

Satisfaction of Beekeepers' towards the Services of National Horticulture Mission

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ABSTRACT

National Horticulture Mission was launched in the country in May 2005 as a centrally sponsored scheme to promote holistic growth of the horticulture sector through an area based regionally differentiated strategies. The present investigation was undertaken to evaluate the project with special reference to beekeeping under NHM. The evaluation of the programme is essential for making the future programme more effective. Keeping this in view, the present study was undertaken in Kota district of Rajasthan to study the satisfaction level of the beekeepers towards beekeeping programme under National Horticulture Mission. The study indicated that majority (98.00 %) of the beekeepers had high satisfaction level towards services provided by NHM for beekeeping programme. Besides, 2.00 per cent were moderately satisfied with services provided by NHM. The beekeepers were highly satisfied about storage of produce (MPS 78.94), however, they were least satisfied with availability of bee colonies (MPS 67.40).

Key words: National horticulture mission, beekeeping, satisfaction level.

INTRODUCTION

A centrally sponsored scheme called National Horticulture Mission (NHM) is being implemented in the country for which Government of India contributes 85 per cent and 15 per cent is met out by the State Governments. Main objectives of the Mission were providing holistic growth of horticulture sector through area based regionally differentiated strategies, which include research, technology promotion, extension, post-harvest management, processing and marketing in consonance with comparative advantage of each state/region and its diverse agro-climatic features; enhancing horticulture production, improving nutritional security and income support to farm households; promote, develop and disseminate technologies for horticultural development through seamless blending of traditional wisdom and modern scientific knowledge and creating employment generation opportunities for skilled and unskilled persons, especially unemployed youth.

Beekeeping is an important component of agriculture and rural development programmes in India. The role of beekeeping in providing nutritional, economic and ecological security to rural communities at the household level is an additional income generating activity. Hardly any evaluation of the project with special reference to satisfaction of Beekeepers' towards services of National Horticulture Mission might have been attempted so far. Keeping these facts in view, the present investigation was undertaken to study the satisfaction level of the

beekeepers towards services under National Horticulture Mission.

METHODOLOGY

The present study based on *ex-post facto* research design was conducted in Kota district of Rajasthan. The state of Rajasthan consists of 33 districts, of which Kota is the district where beekeeping enterprise is being followed in 4 panchayat samities. Out of five panchayat samities, Ladpura, Sangod and Sultanpur were selected as they possessed considerable population of beekeepers. Total 41 villages were included for the present investigation on the basis of population of beekeepers. The study was conducted by interviewing the whole population of the beekeepers who had undergone beekeeping in all of the villages of selected panchayat samities. The total size of the sample constituted of 151 respondents.

To measure the satisfaction level, a scale developed by Saini (2008) with a little modification was used for this study. Twelve attributes were included for investigation *viz.* publications, trainings, exhibitions, field visits, subsidies, availabilities of bee colonies, storage of produce, help in migration, marketing, income generated through beekeeping, overall satisfaction and happiness. The responses obtained were assigned scores as 5,4,3,2 and 1 to the scale's points *viz.* highly satisfied, quite satisfied, satisfied, somewhat satisfied and dissatisfied, respectively. Face to face interview was conducted in local language to obtain factual response for analysis of the satisfaction level of the beekeepers.

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RESULTS AND DISCUSSION

To frame a continuum of the beekeepers pertaining to satisfaction level, they were grouped into three strata *i.e.*, highly satisfied, moderately satisfied and least satisfied. This classification was based on the method (arbitrary) developed by Chauhan (1994).

A perusal of data in Table 1 reveals that majority (98.00%) of the beekeepers had high satisfaction level towards services provided by the NHM for beekeeping programme. Besides, 2.00 per cent were moderately satisfied with services provided by the NHM.

Table 1: Extent of satisfaction of beekeepers towards the services of NHM

n = 151	
Category	f(%)
Moderately satisfied (31 to 50)	3(2.0)
Highly satisfied (≥ 51)	148(98.0)
Total	151(100.0)

f = frequency % = per cent

The reason for high satisfaction may be due to the fact that there was no lapse on the part of the NHM to satisfy the beekeepers.

This indicated that all types of efforts and services were provided by the NHM officers to help and solve the problems of the beekeepers like training, literature, practical know-how, supply of good quality bee boxes and hives, subsidy procedure *etc.*

Besides, the NHM officers also provided the migration certificate to the beekeepers so that they can easily take their bees to different states for migration. The findings are similar to the findings of Vipin Kumar (2006) and Singh *et al.*, (2010).

Level of satisfaction of beekeepers towards services provided by NHM

The efforts were made to find out the level of satisfaction of beekeepers under various specific services provided by the NHM and the results are presented in Table 2.

The beekeepers had high satisfaction level about storage of produce (MPS 78.94), subsidy procedure (MPS 74.67), exhibitions (MPS 73.38), help in migration (MPS 73.20) and training (MPS 71.76), which were placed at 1st, 2nd, 3rd, 4th and 5th rank respectively.

Table 2: Aspect-wise level of satisfaction of the beekeepers towards beekeeping programme

n = 151		
Sub-item	MPS	Rank
Publications	68.84	VI
Training	71.76	V
Exhibitions	73.38	III
Field visits	68.34	VIII
Subsidy	74.67	II
Availability of bee colonies	67.4	IX
Storage of produce	78.94	I
Help in migration	73.2	IV
Marketing	68.45	VII

The services perceived as quite satisfied were beekeepers publications (MPS 68.84), marketing (MPS 68.45) and field visits (MPS 68.34) which were ranked 6th, 7th and 8th respectively. On the other hand, availability of bee colonies service (MPS 67.40) got least score due to the reason that some beekeepers did not get bee colonies at the right time.

CONCLUSION

It may be concluded that majority of the respondents were satisfied about most of the NHM services related to beekeeping programme. It meant, that the respondents found positive impact about most of the services provided under the NHM namely. It could be recommended that three services of NHM namely marketing, help in migration and storage of produce must be strengthened for beekeepers.

Paper received on : September 10, 2014
Accepted on : October 24, 2014

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