



Attitude of Beneficiary Farmers towards Activities of Krishi Vigyan Kendra of Dang District

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ABSTRACT

The present study was conducted in dang district of Gujarat state with 120 respondents, 10 from each village were purposively selected from Waghai, Ahwa and Subir taluka by random sampling techniques. Sixty beneficiaries and 60 non-beneficiaries were selected for the study. The respondents were personally interviewed with a well-structured and pre-tested interview schedule. From the study, it was observed that majority of beneficiary's farmers (70.0 %) and more than half of non beneficiary farmers (57.0%) had favourable attitude toward KVK activities. The significant 't' value (3.032) suggested that beneficiary farmer group had more favourable attitude toward various activities of KVK than non beneficiary farmer group. According to practice wise, the productivity of crops was increased by the advice of scientists working at KVK was on the top most statement according to relative importance in the scale for both beneficiary and non beneficiary farmers. It was inferred that the various activities had influenced in developing the favourable disposition towards KVK among beneficiary farmers.

Key Words: Attitude, Beneficiary, Farmers, Activities, Dang .

INTRODUCTION

Indian Council of Agricultural Research has developed a strong network of Krishi Vigyan Kendras (KVKs) in the country to disseminate agricultural technologies and an innovation which is one of the vital first line extension systems. As more and more KVKs are coming up, the KVK scientist has the great responsibility of creating the centre of excellence in the field of effective technology transfer. Because of its participatory approach, KVKs are getting more popularity among the rural masses especially through organized need based vocational training in the field of agriculture and allied sectors. Under the demonstration strategy, it organized front line demonstration in various crops to generate production data and feedback information. The aim of front line demonstration in general is to raise production, conduct field day, farmer's interaction and exhibition at demonstration site. The KVKs in India has emerged as a distinct

organization and its advantage was greeted with great expectation especially on technology transfer front to set a pace of growth of farm productivity and thereby ensuring regeneration of entire farming community. The psychological object for the present study has been conceptualized as various activities of the KVK; hence the attitude in present study means negative or positive reaction of the farmers toward various activities of KVK. Keeping this in view, the attitude of the respondent towards activities of KVK was studied.

MATERIALS AND METHODS

The present study was carried out in the Dang district of Gujarat state. Sixty farmers from 6 adopted villages of KVK, Waghai were selected as beneficiary farmers. Similarly, sixty farmers from 6 another villages of nearby area of adopted village having similar socio-economic status but not benefited by KVK were also selected randomly and named as non-beneficiaries.

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The information of each respondent was collected with the help of pre tested, structured interview schedule by personal interview, the researcher has developed the scale. Among the techniques available, author has chosen scale product method which combines the Thurstones technique of equal appearing, interval scale (1928) for selection of item and Likert's technique of summated rating (1932) for ascertaining the response of the scale. The scale consists of fifteen statements (items), each statement has three alternative answers. The respondent has to tick one of the alternatives to each statement. The score assigned for positive statements were 3 for most favourable, 2 for favourable and 1 for least favourable. The scoring is reverse for other selected negative statements. The summed up value gave the total score of the individual farmer for attitude towards various activities of KVK. Thus, the score ranged from 15 to 45. To assess the level of achievement, the respondent were categories as low, medium and high based on mean (X) and standard deviation (SD). The collected data were analyzed and interpreted in the light of the objectives with appropriate statistical tools like percentage, rank, mean and standard deviation.

Attitude is pre conditional factor for any action. The attitude of individual plays an important role in determining one's behaviour in respect to a particular psychological object. To measure this variable, a teacher made scale was developed. The responses collected on three point continuum *viz.*,

less favourable, favourable and more favourable with score 1, 2 and 3 for positive and reverse in the case of negative statement. Later on, the mean, standard deviation and 'r' value were used to work out the relationship.

RESULTS AND DISCUSSION

Attitude of beneficiary and non-beneficiary farmers towards various activities of KVK

The data (Table 1) revealed that majority of the beneficiary farmer, (70.0%) had favourable attitude toward KVK activities, 20 per cent of the respondent had more favourable attitude while only 10 per cent of them had found less favourable attitude toward KVK activities. In case of non beneficiary farmer more than half (57.0%) farmer had favourable attitude followed by less (27.0%) and more (16.0%) favourable attitude toward KVK activity.

The analysis of data showed that great majority of beneficiary (90.0%) of farmers had favourable to most favourable and non beneficiary (84.0 %) of farmers had favourable to least favourable attitude toward various activities of KVK. This was perhaps due to positive impact of KVK activities. Similar results were reported by Chaudhari *et al* (2014) who reported that great majority of beneficiary (93.3%) of farmers had favourable to most favourable and non beneficiary (95.0%) of farmers had favourable to least favourable attitude towards various activities of KVK.

Table 1. Frequency of Farmers under different degree of Attitude towards KVK activities n=60

Sr. No.	Attitude towards KVK activities	Category of farmers	
		Beneficiary	Non beneficiary
		Per cent	Per cent
1	Less favourable attitude	10.00	27.00
2	Favourable attitude	70.00	57.00
3	More favourable attitude	20.00	16.00
	Total	100	100
		Mean=36.15	Mean=33.5
		SD=5.19	SD=4.38

Attitude of Farmers

Table 2. Attitude of Farmers towards activities of KVK.

Sr. No	Parameter	Category of farmers			
		Beneficiary(n=60)		Non beneficiary(n=60)	
		MPS	Rank	MPS	Rank
1	Productivity of crops increased with the advice of scientists	96.66	I	98.33	I
2	The KVK was not useful in raising your standard of living.	68.33	X	68.33	XI
3	The KVK kept abreast you with the latest technologies.	92.77	V	79.44	VII
4	The demonstrations conducted by KVK were useful in motivating the farmers towards the improved agricultural practices.	92.78	IV	89.44	II
5	The training period was not sufficient to cover all the information about fields.	65.50	XIII	63.88	XIV
6	The information given in the training programmes was adequate.	92.22	VI	76.11	VIII
7	The trainers were not having enough knowledge of subject matter.	65.55	XII	70.55	X
8	All recommendations given in the training were profitable.	94.40	III	82.77	VI
9	The duration of gap between two trainings was not adequate.	62.22	XV	67.77	XII
10	The place of training was not suitable.	73.88	IX	71.11	IX
11	Field day organised by KVK was useful to solve your problems.	91.66	VII	88.33	III
12	Film shows were not useful in developing confidence towards new technologies.	66.66	XI	63.80	XV
13	Training programmes organised by KVK provided the practical knowledge about new agricultural technologies.	94.44	II	84.44	V
14	Group meeting was not useful in providing timely information.	62.77	XIV	67.22	XIII
15	Campaigns organised by KVK were beneficial	86.11	VIII	87.77	IV

The observed value of t' was found to be 3.032 and found that the beneficiary farmer group had more favourable attitude (36.15 ± 5.19) toward various activities of KVK than non beneficiary farmer group (33.5 ± 4.38). The significant ($P < 0.01$) difference in attitude provided sufficient ground to reject the null hypothesis that there will be no difference in attitude of beneficiary and non beneficiary farmer toward various activities of KVK.

During the exposure, the beneficiary farmer must have learned about various agricultural technologies which were beneficial to them. This finding was in conformity with the findings of Singh *et al* (2007) who revealed that majority of the (61.67%) had favourable attitude towards NWDPRRA

Practice wise attitude of beneficiary and non-beneficiary farmers with regards to Krishi Vigyan

Table3. Correlation between independent variables and the attitude of farmers.

Sr. No.	Independent variable	Zero order correlation 'r' values	
		Beneficiary	Non beneficiary
1	Social participation	0.059*	0.903
2	Information collection habit	0.732	0.358
3	Participation in extension activities	0.029*	0.007**
4	Innovativeness	0.357	0.106
5	Scientific orientation	0.007**	0.440

*Significant at the 0.05 level of probability; ** Significant at the 0.01 level of probability

Kendra was also measured in terms of MPS. The total numbers of 15 practices were included to assess the attitude of respondent's depicted table 2, which indicated that the attitude towards the statement that productivity of crops was increased by the advice of scientists working at KVK (96.66 & 98.33) was on the top most places according to relative importance in the scale for both beneficiary and non beneficiary farmers. Other importance statement for beneficiary farmer was training programmes organised by KVK provided the practical knowledge about new agricultural technologies (94.44), all recommendations given in the training were profitable (94.4) etc. In case of non beneficiary farmers the important was the demonstrations conducted by KVK were useful in motivating the farmers towards the improved agricultural practices (89.40), field day organised by KVK were useful to solve problems right in the field (88.33) etc. This showed that the farmers had a favourable attitude towards the Krishi Vigyan Kendra. It was also indicated that extension activities like scientist advices, training, demonstrations, field day and campaigns were more useful for increasing crop production. This finding was in the line with the finding of Jiyawan *et al* (2012) who reported that both beneficiaries and non-beneficiaries had strong agreement with the statement "production of crop can be increase by the advice of scientist working at KVK.

The perusal of the data (Table4) revealed that among the different variables three variables *viz.*, Social participation, participation in extension

activities and scientific orientation of beneficiary farmers were observed positively and significantly associated with the attitude towards Krishi Vigyan Kendra. It means that all these influenced on the attitude of farmers towards Krishi Vigyan Kendra whereas in case of 2 other variables *viz.*, information collection habit and innovativeness of beneficiary farmers were positively non significant attitude towards Krishi Vigyan Kendra. This finding was in conformity with the findings of Sharma *et al* (2012) who reported that participation in extension activities was significantly associated with the attitude of farmers towards Kisan Mandal and Kisan Sewa Kendra. Further, research showed that the more exposure by virtue of being member in different organisation which lead to their active participation in different social activities and they might have understood their responsibility in the society which might have changed their attitude in positive direction.

Further, four selected independent variable like social participation, information collection habit, innovativeness and scientific orientation were observed to be positively non significant with the attitude towards Krishi Vigyan Kendra. However, participation in extension activities of non beneficiary farmers was observed positively and significantly associated with the attitude. It may be stated that the beneficiary farmers participated in different type of KVK activities and scientist provided more information and facilities to beneficiary farmers, whereas, non beneficiary had not participated in any type of KVK activities

Attitude of Farmers

and have not benefited by scientific information. Hence, ultimately scientific orientation and information collection habit was somewhat less of non beneficiary farmers as compared to beneficiary farmers.

CONCLUSION

It can be concluded that majority of beneficiary (90.0%) of farmers had favourable to most favourable and non beneficiary (84.0%) of farmers had favourable to least favourable attitude toward various activities of KVK. The observed value of 't' is 3.032 which was significant at 0.01 level of significant, clearly suggested that beneficiary farmer group had more favourable attitude toward various activities of KVK than non beneficiary farmers. It was recommended that KVK scientists should visit the fields more frequently and highlight the farmers about various activities carried out by KVK for their benefit and it is encouraging to note

that majority of respondents had positive attitude towards KVK and its activities.

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