

## RELATIONSHIP BETWEEN PROFILE OF BENEFICIARIES AND IMPACT OF ACTIVITIES ORGANIZED BY KVK

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### ABSTRACT

*The study was conducted in the Navsari district of South Gujarat. All six talukas were selected for the study. Two adopted villages were selected using the lottery methods and ten respondents from each village were selected following simple random sampling. Therefore, a total of 120 beneficiaries were selected for the study. The appropriate measuring techniques/scale for dependent and independent variables were also chosen, and a well-structured interview schedule was developed accordingly. The collected data were analyzed using statistical tools and methods for analysis. The finding of this study revealed that the variable like revealed that education, farming experience, annual income, extension contact, risk orientation, social participation, achievement motivation, scientific orientation, innovativeness was found to be positive and significant relationship with impact of activities organized by KVK Navsari and land holding was found positive significantly related. Whereas, age and types of family was found non-significant relationship with impact of activities organized by KVK Navsari.*

**Keywords:** impact, relationship, beneficiaries, kvk

### INTRODUCTION

After India gained independence, policymakers recognized the need for comprehensive rural development and focused on implementing various programs and initiatives to streamline agricultural development. The KVKs, initiated by the ICAR, are innovative schemes aimed at providing vocational training to practicing farmers, farm women, and young farmers. These KVKs act as primary links between farmers and the agricultural technologies being generated. They facilitate technology transfer by conducting on-farm testing, frontline demonstrations, and training programs to update farmers' knowledge and skills in improved agricultural practices. Currently, there are 731 KVKs operating across India, including seven KVKs in South Gujarat, dedicated to enhancing the livelihoods of farmers. One such KVK is located in Navsari district, where it directly engages with the farming community, transferring agricultural technologies and providing training programs to improve productivity and economic conditions.

### OBJECTIVES

- (1) Profile of the beneficiaries of KVK
- (2) Relationship between profile of beneficiaries and impact of activities organized by KVK Navsari

### METHODOLOGY

An Ex-post-facto research design was used in the present investigation. The study was conducted in Navsari district of South Gujarat. Navsari district has six talukas. All six talukas were selected for the study. Two adopted villages were selected using the lottery methods. Ten beneficiaries were randomly selected from each village. In this way the sample size for the study comprised for 120 KVK beneficiaries. Twelve independent variables of the KVK beneficiaries were measured through respective scales with due modification.

### RESULTS AND DISCUSSION

#### Profile of the beneficiaries of kvk

It became clear from the data presented in table 1 that the more than half (54.17 %) of the KVK beneficiaries were in the middle age, followed by 25.00 and 20.83 per cent of KVK beneficiaries were found in old and young age group, respectively. Similar result was reported by Dobariya *et al.* (2017). More than one third (41.67 %) of the KVK beneficiaries had middle school level education, followed by 20.00 per cent had high school, 15.00 per cent had graduation level education. Whereas, very few 05.00 and 04.17 per cent were belonged to functionally literate and illiterate

categories, respectively. This finding is in support to the findings revealed by Medhi *et al.* (2020).

Slightly more than one third (35.83 %) of the KVK beneficiaries belong to semi medium category of land holding, followed by 31.67 per cent belong to small land holding category, 15.00 per cent belong to medium and 12.50 per cent belong to marginal category. Whereas, very few 05.00 per cent KVK beneficiaries had large size of land holding. The possible reason of this findings might be due to inherited deviation of land from generation to generation. This finding is partial support to the findings revealed by Patil *et al.* (2019). Less than two third (61.67 %) of the KVK beneficiaries belonged had medium level of farming experience, followed by 20.83 per cent had low level of farming experience and 17.50 per cent of KVK beneficiaries belonged to high farming experience category. This finding gets support from research reported by Nikhita *et al.* (2021).

Less than half (43.33 %) of KVK beneficiaries were having annual income between ₹ 1,00,001 to ₹ 1,50,000, followed by 27.50 percent had ₹ 1,50,001 to ₹ 2,00,000, equal (11.67 %) had ₹ 50,001 to ₹ 1,00,000 & Up to ₹ 50,000 and 05.83 per cent KVK beneficiaries had Above ₹ 2,00,001 annual income. This finding is in partial support to the findings revealed by Kumar and Bairathi (2016). Less than half (48.33 %) of the KVK beneficiaries had medium level of extension contact, followed by 26.67 and 25.00 per cent had high and low extension contact, respectively. The result gets support from the research reported by Patil *et al.* (2019).

**Table 1: Distribution of the KVK beneficiaries according to their profile characteristics** (n=120)

Categories	Frequency	Per cent
<b>Age</b>		
Young (Up to 35 years)	25	20.83
Middle (Between 36 to 50 year)	65	54.17
Old (Above 50 year)	30	25.00
<b>Education</b>		
Graduation and above	18	15.00
High school (11th to 12th class)	24	20.00
Middle school (9th to 10th class)	50	41.67
Primary school (1st to 8th class)	17	14.16
Functionally literate	06	05.00
Illiterate	05	04.17
<b>Land holding (in ha)</b>		
Large (above 10 ha)	06	05.00
Medium (4.01 to 10 ha)	18	15.00
Semi medium (2.01 to 4 ha)	43	35.83

Categories	Frequency	Per cent
Small (1.01 to 2 ha)	38	31.67
Marginal (0.01 to 1 ha)	15	12.50
Landless	00	00
<b>Farming experience</b>		
Low	25	20.83
Medium	74	61.67
High	21	17.50
<b>Annual income</b>		
Up to ₹ 50,000	14	11.67
₹ 50,001 to ₹ 1,00,000	14	11.67
₹ 1,00,001 to ₹ 1,50,000	52	43.33
₹ 1,50,001 to ₹ 2,00,000	33	27.50
Above ₹ 2,00,001	07	05.83
<b>Extension contact</b>		
Low	30	25.00
Medium	58	48.33
High	32	26.67
<b>Risk orientation</b>		
Low	26	21.67
Medium	64	53.33
High	30	25.00
<b>Social participation</b>		
No membership in any organization (0 score)	10	08.33
Membership in one organization (1 score)	35	29.17
Membership in more than one organization (2 score)	62	51.67
Holding position in organization	13	10.83
<b>Achievement motivation</b>		
Low	20	16.67
Medium	78	65.00
High	22	18.33
<b>Scientific orientation</b>		
Low	15	12.50
Medium	80	66.67
High	25	20.83
<b>Types of family</b>		
Nuclear family	65	54.17
Joint family	55	45.83
<b>Innovativeness</b>		
Low	25	20.83
Medium	72	60.00
High	23	19.17

More than half (53.33 %) of the KVK beneficiaries had medium level of risk orientation, followed by 25.00 and 21.67 per cent had high and low level of risk orientation, respectively. This finding is in accordance with the findings of Singh and Bose (2022). More than half (51.67 %) of the KVK beneficiaries had membership in more than one organization, followed by 29.17, 10.83 and 08.33 per cent had membership in one organization, holding position in organization and no membership in any organization, respectively. The finding has been partially supported by Dobariya *et al.* (2017).

More than half (65.00 %) of the KVK beneficiaries had medium level, followed by 18.33 and 16.67 per cent had high and low achievement motivation, respectively. Similar results were reported by Nikhitha *et al.* (2021). More than half (66.67 %) of the KVK beneficiaries had medium level of scientific orientation, followed by 20.83 and 12.50 per cent had high and low level of scientific orientation, respectively.

More than half (54.17 %) of the KVK beneficiaries belongs to nuclear types of family, followed by 45.83 per cent joint family. Similar results were reported by Kumar and Bairathi (2016). Less than two third (60.00%) of the KVK beneficiaries had medium level of innovativeness, followed by 20.83 and 19.17 per cent had low and high level of innovativeness, respectively. The results are similar with Vinaya *et al.* (2013), Nargawe and Mishra (2019), Dhananjaya *et al.* (2020) and Bhabhor *et al.* (2022).

#### Relationship between profile of beneficiaries and impact of activities organized by kvk navsari

**Table 1: Relationship between profile of beneficiaries and impact of activities organized by KVK Navsari (n=120)**

Sr. No.	Variables	'r' value
X <sub>1</sub>	Age	-0.053 <sup>NS</sup>
X <sub>2</sub>	Education	0.325**
X <sub>3</sub>	Land holding	0.193*
X <sub>4</sub>	Farming experience	0.767**
X <sub>5</sub>	Annual income	0.770**
X <sub>6</sub>	Extension contact	0.320**
X <sub>7</sub>	Risk orientation	0.336**
X <sub>8</sub>	Social participation	0.268**
X <sub>9</sub>	Achievement motivation	0.384**
X <sub>10</sub>	Scientific orientation	0.365**
X <sub>11</sub>	Types of family	-0.077 <sup>NS</sup>
X <sub>12</sub>	Innovativeness	0.432**

NS Non-significant level of probability.

\*Significant at 0.05 level of probability

\*\*Significant at 0.01 level of probability

The table 1 revealed that education, farming experience, annual income, extension contact, risk orientation, social participation, achievement motivation, scientific orientation and innovativeness was found to be positive and significantly associated with impact of activities organized by KVK Navsari and land holding was found positive significantly related with impact of activities organized by KVK Navsari. Whereas, age and types of family was found negative non-significant relationship with impact of activities organized by KVK Navsari.

#### CONCLUSION

In conclusion, the findings of this study reveal that the education, farming experience, annual income, extension contact, risk orientation, social participation, achievement motivation, scientific orientation, innovativeness were found positive and significant relationship with impact of activities organized by KVK Navsari. While, land holding had positive and significant relationship. Whereas, Age and Types of family were found negative and non-significant relationship with impact of activities organized by KVK Navsari.

#### CONFLICT OF INTEREST

All authors declare that they have no conflict of interest

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Received : October 2023 : Accepted : December 2023