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FARMERS' PERCEPTION ON PROSPECT OF MANGO CULTIVATION IN NAOGAON DISTRICT

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ABSTRACT

This research examines the perceptions of farmers as far as the future of mango farming in the Naogaon District in Bangladesh is concerned, where the area is increasingly becoming an important source of fertile agro-ecological environments and as a contributor to the national fruit economy. A descriptive-correlational research design was used, whereby 102 mango farmers in five villages within Sapahar Upazila participated in a structured interview and a correlation analysis of the variables by means of descriptive statistics and Pearson correlation tests was done. Findings showed that most farmers (70.59) had moderately positive perceptions of mango cultivation with only 3.92% of them having low perceptions. Out of thirteen socio-economic and informational variables considered in the study, four variables age, education, extension media contact, and knowledge of mango cultivation were significantly correlated with the perceptions of the farmers ($p < 0.05$). The farmers that were younger and better educated, having more exposure to the agricultural media and more technical knowledge were found to be more optimistic about the profitability and sustainability of mango farming in the long term. Economic prospects were seen to be high, but limitations in the form of poor training, lack of provision of post-harvest infrastructure and pests' management issues remained. The results emphasize the importance of policy changes aimed at the specific training, the enhancement of the extension services, and the introduction of the value-added processing units to make the mango growers economically more resilient. Enhancing institutional promotion and implementation of technology have the potential to significantly enhance productivity and boost agribusiness potential in the region.



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