

Relationship Between Socio-Economic Characteristics with Attitude of Farmers Towards the Extension Services Provided by KVK

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How to cite this article:

Arpita Sharma Kandpal, Aviral Bisht/Relationship Between Socio-Economic Characteristics with Attitude of Farmers Towards the Extension Services Provided by KVK/Int J Food Nutr Diet. 2022;10(3):79–82.

Abstract

Krishi Vigyan Kendras (KVK) are district level agricultural research centres that facilitate the rapid transfer of new technologies to agricultural fields. KVKs are well known for playing a significant role in rural development in terms of improving the social, economic, and cultural wellbeing of rural residents, among other things. Krishi Vigyan Kendra was initially founded to provide training to the many farming community stakeholders. As the years passed, this grassroots organisation underwent a significant transformation, beginning with the generation, testing, and verification of technology before ultimately transmitting it to the end users for the improvement of productivity in particular and for the overall socio-economic development of the rural people in general with its mandated programmes. The study was carried out in Uttarkashi district and 96 respondents were selected using the PPS (Probability Proportional to Size) method. For the study descriptive research design was used. The results showed that nearly half of the respondents were in the middle age group, had a secondary education, the majority of them have medium level of farm experience, and had medium social participation. Results shows that farming experience and Social Participation had a positive significant relationship with the attitude of farmers towards KVK services. Regarding attitude, it was discovered that the majority of farmers had a neutral attitude toward the extension services provided by KVK Chinyalisaur.

Keywords: KVKs; Farmers; Relationship; Attitude; Socio-Economic Characteristics; Extension Services.

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Received on: 10.12.2022

Accepted on: 31.10.2022

INTRODUCTION

Agriculture is currently expanding as an agribusiness for both rural and urban areas, going beyond merely being a farmer's job. Today's farmers are well-educated, perceptive, intelligent, and open to learning new things that could benefit their line of work. They are utilising the newest technologies to enhance the manufacturing and marketing of their food. Agriculture is prospering as an industry as a result, and it has a greater ability to enhance the socioeconomic situation of rural populations. KVK is an institutional project of ICAR also called as lighthouse for farmers in India with

its main objective to demonstrate the utilisation of science and technological input in agricultural research and education in the fields of farmers in rural areas. The development and demonstration of technology, as well as the training of farmers and extension agents, are the focus areas of KVKs. One of its responsibilities is to provide agricultural and related vocational training to young people in rural areas. India is moving away from "subsistence agriculture" and toward "agriculture for quality of life through financial stability." The other challenges, such as nutritional and food security, are becoming increasingly important everywhere.¹ There are currently 731 KVKs spread across all over the India, the main responsibilities of Krishi Vigyan Kendra is to increase the trainees' knowledge of the improved farm practises. This is important because knowledge is a cognitive component of an individual's mind and plays a significant role in both covert and overt behaviour. People who have a greater understanding of the technical aspects of the improved practises are also more likely to adopt them, possibly because knowledge is not inert.² Krishi Vigyan Kendras (KVKs) play a significant role in the evaluation, improvement, and display of technology. Technology assessment, refining, and demonstration must be successful for technology adoption to be successful.³ As a result, the KVKs' function in the aforementioned procedures is crucial. They are actively promoting rural development by spreading technology through frontline demonstrations (FLDs), trainings, and extension activities including farmer fairs and kisanmela. ICAR and SAUs are transferring improved technologies to farmers' fields.

MATERIALS AND METHODS

The study was carried out in Uttarakhand's Uttarkashi district. KVK Chinyalisaur of the Uttarkashi district was purposively chosen because KVK Chinyalisaur received the prestigious Pandit

Deen Dayal Upadhyay Krishi Vigyan Protsahan Puraskar from the Indian Council of Agricultural Research (ICAR) in 2019 for their outstanding work in promoting agriculture in science and technology. For the study, two blocks i.e. Chinyalisaur and Dundawere chosen at random. Two villages were randomly chosen for the study from each block. The farmers are selected on the basis of probability proportional to size method. A sample size of 96 respondents were chosen for the study in order to determine the attitude of farmers in availing the extension services provided by KVK. Farmers attitude was studied towards training programme, Front line demonstrations, On field trials, instructional services, diagnostic and other advisory services provided by the KVKs. Total 30 statements were taken for the present study and the statements were divided under several heads and scoring was done on a five point continuum with a score of 1 assigned to Strongly disagree, 2 to Disagree, 3 to Undecided, 4 to Agree and 5 to Strongly agree.

RESULTS AND DISCUSSION

An attitude is a state of readiness or a tendency to respond in a particular way. The intensity of positive or negative feelings for a certain psychological item can also be stated. Data from respondents was gathered and divided into the three categories according to the scale. The three categories of unfavourable, neutral and favourable attitude has been presented in Table 1.

According to the above data, most of the respondents (65.62%) had Neutral attitude towards the KVK services, followed by 18.76 percent of the respondents had Favourable attitude towards the KVK services. Only 15.62 percent of the respondents have Unfavourable attitude towards the KVK services. A total of 30 statements were taken and the statements were divided under several heads

Table 1: Distribution of respondents on the basis of their Attitude towards KVK services. (n=96)

S.no	Category	Frequency	Percentage
1.	Unfavourable attitude	15	15.62
2.	Neutral attitude	63	65.62
3.	Favourable attitude	18	18.76
	Total	96	100

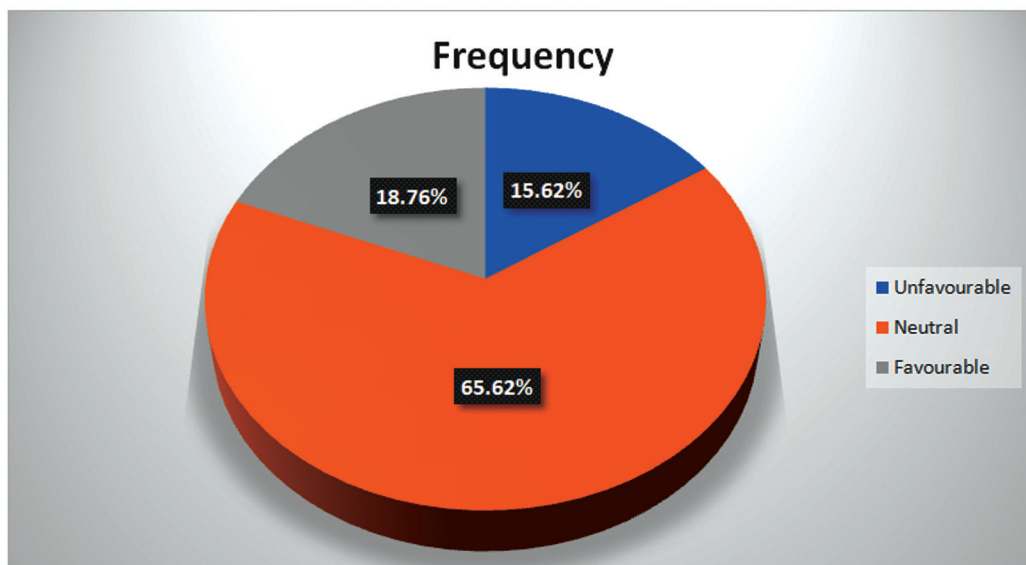


Fig. 1: Representation of respondents on the basis of attitude towards KVK services.

and the scoring was done on a five point continuum with a score of 1 assigned to Strongly disagree, 2 to Disagree, 3 to Undecided, 4 to Agree and 5 to Strongly agree.

Relationship between Socio-economic characteristics with attitude of farmers towards the extension services provided by KVK.

The coefficient of correlation was calculated to find out the relationship between selected socio-economic, communication and psychological

characteristics of the farmers towards the extension services provided by KVK. The significance of coefficient of correlation was tested using t-test.

Data regarding relationship between socio-economic, communication and psychological characteristics comprising age, education, family size, farming experience, land holding, annual income, social participation, risk orientation and media exposure with farmers attitude towards extension services provided by KVK have been

Table 2: Correlation between independent and dependent variables.

S.no	Variables	Attitude of Farmers	
		r value	t _{cal}
1.	Age	0.080	0.778
2.	Education	-0.163	-1.635
3.	Family size	-0.056	-0.544
4.	Farming experience	0.213*	2.162
5.	Land holding	0.060	0.618
6.	Annual income	0.021	0.203
7.	Risk orientation	0.003	0.030
8.	Social Participation	0.201*	2.130
9.	Media exposure	0.082	0.798

Significance at 0.05 level of probability, t value = 1.98

presented in Table 2.

The variables Age, Land holding, Annual income, Risk orientation, Media exposure had non significant positive relationship with the attitude of farmers towards KVK services at 5 percent level of significance hence null hypotheses proposed for these variable with the attitude of farmers towards KVK services were accepted.

Farming experience and Social Participation had a positive significant relationship with the attitude of farmers towards KVK services at 5 percent level of significance hence null hypotheses proposed for these variable with the attitude of farmers towards KVK services were rejected. Education and Family size had a non significant, negative relationship with the attitude of farmers towards KVK services at 5 percent level of significance hence null hypotheses proposed for these variable with the attitude of farmers towards KVK services were accepted.

CONCLUSION

It can be concluded that the present study was an attempt to identify the socio-economic, communicational and psychological characteristics

of farmers using KVK services, as well as their attitudes toward those services, the associations between the characteristics and farmers attitude towards the services provided by KVK. The findings reveals that there is a neutral attitude of the farmers towards the KVK services, and the attitude depends on variable farming experience and social participation.

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