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### Assessing farmers' perceptions towards efficacy of KVK in accelerating income in Kalimpong district of West Bengal

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#### Abstract

A study was conducted in Kalimpong district during 2019-2020, to assess farmers' perceptions towards the efficacy of KVK in accelerating income. The district Kalimpong was selected purposively and respondents were selected randomly. Total one hundred respondents were taken for the study. The data were collected during October 2019 to March 2020 with the help of structured schedule through personal interview method. The farmers' perception on the efficacy of the KVK in accelerating their income is considered as the dependent variable while all the socio-economic, personal and communicational characters are considered as independent, antecedent and predictor variables. Frequency, percentage, range, mean, standard deviation, coefficient of variation and multiple regression analysis like statistical tools were used to draw a definite conclusion for the present study. SPSS was used to analyze the data. The present study found that the majority of the beneficiaries (70 percent) possess the medium level of (67.51-83.73) perception towards the efficacy of the KVKs in enhancing income and while finding the effects of different independent variables on beneficiary farmers' perception on efficacy of KVK the result shows that variables Risk orientation ( $X_{14}$ ) and Cosmopolitaness ( $X_{15}$ ) are positively and significantly contributing to perception of KVK beneficiaries on the efficacy of KVK towards enhancing their income. The study thus, recommends adopting extension methods like imparting trainings on risk management, conducting group discussions, awareness etc by the KVK while delivering their routine extension activities for greater impact.

**Keywords:** Assessing, perception, efficacy, KVK, accelerating, income

#### Introduction

In the present context, the agricultural development for income enhancement of the farming community mostly depends on the up to date knowledge embedded information led by updated technological interventions, capacity building and entrepreneurship development. The rural farmers in different disadvantaged areas of our country are facing a challenge of knowledge embedded information scarcity and the skill to apply that knowledge in their own situation for enhancing their income. Premvathi (2003) <sup>[8]</sup> stated that the extension worker, who intends to achieve desired changes and improvement in the behaviour of rural people, needed the help of some tools and devices.

To make the agriculture society more knowledge vibrant and information enriched and income resilient, the KVK led agricultural advisory services for income augmentation may be used as the situation specific solution for the sustainable livelihood of rural peasants since they have less access to credit, inputs and information and they are less likely to

benefit from other services, Medhi *et al.* (2017) <sup>[7]</sup> found that the majority of the respondents also perceived that KVK trainings had enhanced the social recognition of the farmers. Agricultural innovations and diffusion of new technologies are key drivers to attain food security besides providing farmers a competitive edge over traditional farming, thus facilitating better standards of living. To realize their true potential, farmers must have access to the state-of-the-art technologies, vocational trainings and capacity building, necessary inputs and related information in all the segments, be it crop, livestock, forestry or fisheries. In this context the Government of India through Indian Council for Agricultural Research (ICAR) has established a wide network of Krishi Vigyan Kendra's (KVKs) in all the district of the country. Dubey *et al.* (2008) <sup>[5]</sup> found that KVK was able to bring about significant changes in the socio economic status as well as the level of knowledge among different categories of trainees. Training and guidance given to trainees have played prime role in

influencing technological changes, besides management orientation.

In such a resilient research climate, a study has been conducted to assess the perception of farmers towards the efficacy of Krishi Vigyan Kendra (KVK) in accelerating their income in Kalimpong district of West Bengal. The research is not an in-depth cross-sectional analysis of all the know-how of the Krishi Vigyan Kendra.

### Methodology

The study was conducted in Kalimpong district of West Bengal. There is one KVK in the district with the strength of fifteen staff members. The following KVK was established in 1993 under Uttar Banga Krishi Viswavidyalaya, Pundibari, Coochbehar. A multistage, purposive and random sampling technique was followed in case of selecting the area and the respondents of the present study. The district Kalimpong has been selected purposively. The Kalimpong block-I, Kalimpong block-II from the selected district were also selected with the help of purposive sampling procedure. Out of seventeen (17) Gram Panchayats under Kalimpong block I the Bong and Sindibong Gram Panchayats and out of twelve (12) Gram Panchayats under Kalimpong block II the Kagey and Siakiyong were selected for the present study with the help of simple random sampling procedure. Respondents were selected randomly to achieve the delineated purpose of the study. A total of one hundred (100) respondents who were the beneficiaries of KVK in the study area constituted the sample for the present study. The data was collected with the help of structured interview schedule through physical interview method.

The farmers' perception on the efficacy of the KVK in accelerating their income is considered as the dependent variable while all the socio-economic, personal and communicational characters are considered as independent,

antecedent and predictor variables. Frequency, percentage, range, mean, standard deviation, coefficient of variation and multiple regression analysis like statistical tools were used to draw a definite conclusion for the present study. SPSS was used to analyse the data.

### Results and Discussion

**Table 1:** Farmers' perception towards the efficacy of the KVKs in accelerating their income n=100

Category	Frequency	Percent (%)	Statistics
High (>83.73)	16	16	Range: 63-95 Mean: 75.62 SD: 8.11 CV: 10.72
Medium (67.51-83.73)	70	70	
Low (<67.51)	14	14	

Table 1 depicts the distribution of the KVK beneficiaries according to their level of perception towards the efficacy of KVKs in accelerating the income. The beneficiaries have been categorised on the level of perception into three categories namely high, medium and low. The table shows that sixteen (16) percent of the beneficiaries possess high level of perception towards the efficacy of the KVKs in enhancing the farmers' income (Range > 83.73). The majority of the beneficiaries (70 percent) possess the medium level of (67.51-83.73) perception on the efficacy of the KVK in enhancing beneficiary farmers' income. The remaining fourteen (14) percent beneficiaries possess the low level of perception on the efficacy of the KVK in enhancing beneficiary farmers' income (less than 67.51). The range of the distribution is 63-95 with the mean value 75.62, standard deviation value 8.11. The coefficient of variation value being 10.72 signifies high consistency level of the varying farmers' perception.

**Table 2:** Contributing factors in defining the perception of the farmers towards efficacy of the KVKs in accelerating their income

Variables	Standardized Regression Coefficients (β)	Unstandardized Regression Coefficients (B)	S.E. of 'B'	t value
Age (X <sub>1</sub> )	0.097	0.077	0.065	1.184
Education (X <sub>2</sub> )	0.147	1.005	0.647	1.554
Family education status (X <sub>3</sub> )	-0.076	-0.267	0.290	-0.920
Annual income (X <sub>4</sub> )	0.138	0.313	0.232	1.347
Material possession (X <sub>5</sub> )	-0.064	-0.124	0.189	-0.654
House type (X <sub>6</sub> )	0.057	0.658	1.190	0.553
Economic motivation (X <sub>7</sub> )	0.052	0.153	0.247	0.619
Adoption leadership (X <sub>8</sub> )	0.058	0.114	0.151	0.751
Planning orientation (X <sub>9</sub> )	-0.035	-0.166	0.403	-0.412
Production orientation (X <sub>10</sub> )	0.022	0.080	0.292	0.274
Marketing orientation (X <sub>11</sub> )	0.107	0.279	0.198	1.408
Achievement motivation (X <sub>12</sub> )	-0.106	0.338	0.235	1.441
Scientific orientation (X <sub>13</sub> )	-0.108	-0.561	0.395	-1.419
Risk orientation (X <sub>14</sub> )	0.215	0.387	0.158	2.448**
Cosmo politeness (X <sub>15</sub> )	0.288	0.819	0.279	2.931**
Mass media exposure (X <sub>16</sub> )	0.186	0.296	0.201	1.473
Utilization pattern of Communication sources (X <sub>17</sub> )	0.050	0.062	0.102	0.609

R<sup>2</sup> = 0.672 (F value =9.905 \*\*)

\*\* Significant at 1% level, \* Significant at 5% level

Table 2 shows the outcome of the multiple regression analysis of the farmers' perception towards the efficacy of KVKs in accelerating the income of farmers with other 17 predictor variables. The result shows that variable Risk

orientation (X<sub>14</sub>) and Cosmo politeness (X<sub>15</sub>) are positively and significantly contributing to perception of KVK beneficiaries on the efficacy of Krishi Vigyan Kendra (KVKs) towards enhancing their income

Risk orientation is a venture type attitude of an individual. A farmer who is technically sound and knowledgeable can only take a new initiative in his own situation with his existing resources. It revealed that the risk orientation had contributed in developing a positive attitude of the farmer towards KVK activities for taking risks to adopt new innovation in a better way.

Cosmo politeness is the character of an individual for delineating his outer exposure towards the environment and the source of information. The increased level of Cosmo politeness emphasizes on knowledge endowment and information reception from different sources regarding agricultural practices for a better standard of living. The exposure and orientation about outer world create a positive vision towards any new information received from different communication sources. Accordingly, the study also revealed that the variable Cosmo politeness had positively and significantly contributed in determining the farmers' ability to perceive diverse forms of knowledge and information endowed upon them from various sources for improving the practices for a better standard of living.

The  $R^2$  value being 0.672, it is to infer that the seventeen causal variables put together had explained 67.20% variation embedded with the dependent variable farmers' perception on efficacy of KVK while 32.80% variation embedded with the dependent variable remained unexplored.

### Conclusion

The present study found that the majority of the beneficiaries (70 percent) possess the medium level of (67.51-83.73) perception towards the efficacy of the KVKs in enhancing beneficiary farmers' income and while finding the effects of different independent variables on beneficiary farmers' perception on efficacy of KVK the result shows that variables Risk orientation ( $X_{14}$ ) and Cosmopoliteness ( $X_{15}$ ) are positively and significantly contributing to perception of KVK beneficiaries on the efficacy of Krishi Vigyan Kendra (KVK) towards enhancing their income.

The study recommends to enhance the Risk Orientation and Cosmo politeness of the beneficiaries in order to improve their perception level on the efficacy of the KVK in enhancing beneficiary farmers' income. The study thus, recommends adopting extension methods like imparting trainings on risk management, conducting group discussions, awareness camps regarding government program and schemes, arranging demonstrations, exposing them to trade fairs, group meetings, study tours, mass media including social media etc. by the KVS's while delivering their routine extension activities for greater impact.

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