

## **69. Scale to Measure Attitude of Beneficiaries towards National Horticulture Mission (NHM)**

**Authors:** Gulkari Krunal, Netravathi G. and V. T. Onima (2013)

### **Statements**

1. NHM generates new employment opportunity in rural area. (+)
2. NHM Activities are irrelevant to the needs of small and marginal farmers. (-)
3. NHM encourages the farmers to take proper care of their horticulture. (+)
4. The procedure of getting the benefits from NHM is complex. (-)
5. NHM helps the farmer to improve overall status. (+)
6. NHM creates marketing problem of fruits due to rise in fruit production. (-)
7. NHM benefits are unreached to all the farmers due to improper publicity. (+)
8. NHM benefits only to the big farmers. (-)
9. NHM increases hope for the small-scale fruit processing industries. (+)
10. NHM is more propaganda than reality. (-)
11. NHM helps farmers in adopt of high cost inputs. (+)
12. NHM is a boon for small and marginal farmers. (+)

**Value of Reliability: 0.75.**