



Research Article

Scale development to measure the attitude of beneficiaries towards National Horticulture Mission

■ GULKARI KRUNAL, G. NETHRAVATI AND V.T. ONIMA

ARTICLE CHRONICLE :

Received:
02.03.2013;

Revised :
14.04.2013;

Accepted:
12.05.2013

SUMMARY : National Horticulture Mission has been launched as a 100 per cent centrally sponsored scheme to promote holistic growth of the horticulture sector in India in the year 2005-2006 (Tenth Plan). The study was conducted to measure the beneficiaries' attitude towards NHM. The method used to develop the attitude scale was of "Scale Product Method" which combines the Thurston's (1946) Equal Appearing Interval Scale for selection of the items and Likert's summated rating scale for ascertaining the response. Out of 25 statements, 12 statements were retained on the final scale. The reliability and validity of the scale indicated precision and consistency of the results. This attitude scale can be used to measure farmers' attitude beyond the study area with suitable modifications. The present study was conducted in four talukas viz., Anand, Anklav, Borsad and Umreth of Anand district of Gujarat state to assess the attitude of beneficiaries towards NHM, with the sample size of 120 beneficiaries. The study revealed that less than half (46.66 %) of the beneficiaries had neutral attitude towards NHM and correlation proved that land holding and extension contact were positively and significantly correlated with attitude of beneficiaries towards NHM.

How to cite this article : Krunal, Gulkari, Nethravati, G. and Onima, V.T. (2013). Scale development to measure the attitude of beneficiaries towards National Horticulture Mission. *Agric. Update*, 8(1&2): 291-294.

KEY WORDS :

Attitude scale,
Beneficiaries, National
Horticulture Mission

Author for correspondence :

GULKARI KRUNAL
Department of
Extension Education,
B.A. College of
Agriculture, Anand
Agricultural University,
ANAND (GUJARAT) INDIA
Email: kdgulkari@gmail.com
com

See end of the article for
authors' affiliations