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### Relationship between profiles of KVK beneficiary farmers and efficiency level of KVK beneficiary farmers regarding influence of KVK

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#### Abstract

Agriculture is the most pivotal sector of Indian economy in the current phase of development. Therefore, the transformation of traditional agriculture to modern agriculture is a challenge to fulfill the requirements of over increasing population. Krushi Vigyan Kendra in the country is the primary links for the farmers to know about the agricultural technologies being generated. They act as the training centers for the transfer of technology with an aim to reduce the time lag between technology generation and their transfer. An ex-post facto research design was used in the present investigation. The present study was conducted in all 08 KVK working under S. D. Agriculture university jurisdiction and a list of KVK beneficiaries was collected from each KVK. The KVK has one of the mandates to adopt villages from its jurisdiction and from those villages they call the farmers for training, allot On Farm trail (OFTs) and Front Line Demonstration (FLDs). The beneficiaries were randomly selected of training, FLD and OFT in 20:12:6 in numbers for this study. Thus, 160 participated trainings, 96 beneficiaries of FLD and 48 beneficiaries of OFT were taken so, 304 beneficiaries were selected randomly for the present study. The study covered 18 independent and one dependent variable and appropriate empirical measuring techniques/scales developed for independent variables also resorted. It can be concluded that the variables such as holding, extension contact and innovativeness found positive and significant association education, source of information, mass media exposure, training acquired, economic orientation and scientific orientation found positive and highly significant association with the efficiency of KVK beneficiaries regarding influence of KVK. The results infer education, mass media exposure, Training acquired, economic orientation and scientific orientation would bring substantial change in efficiency of KVK beneficiaries regarding influence of KVK.

**Keywords:** KVK (Krushi Vigyan Kendra), beneficiary farmers, efficiency

#### Introduction

Krushi Vigyan Kendra, an innovative science-based institution, was consequently established mainly to impart vocational training to the farmers and field level extension workers. The concept of vocational training in agriculture through KVK grows substantially due to greater demand for improved agricultural technology by the farmers. They not only required knowledge and understanding of the intricacy of technologies, but also progressively more and more skills in various complex agricultural operations for adoption on their farms.

Krushi Vigyan Kendra in the country is the primary links for the farmers to know about the agricultural technologies being generated. They act as the training centers for the transfer of technology with an aim to reduce the time lag between technology generation and their transfer. The activities of KVK include on-farm testing to establish the location specificity of agricultural technologies under various farming situations. Frontline demonstrations to establish its production potentials on the farmer's fields, training of farmers and rural youths to update their knowledge and skills in improved agricultural technology and training of extension personnel to orient them in the

frontier areas technology development. It is also useful to increase the income of the farmers and rural youths and knowledge of different disciplines. Considering the importance of institutional approach, the education commission provided an idea about vocational education in agriculture and allied sectors at pre and post matriculation level to cater the information through training by identifying the need of large number of boys and girls from rural areas. The main aim of establishing KVK was to improve production and economy of farmer. To achieve this objective the KVK arrange a number of training programs and activities on crop production and allied activities.

**Objectives:** To study the relationship between dependent and selected independent variables

#### Methodology

An ex-post facto research design was used in the present investigation. The present study was conducted in all 08 KVK working under S. D. Agriculture university jurisdiction and a list of KVK beneficiaries was collected from each KVK. The KVK has one of the mandates to adopt villages from its jurisdiction and from those villages they

call the farmers for training, allot On Farm trail (OFTs) and Front Line Demonstration (FLDs). The beneficiaries were randomly selected of training, FLD and OFT in 20:12:6 in numbers for this study. Thus, 160 participated trainings, 96 beneficiaries of FLD and 48 beneficiaries of OFT were taken so, 304 beneficiaries were selected randomly for the present study. The study covered 18 independent and one dependent variable and appropriate empirical measuring techniques/scales developed for independent variables also resorted. The variables do not have measuring techniques there the structured schedules were developed with the assistance of experts and faculties. A scale on the efficiency of KVK beneficiaries regarding influence of KVK was developed by using Likert (1932) <sup>[5]</sup> technique. The collected data were analyzed by using statistical tools and methods for analysis viz., percentage, mean, standard deviation and correlation coefficient (*r*). A simple ranking technique was also applied to mean out the constraints and suggestions.

## Results and Discussion

The data in table 1 revealed that land holding (0.130\*),

extension contact (0.113\*), and innovativeness (0.121\*) found positive and significant association with the efficiency of KVK Beneficiaries about influence of KVK. This might be due to the young farmers nowadays using digital technologies to access information about new agricultural technologies.

The data presented in table 1 shows that, education (0.187\*\*), source of information (0.169\*\*), mass media exposure (0.154\*\*), training acquired (0.223\*\*), economic orientation (0.282\*\*) and scientific orientation (0.250\*\*) found positive and highly significant association with the efficiency of KVK Beneficiaries about influence of KVK. This could be because young and educated farmers were scientifically minded and ready to adopt new technologies. They know that agriculture is nothing without the use of scientific techniques.

On the other hand, age (0.049), annual income (0.102) size of family (0.105), farming experience (0.093), social participation (0.093), occupation (0.038), decision making ability (0.031), achievement motivation (0.090) and risk orientation (-0.036) had non-significant association with the efficiency of KVK beneficiaries about influence of KVK.

**Table 1:** Relationship between profile of the KVK beneficiary farmers with efficiency regarding influence of KVK, n=304

Sr. No.	Independent variable	Correlation coefficient
		"r"
1	Age	0.049
2	Education	0.187**
3	Annual income	0.102
4	Land holding	0.130*
5	Size of family	0.105
6	Farming experience	0.093
7	Social Participation	0.093
8	Extension contacts	0.113*
9	Occupation	0.038
10	Sources of information	0.169**
11	Decision making ability	0.031
12	Innovativeness	0.121*
13	Mass media exposure	0.154**
14	Achievement motivation	0.090
15	Training acquired	0.223**
16	Economic orientation	0.282**
17	Risk orientation	-0.036
18	Scientific orientation	0.250**

\* Significant at 0.05%

\*\* Significant at 0.01%

The same table shows that, education (0.187\*\*), source of information (0.169\*\*), mass media exposure (0.154\*\*), training acquired (0.223\*\*), economic orientation (0.282\*\*) and scientific orientation (0.250\*\*) found positive and highly significant association with the efficiency of KVK Beneficiaries about influence of KVK. This could be because young and educated farmers were scientifically minded and ready to adopt new technologies. They know that agriculture is nothing without the use of scientific techniques.

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## Conclusion

In the correlation analysis, it was found that the land holding, extension contact and innovativeness found positive and significant association education, source of information, mass media exposure, training acquired, economic orientation and scientific orientation found positive and highly significant association with the efficiency of KVK beneficiaries regarding influence of KVK. The results infer education, mass media exposure, Training acquired, economic orientation and scientific orientation would bring substantial change in efficiency of KVK beneficiaries regarding influence of KVK.

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