A CASE STUDY

Impact of technologies adoption in profitability in Alphonso mango production

■ **A.A. SHINDE[1], S.R. TORANE, J.M. TALATHI[1] AND P.J. KSHIRSAGAR[1]**

Associated Authors:
[1]Department of Agricultural Economics, Dr. B.S. Konkan Krishi Vidyapeeth, Dapoli, RATNAGIRI (M.S.) INDIA
Email : hodecon@rediffmail.com

ABSTRACT : The average adoption index of low, medium and high adopters group was 45.14 per cent, 64.73 per cent and 90.22 per cent, respectively. Whereas, at overall level it was 66.69 per cent. The proportion of bearing trees with the mango growers in medium adopters group was comparatively more (75.73%) than in low (68.77%) and high adopters group (74.63%). At overall level, it was 75.18 per cent. The per hectare annual maintenance cost (cost C) of mango orchard in low, medium and high adoption group was Rs. 74214, Rs. 108004 and Rs. 118493, respectively with an overall average of Rs. 105809 with benefit cost ratio 1:1.11, 1:1.29, 1:1.42 with overall average of 1:1.30. The incremental benefits due to technology adoption were negative in medium adoption group and positive in high adoption group having incremental benefit cost ratio 0.92 and 1.13, respectively. This clearly indicated that technology adoption in mango cultivation has positive relationship in increasing profitability.

KEY WORDS : Technology adoption, Cost, Returns, Benefit cost ratio, Profitability

Author for correspondence :
S.R. TORANE
Department of Agricultural Economics, Dr. B.S. Konkan Krishi Vidyapeeth, Dapoli, RATNAGIRI (M.S.) INDIA