged to medium category of achievement motivation while equal distribution (18%) of respondents fell under low and high category of achievement motivation. Almost similar finding was reported by Govinda, G. (2002) and Nagesh (2005).

Table 1 clearly indicates that majority (78.50%) of the respondents belonged to medium category of economic motivation followed by high (12%) and low (9.50%) category of economic motivation respectively. The majority (74%) of the respondents belonged to medium category of marketing facilities followed by high (16%) and low (10%) category of marketing facilities respectively. The majority (58%) of the respondents belonged to medium category of risk orientation followed by high (34%) and low (8%) category of risk orientation respectively. The majority (60.50%) of the respondents belonged to medium category decision making pattern followed by high (22%) and low (17.50%) category of decision making pattern respectively. The majority (63%) of the respondents belonged to medium category of innovativeness followed by high (19.50%) and low (17.50%) category of innovativeness respectively. The majority (39%) of the respondents belonged to medium category of training exposure followed by high (16.50%) and low (24.50 category of respectively training exposure. The minimum and maximum score was observed 0 and 3 respectively. Almost similar finding was reported by Walke, S. S. (2005).

#### Relationship of socio-economic and knowledge

**Table 2 Correlation coefficient (r), extent of knowledge between different socio economic variables**

S. No.	Independent variables	Correlation coefficient(r)
1	Education	.915**
2	Land holding	.648**
3	Family annual income	.601**
4	Extension participation	.707**
5	Experience in mango cultivation	.179*
6	Achievement motivation	.645**
7	Economic motivation	.582**
8	Source of information	.880**
9	Marketing facility	.800**
10	Post harvest practices	.290**
11	Risk orientation	.836**
12	Decision making pattern	.875**
13	Innovativeness	.908**
14	Training	.751**

\*Significant at 0.05 probability level = 0.195

\*\* Significant at 0.01 probability level = 0.254

Table 2 that variables like education, land holding, family annual income, extension participation, achievement motivation, economic motivation, source of information, marketing facility, post harvest practices, risk orientation, decision making pattern, innovativeness and training was found highly significant and had positive relationship with the extent of knowledge of the respondents, where as the relationship with the experience in mango cultivation was moderately significant and had positive correlation with the knowledge level of respondents.

#### CONCLUSION

From the findings of the study , it can be highlighted that most of the growers fell in illiterate but knowledge was found to have significant association with socio-economic. Research ought to be directed towards indicating other important social, economic and training factors that has an important role on knowledge of growers.

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