

ECONOMICS OF GUAVA ORCHARDS AND ITS SUSTAINABILITY IN ALLAHABAD DISTRICT OF UTTAR PRADESH

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ABSTRACT : Guava, because of its nutritional value and affordability at moderately low prices is established as poor men's apple in India. Allahabad district of Uttar Pradesh is well known for production of its different varieties which are preferred all over the world. Owing to a number of reasons the district experienced almost stagnation in the area and yield of this prestigious fruit crop in recent years. Not much could be done on varietals development of this crop which hampered the profitability and farmers either remain idle with primitive practices or preferred to shift their land to other fruit crops, food grain crops or vegetable crops. Findings of the study reveal that there is an ample opportunity of increasing income and employment through orchards especially through guava production if it is properly complemented by processing and marketing. With the advent of globalization and trade liberalization programs in agri-business, establishing linkages between producers, processors and consumers has become an important aspect. However, improvement in the basic infrastructural facilities and favorable state policies would augment the income and employment from guava related business. Because of the economic viability, its cultivation balances the ecosystem and contributes to social justice because of its easy availability for poor people at low prices.

Key Words : Guava orchards, sustainability and economics.