

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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