



Research Article

## Study on usefulness of Krishi Mahotsav programme organized in Kheda district of Middle Gujarat

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**SUMMARY :** 60 per cent population of Gujarat is dependent on agriculture for its maintenance. In order to bring the farmers out of this condition, Gujarat government has taken initiative by organizing Krishi Mahotsav, which no other states of the country have done. The Krishi Mahotsav event aims at increasing agriculture production by encouraging farmers to adopt the latest farm technology. So it become imperative to know the usefulness of this programme for farmers of the district because huge money and staff of various line departments deployed for the same. For this purpose, this study has been undertaken in the Kheda district purposively as Krishi Vigyan Kendra is working in the Kheda district, as its operational area is district jurisdiction. 500 farmers of the 50 villages of the 10 Taluka were selected randomly for the study purpose. Study revealed that the majority of the respondents were found in middle age group, were primary educated, found passive participation and belonged to nuclear family. In case of size of land holding, majority of farmers were small farmers, had 2 milch animals per household. In case of over all level of usefulness of Krishi Mahotsav, majority of respondents (54.20%) had shown Krishi Mahotsav as medium useful to them. Hence, it can be concluded that AAU-Anand should continue to organise Krishi Mahotsav programme keeping more emphasis on transformation of Krishi Mahotsav programme as medium useful to highly useful for the majority at large. Marketing of agricultural product should be considered as an important aspect, which needed to be emphasized.

**KEY WORDS :**

Krishi Mahotsav,  
Knowledge, Socio-  
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