

## Awareness Among Farmers About KVK Working as Knowledge Resource Centre in Dang District of South Gujarat

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### ABSTRACT

*Krushi Vigyan Kendra is the Farm Science Centre with multidisciplinary team of qualified scientists, aims to transfer the latest technology to farmers in the district. The mandates of KVKs are Conducting "On Farm Testing" for identifying technologies in terms of location specific sustainable land use systems; Organising "In-service training" to update the extension personnel with emerging advances in agricultural research on regular basis; Organising "short and long term training courses" in agriculture and allied vocations for the farmers and rural youths with emphasis on "Learning by doing" for higher production on farms and generating self-employment and Organising "Front Line Demonstrations (FLDs)" on various crops to generate production data and feedback information. One new mandates i.e. KVK to work as "Knowledge resource centre" was added during 2009. Thus, the role of KVKs is of immense importance for overall agricultural and rural development through its various research and technology transfer mechanisms for the farming community. Keeping all this views in mind, the present research study was taken with the objectives 1) To study the personal profile of the respondents. 2) To study the awareness among farmers of adopted and non-adopted villages of KVK about KVK working as Knowledge Resource Centre and 3) To ascertain the relationship between dependent and independent variables. The result shows that in adopted villages majority of the respondents were in middle age group, educated up to primary school level, participated in social activities, participated in more than one extension activity, annual income up to ₹ 50,000/-, engaged in farming + Animal Husbandry as main occupation, possessed 0.01 – 2.00 ha of land, found to have medium level of economic motivation and found to have medium level of awareness about KVK working as Knowledge Resource Centre. Whereas, in non-adopted villages majority of the respondents were in middle age group, educated up to primary school level, not participated in social activities, participated in more than one extension activity, annual income up to ₹ 50,000/-, engaged in farming as main occupation, possessed 0.01 – 2.00 ha of land, found to have medium level of economic motivation and found to have low level of awareness about KVK working as Knowledge Resource Centre. Regarding association, in adopted villages, social participation and economic motivation were significantly associated with extent of awareness about Knowledge Resource Centre while there was no association between age, education, annual income, occupation, land holding and extent of awareness about KVK working as Knowledge Resource Centre. In non-adopted villages, the extension participation and occupation were highly significantly associated with extent of awareness about Knowledge Resource Centre while, there was no association between age, education, social participation, annual income, land holding, economic motivation and extent of awareness about KVK working as Knowledge Resource Centre.*

**Keywords:** Knowledge resource centre, awareness, association, KVK

### INTRODUCTION

KVK is the Farm Science Centre with multidisciplinary team of qualified scientists, aims to transfer the latest technology to farmers in the district. At present there are 641 KVKs in the country. The mandates of KVKs are as follows – Conducting "On Farm Testing" for identifying technologies in terms of location specific sustainable land use systems, Organising "In-service training" to update the

extension personnel with emerging advances in agricultural research on regular basis, Organising "short and long term training courses" in agriculture and allied vocations for the farmers and rural youths with emphasis on "Learning by doing" for higher production on farms and generating self-employment, Organising "Front Line Demonstrations (FLDs)" on various crops to generate production data and feedback information. One new mandates i.e. KVK to work

as “Knowledge resource centre” was added during 2009. Thus, the role of KVKs is of immense importance for overall agricultural and rural development through its various research and technology transfer mechanisms. Keeping all this views in mind, the present research study “Awareness among farmers about KVK working as Knowledge Resource Centre” was taken with the objectives.

## **OBEJCTIVES**

- (i) To study the personal profile of the respondents.
- (ii) To study the awareness among farmers of adopted and non-adopted villages of KVK about KVK working as Knowledge Resource Centre and
- (iii) To ascertain the relationship between dependent and independent variables.

## **METHODOLOGY**

The present study was conducted in the Dang district. Eight villages were selected randomly from the list of adopted villages of KVK, while another eight neighboring villages of the adopted villages were selected purposively as the Non-adopted villages. Ten respondents were selected from the list of farmers in each adopted villages and non-adopted villages by random sampling technique. Thus, total numbers of respondents were 160. The interview schedule was developed after due consultation with the faculty members of the discipline and the data were collected by the personal interview method. The data so collected were tabulated, analyzed with appropriate statistical tools and interpreted in the light of the objectives.

## **RESULTS AND DISCUSSION**

### **Personal profile of the respondents**

The findings of these selected characteristics have been presented in the following section:

#### **(i) Age**

The data presented in Table 1(1) shows that nearly half (51.00 and 46.00 per cent) of the respondents were in middle age group in adopted and non-adopted villages, respectively, followed by 29.00 per cent of the respondents belongs to young age group in adopted village and 28.00 per cent were under old age group in non-adopted villages.

#### **(ii) Education**

It is evident from table 1(2) that more than half (51.00 and 55.00 per cent) of the respondents were educated up to primary school level in adopted and non-adopted villages, respectively. Very few respondents had education above middle school level in the adopted and non-adopted villages.

#### **(iii) Social participation**

The data in Table 1(3) revealed that about two-third majority (62.00 per cent) of the respondents were participated in social organizations and 38.00 per cent of the respondents were not participated in social organizations in adopted villages while, two-third majority (66.00 per cent) of the respondents were not participated in social organizations and 34.00 per cent of the respondents were participated in social organizations in non-adopted villages.

#### **(iv) Extension participation**

It was observed from the data presented in Table 1(4) that all (100.00 per cent) the respondents were participated in more than one activities in adopted villages while, more than half (56.00 per cent) of the respondents were participated in more than one activity followed by 25.00 per cent were not participated in any activity in non-adopted villages.

#### **(v) Annual Income**

It is apparent from Table 1(5) that majority (63.00 and 81.00 per cent) of the respondents had annual income up to Rs. 50,000/- in adopted and non-adopted villages, respectively followed by 26.00 per cent and 14.00 per cent of the respondents had annual income between Rs. 50,001 to 1,00,000 in adopted and non-adopted villages, respectively.

#### **(vi) Occupation**

The data presented in Table 1(6) revealed that more than half (57.00 per cent) of the respondents were engaged in farming + Animal Husbandry as their main occupation followed by farming (43.00 per cent) only in adopted villages while, majority (69.00 per cent) of the respondents were engaged in farming as main occupation followed by 29.00 per cent in farming + Animal Husbandry in non-adopted villages.

**(vii) Land holding**

The data presented in Table 1(7) shows that two-fifth (42.00 per cent) of the respondents possessed land up to 1.00 ha followed by 28.00 per cent and 20.00 per cent of the respondents possessed 1.01 – 2.00 ha and

2.01 – 4.00 ha of land respectively in adopted villages while, half (49.00 percent) of the respondents possessed land up to 1.00 ha followed by 24.00 per cent and 16.00 per cent of the respondents possessed 1.01 – 2.00 ha and 2.01 – 4.00 ha of land respectively in non-adopted villages.

**Table 1: Distribution of respondents according to their personal characteristics**

n=160

Sr. No.	Personal Characteristics	Adopted Villages (n=80)		Non-Adopted Villages (n=80)	
		Frequency	Percentage	Frequency	Percentage
<b>1</b>	<b>Age group</b>				
1	Young (up to 35 years)	23	29	21	26
2	Middle (36 to 50 years)	41	51	37	46
3	Old (50 years and above)	16	20	22	28
<b>2</b>	<b>Level of Education</b>				
1	Illiterate	15	19	18	22
2	Up to primary school level	41	51	44	55
3	Up to middle school level	18	22	15	19
4	Up to high school level	04	05	01	01
5	College and above	02	03	02	03
<b>3</b>	<b>Social Participation</b>				
1	Participated	50	62	27	34
2	Not participated	30	38	53	66
<b>4</b>	<b>Extension Participation</b>				
1	Not participated	0	0	20	25
2	Participated in one activity	0	0	15	19
3	Participated in more than one activity	80	100	45	56
<b>5</b>	<b>Annual Income</b>				
1	Above ₹ 2,00,000/-	03	04	0	0
2	₹ 1,50,001 to 2,00,000	01	01	02	2.5
3	₹ 1,00,001 to 1,50,000	05	06	02	2.5
4	₹ 50,001 to 1,00,000	21	26	11	14
5	Up to ₹ 50,000	50	63	65	81
<b>6</b>	<b>Occupation</b>				
1	Farming	34	43	55	69
2	Animal Husbandry	0	0	0	0
3	Farming + Animal Husbandry	46	57	23	29
4	Service + Farming	0	0	01	01
5	Farming + Business	0	0	01	01
<b>7</b>	<b>Land Holding</b>				
1	> 10 ha	01	01	0	0
2	4.01 – 10.00 ha	07	09	09	11
3	2.01 – 4.00 ha	16	20	13	16
4	1.01 – 2.00 ha	22	28	19	24
5	0.01 – 1.00 ha	34	42	39	49
<b>8</b>	<b>Economic motivation</b>				
1	Low economic motivation (< 15 score)	01	01	04	05
2	Medium economic motivation (15-17 score)	<b>62</b>	<b>78</b>	<b>64</b>	<b>80</b>
3	High economic motivation (> 17 score)	17	21	12	15
Mean-16		S.D. -1			

**(viii) Economic motivation**

The data presented in Table 1(8) revealed that majority (78.00 and 80.00 per cent) of the respondents were found to have medium level of economic motivation

in adopted and non-adopted villages, respectively while, 21.00 per cent and 15.00 per cent of the respondents had high economic motivation in adopted and non-adopted villages, respectively.

**Awareness among farmers about KVK working as Knowledge Resource Centre:****Table 2: Distribution of respondents according to their awareness**

n=160

Sr. No.	Level of awareness	Adopted Villages (n=80)		Non-Adopted Villages (n=80)	
		Frequency	Percentage	Frequency	Percentage
1	Low level of awareness (< 33 score)	00	00.00	45	<b>56.25</b>
2	Medium level of awareness (34-73 score)	46	57.50	34	42.50
3	High level of awareness (> 74 score)	34	42.50	01	01.25
	Mean	71		35	
	S.D.	8		9	

The data presented in Table 2 indicate that about three-fifth (57.00 per cent) of the respondents from adopted villages were found to have medium level of awareness about KVK working as Knowledge Resource Centre, followed by 42.50 per cent had high level of awareness. In case of non-adopted villages, more than half (56.25 per cent) of respondents had low level of awareness followed by 42.50 and 1.25 per cent of them had medium and high level of awareness about KVK working as Knowledge Resource Centre. These findings were similar to the findings of Meena

(2011), Patel *et al.* (2012), Singh *et al.* (2012) and Pandya *et al.* (2013).

**Association between personal profile of the respondents and their extent of awareness about Knowledge Resource Centre**

The correlation coefficient of eight independent variables of respondents of the adopted and non-adopted villages with their extent of awareness about KVK working as Knowledge Resource Centre is furnished in table 3.

**Table 3: Association between personal profile of the respondents and their extent of awareness about KVK working as Knowledge Resource Centre**

n=160

Sr. No.	Variables	Adopted villages	Non-adopted villages
		'r' value	'r' value
X <sub>1</sub>	Age	0.12555	-0.02049
X <sub>2</sub>	Education	0.11821	0.09261
X <sub>3</sub>	Social participation	0.22803*	0.15561
X <sub>4</sub>	Extension participation	0.00000	0.37769**
X <sub>5</sub>	Annual income	0.06694	0.09331
X <sub>6</sub>	Occupation	-0.00709	0.29222**
X <sub>7</sub>	Land holding	-0.03121	0.02986
X <sub>8</sub>	Economic motivation	0.29903**	-0.04713

\* Significant at 5 per cent level

\*\* Highly significant at 1 per cent level

The data presented in Table 3 shows that economic motivation (0.29903\*\*) was found highly significantly associated with extent of awareness about KVK working as Knowledge Resource Centre, while social participation (0.22803\*) was found significantly associated with extent

of awareness about KVK working as Knowledge Resource Centre in adopted villages. There was no significant association found between awareness about KRC with other independent variables.

In non-adopted villages, the extension participation (0.37769\*\*) and occupation (0.29222\*\*) were found highly significantly associated with extent of awareness about KVK working as Knowledge Resource Centre while; there was no significant association between awareness about KRC and other independent variables.

## **CONCLUSION**

From the results it can be concluded that in adopted villages majority of the respondents were in middle age group, educated up to primary school level, participated in social activities, participated in more than one extension activity, annual income up to Rs.50,000/-, engaged in farming + Animal Husbandry as main occupation, possessed 0.01 – 2.00 ha of land, found to have medium level of economic motivation and found to have medium level of awareness about KVK working as Knowledge Resource Centre whereas, in non-adopted villages majority of the respondents were in middle age group, educated up to primary school level, not participated in social activities, participated in more than one extension activity, annual income up to ₹ 50,000/-, engaged in farming as main occupation, possessed 0.01 – 2.00 ha of land, found to have medium level of economic motivation and found to have low level of awareness about KVK working as Knowledge Resource Centre.

In adopted villages, social participation and economic motivation were significantly associated with extent

of awareness about Knowledge Resource Centre while there was no association between age, education, annual income, occupation, land holding and extent of awareness about KVK working as Knowledge Resource Centre. In non-adopted villages, the extension participation and occupation were highly significantly associated with extent of awareness about Knowledge Resource Centre while, there was no association between age, education, social participation, annual income, land holding, economic motivation and extent of awareness about KVK working as Knowledge Resource Centre.

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