Knowledge level of contact and non-contact farmers about the activities undertaken by the Krishi Vigyan Kendra

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Abstract

The Krishi Vigyan Kendra is the district level farm science centre established by the Indian Council of Agricultural Research (ICAR) for speedy transfer of technology to the farmer's fields. It serves as the light house for rapid agricultural and rural development. They act as linkers between agricultural universities, research institutes and farmers. The aim of KVK is to reduce the time lag between generation of technology at the research institution and transfer to farmer's fields for increasing production, productivity and income from the allied sectors. The main purpose of KVK programme is to provide new knowledge and develop new skills for adoption of new latest technology and build up desirable attitude among farmers, rural youth and extension functionaries. The study was conducted in Jhunjhunu district of Rajasthan. Jhunjhunu district comprises of total eight panchayat samities, out of which two panchayat samities namely Jhunjhunu and Chirawa were select randomly. A list of the villages each selected panchayat samiti, were obtained from the office of KVK. Out of these villages, three villages from each selected panchayat samiti were selected by using simple random sampling techniques

1.   It was found that thirty eight contact farmers (63.33 per cent) fall in the medium knowledge groups, whereas, ten respondents (16.67 per cent) were found in low knowledge and remaining twelve respondents (20.00 per cent) possessed high knowledge about activities under taken by KVK.

2.   In case of non-contact farmers thirty nine respondents (65.00 per cent) were found in medium knowledge groups, whereas, fourteen respondents (23.33 per cent) were in low knowledge group and remaining seven respondents (11.67 per cent) possessed high knowledge about activities under taken by KVK.

Key words : Knowledge, KVK, contact and non-contact

Introduction

The Krishi Vigyan Kendra is the district level farm science centre established by the Indian Council of Agricultural Research (ICAR) for speedy transfer of technology to the farmer's fields. It serves as the light house for rapid agricultural and rural development. They act as linkers between agricultural universities, research institutes and farmers. The aim of KVK is to reduce the time lag between generation of technology at the research institution and transfer to farmer's fields for increasing production, productivity and income from the allied sectors. The main purpose of KVK programme is to provide new knowledge and develop new skills for adoption of new latest technology and build up desirable attitude among farmers, rural youth and extension functionaries.

There are 42 Krishi Vigyan Kendra operating in 33 districts of Rajasthan. Thus, it is needless to highlight the importance of KVKs in quick and regular transfer of the technology among the farmers. It is therefore, high time that impact of each KVK must be scientifically assessed so that their activities may be appreciated. With this view in mind the present investigation "Impact of activities of Krishi Vigyan Kendra on contact vis-à-vis non-contact farmers in Jhunjhunu district of Rajasthan" was conducted

Methodology

In Rajasthan, there are 42 KVKs, out of which, 21 KVKs are under the administrative control of Swami Keshwanand Rajasthan Agricultural University, Bikaner; 11 KVKs are under MPUAT, Udaipur; 6 KVKs are under NGOs, three KVKs are under the

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ICAR institutes and one KVK is under Rajasthan University of Veterinary and Animal Sciences, Bikaner. Out of these, KVK Jhunjhunu was selected purposely. The study was conducted in Jhunjhunu district of Rajasthan. Jhunjhunu district comprises of total eight panchayat samities, out of which two panchayat samities namely Jhunjhunu and Chirawa were selected randomly. A list of the villages of each selected panchayat samiti, was obtained from the office of KVK. Out of these villages, three villages from each selected panchayat samiti were selected by using simple random sampling techniques.

Results and Discussion

Knowledge level of contact and non-contact farmers about the activities undertaken by KVK

Knowledge as a body of understood information possessed by an individual is one of an important component of adoption behaviours. It is considered as a pre-requisite for adoption by the many authors and scientists. At this ground, it is imperative to examine the knowledge of the respondents about the activities undertaken by Krishi Vigyan Kendra. The present investigation was, therefore, carried out with one of its objectives, "to determine and knowledge level of respondents about the activities undertaken by KVK.

1. Knowledge level of contact farmers about the activities undertaken by KVK

The data in table 1 reveal that 38 respondents (63.33%) fell in medium knowledge groups, whereas, 12 respondents (20.00 per cent) were found in low knowledge and remaining 10respondents (16.67%) possessed high knowledge about the activities undertaken by KVK.

2. Knowledge level of non-contact farmers about the activities undertaken by KVK

The data in table 2 reveal that 31 respondents (65.00%) were found in medium knowledge groups, whereas, 14 respondents (23.33%) were in low knowledge group and remaining 7 respondents (11.67%) possessed high knowledge about activities undertaken by KVK.

3. Activity-wise knowledge level of contact farmers about the activities undertaken by KVK

The knowledge of contact farmers about the activities undertaken by KVK was measured in terms of MPS. Based on expert's opinion finally in the developed structured schedule, 30 activities were included to access the knowledge of respondents which were given in table 3.

The data in table 3 depict that the activity "Training programme" was having the highest MPS (100 MPS) hence this was ranked first. It means most of the respondents have good knowledge about this activity.

The second rank were assigned to the activities "Telephone help line" (95.00 MPS), "Kisan gosthies" (95.00 MPS), "Sand safe grain storage" (95.00 MPS).

The third rank was awarded to the activity "Seed production programme of KVK" (93.33 MPS), whereas, fourth rank was awarded "Method demonstration" (91.66 MPS), "Scientists visited farmers field" (91.66 MPS), "Educational tour of farmers" (91.66 MPS). The fifth rank was awarded "Exhibition" (86.66 MPS), "Crop seminar" (86.66 MPS), "Soil and water sample analysis" (86.66 MPS), sixth rank was awarded "Demonstration" (86.33 MPS), "Village adoption programme" (86.33 MPS), seventh rank was awarded "Discussion group /meeting" (85.00 MPS), "Animal relief campus" (85.00 MPS), eight rank was awarded "Field day" (83.33 MPS); ninth rank was awarded "Transfer of technology club" (81.66 MPS);

Table 1: Distribution of contact farmers according to their knowledge level N = 60

Knowledge level	Number of respondents	Percentage
Low (Below 20.21)	12	20.00
Medium (From 20.21 to 25.63)	38	63.33
High (Above 25.63)	10	16.67

Mean = 22.92,   S.D. = 2.71

Table 2: Distribution of non-contact farmers according to their knowledge level = 60

Knowledge level	Number of respondents	Percentage
Low (Below 14.33)	14	23.33
Medium (From 14.33 to18.37)	39	65.00
High (Above 18.37)	7	11.67

Mean = 16.35,   S.D. = 2.02

Table 3: Activity-wise knowledge level of contact farmers about various activities of KVK = 60

S.No.	Name of activities	MPS	Rank
1.	Demonstration	88.33	VI
2.	Method demonstration	91.66	IV
3.	Front Line Demonstration	75.00	XII
4.	On farm testing	33.33	XIX
5.	Training programmes	100.00	I
6.	Vocational training	76.66	XI
7.	Krishi Vigyan Mela	80.00	X
8.	Exhibition	86.66	V
9.	Radio talk	33.33	XIX
10.	Discussion group / meeting	85.00	VII
11.	Agricultural news papers/ magazines/ booklets/ folders	50.00	XVII
12.	Poster and charts	76.66	XI
13.	Diagnostic team visited the field	65.00	XV
14.	Film show	56.66	XVI
15.	Rat control campaign	68.33	XIV
16.	Animal relief camps	85.00	VII
17.	Scientists visited farmers field	91.66	IV
18.	Village adoption programme	88.33	VI
19.	Crop seminar	86.66	V
20.	Field day	83.33	VIII
21.	Telephone help line	95.00	II
22.	Kisan gosthies	95.00	II
23.	Educational tour of farmers	91.66	IV
24.	Seed production programme of KVK	93.33	III
25.	Soil and water sample analysis	86.66	V
26.	Self help group	48.33	XVIII
27.	Youth club	33.33	XIX
28.	Safe grain storage	95.00	II
29.	Van Mahotsva	70.00	XIII
30.	Transfer of technology club	81.66	IX

tenth rank was awarded "Krishi Vigyan Mela" (80.00 MPS).

The critical analysis of all thirty activities in schedule shows that the activities "Self help group" (48.33 MPS) was assigned second last rank and "On farm testing" (33.33 MPS), "Radio talk" (33.33 MPS), "Youth club" (33.33 MPS) have lowest.

4. Activity-wise knowledge level of non-contact farmers about the activities undertaken by KVK

The knowledge of non-contact farmers about the activities undertaken by KVK was measured in terms of MPS. Based on experts opinion finally in the developed structured schedule, thirty activities were included to assess the knowledge of respondents which were given in table 4.

The data in table 4 depict that the activity "Safe grain storage" (93.33 MPS) was ranked first. The second rank was assigned to the activity "Poster and chart" (85.00 MPS).

The third rank were awarded to the activity "Training programmes" (80.00 MPS), "Filed day" (80.00 MPS), "Soil and water sample analysis" (80.00 MPS).

This was followed by the activities "Animal relief camps" (76.66 MPS), "village adoption programme" (75.00 MPS), "Demonstration" (73.33 MPS), "Telephone help line" (70.00 MPS), "Kishan gosthies" (68.33 MPS), "Vocational training" (65.00 MPS), "Method demonstration" and "Discussion group/ meeting" (63.33 MPS) which were ranked IV, V, VI, VII, VIII, IX and X, respectively.

The critical analysis of all thirty activities shows that the activity "Self help group" (25.00 MPS) was assigned second last rank and the activity "Diagnostic team visited the field" (1.60 MPS) was awarded last ranked.

Table 4: Activity-wise knowledge level of non-contact farmers about various activities of KVK N= 60

S.No.	Name of activities	MPS	Rank
1.	Demonstration	73.33	VI
2.	Method demonstration	63.33	X
3.	Front Line Demonstration	36.66	XIX
4.	On farm testing	28.33	XIII
5.	Training programmes	80.00	III
6.	Vocational training	65.00	IX
7.	Krishi Vigyan Mela	60.00	XI
8.	Exhibition	53.33	XIV
9.	Radio talk	35.00	XX
10.	Discussion group / meeting	63.33	X
11.	Agricultural news papers/ magazines/ booklets/ folders	38.33	XVIII
12.	Poster and charts	85.00	II
13.	Diagnostic team visited the field	1.60	XXV
14.	Film show	30.00	XXII
15.	Rat control campaign	36.66	XIX
16.	Animal relief camps	76.66	IV
17.	Scientists visited farmers field	30.00	XII
18.	Village adoption programme	75.00	V
19.	Crop seminar	33.33	XXI
20.	Field day	80.00	III
21.	Telephone help line	70.00	VII
22.	Kisan gosthies	68.33	VII
23.	Educational tour of farmers	40.00	XVII
24.	Seed production programme of KVK	50.00	XV
25.	Soil and water sample analysis	80.00	III
26.	Self help group	25.00	XXIV
27.	Youth club	48.33	XVI
28.	Safe grain storage	93.33	I
29.	Van Mahotsva	58.33	XII
30.	Transfer of technology club	56.66	XIII

5. Comparison between knowledge level of contact and non-contact farmers

Further in order to find out the impact of KVK regarding the knowledge level, the level of contact farmers was compared with that of non-contact farmers and Z-test (standard normal deviation test) was applied to find out whether there was significant difference or not, in the knowledge level about the activities being carried out by KVK. The data regarding this aspect have been presented table 5.

It is seen from table 5 that the computed value of 'Z' (i.e. 8.79) was statistically significant at 1 per cent level of probability. Thus, hypothesis ($Ho_{1.1}$) stated in null from that "There is no significant difference between knowledge level of contact and non-contact farmers was rejected.

From the finding mentioned above, it was observed that Krishi Vigyan Kendra has a significant influence on the knowledge level of contact farmers as compared to non-contact farmers about the activities undertaken by KVK. This might be due to the fact that the contact farmers might have regular contact with KVK scientists and participated in various KVK activities. KVK scientists have provided necessary guidance, literature and training to the farmers. Whereas, non-contact farmers might have not had regular contact and hardly participated in KVK activities and they might have not been provided any type of guidance and training. This might have resulted in higher level knowledge of contact farmers than those of non-contact farmers.

Comparatively good knowledge level of contact farmers about "Training programme", "Kishan gosthies", "safe grain storage" and "Telephone help line" might be due to the fact that the majority of contact farmers had participated in training programmes and gained knowledge or received information about package of practices of agronomical crops, medicinal

Table 5: Comparison between knowledge level of contact farmers and non-contact farmers

Category	Mean score	Standard deviation	Calculated Z value
Contact farmers	22.92	2.71	8.79**
Non-contact farmers	16.35	2.02	

** Significant at 0.01 level of probability

plant, horticultural crops, cash crops through kishan gosthies, telephone help line. Due to these reasons they were having higher knowledge level as compared to non-contact farmers. Similarly, safe grain storage might have helped the farmers to solve their grain storage problems.

High knowledge level of non-contact farmers about safe grain storage might be due to the fact that the most of the farmers were having traditional safe grain storage techniques such as kothari, tin boxes, drums etc. to protect from different types of storage grain pests. Similarly poster and chart might have played their actively role in transfer of latest technical know-how to the non-contact farmers, which might have increased their knowledge.

The findings are in line with the findings of Nainwat (2000) and Tarachand (2001). They reported that the majority of respondents had medium knowledge level about KVK programme.

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