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ATTITUDE OF FARMERS ABOUT KVK FOR THE TRANSFER OF IMPROVED AGRICULTURAL TECHNOLOGIES

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ABSTRACT

India has faced a gap between agricultural innovations and their benefits due to ineffective technology transfer. To bridge this, KVKs were established as knowledge hubs for testing, training and promoting location-specific technologies. Given the substantial public investment, the present study aimed to assess farmers' attitudes toward KVKs and examine their relationship with selected profile characteristics. The present study was conducted in *Saurashtra* region under Junagadh Agricultural University selecting 100 respondents (50 beneficiaries and 50 non-beneficiaries) from KVK Targhadiya. The result of study revealed that majority of the beneficiaries (60.00 per cent) had favourable to moderately favourable attitude about the KVK, while more than half of the non-beneficiaries (52.00 per cent) had moderately favourable to unfavourable attitude about the KVK. Among beneficiaries, characteristics such as social participation, extension contact, extension participation, innovativeness, economic motivation and scientific orientation exhibited positive and highly significant relationship with their attitude toward the KVK. For non-beneficiaries, characteristics *viz.,* education, occupation, farming experience, social participation, annual income, extension contact, extension participation and economic motivation were positively and significantly associated with attitudes toward the KVK.

Keywords: *attitude, KVK, beneficiaries, non-beneficiaries*

INTRODUCTION

Since independence, one of the major concerns in the process of technology transfer has been to explore an effective way to disseminate new technologies that fully integrate farmers' viewpoints. The moot questions have been to address the issues of where, how and what technologies are appropriate for adoption and compatible with their resource matrix. Different extension approaches have been adopted to disseminate the ideas and new technologies. As a result of this lag, there is a huge gap between the potential gain and the actual gain realized by the farmers. Therefore, to promote agricultural technology-led, knowledge-based agricultural development, the government of India has taken various initiatives from time to time.

Many extension programmes have been implemented aiming at the promotion of scientific agriculture by the government in the country. Among the various initiatives, this research focused on evaluating the effectiveness of key extension programme such as the KVK scheme (Yeragorla et al., 2023); Yeragorla et al., 2021). These initiative aim to enhance agricultural productivity, ensure food security and improve the livelihoods of farmers across India.

Within the framework of these missions, Krishi Vigyan Kendras (KVKs) were established in 1974 to bridge the gap between research institutions and farmers by promoting localized, practical technologies. With 731 centers across India, KVKs operate under various institutions and form part of the National Agricultural Research System (NARS). They conduct on-farm testing, demonstrations, training and input production, while serving as knowledge hubs to support technology adoption and align with broader agricultural development initiatives (Anon., 2024; Patel et al., 2023; Rohan and Vinaya, 2022).

Taken as a whole, this programme aim to boost productivity, empower farmers and promote sustainable practices. Their effectiveness depends on accessibility to diverse farmer groups, relevance of technologies, adoption rates and the capacity-building of farmers. Ongoing evaluation and farmer feedback are key to ensuring long-term impact and sustainability. So that, the study on "Attitude

of farmers about KVK for transfer of improved agricultural technologies" was carried out at micro level.

OBJECTIVES

(1) To measure the attitude of farmers about KVK

(2) To ascertain the relationship between attitude of farmers and their selected profile

METHODOLOGY

Ex-post facto research design was followed for carrying out the study. For drawing the sample for the study multistage sampling technique was used. The study was conducted in *Saurashtra* region under Junagadh Agricultural University. For the study, KVKTarghadiya was randomly chosen from seven KVKs of JAU and from its beneficiary list, 50 farmers were randomly selected alongside an equal number of nonbeneficiaries from the same locality. In total, 100 respondents comprising 50 beneficiaries and 50 nonbeneficiaries were included in the study.

An interview schedule was developed in accordance with the objectives of the study and it was pre-tested and translated into Gujarati. The data of this study were collected with the help of structural interview schedule. The collected data were systematically classified, tabulated, analyzed, and interpreted to derive meaningful findings. The statistical measures such as percentage, mean, standard deviation, correlation co-efficient and arbitrary method for categorization were used in the study.

RESULTS AND DISCUSSION

Attitude of Farmers about KVK

Attitude is defined as the degree of encouraging or depressing feeling of the farmers towards extension programme. Attitude is a way of thinking, acting or feeling of a person towards a situation or cause. It is the accepted fact that an attitude of an individual plays an important role in determining one's behaviour. The data regarding attitude of the farmers about KVK are presented in Table 1 and Fig. 1.

From the Table 1 and Fig. 1, it is reveal that slightly less than two-fifth (38.00 per cent) of the beneficiaries had favourable attitude about KVK followed by 22.00 per cent had moderately favourable, 18.00 per cent had highly favourable, 12.00 per cent had unfavourable and 10.00 per cent had highly unfavourable attitude about KVK. In case of non-beneficiaries, slightly less than one-third (32.00 per cent) of them had moderately favourable attitude followed by 20.00 per cent had unfavourable, 18.00 per cent each had highly unfavourable and favourable attitude and 12.00 per cent had highly favourable attitude about KVK.

The majority of beneficiary farmers had favourable to moderately favourable attitude towards KVK, whereas non-beneficiary farmers exhibited moderately favourable to unfavourable attitudes. This might be due to the fact that beneficiary farmers had regular exposure to KVK activities, frequent contact with extension personnel and greater participation in extension programmes, which enhanced their awareness and confidence regarding KVK services. Moreover, a majority of the beneficiary farmers possessed medium to high levels of social participation, extension participation, innovativeness, economic motivation and scientific orientation, which might have contributed to their favourable attitude towards KVK. On the other hand, non-beneficiary farmers had comparatively lower participation in extension activities, limited contact with extension personnel and lower exposure to KVK programmes, resulting in less favourable attitudes towards KVK. The findings are more or less similar to those reported by Vohra (2016), Chaudhary *et al*. (2017), Saha (2022) Pokar (2023) and Zala *et al*. (2025).

Table 1: Distribution of farmers according to their attitude about KVK (n=100)

Sr. No.	Categories	BF (n=50)		NBF (n=50)	
		F	P	F	P
1.	**Highly unfavourable** (18.0 to 32.4)	5	10	9	18
2.	**Unfavourabe** (32.4 to 46.8)	6	12	10	20
3.	**Moderately favourable** (46.8 to 61.2)	11	22	16	32
4.	**Favourable** (61.2 to 75.6)	19	38	9	18
5.	**Highly favourable** (75.6 to 90.0)	9	18	6	12

F = Frequency, P = Percentage, BF = Beneficiaries,

NBF = Non-beneficiaries

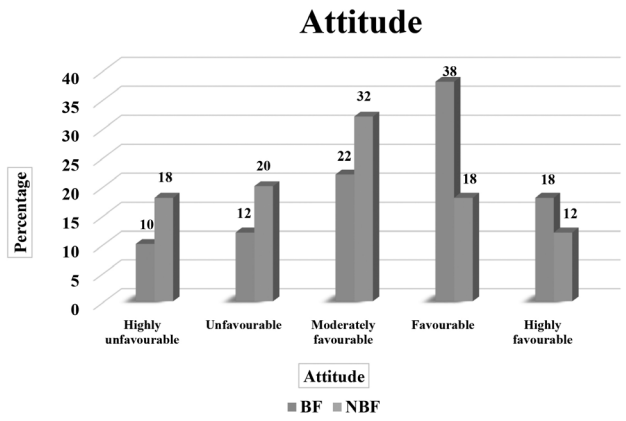

Fig. 1 : Distribution of farmers according to their attitude toward KVK

Relationship between Selected Profile of Farmers and their Attitude about KVK

In order to ascertain the relationship between the attitude (dependent variable) of the farmers and each of their selected characteristics (independent variables), the correlation co-efficient ('r') were calculated. The empirical hypotheses were stated for testing the relationship and its significance on zero order correlation are given in Table 2.

Table 2 : Correlation between independent variables and attitude of farmers (n=100)

Sr. No.	Independent variables	'r' value	
		BF (n=50)	**NBF** (n=50)
X_1	Age	-0.285*	0.167^{NS}
X_2	Education	0.310*	0.285*
X_3	Occupation	0.351*	0.295*
X_4	Farming experience	0.315*	0.288*
X_5	Social participation	0.451**	0.341*
X_6	Land holding	0.115^{NS}	0.058^{NS}
X_7	Annual income	0.330*	0.287*
X_8	Material possession	0.326*	0.087^{NS}
X_9	Extension contact	0.562**	0.348*
X_{10}	Extension participation	0.519**	0.353*
X_{11}	Innovativeness	0.434**	0.118^{NS}
X_{12}	Economic motivation	0.453**	0.289*
X_{13}	Scientific orientation	0.364**	0.064^{NS}
$t_{(0.05, 48)} = 2.011$		$t_{(0.01, 48)} = 2.682$	

* = Significant at 0.05 level, ** = Significant at 0.01 level, NS = Non Significant

The characteristics of the beneficiaries like social participation, extension contact, extension participation, innovativeness, economic motivation and scientific orientation had positive and highly significant relationship with their attitude about KVK. The characteristics like education, occupation, farming experience, annual income and material possession were positively and significantly related with the attitude, while age was found negative and significantly associated with attitude. The characteristic *viz*., land holding had non-significant relation with attitude. In case of the non-beneficiaries, characteristics like education, occupation, farming experience, social participation, annual income, extension contact, extension participation and economic motivation were positively and significantly related with the attitude, whereas characteristics *viz.*, age, land holding, material possession, innovativeness and scientific orientation had non-significant relation with attitude about KVK. It can be inferred that social participation, extension contact, extension participation, innovativeness, economic motivation and scientific orientation had a positive and highly significant association with the attitude of beneficiary farmers towards KVK as compared to non-beneficiaries. This might be because farmers who actively participate in social and extension activities have greater opportunities to interact with extension personnel, access agricultural information and learn about improved technologies. Similarly, innovative, economically motivated and scientifically oriented farmers are generally more receptive to new ideas and extension services, which may help develop a favourable attitude towards KVK. Thus, an increase in these characteristics among beneficiaries was associated with a more positive attitude towards KVK.

This finding was in line with the finding of Bairolia (2008), Vohra (2016), Chaudhary (2017), Katole *et al*. (2017), Patel *et al.* (2017), Acharya *et al*. (2020), Bisht (2022), Weto *et al*. (2022), Mishra and Mazhar (2024), Swetank and Bose (2024) and Anusha *et al*. (2025); Vamshi et al. (2025); Dolma et al. (2025); Akbari et al. (2023); Yeragorla et al. (2023); Patel et al. (2023); Rohan and Vinaya (2022); Yeragorla et al. (2021).

CONCLUSION

It can be concluded that majority of the beneficiaries (60.00 per cent) had favourable to moderately favourable attitude about the KVK, while more than half of the non-beneficiaries (52.00 per cent) had moderately favourable to unfavourable attitude about the KVK. Among beneficiaries, characteristics such as social participation, extension contact, extension participation, innovativeness, economic motivation and scientific orientation exhibited positive and highly significant relationship with their attitude towards the KVK. Additionally, education, occupation, farming experience, annual income and material possession were positively and significantly related, while age had negative and significant association. Land holding showed non-significant relationship with attitude. For non-beneficiaries, characteristics *viz.,* education, occupation, farming

experience, social participation, annual income, extension contact, extension participation and economic motivation were positively and significantly associated with attitudes toward the KVK, whereas age, land holding, material possession, innovativeness and scientific orientation had non-significant relation with attitude.

IMPLICATIONS

Characteristics of beneficiaries such as social participation, extension contact, extension participation, innovativeness, economic motivation and scientific orientation, which showed highly significant association with their attitude level, would be useful for extension agencies in planning the selection of farmers to organize demonstrations.

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CONFLICT OF INTEREST

The authors declare no conflicts of interest regarding the publication of this paper.

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