

Title Communication gap regarding plant protection, harvesting and post-harvest technologies among the mango growers

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Abstract

Mango is one of the important and favorite fruits of Pakistan. However, its yield per hectare is very low in the country as compared to potential yield. This might be due to many factors including non-adoption of plant protection, harvesting and post-harvest technologies by mango growers. These factors not only affect the yield but the quality of the fruit. Therefore, the present study was designed to assess communication gap regarding plant protection, harvesting and post-harvest technologies among mango growers of tehsil Muzaffargarh. Out of 33 rural union councils, five union councils were selected randomly, one from each markaz. Two villages were selected at random from each selected union council. Fifteen mango growers were selected from each selected village by random sampling technique. The data were collected through interview schedule and were analyzed with the help of statistical package for social sciences (SPSS).