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## Suggestions expressed by the commercial mango growers for efficient management of their mango orchard

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**Abstract**

The objectives of this study were to analyze the suggestions of the commercial mango growers for efficient management of their mango orchard. The study was conducted 48 villages of the Ratnagiri and Sindhudurg district of Konkan Region of Maharashtra state. The sample size of the respondents were 240 from all selected villages to analyze suggestions of the commercial mango growers. Study found that major suggestions offer by the respondents that 'road connectivity need to be improvised' (94.16 percent), 'processing facility need to made available on hire basis' (90.83 percent), 'possibilities of designing small tools for harvesting of mango be explored'(90.00 percent), 'promotion of location specific technology (87.50 percent), 'research should be undertaken for increasing shelf life of the fruits' (79.17 percent).

**Keywords:** Suggestions, commercial mango growers, management, mango orchard

**Introduction**

Mango (*Mangifera indica* L.) is one of the most ancient fruits of India and deserves to be the national fruit. It is the favorite fruit of almost every Indian and has been repeatedly acclaimed as the "King of Fruits". Mango is believed to be originated to South East Asia, Indo-Burma region, in foot hills of the Himalayas (Mukherjee, 1951). Mango production is the promising and important commercial enterprise as compare to other areas of fruits crops. Today the mango production has attained the status of industry and it has emerged as the major venture on the world scenario. Many people believe that there is money in mango production and it is getting a boost to enter world market, thus globalizing agriculture/horticulture. The probable reasons for low productivity of mango in this area are many, but the adverse effect of climate, as well as less scientific management of mango orchard is major one. As a result the quality of mango is not up to the standard level. In broader sense, management means effective use of man, money, equipment, materials and methods (Belshaw, 1974). Mango growers as the manager of the mango cultivation enterprise are expected to bring about maximum output with available resources. How the farmers fulfil this expectation is the test of their management orientation. Keeping in view the above facts proposed research work was designed.

**Material and Methods**

Present study was carried out in Ratnagiri and Sindhudurg district of Konkan region of Maharashtra state. Three tahsils from each district were selected on the basis of maximum number of commercial mango growers. From each selected tahsil eight villages were randomly selected applying the criterion of maximum area under commercial mango cultivation Thus, total 48 villages were selected. From each selected village five respondents were selected randomly. Thus, making a total sample of 240 farmers. The ex-post-facto research design was adopted for the present study. The data were collected through personal interview method. Mean and frequency statistical method used for the analysis of the data. Suggestions operationally defined as the ways to overcome the constraints or something implied, which the mind is liable to take as fact. The suggestions were invited openly. The suggestions were divided into three categories i.e. suggestions pertaining planning, suggestions pertaining production and suggestions pertaining marketing. The responses were noted in the schedule itself. The frequency for each suggestions was worked out and converted in to percentage.

## Results and Discussion

### Suggestions of commercial mango growers for efficient management of their mango orchard

The findings pertaining to suggestions along with their percentage are depicted in Table 1 and graphically depicted in fig.1.

#### Suggestions pertaining planning

It is obvious from the Table 1 and graphically depicted in fig.1 that majority (87.50 percent) of the commercial mango growers suggested the 'promotion of location specific technology and more than half (50.41 percent) of the

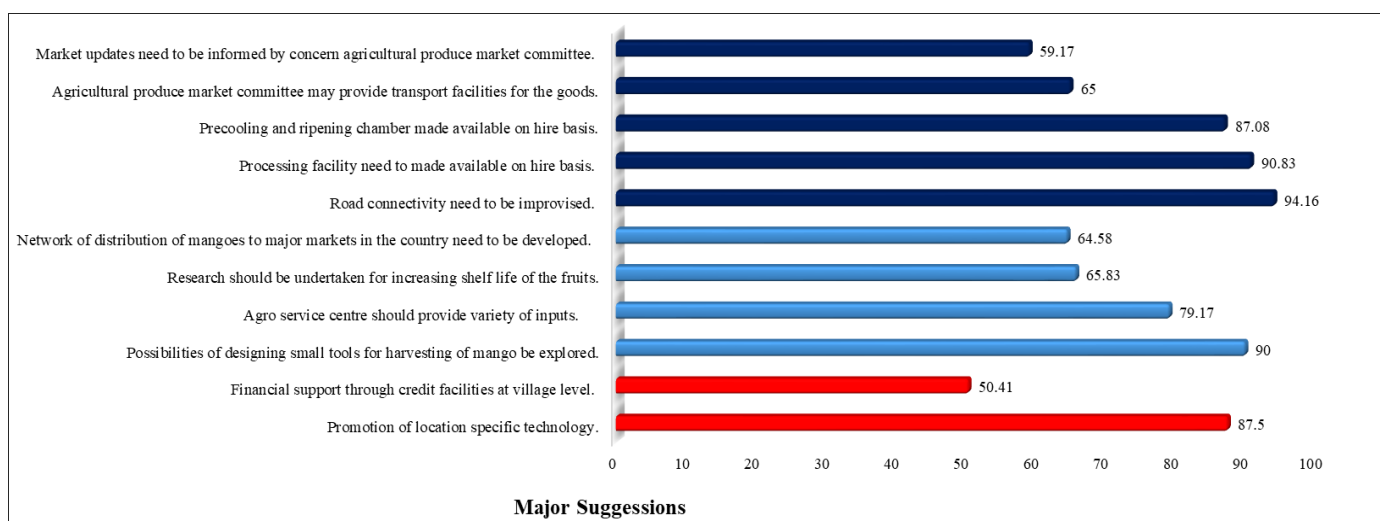
respondents suggested about 'financial support through credit facilities at village level'.

#### Suggestions pertaining production

It is evident from the Table 1 and graphically depicted in fig.1 that great majority (90.00 percent) of the commercial mango orchard growers suggested the 'possibilities of designing small tools for harvesting of mango be explored', followed by 'agro service centre should provide variety of inputs' (79.17 percent), 'research should be undertaken for increasing shelf life of the fruits' (65.83 percent) and 'network of distribution of mangoes to major markets in the country need to be developed' (64.58 percent).

**Table 1:** Distribution of the respondents according to their suggestions expressed by the commercial mango growers for efficient management of their mango orchard.

Sr. No.	Suggestions	Respondents (N=240)	
		Number	Percentage
<b>A.</b>	<b>Suggestions pertaining planning</b>		
1.	Promotion of location specific technology.	210	87.50
2.	Financial support through credit facilities at village level.	121	50.41
<b>B.</b>	<b>Suggestions regarding production</b>		
1.	Possibilities of designing small tools for harvesting of mango be explored.	216	90.00
2.	Agro service centre should provide variety of inputs.	190	79.17
3.	Research should be undertaken for increasing shelf life of the fruits.	158	65.83
4.	Network of distribution of mangoes to major markets in the country need to be developed.	155	64.58
<b>C.</b>	<b>Suggestions pertaining marketing</b>		
1.	Road connectivity need to be improvised.	226	94.16
2.	Processing facility need to made available on hire basis.	218	90.83
3.	Precooling and ripening chamber made available on hire basis.	209	87.08
4.	Agricultural produce market committee may provide transport facilities for the goods.	156	65.00
5.	Market updates need to be informed by concern agricultural produce market committee.	142	59.17



**Fig 1:** Suggestions expressed by the commercial mango growers for efficient management of their mango orchard.

#### Suggestions pertaining marketing

It is observed from Table 1 and graphically depicted in fig.1 indicate that 'road connectivity need to be improvised' was suggested by great majority (94.16 percent) of the respondents. More than four fifth (90.83 percent) of the respondents suggested 'processing facility need to made available on hire basis', followed by 'precooling and ripening chamber made available on hire basis' (87.08 percent), 'agricultural produce market committee may provide transport facilities for the goods' (65.00 percent) and 'market updates need to be informed by concern agricultural produce market committee' (59.17). The findings of this study was somewhat similar to the findings of Bharad (2007) [1], Sneha Godse (2010) [2], Kawale (2011) [3], Pooja Chaudhari (2014) [4],

Sayali Thakur (2014) [5], Jawale and Ghulghule (2015) [6], Desai *et al.* (2017) [7], Sayali Dabhale (2017) [8], Tandel *et al.* (2017) [9],

#### Conclusion

The above results observed that the important suggestions offered by majority of the commercial mango growers were promotion of location specific technology, road connectivity need to be improvised and processing facility need to made available on hire basis. Thus, it can be concluded that the suggestions are applicable to both the systems, namely, research and extension. Suitable action on these suggestions need to be initiated by concerned agencies.

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