**Awareness and Use of of Nanjangud Rasabale, a Nutritious Local Fruit by Non-Mysureans staying in Mysuru**

1. **Introduction**

Nanjangud rasabale is one of the famous fruits of the Mysuru. It is considered to be Mysore's prestigious fruit. It has a unique taste and aroma unmatched to any other variety. The Nanjagud Rasabale received the geographical indications long back. It is considered as the best banana variety in the world with abundant of nutrients. The Wadiyar kings of Mysuru were the major patrons of this fruit.

1. **The present study**

Mysuru is one of the fast-growing, metropolitan cities in Karnataka. It is enriched with hundreds of industrial organizations, educational institutions and research establishments. People from different parts of the country and abroad are settled in Mysuru. However, they may not be aware of the local agriculture products like Nanjangud rasabale. The present study is an attempt to investigate the level of awareness and use of non-mysoreans about Nanjangud rasabale.

1. **Aim and objectives of the study**

The aim of the study was to promote the use and cultivation of Nanjangud rasabale variant of banana. The specific objectives were to:

1. to understand the awareness and use of the nutritional values of theNanjangud rasabale among the non-mysoreans staying in Mysuru, Karnataka
2. to investigate the factors affecting the use of Nanjangud rasabale among the non-mysoreans staying in Mysuru
3. Barriers in the use of Nanjangud rasabale among the non-mysoreans staying in Mysuru
4. Challenges faced by the farmers growing the Nanjangud rasabale
5. **Need statement**

Consumption of healthy and nutritious food is very important for everyone. Though the Nanjangud rasabale is one of the most nutritious food available locally, many people are not aware of it, especially, those who came to Mysuru from other parts of the state and other parts of the country. Hence, the present study is a preliminary attempt to create awareness of the Nanjangud rasabale.

1. **Methodology**

The study adopted survey method for collecting data. A questionnaire has been designed to collect relevant information. (A copy of the questionnaire is enclosed as Appendix I.) A random sample of 50 non-Mysoreans were selected for collecting data. The data collected were analysed using the MS Excel software.

1. **Scope**

The study is limited to the inmates of staff quarters of All India Institute of Speech and Hearing and University of Mysuru located at Manasagangotri, Mysuru. The locality is selected as there are people from across the country staying these quarters.

1. **Data Analysis and Interpretation**

**Respondents**: Totally, 50 questions were distributed among the inmates of thestaff quarters of All India Institute of Speech and Hearing and University of Mysuru. 30 (60%) people responded to the survey. The respondents belong to other parts of Karnataka (14 nos.), Kerala (10 nos.), T.Nadu (8 nos.), Andhra (5 nos.) and one each from Bihar, Odisha and Delhi. Thus nearly half of the respondents were from karnataka

**Annual Income:**The annual income of 12 respondents were above 10 lakhs per annum and the remaining 18 had an income of below five lakhs per annum.

**Designation and Organization**: Of the 30 respondents, 25 were working in AIISH and the remaining five in the University of Mysuru. 12 were Group A officers and the remaining 18 were Group B / Group C employees.

**Duration of stay in Mysuru:** Among the respondents, 25 were staying in Mysuru for more than 3 three years and the remaining five people for less than one year.

**Frequency of Fruit Purchase:** 66% (20 nos.) of the respondents purchasedfruitsdaily or2-3 days in a week. 17% (5 nos. ) purchased it weekly and the remaining 17 % (5 nos.) purchased them rarely.

**Types of Fruits Purchased:** 70 % (21 nos.) of the respondents purchased banana, 50 % (15 nos.) purchased grapes and 40% (12 nos.) purchased apple. Only 5 % ( 2nos.) purchased gooseberry.

**Money spent on Fruits Purchase:** 80 % (24 nos.) spent an amount between Rs. 500 and Rs.1000 for purchasing fruits monthly. 20 % (6 nos.) spent Below Rs.500 monthly for fruits.

**Awareness about Nanjagud Rasabale**: 60 % (18 nos.) of the respondents heard of Nanjagud Rasabale. Of them, 13 nos. (70%) understood about it from the fruit sellers followed by neighbours and friends (5 nos. 30%). None of them got the information from newspapers and magazines or other sources

**Reasons for purchasing the Nanjagud Rasabale:** 80% (14 nos.) of the respondents who knew aboutNanjagud Rasabale , **purchased it** due to its sweetness. The remaining 20 % (4 nos.) purchased it due to nutritional values.

**Frequency of purchasing Nanjagud Rasabale**: Of the 18 respondents who purchased Nanjagud Rasabale, 90% ( 16 nos.) purchased it weekly or rarely. The remaining people purchased it 2-3 times a week

**Difficulty in consuming Nanjagud Rasabale:** The85% (15 nos.)of the people who purchased Nanjagud Rasabale stated non-availability as the major difficulty in consuming it. The remaining 15 % (3 nos.) cited high price as the difficulty.

1. **Result**
2. Majority of the respondents to the survey were people with an income of more thanRs.10 lakhs per annum
3. Almost all the respondents were staying in Mysorefor more than 3 three years
4. Most of them had the habit of purchasing fruits frequently
5. The main type of fruit purchased bythe respondents was banana followed by grapes
6. On an average, majority of the respondents spent an amount between Rs. 500 and Rs.1000 for purchasing fruits monthly.
7. Considerable number of persons participated in the study were aware of Nanjagud Rasabale
8. Fruit sellers were the main source of knowledge about the Nanjagud Rasabale
9. Majority of the persons purchased Nanjagud Rasabaledue to its sweetness. Only a few were knowing about it’s nutritional values.
10. The frequency of purchasing Nanjagud Rasabale wasweekly or rarely.
11. The main difficulty in consuming Nanjagud Rasabale was its non-availability
12. **Conclusion and Future Plan**

The Nanjagud Rasabale is a popular banana variant with medicinal values cultivated in Mysuru. The present study was an attempt to investigate the awareness and use of Nanjangud Rasabale, by Non-Mysureans staying in Mysuru. The study found that majority are aware of and using the Nanjagud Rasabale. However, non-availability is a major problem in consuming the fruit. Hence, in future, studies on the reasons for non-availability of the Nanjagud Rasabale may be conducted. Also, people should be made aware of the medicinal values of the Nanjagud Rasabale. This is will help in creating more demand and thereby helping the Nanjagud Rasabale growing farmers in the Mysuru region.

 **References**

1. <https://communityfarm.in/product/banana-najangud-rasabale>
2. ["Farmers Come Together to Save Nanjangud Rasabale"](http://www.newindianexpress.com/states/karnataka/Farmers-Come-Together-to-Save-Nanjangud-Rasabale/2015/04/29/article2788718.ece). the new Indian express. 2015.

**Appendix-I**

**Questionnaire**

**PART-A**

1. Name
2. Native state
3. Designation & organization
4. Annual income

**PART-B**

1. How long have you been staying in Mysuru?
2. Below one year
3. Between 1 and 2 years
4. Between 2 and 3 years
5. More than 3 years
6. How frequently you are purchasing fruits?
7. Daily
8. 2-3 times a week
9. Weekly
10. Rarely
11. Please indicate the types of fruits that you purchase regularly?
12. Banana
13. Grapes
14. Apple
15. Gooseberry

Any other

1. On an average how much money you spend monthly for purchasing fruits
2. Below Rs.500
3. Between Rs. 500 and Rs.1000
4. Between Rs.1000 and Rs.2000
5. Above Rs.2000
6. Have you ever heard and used Nanjagud Rasabale?
7. Yes
8. No

If your answer for the above question is ‘**No**’, please stop filling the questionnaire and return it.

Thank you

If your answer to the question 5 is **Yes,** please answer **questions 6 to 10**

1. How long have you been using theNanjagud Rasabale?
2. Below one year
3. Between 1 and 2 years
4. Between 2 and 3 years
5. More than 3 years
6. How did you learn about Nanjagud Rasabale?
7. From neighbours & friends
8. Fruit sellers
9. Newspapers and magazines

Any other sources (Pls specify)

1. State your reasons for purchasing the Nanjagud Rasabale? (*Tick whatever is applicable*)
2. It is cheap
3. It is sweet
4. It is nutritious
5. It is available everywhere
6. How frequently are you purchasing the Nanjagud Rasabale?
7. Daily
8. 2-3 times a week
9. Weekly
10. Rarely
11. What are the difficulties that you face in consuming the Nanjagud Rasabale?
12. Non-availability
13. High price
14. Delicacy

Any other (Please specify)