

Impact of National Horticulture Mission on beneficiaries

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ABSTRACT

The study was conducted in the year 2010-2011 in Amravati and Bhatkuli Talukas of Amravati district. The sample of the study comprised of 120 respondent beneficiaries purposively selected from villages of Amravati and Bhatkuli Talukas. The finding revealed that selected variables *viz*, education, occupation, land holding, cropping pattern, annual income, social participation, extension contact, innovativeness, exposure to mass media and attitude had significant correlation with respect to impact of NHM activities. Whereas age and economic motivation showed non-significant relationship to impact of NHM activities. It is clear from study that, majority of the respondent beneficiaries were received benefits fruit crop plantation scheme, followed by flower cultivation, rejuvenation of old orchards, spice crop cultivation, organic farming, shed net, vermicompost unit, vegetable development programme and pack house scheme.

KEY WORDS : National horticulture mission, Impact and benefit received

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INTRODUCTION

National Horticulture Mission (NHM) was started in 2005-06. It is implemented in all the States and Union Territories of India except the North Eastern States, Himachal Pradesh, Jammu and Kashmir and Uttarakhand to promote holistic growth of horticulture sector covering fruits, vegetables, root and tuber crops, mushroom species, flowers, aromatic plants, cashew and cocoa. Programmes for the development of coconut will be implemented by the Coconut Development Board (CDB), an independent mission. This will be a centrally sponsored scheme in which Government of India shall provide 100 per cent assistance to state mission during Tenth plan. During XI plan, the Government of India assistance will be 85 per cent with 15 per cent contribution by State Governments. Schemes under NHM include production and productivity improvement of horticulture crops by supplying, quality planting material through, nurseries, rejuvenation of senile orchards, protected cultivation, integrated nutrient management, integrated pest management, production of organic farming and deploying honeybees for enhancing productivity through cross pollination form integral components of schemes. (Pattnayak, 2007).

METHODS

Amravati block was properly selected for the study. The study was conducted in Amravati and Bhatkuli Tahsils of Amravati district. Farmers in 14 villages were contacted at their places of residence and data were collected by personal interview. From 14 villages, 120 respondents were selected. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study.

The schedule included questions pertaining to age, education, occupation, land holding, cropping pattern, annual income, social participation, extension contact, innovativeness, exposure to mass media, attitude and economic motivation as well as benefit received by beneficiaries and beneficial activities of National Horticulture Mission.

The information from respondents was collected by personal interview methods and their responses were considered for the purpose of the present study. Mean, Standard deviation, Correlation and 't' test methods were used for analysis of the data.

OBSERVATIONS AND ANALYSIS

The main findings and discussion of the research were

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being presented theme wise below:

Distribution of respondents according to benefits received by them under NHM:

National Horticulture Mission conducts various schemes for development of horticulture sector. The selected respondent beneficiaries received benefits from these scheme. The schemes from which they had received benefits are given as under.

Flower cultivation, Shade net, Vermicompost unit, Spices crop cultivation, Pack house, Fruit crop plantation, Rejuvenation of old orchards, Vegetable development programme and Organic farming.

Distribution of respondents beneficiaries according to benefit received from above scheme under NHM has been shown in Table 1.

Sr. No.	Name of scheme	No. of respondent	Percentage
1.	Flower cultivation	13	10.83
2.	Shade net	5	4.17
3.	Vermicompost unit	4	3.33
4.	Spices crop cultivation	10	8.33
5.	Pack house	2	1.67
6.	Fruit crop plantation	62	51.67
7.	Rejuvenation of old orchards	12	10.00
8.	Vegetable development programme	4	3.33
9.	Organic farming	8	6.67

From Table 1 it was observed that about 51.67 per cent respondent beneficiaries had received benefits from fruit crop plantation schemes followed by 10.83 per cent flower cultivation, 10.00 per cent rejuvenation of old orchards, 8.33 per cent spice crop cultivation, 6.67 per cent organic farming, 4.17 per cent shed net, 3.33 per cent vermicompost unit and vegetable development programme and 1.67 per cent respondent beneficiaries had received benefits from scheme pack house.

Correlation of independent variables with dependent variables:

With a view to find which factors are significantly responsible for impact of NHM activities on beneficiaries, all the 12 independent and 1 dependent variables were fitted into the Correlation model.

If the computed value happens to be greater than value at 0.05 level of probability, the contribution of variable in impact of NHM activities is taken as significant and If

the computed value happens to be greater than value at 0.01 level of probability, the contribution of variable in impact of NHM activities on beneficiaries is taken as highly significant.

The correlation of independent variable with dependent variables has shown that education, occupation, land holding, cropping pattern, annual income, social participation, extension contact, innovativeness, exposure to mass media and attitude were having positive and significant correlation with impact of NHM activity. Age was having negative and non-significant whereas economic motivation was positive and non-significant correlation with impact of NHM activities (Table 2).

Sr. No.	Variable	Coefficient correlation 'r'	Tabulated value 't'
1.	Age	-0.107	-1.169 (NS)
2.	Education	0.379891	4.46117**
3.	Occupation	0.217485	2.420428*
4.	Land holding	0.363358	4.236655**
5.	Cropping pattern	0.264434	2.978417**
6.	Annual income	0.387407	4.564787**
7.	Social participation	0.1930126	2.177784*
8.	Extension contact	0.52967	6.78338**
9.	Innovativeness	0.235383	2.630833**
10.	Exposure to mass media	0.550649	7.165844**
11.	Attitude	0.284579	3.22465**
12.	Economic motivation	0.04261	0.214652(NS)

* and ** indicate significance of values at P=0.05 and 0.01 is 1.98 and 2.617, respectively
NS=Non-significant

Conclusion:

The study of was conducted in Amravati and Bhatkuli Talukas in Amravati district of Vidarbha region of Maharashtra. The sample consisted of 120 farmers from 14 villages who were selected randomly. The data were collected randomly by personal interview of the farmers with the help of interview schedule.

The summarized findings of the present study are as follows :

– It was observed that, about 51.67 per cent respondent beneficiaries had received benefit from fruit crop plantation scheme, followed by 10.83 per cent flower cultivation, 10.00 per cent rejuvenation of old orchards, 8.33 per cent spice crop cultivation, 6.67 per cent organic farming, 4.17 per cent shed net, 3.33 per cent vermicompost unit and vegetable development programme and 1.67 per cent respondent beneficiaries had received benefits from pack house scheme. Above distribution was

supported by Agre (1996).

– Statistical analysis of data showed that age of respondents has negative and non significant relationship with impact of NHM activities.

– The economic motivation of respondent beneficiaries had positive and non significant relationship with impact of NHM activities.

– The education, occupation, land holding, cropping pattern, annual income, social participation, extension contact, innovativeness, exposure to mass media and attitude of respondent beneficiaries had positive and significant relationship with impact of NHM activities.

Above distributions were supported by Fulzele *et al.* (2003).

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