

ATTITUDE OF FARMERS TOWARDS VARIOUS ACTIVITIES OF KRISHI VIGYAN KENDRA

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ABSTRACT

Attitude refers as the degree of positive or negative effect associated with some psychological object (Thurstone, 1946). The psychological object for the present study has been conceptualized as various activities of KVK. Hence the attitude in present study means negative or positive reaction of the beneficiary and non-beneficiary farmers towards various activities of KVK. Keeping this in view, an attempt has been made to study Attitude of Farmers towards Various Activities of Krishi Vigyan Kendra. The result of the study revealed that more than two third of beneficiary (71.67 per cent) of farmers had favourable to neutral attitude and three fourth of non-beneficiary (75.00 per cent) of farmers had neutral to favourable attitude towards various activities of KVK. From the findings of the study an inference can be drawn that there is no difference in attitude of beneficiary and non-beneficiary farmers towards various activities of KVK. It shows that the impression of KVK among farming community is good irrespective of beneficiary farmers and non beneficiary farmers.

Keywords: attitude, krishi vigyan kendra (KVK), activities

INTRODUCTION

Attitude refers as the degree of positive or negative effect associated with some psychological object (Thurstone, 1946). The psychological object for the present study has been conceptualized as various activities of KVK. Hence the attitude in present study means negative or positive reaction of the beneficiary and non-beneficiary farmers towards various activities of KVK. Keeping this in view, the attitude of the respondents was studied.

OBJECTIVE

To study the attitude of farmers towards various activities of Krishi Vigyan Kendra

METHODOLOGY

The present investigation was carried out in Panchmahals district which is the operational area of Krishi Vigyan Kendra, Vejalpur. This district consists of total eleven talukas, out of two talukas (Halol and Kalol) were selected purposively on the basis of maximum number of activities carried out by Krishi Vigyan Kendra during the year 2005-06 to 2016-17. Three villages from the each taluka were selected purposively on the basis of maximum numbers of activities carried out by Krishi Vigyan Kendra. Thus, six villages were selected for the present study.

In the present investigation, the population for the

study consist of two categories namely beneficiary and non-beneficiary farmers of Panchmahals district. A comprehensive list of the beneficiary farmers of each adopted village was obtained from Krishi Vigyan Kendra, Vejalpur. The names of all beneficiary farmers were arranged in alphabetical order of each village, separately. From this list, Ten beneficiary farmers from each village were selected randomly for the study. Thus, 60 beneficiary farmers were selected for the study. The same numbers of non-beneficiary farmers were selected randomly from same villages. Thus, altogether 60 beneficiary and 60 non-beneficiary farmers were selected for the study.

Attitude towards various activities of KVK

It refers as the degree of positive or negative effect associated with some psychological object (Thurstone, 1946). The psychological object for the present study has been conceptualized as various activities of KVK. Hence the attitude in present study means negative or positive reaction of the beneficiaries farmers and non-beneficiaries farmers towards various activities of KVK. For measuring the attitude of farmer towards various activities of KVK, the scale developed by Chandra (1991) was used. Among the techniques available, author has chosen scale product method which combines the Thurstones technique of equal appearing interval scale (1928) for selection of items and Likert's technique of summated rating (1932) for ascertaining the

response on the scale as proposed by Chandra (1991).

The scale consists of nineteen statements (items), out of which ten were positive statements and nine were

negative statements. Each statement has three alternative answers. The respondent has to tick one of the alternatives to each statement.

Statement	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Positive	5	4	3	2	1
Negative	1	2	3	4	5

The summed up value gave the total score of the individual farmer for attitude towards various activities of KVK. Thus the score ranged from 19 to 95.

Sr. No.	Category	Range
1	Very low	Up to 35 score
2	Low	>35 to 50 score
3	Medium	>50 to 65 score
4	High	>65 to 80 score
5	Very high	above 80 score

t test

Two samples t test was used to test the difference between two mean values of knowledge of beneficiary and non-beneficiary farmers.

$$t = \frac{\bar{x}_1 - \bar{x}_2}{S.E.(\bar{x}_1 - \bar{x}_2)}$$

Where,

$$\bar{X}_1 = \text{Mean of sample-1}$$

$$\bar{X}_2 = \text{Mean of sample-2}$$

$$S.E. (\bar{X}_1 - \bar{X}_2) = \text{Standard error of sample-1 and sample-2}$$

$$S.E. (\bar{X}_1 - \bar{X}_2) = \sqrt{s_p^2 \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}$$

Where,

$$S^2 p = \text{Pooled variance of both the sample}$$

$$n_1 = \text{Total number of sample-1}$$

$$n_2 = \text{Total number of sample-2}$$

$$S^2 p = \frac{\sum x_1^2 - \frac{(\sum x_1)^2}{n} + \sum x_2^2 - \frac{(\sum x_2)^2}{n}}{(n_1 - 1) + (n_2 - 1)}$$

Where,

$$\sum x_1^2 = \frac{(\sum x_1)^2}{n} = S S \text{ of sample-1}$$

$$\sum x_2^2 = \frac{(\sum x_2)^2}{n} = S S \text{ of sample-2}$$

Karl person coefficient of correlation(r) was calculated to find out the relationship between attitude of farmers towards various activities of KVK and knowledge and adoption of Maize production technology.

RESULTS AND DISCUSSION

Attitude of Beneficiary and Non-Beneficiary Farmers towards Various Activities of KVK

Attitude refers as the degree of positive or negative effect associated with some psychological object (Thurstone, 1946). The psychological object for the present study has been conceptualized as various activities of KVK. Hence the attitude in present study means negative or positive reaction of the beneficiary and non- beneficiary farmers towards various activities of KVK.

Keeping this in view, the attitude of the respondents was studied. On the basis of data about attitude, respondents were classified as shown in Table 1.

Table 1: Distribution of respondents according to their attitude towards various activities of KVK

Sr. No.	Level of attitude	Beneficiary (n=60)		Non-beneficiary (n=60)	
		Number	Per cent	Number	Per cent
1	Strongly Unfavourable (Up to 35 score)	02	03.33	03	05.00
2	Unfavourable (>35 to 50 score)	06	10.00	06	10.00
3	Neutral (>50 to 65 score)	13	21.67	24	40.00
4	Favourable (>65 to 80 score)	30	50.00	21	35.00
5	Strongly favourable (above 80 score)	09	15.00	06	10.00
Mean		68.233		64.3	
S.D.		14.027		13.532	

It can be inferred from Table 1 that majority (50.00 per cent) of beneficiary farmers had favourable attitude towards various activities of KVK, followed by 21.67 per cent and 15.00 per cent of them Neutral and Strongly favourable attitude towards various activities of KVK, respectively.

In case of non-beneficiary farmers, majority (40.00 per cent) of them had neutral attitude towards various activities of KVK, followed by 35.00 per cent of them had favourable attitude towards various activities of KVK. More over 10.00 per cent of each of them had unfavourable and Strongly favourable attitude towards various activities of KVK.

The analysis of data showed that more than two third

Table 2: Comparison between beneficiary and non-beneficiary farmers in respect of their attitude towards various activities of KVK

Category	Number	Mean score	Standard deviation	't' value
Beneficiary farmers	60	68.23	14.02	1.5631NS
Non-beneficiary farmers	60	64.3	13.53	

* Significant at 5 per cent probability level.

Results in Table-2 indicated that the observed value of 't' is 1.5631 which is non-significant at 0.05 level of significance, clearly suggest that the non-significance difference in attitude of beneficiary and non-beneficiary farmers towards various activities of KVK.

The probable reason might be that the KVK, Vejalpur treats the farming community as a whole unbiased including beneficiary farmers and non beneficiary farmers in terms of giving benefits of its activities. Therefore the impression of KVK among farming community is good irrespective of beneficiary farmers and non beneficiary farmers.

of beneficiary (71.67 per cent) of farmers had favourable to neutral attitude and three fourth of non-beneficiary (75.00 per cent) of farmers had neutral to favourable attitude towards various activities of KVK. It means this may be perhaps due to positive impresson of KVK, vejalpur among the farming community as a whole unbiased including beneficiary farmers and non beneficiary farmers.

Comparison between groups

The 't' value was calculated to examine whether there was any significant difference in average mean score of attitude between beneficiary and non-beneficiary farmers. The detail analysis was carried out in this regard which is presented in Table 2.

CONCLUSION

From the above study, it was found that more than two third of beneficiary (71.67 per cent) of farmers had favourable to neutral attitude and three fourth of non-beneficiary (75.00 per cent) of farmers had neutral to favourable attitude towards various activities of KVK. From the findings of the study an inference can be drawn that there is no difference in attitude of beneficiary and non-beneficiary farmers towards various activities of KVK. It shows that the impression of KVK among farming community is good irrespective of beneficiary farmers and non beneficiary

farmers.

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