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

1. **Introduction**

Nanjangud rasabale is a unique variant of banana originated from Nanjangodu taluk, Mysuru.. Today, it is considered as the Mysore's most prestigious fruit. Its unique taste and aroma are unmatched to any other variety. The Nanjagud Rasabale received the geographical indication long back in 2005 back. It is one of the best banana varieties in the world, with abundant nutrients. The Wadiyar kings of Mysuru were the principal 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 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/ difficulties faced by the farmers growing the Nanjangud rasabale
5. **Need statement**

Consumption of healthy and nutritious food is essential 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 the country. It is also a matter of concern to understand the challenges faced by the Nanjangud rasabale farmers in the backdrop of the heavy distress and struggle for survival of the Indian farmers. Hence, the present study was undertaken.

1. **Methodology**

The study was conducted in two phases. In phase 1, a questionnaire survey was conducted among the non-mysoreans staying in Mysuru regarding their use of Nanjangud rasabale. A random sample of 50 non-Mysoreans were selected for the survey. A copy of the questionnaire is given as Appendix I. In phase 2, an interview was conducted among five conveniently selected banana farmers in the Mysuru region regarding the difficulties in cultivating Nanjangud rasabale. The interview was conducted in Kannada, the native language of Karnataka. A copy of the English version of the interview schedule is given in Appendix II and its original Kannada version in Appendix III. A biographical sketch of the five farmers interviewed is in Appendix III. The data collected were analyzed using MS Excel software.

1. **Scope**

The samples of non-Mysoreans in Mysuru for the study was taken from 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 people from across the country stay in these quarters. The five farmers selected were staying in Bogadi, a village on the outskirts of Mysuru city.

1. **Data Analysis and Interpretation**

**Use of Nanjangod Rasbale by the Non-Mysureans**

**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 bought itdue 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

**Barriers in consuming Nanjagud Rasabale:** 85% (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 prices as the difficulty.

**Difficulties faced by the Famers**

Five farmers cultivating bananas in the Bogadi, the outskirt village of Mysuru were interviewed as a part of the study. The top banana variant they cultivated was Pach Bale followed by Elakki Bale, and the Nanjugud Rasabale. The farmers faced a number of difficulties in cultivating the Nanjugud Rasabale. Of these, the most important was the threat of Panama Wilt Disease, a common disease affecting all the variants of banana. The farmers need financial support and subsidies from the government. They also need support in the form of awareness creation among the banana consumers.

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 barrier in consuming Nanjagud Rasabale was its non-availability
12. The farmers faced difficulties in cultivating the Nanjagud Rasabale, the important one is the threat of Panama Wilt Disease
13. The farmers need financial support and subsidies from the government to grow Nanjagud Rasabale
14. **Conclusion and Future Plan**

The Nanjagud Rasabale is a popular banana variant cultivated in Mysuru region having medicinal values. The present study was an attempt to investigate the use of Nanjangud Rasabale, by Non-Mysureans staying in Mysuru and difficulties faced by the farmers in cultivating the Rasabale. The study found that majority are aware of and using the Nanjagud Rasabale. They were using it because of its sweetness, not because of the nutritional value. Non-availability is a major problem in consuming the fruit. In future, studies on the reasons for non-availability of the Nanjagud Rasabale may be conducted. In addition, people should be made aware of the nutritional values of the Nanjagud Rasabale. This will help create more demand and thereby helping the Nanjagud Rasabale growing farmers in the Mysuru region. However, the Rasabale farmers face difficulty in cultivating them. The government should support them by financial assistance , subsidies and free medicines to tackle diseases like Panama Wilt.

**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)

**Appendix II**

**Interview Schedule** (*English version*)

**Part A**

1. Name
2. Address
3. Age
4. Gender

**Part B**

1. How long have you been doing banana farming?
2. More than 10 years
3. Between 5 to 10 years
4. Less than 5 years
5. What are the types/ variants of banana that you grow?
6. Elakki Bale
7. Pach Bale
8. Nanjangud Rasabale
9. Robusta

Any other (*Please specify*)

1. Arrange the different types of bananas you cultivate in decreasing order of quantity ( 1= most cultivated….. 4 = least cultivated)
2. Elakki Bale
3. Pach Bale
4. Nanjangud Rasabale
5. Robusta
6. Are you well-aware of the nutriuos value of Nanjugud Rasabale?
7. Yes
8. No
9. Are you facing any difficulty in cultivating the Nanjugud Rasabale?
10. Yes
11. No
12. Explain the major difficulties that you face in cultivating the Nanjugud Rasabale and how to solve them

**Appendix III**

Interview Schedule (*Original Kannada Version*)

**Appendix IV**

Biographical sketch of the five farmers interviewed

1. Name:

Age:

Locality:

1. Name:

Age:

Locality:

1. Name:

Age:

Locality:

1. Name:

Age:

Locality:

1. Name:

Age:

Locality: