Research Article

Characteristic and adoption behaviour of mango growers in Valsad district of Gujarat

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SUMMARY : In research study conducted on adoption behaviour of mango growers of valsad district of Gujarat state with the major objectives of measuring the personal, socio-economic and situational, extension communication and psychological characteristics of mango growers and their adoption behaviour. It was observed that the more than half (52.00 per cent) of the respondents were in middle age group, having (58.00 per cent) primary to secondary level of education and medium size of land holding (61.00 per cent). Near half of the (47.00 per cent) of the respondents possessed more than 75.00 per cent of land under mango cultivation, small size of family (76.00 per cent), having medium level of income (58.00 per cent) and medium level of cropping intensity(68.00 per cent). More than four fifth (82.00 per cent) of the respondents had medium social participation, near to three fourth (72.00 per cent) had medium level of awareness regarding value addition, 76.00 per cent of them had medium mango yield index, more than half (53.00 per cent and 54.00 per cent) of the mango growers had medium extension participation and medium level of mass media exposure, respectively, 67.00 per cent had medium level of extent of adoption, 65.00 per cent were found in medium category of management orientation. More than half (54.00 per cent) of mango growers fell in best level of innovativeness, 84.00 per cent of them were in average level of progressiveness and 74.00 per cent of them had average level of knowledge regarding mango cultivation. In case of the practice wise adoption of improved mango production technology, the practice, *viz.,* variety, planting distance, integrated disease management and integrated insects pests management were highly adopted by the mango growers.

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BACKGROUND AND OBJECTIVES

Mango is one of the choicest and ancient fruits known to mankind. Being a useful and delicious fruits it is called as the king of the fruits. The five fruits (mango, banana, citrus, guava and apple) alone cover about 75 per cent of total fruits production of the country. However, mango alone contributed about 40 per cent of total fruits production in country (Verma and Munshi, 2003).

In Gujarat area under mango has increased continuously and in the same period the production has also increased. Mango is nutritionally superior and capable of producing higher yield and good return. It is considered as the most potential fruit crop based on export volume and value. Gujarat has an established export market and poses bright opportunities for export in the international market whether in fresh or processed form. Similarly, mango industry has provided livelihood opportunities to its growers and those involved in its marketing channel. Over half of the world mango is produced by India, while its export share in the world market is meager only 5.3 per cent. Hence, there is a good opportunity for the mango growers and those who are involved in marketing and processing business.

In view of these facts, it was highly considered necessary to carry out the study with the following specific objectives: to study the personal, socio-economic and situational, extension communication and psychological profile of mango growers and to assess the extent of adoption of recommended mango production