

## RELATIONSHIP BETWEEN PROFILE OF THE FARMERS AND THEIR PERCEPTION TOWARDS TECHNICAL CAPABILITY OF KVK SCIENTISTS

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### ABSTRACT

*KVK is an integral part of the National Agricultural Research System (NARS), aims at assessment of location specific technology modules in agriculture and allied enterprises, through technology assessment, refinement and demonstrations. Krishi Vigyan Kendra undertakes the vocational trainings for farmers, farm women and rural youths, conducts on-farm testing, technology assessment & refinement and frontline demonstration to promptly demonstrate the latest technology to the farmers as well as extension workers. Considering the importance of KVK, the present study was carried out. To study the relationship between profile of the farmers and their perception towards technical capability of KVK scientists in Anand district, the research was conducted and presented in this article. The data were collected through personnel interview of 120 farmers. The result indicates that out of eleven independent variables, seven variables viz., education, training received, extension participation, mass media exposure, economic motivation, risk orientation and innovativeness were positive and highly significant correlated. Further, two independent variables viz., age and farming experience were negative and significantly correlated. Size of land holding was found negatively non-significant relationship, while annual income was positive and non-significantly related with perception of farmers towards technical capability of KVK scientists.*

**Keywords:** perception, technical capability, KVK scientists

### INTRODUCTION

Krishi Vigyan Kendra (KVK) is project of ICAR for testing and transfer of agricultural technologies to bridge the gap between production and productivity and to increase self-employment opportunities among the farm communities and training offered here follows the principles of “learning by doing” & “seeing is believing”. It offers skill & knowledge-oriented trainings in multidisciplinary areas like crop production & plant protection, horticulture, animal sciences & fisheries, home science, and agricultural extension; etc. KVK is an innovative institution providing (i) effective linkage among researchers, farmers and extension workers (ii) practical approach to training through “Learning by doing”. KVKs are playing a proactive role in transferring new technology at field level with beneficial impacts. They have an edge in technology transfer over other service providers by virtue of their having better technical expertise and demonstration units.

### OBJECTIVE

To know the relationship between profile of the farmers and their perception towards technical capability of KVK scientists

### METHODOLOGY

KVK conducts both on-campus and off-campus training programmes for various disciplines to assist capacity building of farmers of the district Anand. The “Ex-post Facto” research design was applied for this study. A complete list of 507 farmers was obtained from the KVK, Anand who have received on-campus training during 2018-19 (Anonymous 2019). Out of these, 120 respondents were selected by using random sampling technique. A list of variables to be dealt with was prepared on the basis of review of literature related to the subject. Further, experts and research committee members were consulted and finally the variables that were found to be most relevant were selected.

## RESULTS AND DISCUSSION

**Table 1: Relationship between profile of the farmers and their perception towards technical capability of KVK scientists (n=120)**

Sr. No.	Independent variables	Correlation Coefficient ('r' value)
<b>A</b>	<b>Personal Variables</b>	
X <sub>1</sub>	Age	-0.1938*
X <sub>2</sub>	Education	0.4012**
X <sub>3</sub>	Farming experience	-0.2032*
X <sub>4</sub>	Training received	0.2442**
<b>B</b>	<b>Economic Variables</b>	
X <sub>5</sub>	Size of Land holding	- 0.0333
X <sub>6</sub>	Annual income	0.1752
<b>C</b>	<b>Communicational characteristics</b>	
X <sub>7</sub>	Extension participation	0.2882**
X <sub>8</sub>	Mass media exposure	0.2523**
<b>D</b>	<b>Psychological characteristics</b>	
X <sub>9</sub>	Economic motivation	0.2632**
X <sub>10</sub>	Risk orientation	0.2622**
X <sub>11</sub>	Innovativeness	0.2371**

Data presented in the table 1 with detailed description is given as follows:

**(1) Age and perception**

Age had negative and significant correlation ( $r = -0.1938^*$ ) with perception of the farmers. It means that age of the farmers influences their perception. It shows that perception was observed more positive amongst those, who were younger in age as compared to other group of farmers. This might be due to the fact that old aged farmers have more experience than the young generations that creates less curiosity to get knowledge and passiveness during training programme which reflected on the perception. This finding is in the line with the result of Shinde (2000).

**(2) Education and perception**

Perception of the farmers towards technical capability of KVK scientists had positive and highly significant ( $r=0.4012^{**}$ ) correlation with their level of education. This is due to more educated person has potential to interpret and judge the someone's capability. This might be the reason for signification association between education and their perception towards technical capability of KVK scientists. This finding has been supported by findings of Kulkarni (1998), Shinde (2000) and Sawant *et al.* (2001).

**(3) Farming experience and perception**

There was negative and significant relationship ( $r = -0.2032^*$ ) between farming experience and perception of farmers towards technical capability of KVK scientists. The probable reason could be that the medium to high level of experience affected on learning environmental factors combined with dormant behaviour during training programme. This finding is more or less parallel with Bagheri *et al.* (2008).

**(4) Training received and perception**

Training received has established positive and highly significant correlation ( $r = 0.2442^{**}$ ) with perception of the farmers towards technical capability of KVK scientists. It obvious that person having good exposure for training will always wish to update their level of knowledge about innovations. This might be the reason, which leads them to change their behaviour for attending the training programme enthusiastically and with their interpreting ability to judge the trainers' technical capability during the training programme. This finding is in line with Chand (2012).

**(5) Size of land holding and perception**

Size of land holding of the farmers had negatively and non-significant association ( $r = -0.0333$ ) with perception of the farmers towards technical capability of KVK scientists. Thus, it can be determined that size of land holding did not play any considerable role on perception of farmers towards technical capability of KVK scientists. The probable reason might be that land holding of farmers does not affect individual's ability to interpret and judge technical capability of KVK scientists. This finding is corroborated with study of Sawant *et al.* (2001).

**(6) Annual income and perception**

Annual income of the farmers had positive and non-significant correlation ( $r = 0.1752$ ) with their perception towards technical capability of KVK scientists. From the result, it can be summarized that perception of farmers towards technical capability of KVK scientists was almost equally positive with irrespective of their annual income. The probable reason might be that income of farmers does not affect individual's interpretation ability to judge technical capability of KVK scientists. This finding is in line with the findings of Chavda (2005).

**(7) Extension participation and perception**

Extension participation of the farmers had positive and highly significant correlation ( $r = 0.2882^{**}$ ) with their perception towards technical capability of KVK scientists.

The reason might be that the actual participation of the farmers in various extension activities might have provided them learning experience, which helped them to get solutions of their agricultural related problems while interacting in training sessions with KVK scientists. This finding is in concurrence with the findings reported by Bagheri *et al.* (2008).

#### **(8) Mass media exposure and perception**

Mass media exposure of the farmers had positive and highly significant correlation ( $r = 0.2523^{**}$ ) with perception of the farmers towards technical capability of KVK scientists. The probable reason for the above findings might be that greater exposure to mass media would have helped them to keep themselves updated with latest knowledge through various extension programmes. This also motivated them to participate in such training programme organized at KVK with passion and interpreted training environment in respect to technical capability of KVK scientists. This finding is similar to the findings of Kulkarni (1998) and Chavda (2005).

#### **(9) Economic motivation and perception**

Perception of the farmers towards technical capability of KVK scientists had positive and highly significant correlation ( $r = 0.2632^{**}$ ) with economic motivation of farmers. The reason might be that this group of farmers were more inclined to maximize income from their profession and shown interest in learning ways of income maximization. They might have regarded to take part in the training interestingly and persuaded them to gain new information from the training. This could leads them for self-motivated involvement in the training and interpreted the technical capability of KVK scientists. This finding is in line with the findings of Shinde (2000) and Chand (2012).

#### **(10) Risk orientation and perception**

Risk orientation of the farmers had positive and highly significant correlation ( $r = 0.2622^{**}$ ) with their level of perception towards the technical capability of KVK scientists. The farmers with higher degree of risk orientation are more likely to undertake calculated risk for adopting new idea in their profession for profit maximization. This might be the reason, which leads them to change their behaviour for attending the training programme ardently and interpreted the training situation in relation to technical capability of KVK scientists. The result of the study is in concurrence with the findings of Shinde (2000) and Chand (2012).

#### **(11) Innovativeness and perception**

There was positive and highly significant relationship ( $r = 0.2371^{**}$ ) between farmers innovativeness and perception of the farmers towards technical capability of KVK scientists. The probable reason might be that the farmers, who have tendency towards innovations, generally will have higher orientation for acquiring new knowledge, this makes them to take positive steps for lively involvement in the training programme and evaluated the technical capability of KVK scientist. The results of Sawant *et al.* (2001) and Chand (2012) gave strength to the above finding.

#### **CONCLUSION**

It is clearly indicated from the results that seven variables *viz.*, education, training received, extension participation, mass media exposure, economic motivation, risk orientation and innovativeness were positive and highly significant correlated due to by gaining capability to judge, skill oriented, more exposure, profitable motive and creativity. Further, two independent variables *viz.*, age and farming experience were negative and significantly correlated due to passiveness, lack of interest among old age and experienced farmers. Size of land holding was found negatively non-significant relationship, while annual income was positive and non-significantly related with perception of farmers towards technical capability of KVK scientists due to land holding and income of farmers does not affect individual's interpretation ability to judge technical capability of KVK scientists. To motivate farmers for attending more training programmes, attention should be paid towards need based training and considering their education level. The findings of this study will also help to serve as guideline for policy makers, planners, scientists and extension professional to develop the strategy to increase effectiveness of training programme.

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