



**RESEARCH ARTICLE :**

## Socio-economic characteristics and knowledge level of mango growers on plant protection measures in Ratnagiri district of Maharashtra

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**SUMMARY :** In research study conducted on mango growers in Kokan region of Maharashtra state with the major objectives of measuring the socio-economic characteristics and knowledge level of mango growers on plant protection measures. It was observed that the more than half (52.50 %) of the respondents were in middle age group, having (65.00 %) secondary to higher secondary level of education and medium size of land holding (61.66 %). More than half of the (57.50 %) of the respondents possessed 2 to 10.9 ha. of land under mango cultivation, medium size of family (54.16 %), having low to medium level of income (79.16 %) and medium level of experience in mango cultivation (77.50 %). Nearly three fourth (70.00 %) of the respondents had medium social participation, majority of respondents *i.e.* 71.66 per cent had medium level of mass media exposure, nearly two third (67.50 %) of the respondents had medium level risk orientation, majority of them had (84.16 %) good level of change proneness and majority of respondent had medium level of achievement motivation and economic motivation (64.16 % and 37.50 %), respectively. The majority of mango growers (65.83 %) had 'medium' level of knowledge about plant protective measures indicating need for training in this aspect of cultivation.

**KEY WORDS :**

Mango growers, Plant protection measures, Knowledge level

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