



Level of Farmers' Satisfaction in *Kisan Mela*

Amrit warshini¹, R K Doharey² and Anurag Shankar Singh³

Department of Extension Education, A.N.D.U.A.T, Kumarganj, Ayodhya ,Uttar Pradesh

ABSTRACT

Educating Kisan Mela attendees about new technology created by researchers mostly from government agricultural and allied research centers, state agricultural colleges, and some private sector institutions is the main goal of organizing such events. Purposefully carried out during the Kisan Mela, the current study aimed to find out how satisfied respondents were with the venue's location, stall orientation, arrangements for livestock, availability of high-quality seeds, information about new crop varieties, pesticide and insecticide information, and the overall experience of Kisan Mela for attendees. Based on a three-point continuum, the level of satisfaction was determined. The scores for most satisfied, satisfied, and not satisfied were 3, 2, and 1, respectively. The weighted mean score overall was determined, and a rating was completed. Most of the respondents indicated most content with the research area, namely, venue location, orientation of distinct stall, a system for drinking water, accommodations for animals to dwell in, the planning of an animal display, the accessibility of high-quality seeds, and details about novel crop strains, details on insecticides and pesticides, and the overall impact of farmer's fair. The vast majority of respondents claimed they couldn't afford acquiring knowledge about agriculture. There is a large gap between the amount of knowledge that is produced about agriculture and the amount of knowledge that farmers actually use. Kisan Melas are held to educate farmers about new technologies and products, such as hybrid seeds, fertilizers, tractors, banking services, mineral mixtures, medicines, and dairy utensils. A lot of effort goes into organizing Kisan Melas, and it is important to ensure that the farmers who attend are satisfied with the event so that they can benefit from the information that is being shared. This study was conducted to assess the level of satisfaction of farmers who attended a Kisan Mela.

Key Words: Bank loan, Kisan Mela, New-technology, Satisfaction level.

INTRODUCTION

The importance of *Kisan Mela* as a tool for extension education and raising farmer awareness has long been established. It aids them in expanding their knowledge of various cultural customs, cutting-edge concepts, newly created technologies, and government policy initiatives. The government and research organizations are working to develop better technology and other ways that will help farmers earn more money in order to enhance the production of agriculture and related sectors. A vast amount of agricultural literature has been produced by scientists, policymakers, extension agents, and other private sector professionals; these publications must be distributed to farmers. The only way the agriculture industry can expand so quickly is by bringing fresh knowledge from the lab to the field.

A major factor in agricultural development might be the dissemination of improved technology and agricultural knowledge via the use of modern communication tools. One way to quickly raise awareness and spread knowledge among a large number of farmers is through Kisan Melas. In order to educate farmers about new technology and to address their difficulties, agriculture research institutes have relied heavily on Kisan Mela and Kisan goshtis. The farming community uses Kisan Mela as a venue to raise awareness of and accept innovative agrotechniques. These gatherings assist the agriculture line departments and associated sectors in disseminating information regarding These gatherings support the line departments of agriculture and allied fields in providing farmers with information about new technologies. The scientific community demonstrates and offers farmers a multitude of options for novel

Corresponding Author's Email - amritwarshini1996@gmail.com

1,3Ph.D Scholar, 2Professor and Head, Department of Extension Education, A.N.D.U.A.T, Kumarganj, Ayodhya (Uttar Pradesh)

procedures. These fairs draw a large number of farmers, scientists, students, extension workers from the KVK and the agricultural and related departments, and they assist farmers in expanding their understanding of new schemes or programs. Yadav and Kumar (2018) concluded that the main source of information about farmers' fair was friends and relatives (41.50%) followed by fellow farmers (37%). However in case knowledge level of farmers regarding farmers' fair activities was seeds sale (84.00%) followed by agro-industrial exhibition (83.50%).

The agricultural sector is not up to par despite government efforts to accelerate this key sector, and farmers still have the challenge of finding appropriate channels of communication or resources to keep them informed about contemporary technologies. This is despite the introduction of new technologies in the agricultural and related sectors. Farmers' information needs are always evolving, and the information need of the farmers is changing day by day and the farmers access the information from various sources as per their need. Now a day there is a lot of the information sources are present but within a period of time uses in agricultural practices.

MATERIALS AND METHODS

The study was carried out at Acharya Narendra Deva University of Agriculture and Technology during the Kisan Mela, in the Uttar Pradesh district of Ayodhya. A basic method of random sampling was utilized to choose the respondents. The majority of respondents were farmers who came in Kisan Mela. Respondents were personally interviewed using a pre-tested, semi-structured interview schedule to find out how satisfied Kisan Mela attendees were with various aspect of the event. Over the course of two days the Kisan Mela was held, 90 respondents were chosen and 45 of whom were questioned each day. Three point continuum's- Most Satisfied (MS), Satisfied (S), and Not Satisfied (NS) were used to gather data and 3, 2 and 1 were the scores that were assigned to each category. After determining the overall weighted mean score, a ranking was determined based on that score. Additionally, each aspect's total weighted mean scores were determined by adding together the frequencies, multiplying by the corresponding continuum scores, and divided by maximum possible score obtained by that aspect assigned by all respondents.

Total weighted mean score (TWMS) was calculated with the help of following formula:

$$TWMS = \frac{\text{freq of MS} \times 3 + \text{freq of S} \times 2 + \text{freq of NS} \times 1}{\text{Maximum possible score given by all respondents to a particular indicator}}$$

Freq = Frequency, MS= Most satisfied, S= Satisfied, NS= Not satisfied

RESULTS AND DISCUSSION

Profile of the respondents

The data (Table 1) showed that 34.45 % of respondents had completed their education through graduation and (03.33%) beyond, followed by intermediate respondents (28.89%), high school education (18.89 %), primary education (7.78 %) and 06.66 % of those surveyed were able to just read and write. Respondents educational backgrounds revealed that those with higher education were also engaged in agriculture and related industries. Learning is a key instrument for enhancing the agriculture system that also helps educated farmers adopt new technologies more quickly. According to this study, formal education has already become more widespread in pastoral societies. The primary source of income was agriculture (60.0%) and over 21.11 % of respondents made their living from agriculture and some kind of business and 14.45 % of respondents were involved in animal husbandry as well as in business. Merely 04.44 % of the participants engaged in government job and agriculture. According to the survey, people living in rural communities today engage in a variety of jobs linked to agriculture and related fields. This kind of employment pattern suggested that the public sector's extension and advisory services ought to be comprehensive and intense.

Further the majority of respondents (70.03%) travel to Kisan Mela on their own dime. This is a significant indication of the respondents' information-seeking habits. 06.66 % and 07.77 % of the participants went to Kisan Mela with the assistance of KVK and with the help of other farmers. It is a proven fact that KVK significantly improved the socioeconomic standing of various farmer categories through exposure to this kind of visit whereas 09.99 % of respondents went mela with the help of advertisement they listened on radio, just 05.55 % of respondents said they went Mela with the assistance of various NGOs.

Level of Farmers' Satisfaction in Kisan Mela

Table 1. Profile of the respondents.

(n=90)

A. Education of respondents			
Sr. No.	Level of Education	Frequency	Percent
1.	Read and Write	06	06.66
2.	Primary education	07	07.78
3.	High School	17	18.89
4.	Intermediate	26	28.89
5.	Graduate	31	34.45
6.	Above graduation	03	03.33
B. Occupation of the respondents			
1.	Agriculture	54	60.00
2.	Agriculture and Business	19	21.11
3.	Animal Husbandry and Business	13	14.45
4.	Government job and Agriculture	04	04.44
C. Help of agencies for visiting Kisan Mela			
1.	Self	63	70.03
2.	With the help of Kvk	06	06.66
3.	Several NGOs	05	05.55
4.	Other farmers	07	07.77
5.	From advertisement on radio	09	09.99
D. Number of Kisan Mela attended			
1.	One	68	75.57
2.	Two	10	11.11
3.	Three	06	06.66
4.	Four	04	04.44
5.	Five or above	02	02.22
E. Purpose to visit kisan mela			
1.	To see new technology	24	26.68
2.	For entertainment purpose	20	22.22
3.	For purchase of good quality seed	33	36.66
4.	Information about types of farming	13	14.44
F. Types of information obtained by respondent			
1.	Improved seed variety	35	38.90
2.	Improved agricultural technology	22	24.46
3.	Information about GI tagged	06	06.66
4.	Information about fertilizers	08	08.88
5.	Bank loan	17	18.88
6.	Labs	02	02.22
G. Capability to pay for information			
1.	Yes	21	23.33
2.	No	69	76.67

The majority of visitors to the Kisan Mela (75.57%) were first-timers. The number of visits ranged from one to five and more. Visitors cited family obligations as a major constraint in attending such events. Only few of visitors had attended the Kisan Mela five times and more, which suggests that the event is a valuable source of information. The purpose of

visiting the Kisan Mela varied from person to person. The most common reasons were entertainment, purchasing high-quality seeds, learning about organic farming techniques. The Kisan Mela is also a good place for farmers to select crop seeds based on characteristics such as yield, irrigation needs, fertilizer needs, crop duration, and taste of produce. Despite the

Table 2. Satisfaction of respondents in Kisan Mela.

Sr. No.	Area of Satisfaction	Most Satisfied	Satisfied	Not satisfied	TS	TWMS	Rank
1.	Information regarding to pesticide and insecticide	71 (78.88)	19 (21.12)	00 (00.00)	251	02.78	I
2.	Behaviour of different Mela organizing persons towards you	70 (77.78)	19 (21.11)	01 (01.11)	249	02.76	II
3.	Drinking water arrangement	74 (82.23)	09 (10.00)	07 (07.77)	247	02.74	III
4.	Orientation of different stall	69 (76.66)	13 (14.46)	08 (08.88)	241	02.67	IV
5.	Location of venue	64 (71.11)	21 (23.34)	05 (05.55)	239	02.65	V
6.	Availability of quality seeds	56 (62.22)	33 (36.66)	01 (01.12)	235	02.61	VI
7.	Staying facilities for livestock	60 (66.66)	19 (21.12)	11 (12.22)	229	02.54	VII
8.	Overall effect of Kisan Mela	59 (65.55)	19 (21.12)	12 (13.333)	227	02.52	VIII
9.	Information regarding new technology development in agriculture	57 (63.33)	20 (22.23)	13 (14.44)	224	02.48	IX
10.	Information regarding new strains of crops	54 (60.00)	20 (22.22)	16 (17.78)	218	02.42	X
11.	Transportation Facility	44 (48.90)	30 (33.33)	16 (17.77)	208	02.31	XI
12.	Demonstration of Technology	54 (60.00)	25 (27.77)	11 (12.23)	169	01.87	XII

Total Score, TWMS**= Total Weighted Mean Score

significant investment in terms of money, manpower, and time required to organize a Kisan Mela, it is a valuable event that meets the needs of farmers in the agriculture and allied sectors.

Farmers at the exhibition were interested in Rabi crop seeds, agricultural equipment, and new technologies. They also received information on a variety of topics, including improved seed varieties, agricultural technology and bank loans. The majority of respondents stated that they could not afford to pay for information on agricultural production systems. In summary, the Kisan Mela is a popular event that provides farmers and other visitors with information and entertainment on a variety of agricultural topics. It is a valuable resource for the agriculture and allied sectors.

Level of Satisfaction

Assessing farmers' satisfaction holds significant importance for several reasons. Farmers are the primary beneficiaries of agricultural fairs, making them the most suitable judges of these events' performance. Their firsthand experiences at the fair and their satisfaction levels provide valuable insights for shaping future plans and continuing similar activities (Elias *et al.* 2015). These findings were in agreement with Manjula and Sheikh (2010). Similarly, Kumari *et al.* (2023) and Sharma *et al.* (2023) found that majority of respondents were most satisfied with location of venue, timing of events, orientation of different stalls and behaviour of different Kisan Mela organizing persons. The majority of respondents (71.11%) expressed the highest satisfaction with the location of

Level of Farmers' Satisfaction in Kisan Mela

the Kisan Mela venue, while 23.34 % of respondents were satisfied, and 05.55 % were not content with the venue's location. In Table 2 by considering the overall satisfaction criteria, the venue's location ranked fifth based on the total weighted mean score. It's worth noting that participants at the Kisan Mela come from various parts of the nation, so they take into account various factors regarding the venue.

It was also observed that 76.66 % of respondents were highly satisfied with the arrangement and orientation of different stalls at the Kisan Mela grounds, while 08.88 % were not satisfied. The Kisan Mela efficiently utilizes the available space, contributing to its appealing appearance, and it ranked fourth based on the total weighted mean score.

Furthermore, the provision of drinking water at the Mela grounds received positive feedback, with 82.23 % of respondents expressing high satisfaction with this arrangement, and only a very small number of respondents were dissatisfied with the drinking water arrangements.

The majority of respondents, amounting to 66.66 % expressed satisfaction with the staying facilities provided for livestock at the Kisan Mela. Only few of the respondents were not satisfied with these facilities, possibly due to the high value, both monetarily and emotionally, that they attach to their animals. These dissatisfied respondents were primarily those who participated in the animal exhibition, and staying facilities for livestock ranked seventh based on the total weighted mean score.

Furthermore the data revealed that 62.22 % of the respondents were highly satisfied, 36.66 % were satisfied, and only were dissatisfied with the availability of quality seeds at the Kisan Mela. This aspect of the event ranked sixth in terms of overall satisfaction level.

The observed satisfaction trends can likely be attributed to the diverse needs of farmers concerning the quality and variety of seeds. About 60.00 % of the respondents expressed satisfaction with the information provided about new crop strains, Similar trends were noted at the Punjab Agriculture University farmers' fair, where participants likely attended the Kisan Mela to learn about newly developed crop varieties and the associated production and protection technologies, aiming to maximize productivity and

profitability.

A significant portion of the respondents (78.88%) exhibited the highest satisfaction in the area of information regarding pesticides and insecticides. In recent years, various insects and pests have posed threats to a variety of crops at different stages of cultivation.

Approximately 63 % of the respondents expressed the highest satisfaction with information regarding new technology development in agriculture. This high satisfaction is likely due to the rapid spread of information in Indian society. In terms of the behaviour of the organizing personnel at the Mela, most respondents (77.78%) were highly satisfied, followed by 22.22 % of respondents who were satisfied, and less than one per cent who were dissatisfied. Nearly all respondents (65.55%) were satisfied with the overall impact of the Kisan Mela, while a very small % (13.33%) expressed dissatisfaction. Evaluating client satisfaction levels can shed light on the reliability and responsiveness of services or the willingness of providers to meet clients' needs.

Overall, the satisfaction level of respondents regarding the location of the venue, orientation of different stalls, drinking water arrangements, staying facilities for livestock, arrangement of the animal exhibition, availability of quality seeds, information about new crop strains, information on pesticides and insecticides, and the overall impact of the Kisan Mela was notably high. These events cater to the diverse needs of attendees, including young and old, women and men, and youth. Interactive sessions between scientists and farmers facilitate a mutual understanding of on-field conditions and the applicability of knowledge. Such fairs also help farmers enhance their knowledge of new schemes or programs, attracting numerous participants, including farmers, scientists, students, and extension personnel from KVKs and agriculture-related departments (Tanusha and Chander, 2019).

CONCLUSION

Kisan Melas have demonstrably played a positive role in disseminating agricultural knowledge and resources to farmers, there is always a room for improvement. While the majority of farmers appreciate aspects like the venue, information provision, and stall

organization, further efforts are needed to ensure accessibility, infrastructure, and content effectively address the evolving needs of the agricultural community. By ensuring information and resources are readily available and affordable for all farmers, regardless of background or location, Kisan Melas can reach a wider audience. Additionally, providing adequate basic amenities and continuously updating the information and technologies showcased can significantly enhance the visitor experience and address contemporary agricultural challenges. Through these improvements, Kisan Melas can further empower farmers and become even more instrumental in fostering agricultural development and improving livelihoods.

REFERENCES

- Kumari Shweta and Ravi Om Pravesh Kumar and Pal Jag and Singh A K (2023). Level of Satisfaction among Farmers Towards University's Kisan Mela. *Asian J Agri Ext, Econ & Sociology*, **41** (10). pp. 863-870.
- Manjula N and Sheikh M K 2010. Impact of Krishi Mela on participating farmers. *Agric Update* **5**(1/2): 54-58.
- Sharma Mandeep, Bhatia Manisha and Singh Pawitar (2023). Farmers' Perspective on Relevance and Importance of kisan melas. *J Commun Mobiliz and Sustain Dev* **18**(1): 277-282
- Yadav K, Kumar R. Farmers Fair in Transfer of Technology: An Effective Extension Approach. *Res J Agri Sci* **9** (Special): 2018, 53-55.

Received on 2/11/2023 Accepted on 12/1/2024