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Attitude Assessment of Farmers Towards Post-harvest Technologies and Value Addition of Horticultural Crops in Punjab

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ABSTRACT Attitude is an expression of favor and disfavor towards a person, component or idea. It is a component of human behavior, which is pre-requisite for any action and also plays a dominant role in adoption of new technologies like post-harvest management practices. The present study was conducted in Ludhiana district of Punjab state to evaluate the farmers' perceptions towards post-harvest management practices. SWOT analysis of selected villages was done during pilot survey. A Likert-type-scale was developed, which consisted of 14 items. The study reveals that farmers had positive attitudes towards post-harvest management practices. Constraint analysis was also done for farmers' perceived problems. Lack of technical guidance was perceived as the most important problem in adoption of post-harvest technologies followed by high cost of technologies. Organization of small farmers into groups, market-driven extension system and development of low cost post-harvest technologies can be options for overcoming above stated constraints.