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Influence of campaigning on knowledge level improvement of mango growers of konkan towards mango blossom protection

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Abstract

The present study was undertaken to study the impact of campaigning on knowledge and attitude of mango growers of Deogad Tahsil in Sindhudurg district of Maharashtra. The campaigning were organized during the mango cropping season of year 2016-17. Before campaigning, the highest score (72.25) was recorded in knowing the nature of damage of the pest or diseases and the lowest score (35.00) was in crop protection aspect. The overall gain in knowledge was 84.54 per cent which appears to be a very good outcome of campaigning. The increase in mean knowledge score was observed significantly higher as the computed value of 't' (12.48) was statistically significant at 5% probability level.

Keywords: Campaigning, knowledge, mango blossom protection

Introduction

Mango is the choicest fruit and leading fruit crop of India. Mango is grown almost in all the states of India. Maharashtra state is an important mango growing state in India. Mango has varietal wealth and Alphonso variety which is prominently growth in south Konkan coastal zone of Maharashtra is worldwide popular. The Alphonso mango fruits from Deogad pocket of this region which are grown in hard lateritic rock conditions mature early and have excellent qualities which ultimately fetch high rates in the market. As compared to other leading varieties of mango, the yield potential of Alphonso variety is very low but it fetches high market rates and play vital role in mango economy. Its yield level is low due to its specific characters as irregular bearer and sensitive to climatic aberration. The technologies are being developed which are being certainly helping in improvement of productivity of mango. Its production is governed by several abiotic and biotic factors and pest and disease incidence is major biotic factor. Among the different cultural practices, management of pest and diseases from flowering phase is a crucial one which is determinant of the crop of that particular cropping season. Mango hoppers, thrips and other minor pests and powdery mildew, anthracnose are pest and diseases in flowering phase and management of these pest and diseases is recognized as mango blossom protection. For creating awareness of mango blossom protection among the mango growers, campaigning is effective extension tool. This can facilitate to increase the knowledge and awareness about the technologies among the farmers, and ultimately adoption, because knowledge is a pre-requisite to adoption (Mahadik *et al.*, 2007) [2]. Keeping this in view, the present assessment was undertaken with the main objectives to study the knowledge of the respondents about mango blossom protection.

Methodology

The study was conducted by Regional Fruit Research Station and Mango Research Sub-Centre, Rameshwar, Tal. Deogad, Dist. Sindhudurg, Maharashtra state in Deogad tahsil during the year 2016-17. The mango blossom protection campaigns were organized in randomly selected 18 villages and 672 farmers were participated. Out of these farmers, 60 farmers were randomly selected to measure the knowledge level and attitude. The change in knowledge score worked out by administrating knowledge test before and after campaigning. The attitude of mango growers towards mango production was also recorded at both the times. The collected data were tabulated and analysed.

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Results and Discussion

The knowledge level of farmers from Deogad tahsil about mango blossom protection is presented in table 1 revealed that before campaigning, the lowest score (35.00) was in crop protection aspect as it is a complex and includes several insecticides which was adopted by farmers without proper knowledge. The highest score (72.25) was recorded in knowing the nature of damage of the pest or diseases as farmers are familiar to assess the symptoms in their orchards. However, the mean knowledge score on before the campaigning was 51.92. The score for knowledge after the campaigning was considerably improved and ranged from 22.75 to 50.50. The highest improvement in knowledge level of farmers (144.29 per cent) was in crop protection where proper information was given during campaign on control measures, insecticides and fungicides spray schedule, needbased integrated approaches. Besides this, improvement

in knowledge level of identification of pest/disease and nature of damage also assisted complementary to improve the knowledge level in crop protection. The overall gain in knowledge was 84.54 per cent which showed to be a very good influence of campaigning. The findings were also reported by Kumar *et al.* (2008) [1] and Malshe *et al.* (2016) [3].

Knowledge level of respondent farmers on mango blossom protection before and after campaigning was measured and compared by applying dependent's 't' test and it is presented in table 3 It is seen that the increase in mean knowledge score was observed significantly higher. This might be helpful to prove the positive impact of the campaigning on knowledge level and farmers attitude in mango blossom protection. The results observed in the present investigation was in agreement with Rai *et al.* (2014) [4].

Table 1: Knowledge level of mango growers about mango blossom protection

Sl. No.	Technology	Knowledge (Score)			Per cent change
		Before	After	Mean difference	
1	Identification of pest and diseases	48.50	86.25	37.75	77.84
2	Nature of damage	72.25	95.00	22.75	31.49
3	Crop protection	35.00	85.50	50.50	144.29
	Overall average score	51.92	88.92	37.00	84.54

Table 2: Comparison between knowledge levels of the respondent farmers about mango blossom protection

Mean Score				Calculated 't' value
Before	After	Mean difference	Per cent change	
51.92	88.92	37.00	84.54	9.23**

** Significant at 0.01 per cent probability

Conclusions

The present investigation revealed that the campaigning on mango blossom protection in south konkan coastal area was successful in changing the knowledge of the respondent mango growers.

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