



Attitude of Farmers Toward National Horticulture Mission in Haryana

Bas Kaur¹, Subhash Chander², Satpal Baloda³, Ashok Kumar Godara^{4*}, Sahil Boora⁵ and Manisha⁶

^{1,2}Assistant Professor, ^{5,6}Research Scholar, Department of Sociology, ³Assistant Horticulturalist, ⁴Professor and Head, Department of Extension Education CCS HAU, Hisar-125004, Haryana, India

*Corresponding author email id: godaraak@rediffmail.com

ARTICLE INFO

Keywords: Attitude, NHM, Association, Farmers, Agriculture

<http://doi.org/10.48165/IJEE.2023.59135>

Conflict of Interest: None

ABSTRACT

The majority of people in India are dependent directly or indirectly on agricultural sector, which is the country's largest economic sector. In 2005–06, the Indian government introduced the National Horticulture Mission, a program for the comprehensive development of horticulture, in recognition of the incredible potential of horticulture to promote the expansion of Indian agriculture. The present study was undertaken in the year 2022 to assess the attitude of beneficiary's farmers towards National Horticulture Mission in Sirsa and Karnal districts of Haryana. A total of 120 farmers were personally interviewed for the purpose of the study and revealed that 43.33 per cent of the respondents had a favourable attitude towards NHM. The type of family, size of horticultural land holding and their socio-economic status, level of education, size of land holding, annual income from horticulture crops, annual family income, mass media exposure had significant association with attitude towards NHM. Establishment of proper cold storage facilities for perishable horticultural crops and more efficient system for diffusion of information to the farmers so that they can adopt new practice efficiently is recommended.

INTRODUCTION

National Horticulture Mission (NHM) is an Indian horticulture Scheme promoted by Government of India. It was launched under the 10th five-year plan in the year 2005-06. While Government of India contributes (85.00%), 15.00 per cent share is contributed by State Governments. One of the key goals of the programme is to assist farmers in expanding the area planted with horticulture crops by providing them with resources such as seedlings and nurseries, plant protection chemicals, bio-fertilizers, polyhouses and green houses, insect-proof nets, irrigation facilities and other forms of direct assistance (Waghmode et al., 2013). Along with these other activities, NHM also engages in market facility provision, horticultural crop processing and value addition, capacity building through trainings and extension initiatives (Singh et al., 2016) The NHM programme has resulted in a few notable improvements in India, including the first time since independence

that the GDP from the horticulture industry has surpassed the GDP from the agriculture sector (Raghuraja et al., 2020). The occasional consumption of fruits and vegetables by the general public has changed to a daily diet. NHM has provided a boost to the horticulture sector of our country, resulting in a substantial increase in Horticulture business activities (Choudhary, 2013). It focuses on the area of research development for horticulture, post-harvest handling, processing, and marketing. The mission aims at increasing in level of production among all the crops of horticulture through appropriate adoption of improved technologies (Mehra et al., 2014). Indian Government is mainly focusing on more horticultural programmes to provide relief and rescue measures to the small and marginal farmers through NHM (Raghuraja et al., 2021). The Government of Haryana is also focusing on the diversification of crop pattern through agricultural crops and the National Horticulture Mission will play a critical role in motivating farmers to adopt horticulture crops. In the 32nd State-Level

Executive Committee meeting of Haryana State Horticulture Development Agency, held at Chandigarh, 40 horticultural projects were approved with an aim of increasing income of farmers through mushroom cultivation, banana ripening chamber, rooftop solar, cold storages, refrigerated van, planting infrastructure development, Integrated Post Harvest Management, etc. (Koyu et al., 2021). So, the present investigation was undertaken with the objective i.e., to know the attitude of the recipients' farmers toward NHM and to find out the Association between socio-economic characteristics of the recipient farmers with their level of attitude towards National Horticultural Mission. In light of this context, it is important to investigate how socio-economic factors affect farmers' attitude towards what they were practicing in their fields. Farmer's attitude is a prerequisite for accepting or rejecting an innovation or agricultural practice. Attitude is fairly constant and difficult to change. It is important to identify those factors which affects farmers' attitude towards horticultural crops or we can say towards National Horticulture Mission.

METHODOLOGY

The study was conducted in two district of Haryana state namely Sirsa and Karnal from dry and wet agro-climatic zones respectively in the year 2022. From each district, sixty respondents who were beneficiaries were selected randomly from various villages. In Sirsa district villages selected randomly were Chautala, Rampura, Kharian, Keharwala, Ganga, Panniwala Mota villages. Similarly, from Karnal district villages namely Daha, Bazida Jattan, Kutel, Bahri, Bhusali, Kunjpura were surveyed. To assess the attitude of farmers towards National Horticulture Mission, data were collected with a well-structured pre tested interview schedule. Further the data were tabulated and analysed using MS Excel, OP STAT for computing the frequency, percentage, Chi-Square and coefficient of contingency for better interpretation of data. For measuring the profiles of the respondents fourteen variables were selected for the purpose of the study viz, Age, education, caste, type and size of family, size of land holding, size of horticultural land holding, subsidiary occupation, annual income from horticultural crops, annual family income, mass media exposure,

social participation and farm machinery possession. Scores were given for all independent variables in order to assess their association with attitude towards NHM (dependent variable). Also, in order to measure the farmers' attitude towards NHM the existing attitude scale by Gulkari et al., (2013) was used with slight modification, they were asked about twelve statements regarding NHM and the responses given by the farmers were obtained on Likert-type scale (Thurstone, 1928) representing strongly disagree, disagree, undecided, agree, strongly agree. Further, all the positive statements about NHM were given scores in order of 1, 2, 3, 4 & 5 with 5 being the strongly agree while 1 being strongly disagree while all the negative statements related to NHM were given score in the reverse order i.e., 1, 2, 3, 4 & 5 with 1 being strongly agree and 5 being strongly disagree. The scores for all of the statements were added and the respondents were categorized into three categories i.e., most favourable, favourable and less favourable based on dividing the range into three equal parts.

RESULTS AND DISCUSSION

Level of attitude towards National Horticulture Mission

The statement wise analysis of attitude of beneficiary farmers toward NHM revealed that farmers generally perceived NHM encourages farmers to properly maintain their nurseries and orchards, procedure of getting the benefits from NHM is complex, helps the farmer to improve personal and socio-economic status, small industries in the field of fruit processing will be improved in rural areas, NHM is a boon for marginal farmers while they were concerned about activities implemented under NHM are not relevant to the needs of small and marginal farmers, increase of fruit production due to NHM will create marketing problem of fruit, majority of the farmers have not received the benefit given under NHM due to lack of proper publicity, big farmers only derive the benefits given under various schemes of NHM. As from the results it can be said that NHM is proving to be beneficial for the farmers who were adopting it, in terms of increase in standard of living, increase in income, efficient utilization of natural resources etc. and when something becomes fruitful to human beings, we have a natural tendency to have a more favourable towards that

Table 1. Attitude about specific statements wise of National Horticulture Mission

S.No.	Attitude Statements	SDA	DA	UD	A	SA
1.	New job opportunities would be created in rural areas by NHM	3.34	4.16	8.34	12.50	71.66
2.	NHM encourages farmers to properly maintain their nurseries and orchards	8.34	4.16	4.16	12.50	70.84
3.	Activities implemented under NHM are not relevant to the needs of small and marginal farmers.	70.84	3.34	10.00	10.00	5.82
4.	The procedure of getting the benefits from NHM is complex.	4.16	41.71	4.16	45.81	4.16
5.	NHM helps the farmer to improve personal and socio-economic status.	5.84	5.00	11.67	4.16	73.33
6.	Increase of fruit production due to NHM will create marketing problem of fruit.	7.50	71.67	4.16	11.67	5.00
7.	Majority of the recipient have not received the benefit given under NHM due to lack of proper knowledge	70.84	11.67	10.00	4.15	3.34
8.	NHM helps the farmers to adopt high value input.	50.00	8.34	4.16	8.34	29.16
9.	The small-scale industries in fruit processing will be improved in rural areas through NHM	4.16	4.16	8.34	20.84	62.50
10.	Big farmers only derive the benefits given under various schemes of NHM.	68.33	10.83	5.84	8.34	6.66
11.	There is a little work and more of propaganda done by the NHM.	43.33	37.50	3.34	5.00	10.83
12.	NHM is a boon for marginal farmers.	5.00	5.84	10.00	10.83	68.33

SA= Strongly Agree, A=Agree, UD=Undecided, DA=Disagree, SD=Strongly disagree

thing and this might explain why majority of farmers had more favourable attitude towards National Horticulture Mission. The findings were supported by Gulkari (2011) stated that 46.66 per cent of the respondents had neutral attitude towards NHM while (10.83%) had unfavourable attitude towards NHM whereas (11.66%) had favourable attitude towards NHM. The findings were also in line with Jamanal et al., (2019) and Kumar et al., (2021). The findings are partially supported by Yadav (2014) & Yadav et al., (2017) & Kumar et al., (2020).

Relationship between profiles of the farmers with their attitude towards NHM

The independent variables viz type of family, size of horticultural land holding and their socio-economic status were found highly significantly associated with the level of attitude towards NHM this could be inferred from the reason that joint family system act as a support system to the farmers and land is cultivated collectively from which farmers income increases and their social status improves in the society and they have more favourable attitude towards what they are practicing, while, education, size of land holding, income from horticultural crops, annual family income and mass media exposure were found significant with the level of attitude towards NHM. Education and access to modern digital technology helped the respondents to increase their level of knowledge and with increased level of knowledge they became aware and had favourable attitude towards NHM. The findings are supported by Yadav (2014), partially supported by Gulkari (2011); Yadav et al., (2021) & Maurya et al., (2021).

Table 2. Association between socio-economic variables and level of attitude of farmers towards National Horticulture Mission

Socio-economic variables	Test statistics
Age	$\chi^2 = 7.325$; C=0.240
Level of Education	$\chi^2 = 13.933^*$; C=0.323
Caste	$\chi^2 = 4.076$; C=0.181
Type of family	$\chi^2 = 11.759^{**}$; C=0.299
Size of family	$\chi^2 = 7.280$; C=0.239
Size of land holding	$\chi^2 = 11.648^*$; C=0.297
Size of horticultural land holding	$\chi^2 = 14.709^{**}$; C=0.330
Subsidiary occupation of the family	$\chi^2 = 6.315$; C=0.224
Income from horticultural crops (annual)	$\chi^2 = 9.960^*$; C=0.277
Annual family income	$\chi^2 = 10.716^*$; C=0.286
Mass media exposure	$\chi^2 = 10.185^*$; C=0.280
Social participation	$\chi^2 = 9.454$; C=0.270
Farm Machinery Possession	$\chi^2 = 3.347$; C=0.165
Socio-economic status	$\chi^2 = 12.402^{**}$; C=0.306

**Significant at 1% level of significance, *Significant at 5% level of significance

CONCLUSION

Beneficiary farmers of NHM had positive attitude and they were very hopeful from NHM in terms of improving their socio-economic condition in the society. Data depicted that 43.40 per cent of the respondents had favourable attitude towards NHM practices. There are also some constraints that were faced by the

farmers. It is recommended to establish proper communication channel for diffusion of information to the farmers and also establishment of cold-storage supply chain so that farmers perishable horticultural produces can be sell at good price and at any part of country or abroad.

REFERENCES

- Choudhary, S. K. (2013). Contribution of national horticulture mission in agricultural development. *International Journal of Advanced Research in Management and Social Sciences*, 2(6), 52-64.
- Gulkari, K. (2011). Attitude of beneficiaries towards National Horticulture Mission. *MSc., thesis*, Anand Agricultural University, Anand, Gujarat, India. <https://krishikosh.egranth.ac.in/handle/1/5810017927>
- Gulkari, K., Nethravati, G., & Onima, V. T. (2013). Scale development to measure the attitude of beneficiaries towards National Horticulture Mission. *Agriculture Update*, 8(1&2), 291-294.
- Jamanal, S. K., & Natikar, K. V. (2019). Attitude of farmers towards crop insurance scheme. *Journal of Experimental Zoology*, 22(1), 221-228.
- Koyu, B., Singh, R. J., & Singh, R. (2021). Factors influencing behavioural intention of farmers to use e-learning module on climate-smart horticulture in Arunachal Pradesh. *Indian Journal of Extension Education*, 57(4), 40-43.
- Kumar, R., Slathia, P. S., Nain, M. S., Peshin, R., Gupta, S. K., Gupta, S. K., & Sharma, B. C. (2020). Attitude of farmers towards rapeseed mustard (*Brassica Campestris*) cultivation in Jammu. *Indian Journal of Agricultural Sciences*, 90(3), 597-600.
- Kumar, A., Bareth, L. S., Ghaswa, R., & Yadav, J. P. (2022). Attitude of farmers towards groundnut cultivation in Bikaner district of Rajasthan. *Indian Journal of Extension Education*, 58(1), 157-160.
- Maurya, A. S., Malik, J. S., & Yadav, R. N. (2021). Relationship between profile of rural youth and attitude towards agriculture. *Indian Journal of Extension Education*, 57(3), 12-15.
- Mehra, J., Dangi, K. L., & Boyal, V. K. (2014). Satisfaction of beekeepers towards the services of national horticulture mission. *Indian Journal of Extension Education*, 50(3&4), 108-109.
- Raghubar, J., Madhumathi, M., & Shashikumar, S. M. (2020). Impact of national horticulture mission on beneficiaries in Davanagere district. *Journal of Community Mobilization and Sustainable Development*, 15(3), 635-642.
- Raghubar, J., Madhumathi, M., Shashikumar, S., & Sudheendra, M. (2021). Personal profile, impact and constraints of national horticulture mission beneficiaries in Davanagere district of Karnataka. *Journal of Community Mobilization and Sustainable Development*, 16(3), 810-816.
- Singh, K., Shekhawat, S. S., & Ghintala, A. (2016). Attitude of beneficiary farmers towards National Horticultural Mission. *Indian Journal of Extension Education and Rural Development*, 24, 142-145
- Thurstone, L. L. (1928). Attitudes can be measured. *American Journal of Sociology*, 33, 529-554.
- Waghmode, T. S., Ahire, M. C., & Ban, S. H. (2013). Socio-Economic Status of Pomegranate Growers under National Horticulture Mission (NHM) in Solapur District and Constraints Faced by Them. *Indian Journal of Extension Education*, 49(3&4), 136-139.
- Yadav, S., Sharma, K. C., Khan, I. M., & Mishra, P. (2021). Relationship between Socio-economic Characteristics of

- Beneficiary Farmers and their Attitude Towards National Horticulture Mission. *Journal of Community Mobilization and Sustainable Development*, 16(2), 507-511.
- Yadav, D. (2014). A study on impact of NHM programme on adoption & Attitude of chilli growers in Khargone District of Madhya Pradesh. *MSc., Thesis*, Rajmata Vijayaraje Scindia Krishi Vishwavidyalaya, Gwalior. <https://krishikosh.egranth.ac.in/handle/1/5810039761>
- Yadav, S., Godara, A.K. & Nain, M. S. (2017). Attitude of farmers towards Bt cotton production technology in western Haryana. *Journal of Community Mobilization and Sustainable Development*, 12(2), 157-162.