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**ORIGINAL ARTICLE**

**Communication Behavior and Psychological Characteristics of  
the Mango Growers in Western Uttar Pradesh**

**Manoj Kumar<sup>1\*</sup>, D.K. Singh<sup>1</sup>, R.S. Kureel<sup>2</sup>, Subodh Kumar<sup>3</sup>, Prakash Singh<sup>3</sup>, R.K. Doharey<sup>4</sup> and Amit Kumar Mishra**

<sup>1</sup>Department of Agriculture Extension and Communication SVPUA&T Modipuram, Meerut.

<sup>2</sup>Director, Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi-110064

<sup>2</sup>Department of Veterinary Extension, Collage of Veterinary Science, NDUA&T, Kumarganj, Faizabad (U.P.)

<sup>4</sup>Department of Extension Education, NDUA&T, Kumarganj, Faizabad

Correspondence Email- [singhmanojlodhi@gmail.com](mailto:singhmanojlodhi@gmail.com).

**ABSTRACT**

*The present study was carried out in Saharanpur and Bulandshahr district of Western Uttar Pradesh. The Saharanpur and Bulandshahr district having of eleven and sixteen blocks respectively. Two blocks from each district were selected. Sixteen villages were selected from the blocks by using simple random sampling technique and a sample of 160 respondents were selected from villages by using simple random sampling with proportion to the size of sample in the selected villages. The purpose of this study is to find out the behavior of Mango Growers. The finding indicate that behavior of the respondent to mango cultivation Practices, i.e. that majority of respondents (100.00%) was observed as possessing mobile phone using for communication.*

**Key words:** Communication, Behavior, Information sources and Motivation.

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**INTRODUCTION**

India is the second largest producer of Fruits after China, with a production of 84411 thousands metric tons of fruits from an area of 7136 thousands hectares in 2013-14. A large variety of fruits are grown in India, of which mango, banana, citrus, guava, grape, pineapple and apple are the major ones. Apart from these, fruits like papaya, sapota, annona, phalsa, jackfruit, ber, pomegranate in tropical and sub-tropical group and peach, pear, almond, walnut, apricot and strawberry in the temperate group are also grown in a sizeable area. Although fruit is grown throughout the country, the major fruit growing states are Maharashtra, Tamil Nadu, Karnataka, Andhra Pradesh, Bihar, Uttar Pradesh and Gujarat. In Uttar Pradesh production of fruits is 5378.33 metric tones in an area of 328.7 thousand hectares in 2013-14 [1,2].

Mango is well adopted in tropical and sub-tropical climates, but it can be grown up to 1,100 meters above sea-level. There should not be humidity, rain or frost during flowering. The temperature between 24°C to 45°C is ideal for its cultivation. Higher temperature during fruit development and maturity gives better quality fruits. The areas experiencing frequent showers and high humidity are prone to many pests and diseases. Thus, it can grow best in regions with a rainfall between 25 cm and 250 cm [3, 4]. Regions having bright sunny days and moderate humidity during flowering is ideal for mango growing.

**MATERIALS AND METHODS**

The present study was carried out in Saharanpur and Bulandshahr district of Western Uttar Pradesh. The Saharanpur and Bulandshahr district consists of eleven and sixteen blocks respectively. Out of which two blocks were selected from each district. Sixteen villages were selected from the selected blocks by using simple random sampling technique and a sample of 160 respondents was selected from these villages by

using simple random sampling with proportion to the size of sample in the selected villages The data were collected through personal interview with the help of pre structured schedule. The data were analyzed and find out the percentage and mean.

## RESULT AND DISCUSSION

### Communication media possession:

**Table-:1 Distribution1 of the mango growers according to their communication media possession:**

S. No.	Categories	Mango growers	
		Frequency	Percentage
1.	Radio	32	20.00
2.	T.V.	147	91.87
3.	Tape-recorder	31	19.37
4.	Telephone	28	17.50
5.	Mobile phone	160	100.00
6.	Agril. Journals	23	14.37
7.	Agricultural Magazines	42	26.25
8.	General Magazines	47	29.37
9.	Agriculture Books	30	18.75
10.	News paper	137	85.62
11.	D.T.H. (Direct To Home)	141	88.12
12.	Internet	128	80.00

Table 1 presented that the every mango growers100 percent observed possessing Mobile phone with them. The rest of mango growers who had other communication media were in descending order as TV 91.87 percent D.T.H. 88.12 percent, News paper 85.62 percent, internet 80.00 percent, General Magazine 29.37 percent, Agril.Magazines 26.25 percent, Radio 20.00 percent, Tape Recorder 19.37, Agril. Books 18.75 percent, telephone 17.50 percent, Agril. Journals 14.37 percent respectively, Thus, it can be inferred that Mobile Phone, TV, D.T.H., News paper and internet were main sources for getting information and recreation purposes.

### Extent of contact with information sources:

**Table-:2 Distribution of the mango growers according to extent of their contact with different information sources:**

S. No	Categories of information sources	Mean score value	Rank order
<b>A. Formal sources</b>			
1	B.D.O.	1.35	IX
2	S.D.E.O.	1.26	X
3	ADOs	1.58	VII
4	VDOs	02.06	IV
5	Kishan Shayak	03.55	II
6	Gram pradhan	04.30	I
7	Cooperative societies	1.71	VI
8	Agril. School/ College/ University/ KVKs	1.47	VIII
9	Mandi Samiti	1.72	V
10	Fertilizers/ Seed Stores	2.08	III
11	Agril. Scientists	0.94	XI
12.	Others	0.65	XII
<b>B. Informal sources</b>			
1.	Family members	05.73	I
2.	Neighbors	05.18	II
3.	Friends	04.72	III
4.	Relatives	0.3.20	VI
5.	Local leaders	03.60	V
6.	Progressive farmers	03.62	IV
<b>C. Mass media exposure</b>			

1.	Radio	3.62	III
2.	TV	4.99	II
3.	News papers	03.57	IV
4.	News Bulletins	03.33	V
5.	Farm Magazines	01.27	VI
6.	Circular letters	01.02	IX
7.	Posters	01.09	VII
8.	Farmers fairs	01.01	X
9.	Exhibitions	0.81	XII
10.	Demonstration	01.03	VIII
11.	Folders	00.84	XI
12.	Mobile phones	05.55	I
13.	Computer/ Laptop	00.49	XIII
	<b>Overall average</b>	<b>02.80</b>	

The data furnished in the Table-2 pertains to extent of content of mango growers with different information sources as used by them for receiving general information as well as about various package of practices of mango production. Information sources were categorized in three categories namely formal sources, informal sources and mass media exposure to find out the extent of contact of mango growers. So far as contact with formal sources was concerned with Gram Pradhan, Kisan Sahayak, fertilizers/ seed stores, VDOs, mandi samiti, cooperative societies, ADOs, agriculture university/college, BDOs, S.D.E.O, Agril. Scientist and others got the rank orders I, II, III, IV, V, VI, VII, VIII, IX, X, XI, XII respectively.

As for as contact with informal sources was concerned with family members, neighbors, friends, progressive farmers, local leaders and relatives got rank order I, II, III, IV, V and VI respectively.

Among the mass media exposure, Mobile phones, T.V, Radio, Newspaper, News bulletin, Farm Magazines, Poster, Demonstration, Circular letter, Farmers fair, Folders Exhibition, Computer/Laptop and got rank order I, II, III, IV, V, VI, VII, VIII, IX, X and XI,

#### **Social participation:**

**Table-: 3: Distribution of the mango growers according to their social participation:**

S. No.	Categories	Mango growers	
		Number	Percentage
1.	No participation	92	57.50
2.	Participation in one organization	42	26.25
3.	Participation in two organization	19	11.87
4.	Participation in more than two organization	07	04.37
	Total	160	100.00

A cursory glance over the data depicted in the Table 1 indicates that out of 160 mango growers, 57.50 percent mango growers were showed no participation in any organization followed by 26.25 percent mango growers who were participated in one organization, 11.87 percent mango growers who were participated in two organizations and remaining 4.37 percent mango growers who were participated in more than two organizations respectively and no one was found as office bearer member of any organization.

#### **Economic motivation:**

**TABLE-: 4 DISTRIBUTION OF THE MANGO GROWERS ACCORDING TO THEIR economic motivation:**

S. No.	Categories	Mango growers	
		Frequency	Percentage
1.	Low (up to 18 members)	19	11.87
2.	Medium (19 to 24)	113	70.62
3.	High (25 and above)	28	17.50
	Total	160	100.00

It is clear from the Table 4 that 70.62 percent of the mango growers were found having medium extent of economic motivation followed by 17.50 percent were high and 11.87 percent were low levels of economic

motivation respectively. The mean of scores for economic motivation were observed to be 21.47 with a range of minimum 16 and maximum 26. Hence, it can be inferred that most of the mango growers 70.62 percent had medium extent of economic motivation.

### CONCLUSION

It is concluded from above study that majority of respondents (100.00%) was observed as possessing mobile phone and 70.62 per cent of the respondents were found having medium level of economic motivation respectively. The mean of scores for informal information sources was found as 05.73. The mean of scores for mass media exposure was found as 5.55. The overall mean of scores for formal, informal and mass media information sources was found to be 2.80 which may be considered as fair contact with information sources.

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