



Research Paper

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Satisfaction of fruit growers regarding the services availed under National Horticulture Mission

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ABSTRACT : This study was undertaken to know the services availed, satisfaction of the fruit growers regarding the services provided under National Horticulture Mission. A sample of 120 fruit growers was selected using proportional allocation method and all the extension personnel were selected for the study. The findings of the study showed that most of the respondents engaged in fruit cultivation were in the age group of 36 to 53 years, belong to nuclear family, had matriculation as their educational level, operational land holding of 4.40 to 20.02 acres and had fruit growing as their main occupation. Most of the respondents were medium on extension contacts, mass media exposure, risk bearing capacity and scientific orientation. A vast majority of respondents reported that Department of Horticulture was the first source of information regarding services of NHM. A large number of respondents availed service of establishment of new orchard followed by rejuvenation of senile plantation and showed satisfaction regarding various services rendered by NHM. Majority of the respondents gave reasons of satisfaction in descending order timeliness, assistance provided by concerned authorities, good results of services, quality of inputs, lengthy documentation procedure, less quantity of inputs and amount of subsidy.

KEY WORDS : Services availed, Preferences, Satisfaction, Fruit growers

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